The score is 52/100

SEO Content

✓	Title	Fire Protection | Regal Fire & Seal | Belfast **Length : 49** Perfect, your title contains between 10 and 70 characters.
✓	Description	The fire protection specialists in Belfast covering the UK and Ireland. With over 30 years' experience Regal Fire and Seal should be your first choice. **Length : 156** Great, your meta description contains between 70 and 160 characters.
✗	Keywords	Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.
✓	Og Meta Properties	Good, your page take advantage of Og Properties.

Property	**Content**
locale	en_US
site_name	Fire Protection | Regal Fire & Seal | Belfast - The fire protection specialists in Belfast covering the UK and Ireland. With over 30 years' experience Regal Fire and Seal should be your first choice.
type	website
title	Fire Protection | Regal Fire & Seal | Belfast
description	The fire protection specialists in Belfast covering the UK and Ireland. With over 30 years' experience Regal Fire and Seal should be your first choice.
url	https://www.regalfireandsealltd.co.uk/

SEO Content

	Headings						
		H1	**H2**	**H3**	**H4**	**H5**	**H6**
		1	2	4	1	0	0

- [H1] WELCOME TO REGALFIRE AND SEAL
- [H2] CHOOSE THE FIRE PROTECTION EXPERTS IN BELFAST
- [H2] Contact Us
- [H3] Who are we?
- [H3] Fire Protection
- [H3] Contact
- [H3] Keep your home or property safe from the dangers of fire. Speak to the team at Regal Fire and Seal today.
- [H4] 07761194076

❌	Images	We found 4 images on this web page. 3 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 : **1%** 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	Perfect! No underscores detected in your URLs.
✅	In-page links	We found a total of 11 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 36.36% Internal Links 63.64%

In-page links

Anchor	Type	Juice
Home	Internal	Passing Juice
About Us	Internal	Passing Juice
Fire Protection Paint & Spray	Internal	Passing Juice
Portfolio	Internal	Passing Juice
Contact	Internal	Passing Juice
	Internal	Passing Juice
Privacy Policy	External	Passing Juice
Cookie Policy	External	Passing Juice
Conditions of Use	External	Passing Juice
Manage options	Internal	Passing Juice
Read more about these purposes	External	Passing Juice

SEO Keywords

	Keywords Cloud	manage protection preferences consent view consenting title technologies fire regal

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
manage	5	✖	✖	✖	✖
fire	3	✔	✖	✔	✔
consent	3	✖	✖	✖	✖
preferences	3	✖	✖	✖	✖
title	3	✖	✖	✖	✖

Usability

	Url	Domain : regalfireandsealltd.co.uk Length : 25
	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 free antispam protector to hide email from spammers.
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	✔ Excellent, your website doesn't use nested tables. ✖ Too bad, your website is using inline styles. ✖ Too bad, your website has too many CSS files (more than 4). ✖ Too bad, your website has too many JS files (more than 6). ✔ Perfect, your website takes advantage of gzip.

Mobile

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

Optimization

	XML Sitemap	Great, your website has an XML sitemap.
		https://www.regalfireandsealltd.co.uk/sitemap.xml
		https://www.regalfireandsealltd.co.uk/sitemap.rss

	Robots.txt	http://regalfireandsealltd.co.uk/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.