









Website review milkandmore.co.uk

Generated on September 22 2024 18:38 PM




The score is 48/100







SEO Content

	Title	<p>Fresh British Milk Delivery Convenient Shopping</p> <p>Length : 49</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p>Milk & More is on a mission to protect the legacy and tradition of the milkround. We deliver fresh British milk and the best everyday essentials to your doorstep. Join our round today.</p> <p>Length : 188</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.</p>												
	Keywords	<p>Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.</p>												
	Og Meta Properties	<p>This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them.</p>												
	Headings	<table border="1" data-bbox="544 1480 1481 1547"> <thead> <tr> <th>H1</th> <th>H2</th> <th>H3</th> <th>H4</th> <th>H5</th> <th>H6</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>4</td> <td>6</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="616 1585 1342 1944" style="list-style-type: none"> • [H1] Wake up to Milk & More • [H2] • [H2] It's as easy as one, two, FREE! • [H2] Discover your new breakfast favourites • [H2] Frequently Asked Questions • [H3] Privacy Preference Centre • [H3] Your Privacy • [H3] Strictly Necessary Cookies Always Active • [H3] Analytical/Performance Cookies Active Inactive • [H3] Functionality Cookies Active Inactive • [H3] Targeting Cookies Active Inactive 	H1	H2	H3	H4	H5	H6	1	4	6	0	0	0
H1	H2	H3	H4	H5	H6									
1	4	6	0	0	0									
	Images	<p>We found 89 images on this web page.</p> <p>29 alt attributes are empty or missing. Add alternative text so that</p>												

SEO Content

		search engines can better understand the content of your images.
	Text/HTML Ratio	Ratio : 52% Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.
	Flash	Perfect, no Flash content has been detected on this page.
	Iframe	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

SEO Links

	URL Rewrite	Good. Your links looks friendly!
	Underscores in the URLs	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 92 links including 1 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 3.26% Internal Links 96.74%

In-page links

Anchor	Type	Juice
Skip to content	Internal	Passing Juice
Skip to navigation	Internal	Passing Juice
Our Story	Internal	Passing Juice
Our Suppliers	Internal	Passing Juice
Our Blog	Internal	Passing Juice
Sign out	Internal	Passing Juice

In-page links

View Basket	Internal	Passing Juice
Milk	Internal	Passing Juice
Home	Internal	Passing Juice
Milk	Internal	Passing Juice
Fresh Milk Cartons	Internal	Passing Juice
Organic Milk	Internal	Passing Juice
Channel Island	Internal	Passing Juice
Milkshakes	Internal	Passing Juice
Lactose Free Milk	Internal	Passing Juice
Goats Milk	Internal	Passing Juice
Long Life Milk	Internal	Passing Juice
Breakfast	Internal	Passing Juice
Eggs	Internal	Passing Juice
Cereal	Internal	Passing Juice
All Bread	Internal	Passing Juice
Pastries	Internal	Passing Juice
Jam	Internal	Passing Juice
Yoghurts	Internal	Passing Juice
Yoghurt Drinks	Internal	Passing Juice
Fruit Juice	Internal	Passing Juice
Dairy	Internal	Passing Juice
Butter & Spreads	Internal	Passing Juice
Cheese	Internal	Passing Juice
Cream	Internal	Passing Juice
Dairy-Free	Internal	Passing Juice
Almond Drinks	Internal	Passing Juice
Oat Drinks	Internal	Passing Juice
Soya Drinks	Internal	Passing Juice

In-page links

Dairy-Free Yoghurt	Internal	Passing Juice
Juice & Drinks	Internal	Passing Juice
Smoothies	Internal	Passing Juice
Water	Internal	Passing Juice
Soft Drinks	Internal	Passing Juice
Squash	Internal	Passing Juice
Hydration Drinks	Internal	Passing Juice
Tea, Coffee & Sugar	Internal	Passing Juice
Bread & Bakery	Internal	Passing Juice
White Bread	Internal	Passing Juice
Brown Bread	Internal	Passing Juice
Seeded Bread	Internal	Passing Juice
Sourdough Bread	Internal	Passing Juice
Crumpets, Bagels, Pittas & Rolls	Internal	Passing Juice
Biscuits	Internal	Passing Juice
Fruit & Veg	Internal	Passing Juice
Fruit	Internal	Passing Juice
Vegetables	Internal	Passing Juice
Fruit and Veg Boxes	Internal	Passing Juice
Pantry & Home	Internal	Passing Juice
Savoury Snacks	Internal	Passing Juice
Sweet Treats	Internal	Passing Juice
Home Care	Internal	Passing Juice
Doorstep Storage	Internal	Passing Juice
Garden	Internal	Passing Juice
The Dairy Diary	Internal	Passing Juice
Offers	Internal	Passing Juice
Price-Matched Essentials	Internal	Passing Juice

In-page links

New In	Internal	Passing Juice
Use code MILKROUND50 for 50% off your first order!	Internal	Passing Juice
Trustpilot	External	Passing Juice
What time will my milkman deliver?	Internal	Passing Juice
breakfast	Internal	Passing Juice
Do I have to sign up to a subscription?	Internal	Passing Juice
Where does Milk & More milk come from?	Internal	Passing Juice
glass bottled	Internal	Passing Juice
carton milk	Internal	Passing Juice
Our Delivery Locations	Internal	Passing Juice
Careers	External	Passing Juice
Become a Brand Ambassador	External	Passing Juice
Milk & More at Work	Internal	Passing Juice
Legal	Internal	Passing Juice
Sign in to Your Account	Internal	Passing Juice
Register	Internal	Passing Juice
Contact Us	Internal	Passing Juice
FAQs	Internal	Passing Juice
Refunds Policy	Internal	Passing Juice
Organic	Internal	Passing Juice
Offers	Internal	Passing Juice
Accessibility	Internal	Passing Juice
Terms and Conditions	Internal	Passing Juice
Privacy and Cookies	Internal	Passing Juice
Site Map	Internal	Passing Juice
Your Privacy	Internal	Passing Juice
Strictly Necessary Cookies	Internal	Passing Juice
Analytical/Performance Cookies	Internal	Passing Juice

In-page links

[Functionality Cookies](#)

Internal

Passing Juice

[Targeting Cookies](#)

Internal

Passing Juice

SEO Keywords



Keywords Cloud

all terms goods delivery website payment
regular view order milk












Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
order	111	✘	✘	✘	✘
goods	86	✘	✘	✘	✘
all	84	✘	✘	✘	✘
view	65	✘	✘	✘	✘
website	52	✘	✘	✘	✘





Usability

	Url	Domain : milkandmore.co.uk Length : 17
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is en.
	Dublin Core	This page does not take advantage of Dublin Core.


Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 0 Warnings : 0
	Email Privacy	Great no email address has been found in plain text!
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<ul style="list-style-type: none"> Excellent, your website doesn't use nested tables. Too bad, your website is using inline styles. Great, your website has few CSS files. Too bad, your website has too many JS files (more than 6). Perfect, your website takes advantage of gzip.

Mobile

	Mobile Optimization	<ul style="list-style-type: none"> Apple Icon Meta Viewport Tag Flash content
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Optimization

	XML Sitemap	Great, your website has an XML sitemap. https://www.milkandmore.co.uk/sitemap.xml
	Robots.txt	http://milkandmore.co.uk/robots.txt Great, your website has a robots.txt file.
	Analytics	Missing

Optimization



We didn't detect an analytics tool installed on this website.

Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.