



# Website review pavers.co.uk

Generated on September 23 2024 06:29 AM




The score is 44/100







## SEO Content

	Title	Pavers™   Shop Men & Women's Shoes & Boots					
		<b>Length : 55</b>					
		Perfect, your title contains between 10 and 70 characters.					
	Description	Shop our range of comfortable footwear for men & women - No quibble 45 days returns policy - Wide range of colour options - Shop instore, online, by catalogue & phone.					
		<b>Length : 167</b>					
		Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.					
	Keywords	Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.					
	Og Meta Properties	This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use <a href="#">this free og properties generator</a> to create them.					
	Headings	<b>H1</b> 0	<b>H2</b> 3	<b>H3</b> 6	<b>H4</b> 0	<b>H5</b> 0	<b>H6</b> 0
		<ul style="list-style-type: none"><li>• [H2] Popular Categories</li><li>• [H2] Style &amp; Confidence</li><li>• [H2] Step Into Comfort</li><li>• [H3] Whisk Into Autumn</li><li>• [H3] Women's Boots</li><li>• [H3] Women's Trainers</li><li>• [H3] Men's Boots</li><li>• [H3] Men's Trainers</li><li>• [H3] Sign up to our newsletter</li></ul>					
	Images	We found 13 images on this web page.					
		4 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.					

## SEO Content

	Text/HTML Ratio	Ratio : <b>1%</b>  This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.
	Flash	Perfect, no Flash content has been detected on this page.
	Iframe	Great, there are no Iframes detected on this page.

## SEO Links

	URL Rewrite	Bad. Your links have query string.
	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 140 links including 0 link(s) to files
	Statistics	External Links : noFollow 0%  External Links : Passing Juice 0%  Internal Links 100%

## In-page links

Anchor	Type	Juice
<a href="#">Women</a>	Internal	Passing Juice
<a href="#">All Boots</a>	Internal	Passing Juice
<a href="#">Ankle</a>	Internal	Passing Juice
<a href="#">Chelsea</a>	Internal	Passing Juice
<a href="#">Knee High</a>	Internal	Passing Juice
<a href="#">Calf Length</a>	Internal	Passing Juice
<a href="#">Wellington</a>	Internal	Passing Juice

## In-page links

<a href="#">Slouch</a>	Internal	Passing Juice
<a href="#">Wide Fit</a>	Internal	Passing Juice
<a href="#">Walking &amp; Hiking</a>	Internal	Passing Juice
<a href="#">All Trainers</a>	Internal	Passing Juice
<a href="#">Slip On</a>	Internal	Passing Juice
<a href="#">Lace Up</a>	Internal	Passing Juice
<a href="#">Wide Fit</a>	Internal	Passing Juice
<a href="#">Chunky</a>	Internal	Passing Juice
<a href="#">Smart</a>	Internal	Passing Juice
<a href="#">Memory Foam</a>	Internal	Passing Juice
<a href="#">All Shoes</a>	Internal	Passing Juice
<a href="#">Clogs</a>	Internal	Passing Juice
<a href="#">Flat</a>	Internal	Passing Juice
<a href="#">Smart &amp; Formal</a>	Internal	Passing Juice
<a href="#">Casual</a>	Internal	Passing Juice
<a href="#">Mary Jane</a>	Internal	Passing Juice
<a href="#">Wedges</a>	Internal	Passing Juice
<a href="#">Wide Fit</a>	Internal	Passing Juice
<a href="#">Heels</a>	Internal	Passing Juice
<a href="#">All Slippers</a>	Internal	Passing Juice
<a href="#">Full</a>	Internal	Passing Juice
<a href="#">Mule</a>	Internal	Passing Juice
<a href="#">Memory Foam</a>	Internal	Passing Juice
<a href="#">Wide Fit</a>	Internal	Passing Juice
<a href="#">All Sandals</a>	Internal	Passing Juice
<a href="#">Wedge</a>	Internal	Passing Juice
<a href="#">Wide Fit</a>	Internal	Passing Juice
<a href="#">Mules</a>	Internal	Passing Juice

## In-page links

<a href="#">Flat</a>	Internal	Passing Juice
<a href="#">Ankle Strap</a>	Internal	Passing Juice
<a href="#">Slingback</a>	Internal	Passing Juice
<a href="#">Toe Post</a>	Internal	Passing Juice
<a href="#">Espadrille</a>	Internal	Passing Juice
<a href="#">Work</a>	Internal	Passing Juice
<a href="#">Wedding Guest</a>	Internal	Passing Juice
<a href="#">Holiday</a>	Internal	Passing Juice
<a href="#">Shop by Colour</a>	Internal	Passing Juice
<a href="#">Men</a>	Internal	Passing Juice
<a href="#">All Boots</a>	Internal	Passing Juice
<a href="#">Lace Up</a>	Internal	Passing Juice
<a href="#">Slip On</a>	Internal	Passing Juice
<a href="#">Zip Up</a>	Internal	Passing Juice
<a href="#">Walking &amp; Hiking</a>	Internal	Passing Juice
<a href="#">Wellington</a>	Internal	Passing Juice
<a href="#">Wide Fit</a>	Internal	Passing Juice
<a href="#">All Trainers</a>	Internal	Passing Juice
<a href="#">Skechers</a>	Internal	Passing Juice
<a href="#">Lace Up</a>	Internal	Passing Juice
<a href="#">Slip On</a>	Internal	Passing Juice
<a href="#">Smart Casual</a>	Internal	Passing Juice
<a href="#">Wide Fit</a>	Internal	Passing Juice
<a href="#">All Shoes</a>	Internal	Passing Juice
<a href="#">Casual</a>	Internal	Passing Juice
<a href="#">Smart</a>	Internal	Passing Juice
<a href="#">Lace Up</a>	Internal	Passing Juice
<a href="#">Slip On</a>	Internal	Passing Juice

## In-page links

<a href="#">Loafers</a>	Internal	Passing Juice
<a href="#">Brogues</a>	Internal	Passing Juice
<a href="#">Wide Fit</a>	Internal	Passing Juice
<a href="#">All Slippers</a>	Internal	Passing Juice
<a href="#">Mule Slippers</a>	Internal	Passing Juice
<a href="#">Memory Foam</a>	Internal	Passing Juice
<a href="#">Wide Fit</a>	Internal	Passing Juice
<a href="#">All Sandals</a>	Internal	Passing Juice
<a href="#">Mule</a>	Internal	Passing Juice
<a href="#">Toe Post</a>	Internal	Passing Juice
<a href="#">Casual</a>	Internal	Passing Juice
<a href="#">Walking &amp; Hiking</a>	Internal	Passing Juice
<a href="#">Wide Fit</a>	Internal	Passing Juice
<a href="#">Comfort Classics</a>	Internal	Passing Juice
<a href="#">Walking Trainers</a>	Internal	Passing Juice
<a href="#">Wedding Guest</a>	Internal	Passing Juice
<a href="#">Shop by Colour</a>	Internal	Passing Juice
<a href="#">Bags &amp; Accessories</a>	Internal	Passing Juice
<a href="#">Bags</a>	Internal	Passing Juice
<a href="#">Purses</a>	Internal	Passing Juice
<a href="#">Wallets</a>	Internal	Passing Juice
<a href="#">Shoe &amp; Foot care</a>	Internal	Passing Juice
<a href="#">Hat, gloves, scarves</a>	Internal	Passing Juice
<a href="#">Socks</a>	Internal	Passing Juice
<a href="#">Brands</a>	Internal	Passing Juice
<a href="#">Pavers</a>	Internal	Passing Juice
<a href="#">Skechers</a>	Internal	Passing Juice
<a href="#">Fly Flot</a>	Internal	Passing Juice

## In-page links

<a href="#">Gabor</a>	Internal	Passing Juice
<a href="#">Pikolinos</a>	Internal	Passing Juice
<a href="#">Barbour</a>	Internal	Passing Juice
<a href="#">Rieker</a>	Internal	Passing Juice
<a href="#">EasyFit- 6E Fitting</a>	Internal	Passing Juice
<a href="#">Bagatt</a>	Internal	Passing Juice
<a href="#">Pavers</a>	Internal	Passing Juice
<a href="#">Rieker</a>	Internal	Passing Juice
<a href="#">Bugatti</a>	Internal	Passing Juice
<a href="#">EasyFit- H Fitting</a>	Internal	Passing Juice
<a href="#">View All</a>	Internal	Passing Juice
<a href="#">Comfort Hub</a>	Internal	Passing Juice
<a href="#">Wide-Fit</a>	Internal	Passing Juice
<a href="#">Extra Wide-Fit</a>	Internal	Passing Juice
<a href="#">Memory Foam</a>	Internal	Passing Juice
<a href="#">Arch Support</a>	Internal	Passing Juice
<a href="#">Lightweight</a>	Internal	Passing Juice
<a href="#">Double Strap</a>	Internal	Passing Juice
<a href="#">Clearance</a>	Internal	Passing Juice
<a href="#">Sandals</a>	Internal	Passing Juice
<a href="#">Trainers</a>	Internal	Passing Juice
<a href="#">Shoes</a>	Internal	Passing Juice
<a href="#">Clogs</a>	Internal	Passing Juice
<a href="#">Boots</a>	Internal	Passing Juice
<a href="#">Slippers</a>	Internal	Passing Juice
<a href="#">Bags</a>	Internal	Passing Juice
<a href="#">Accessories</a>	Internal	Passing Juice
1	Internal	Passing Juice

## In-page links

<a href="#">2</a>	Internal	Passing Juice
<a href="#">3</a>	Internal	Passing Juice
<a href="#">4</a>	Internal	Passing Juice
<a href="#">5</a>	Internal	Passing Juice
<a href="#">6</a>	Internal	Passing Juice
<a href="#">7</a>	Internal	Passing Juice
<a href="#">8</a>	Internal	Passing Juice
<a href="#">9</a>	Internal	Passing Juice
<a href="#">Sandals</a>	Internal	Passing Juice
<a href="#">Trainers</a>	Internal	Passing Juice
<a href="#">Shoes</a>	Internal	Passing Juice
<a href="#">Boots</a>	Internal	Passing Juice
<a href="#">Slippers</a>	Internal	Passing Juice
<a href="#">Accessories</a>	Internal	Passing Juice
<a href="#">6</a>	Internal	Passing Juice
<a href="#">7</a>	Internal	Passing Juice
<a href="#">8</a>	Internal	Passing Juice
<a href="#">9</a>	Internal	Passing Juice
<a href="#">10</a>	Internal	Passing Juice
<a href="#">11</a>	Internal	Passing Juice
<a href="#">12</a>	Internal	Passing Juice

## SEO Keywords








Keywords Cloud

**fit all** womens **trainers** **wide shop**  
slippers boots pavers shoes





## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
wide	11	✖	✖	✓	✖
fit	11	✖	✖	✖	✖
shop	10	✓	✖	✓	✖
all	10	✖	✖	✖	✖
trainers	8	✖	✖	✖	✓

## Usability








	Url	Domain : pavers.co.uk Length : 12
	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	Warning! At least one email address has been found in the plain text. Use <a href="#">free antispam protector</a> to hide email from spammers.






## Document

	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<div><div> Excellent, your website doesn't use nested tables.</div><div> Too bad, your website is using inline styles.</div><div> Too bad, your website has too many CSS files (more than 4).</div><div> Perfect, your website has few JavaScript files.</div><div> Perfect, your website takes advantage of gzip.</div></div>

## Mobile

	Mobile Optimization	<div><div> Apple Icon</div><div> Meta Viewport Tag</div><div> Flash content</div></div>
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## Optimization

	XML Sitemap	<div>Great, your website has an XML sitemap.</div> <div><a href="https://www.pavers.co.uk/sitemap_index.xml">https://www.pavers.co.uk/sitemap_index.xml</a></div>
	Robots.txt	<div><a href="http://pavers.co.uk/robots.txt">http://pavers.co.uk/robots.txt</a></div> <div>Great, your website has a robots.txt file.</div>
	Analytics	<div>Missing</div> <div>We didn't detect an analytics tool installed on this website.</div> <div>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.</div>