Website review
premierlottong.com

The score is 49/100

SEO Content

✅	Title	Premier Lotto - Baba Ijebu **Length : 26** Perfect, your title contains between 10 and 70 characters.
⚠️	Description	Premier Lotto Limited (PLL) also known as Baba Ijebu is a Gaming Company which was incorporated in 2001 and was established to carry out the Lotto business in Nigeria. The founder and current Chief Executing Officer of the company is Chief Kessington Adebukunola Adebutu. Premier Lotto comprises of a management team that has over 40 years combined experience in the gaming industry and has been able to leverage on such experience to develop, sustain and strengthen the business over the years thus giving rise to one of the biggest lotto practice in West Africa. **Length : 568** Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.
✅	Keywords	baba ijebu, premier lotto, Premier Lotto, Baba Ijebu Good, your page contains meta keywords.
❌	Og Meta Properties	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.
⚪	Headings	**H1** **H2** **H3** **H4** **H5** **H6** 0 0 0 0 0 0
❌	Images	We found 14 images on this web page. 14 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.
	Text/HTML Ratio	Ratio : **14%**

SEO Content

❌		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	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 13 links including 0 link(s) to files
⚪	Statistics	External Links : noFollow 0% External Links : Passing Juice 7.69% Internal Links 92.31%

In-page links

Anchor	Type	Juice
About Premier Lotto	Internal	Passing Juice
Products & Services	Internal	Passing Juice
Games	Internal	Passing Juice
Results	Internal	Passing Juice
News & Events	Internal	Passing Juice
Contacts	Internal	Passing Juice
FAQs	Internal	Passing Juice
Career	Internal	Passing Juice

In-page links

Privacy Policy	Internal	Passing Juice
Disclaimer	Internal	Passing Juice
Terms of Use	Internal	Passing Juice
-	External	Passing Juice
Home	Internal	Passing Juice

SEO Keywords

Keywords Cloud	all details premier results ensure ijebu baba lotto against order

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
lotto	6	✔	✔	✔	✖
premier	5	✔	✔	✔	✖
details	4	✖	✖	✖	✖
baba	2	✔	✔	✔	✖
ijebu	2	✔	✔	✔	✖

Usability

	Url	Domain : premierlottong.com Length : 18
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	You have not specified the language. Use this free meta tags generator to declare the intended language of your website.

Usability

❌	Dublin Core	This page does not take advantage of Dublin Core.

Document

✅	Doctype	XHTML 1.0 Transitional
✅	Encoding	Perfect. Your declared charset is ISO-8859-1.
❌	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	✖ Attention! Try to avoid nested tables in HTML. ✖ Too bad, your website is using inline styles. ✔ Great, your website has few CSS files. ✔ Perfect, your website has few JavaScript files. ✔ Perfect, your website takes advantage of gzip.

Mobile

⚪	Mobile Optimization	✖ Apple Icon ✖ Meta Viewport Tag ✔ Flash content

Optimization

	XML Sitemap	Missing

Optimization

		Your website does not have an XML sitemap - this can be problematic. A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.
✅	Robots.txt	http://premierlottong.com/robots.txt Great, your website has a robots.txt file.
❌	Analytics	Missing 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.