

# Website review startours.co.uk

Generated on September 22 2024 03:25 AM

The score is 53/100



## SEO Content





	Title	Star Tours  <b>Length : 10</b>  Perfect, your title contains between 10 and 70 characters.												
	Description	“Highly recommended. I will definitely be using Star Tours again in the future.”  <b>Length : 80</b>  Great, your meta description contains between 70 and 160 characters.												
	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	Good, your page take advantage of Og Properties. <table><tr><th>Property</th><th>Content</th></tr><tr><td>image</td><td>/images/favicon/open-graph.png</td></tr></table>	Property	Content	image	/images/favicon/open-graph.png								
Property	Content													
image	/images/favicon/open-graph.png													
	Headings	<table><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr><tr><td>5</td><td>11</td><td>7</td><td>5</td><td>41</td><td>0</td></tr></table> <ul style="list-style-type: none"><li>• [H1]</li><li>• [H1]</li><li>• [H1]</li><li>• [H1]</li><li>• [H1] Your trip starts right here.</li><li>• [H2] Holidays</li><li>• [H2] Destinations</li><li>• [H2]</li><li>• [H2]</li><li>• [H2]</li><li>• [H2]</li><li>• [H2] Tours by Eurostar</li><li>• [H2] Faraway Tours</li><li>• [H2] “Highly recommended. I will definitely be using Star Tours</li></ul>	H1	H2	H3	H4	H5	H6	5	11	7	5	41	0
H1	H2	H3	H4	H5	H6									
5	11	7	5	41	0									

## SEO Content





again in the future.”

- [H2] All package holidays are financially protected
- [H2] Things you might find useful
- [H3]
- [H3]
- [H3]
- [H3]
- [H3] Popular Tours
- [H3] Explore the world with us
- [H3] Need to call us?
- [H4] Get tour details and travel insights on our WhatsApp channel.
- [H4] Passionate expert tour managers Nationwide pick up points 24 hour dedicated enquiry team Stay at charming hotels hand picked by us Tips included on all our European holidays
- [H4] United Kingdom
- [H4] India
- [H4] US
- [H5] Disneyland Special4 Days
- [H5] Swiss Alpine5 Days
- [H5] Devon and Cornwall3 Days
- [H5] Best of Europe with Disney6 Days
- [H5] Panoramic Europe5 Days
- [H5] Jewels of Scotland3 Days
- [H5] Historic Scotland4 Days
- [H5] Charms of Europe 5 Days
- [H5] Treasure of Europe9 Days
- [H5] Tour of London1 Day
- [H5] Scottish Highlands5 Days
- [H5] Scenic Snowdonia2 Days
- [H5] Paris3 Days
- [H5] Paris4 Days
- [H5] Northern Landscapes3 Days
- [H5] Holland & Belgium by Eurostar3 Days
- [H5] Swiss & Paris9 Days
- [H5] Scenic Swiss6 Days
- [H5] Italy by Flight6 Days
- [H5] Swiss Special4 Days
- [H5] Discover Europe9 Days
- [H5] Japan8 Days
- [H5] Panoramic Europe by Eurostar5 Days
- [H5] Lakes & Valleys7 Days
- [H5] Dubai5 Days
- [H5] Paris and Disneyland by Eurostar3 Days
- [H5] Panoramic Europe by Eurostar5 Days
- [H5] Japan8 Days
- [H5] USA East Coast7 Days
- [H5] Australia & New Zealand16 Days
- [H5] Awards & Accreditations
- [H5] Need a visa? We can help
- [H5] How to book your trip
- [H5] Brochure
- [H5] Chauffeured minibus and coach hire
- [H5] Travel with peace of mind
- [H5] Holidays
- [H5] Booking

## SEO Content

		<ul style="list-style-type: none"><li>• [H5] General</li><li>• [H5] Social</li><li>• [H5] Company Policies</li></ul>
	Images	We found 58 images on this web page.  56 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 : <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	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	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 91 links including 1 link(s) to files
	Statistics	External Links : noFollow 0%  External Links : Passing Juice 15.38%  Internal Links 84.62%

## In-page links

Anchor	Type	Juice
<a href="#">My Account</a>	Internal	Passing Juice
<a href="#">Basket</a>	Internal	Passing Juice
<a href="#">Contact Us</a>	Internal	Passing Juice

## In-page links

<a href="#">Home</a>	Internal	Passing Juice
<a href="#">Coach Holidays</a>	Internal	Passing Juice
<a href="#">Duration 01 - 04 Days</a>	Internal	Passing Juice
<a href="#">Duration 05 - 08 Days</a>	Internal	Passing Juice
<a href="#">Duration 09 - 11 Days</a>	Internal	Passing Juice
<a href="#">Duration 12 Days Plus</a>	Internal	Passing Juice
<a href="#">European Flight Holidays</a>	Internal	Passing Juice
<a href="#">Eurostar</a>	Internal	Passing Juice
<a href="#">North &amp; South America</a>	Internal	Passing Juice
<a href="#">UK Holidays</a>	Internal	Passing Juice
<a href="#">Worldwide Group Holidays</a>	Internal	Passing Juice
<a href="#">London and Beyond</a>	External	Passing Juice
<a href="#">All Destinations</a>	Internal	Passing Juice
<a href="#">Abu Dhabi</a>	Internal	Passing Juice
<a href="#">Argentina</a>	Internal	Passing Juice
<a href="#">Australia</a>	Internal	Passing Juice
<a href="#">Austria</a>	Internal	Passing Juice
<a href="#">Belgium</a>	Internal	Passing Juice
<a href="#">Brazil</a>	Internal	Passing Juice
<a href="#">Cambodia</a>	Internal	Passing Juice
<a href="#">Canada</a>	Internal	Passing Juice
<a href="#">China</a>	Internal	Passing Juice
<a href="#">Czech Republic</a>	Internal	Passing Juice
<a href="#">Denmark</a>	Internal	Passing Juice
<a href="#">Egypt</a>	Internal	Passing Juice
<a href="#">Finland</a>	Internal	Passing Juice
<a href="#">All Holidays</a>	Internal	Passing Juice
<a href="#">France</a>	Internal	Passing Juice

## In-page links

<a href="#">Germany</a>	Internal	Passing Juice
<a href="#">Holland</a>	Internal	Passing Juice
<a href="#">Hungary</a>	Internal	Passing Juice
<a href="#">Iceland</a>	Internal	Passing Juice
<a href="#">India</a>	Internal	Passing Juice
<a href="#">Italy</a>	Internal	Passing Juice
<a href="#">Japan</a>	Internal	Passing Juice
<a href="#">Liechtenstein</a>	Internal	Passing Juice
<a href="#">Luxembourg</a>	Internal	Passing Juice
<a href="#">Malaysia</a>	Internal	Passing Juice
<a href="#">Monaco</a>	Internal	Passing Juice
<a href="#">Morocco</a>	Internal	Passing Juice
<a href="#">Netherlands</a>	Internal	Passing Juice
<a href="#">New Zealand</a>	Internal	Passing Juice
<a href="#">Peru</a>	Internal	Passing Juice
<a href="#">Poland</a>	Internal	Passing Juice
<a href="#">Scotland</a>	Internal	Passing Juice
<a href="#">Spain</a>	Internal	Passing Juice
<a href="#">Sweden</a>	Internal	Passing Juice
<a href="#">Switzerland</a>	Internal	Passing Juice
<a href="#">Thailand</a>	Internal	Passing Juice
<a href="#">Turkey</a>	Internal	Passing Juice
<a href="#">United Kingdom</a>	Internal	Passing Juice
<a href="#">United States</a>	Internal	Passing Juice
<a href="#">Vietnam</a>	Internal	Passing Juice
<a href="#">Visas</a>	Internal	Passing Juice
<a href="#">Terms &amp; Conditions</a>	Internal	Passing Juice
<a href="#">General Information</a>	Internal	Passing Juice

## In-page links

<a href="#">How to Book</a>	Internal	Passing Juice
<a href="#">Awards &amp; Accreditation</a>	Internal	Passing Juice
<a href="#">About Us</a>	Internal	Passing Juice
<a href="#">FAQs</a>	Internal	Passing Juice
<a href="#">Downloads</a>	Internal	Passing Juice
<a href="#">Pick Up Points</a>	Internal	Passing Juice
<a href="#">Trustpilot</a>	External	Passing Juice
<a href="#">Quick Enquiry</a>	Internal	Passing Juice
<a href="#">WhatsApp channel</a>	External	Passing Juice
<a href="#">Europe</a>	Internal	Passing Juice
<a href="#">United Kingdom</a>	Internal	Passing Juice
<a href="#">Rest of World</a>	Internal	Passing Juice
<a href="#">View All</a>	Internal	Passing Juice
<a href="#">View All</a>	Internal	Passing Juice
<a href="#">UK Brochure</a>	External	Passing Juice
<a href="#">US Brochure</a>	External	Passing Juice
<a href="#">Know More</a>	Internal	Passing Juice
<a href="#">Travel Insurance (UK Residents)</a>	External	Passing Juice
<a href="#">Travel Insurance (US Residents)</a>	External	Passing Juice
<a href="#">Send a WhatsApp Message</a>	External	Passing Juice
<a href="#">Payment Details</a>	Internal	Passing Juice
<a href="#">Order a Brochure</a>	Internal	Passing Juice
<a href="#">Groups &amp; Communities</a>	Internal	Passing Juice
<a href="#">Careers</a>	Internal	Passing Juice
<a href="#">ECDO Travel Advice</a>	External	Passing Juice
<a href="#">Facebook</a>	External	Passing Juice
<a href="#">Pinterest</a>	External	Passing Juice
<a href="#">Instagram</a>	External	Passing Juice

## In-page links

<a href="#">LinkedIn</a>	External	Passing Juice
<a href="#">Cookie Policy</a>	Internal	Passing Juice
<a href="#">Privacy Policy</a>	Internal	Passing Juice
<a href="#">Click4Assistance UK Live Chat Software</a>	External	Passing Juice






## SEO Keywords

	Keywords Cloud	live chat click4assistance trustpilot tours star software
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## Keywords Consistency












Keyword	Content	Title	Keywords	Description	Headings
star	1	✓	✗	✓	✓
tours	1	✓	✗	✓	✓
trustpilot	1	✗	✗	✗	✗
click4assistance	1	✗	✗	✗	✗
live	1	✗	✗	✗	✗

## Usability





	Url	Domain : startours.co.uk Length : 15
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	You have not specified the language. Use <a href="#">this free meta tags generator</a> to declare the intended language of your website.
	Dublin Core	This page does not take advantage of Dublin Core.

## Usability

### Document

	Doctype	HTML 5				
	Encoding	You have not specified the document's charset. Use <a href="#">this free meta tags generator</a> to declare document's charset.				
	W3C Validity	Errors : 0 Warnings : 0				
	Email Privacy	Great no email address has been found in plain text!				
	Deprecated HTML	<table><tr><th>Deprecated tags</th><th>Occurrences</th></tr><tr><td>&lt;u&gt;</td><td>1</td></tr></table> <p>Deprecated HTML tags are HTML tags that are no longer used. It is recommended that you remove or replace these HTML tags because they are now obsolete.</p>	Deprecated tags	Occurrences	<u>	1
Deprecated tags	Occurrences					
<u>	1					
	Speed Tips	<div> Excellent, your website doesn't use nested tables.</div> <div> Too bad, your website is using inline styles.</div> <div> Great, your website has few CSS files.</div> <div> Perfect, your website has few JavaScript files.</div> <div> Perfect, your website takes advantage of gzip.</div>				

### Mobile



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

	XML Sitemap	Great, your website has an XML sitemap.
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## Optimization

		<a href="https://startours.co.uk/sitemap.xml">https://startours.co.uk/sitemap.xml</a>
	Robots.txt	<a href="http://startours.co.uk/robots.txt">http://startours.co.uk/robots.txt</a> 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.