



# Website review sturgessgroup.co.uk

Generated on September 18 2024 12:35 PM





The score is **68/100**







## SEO Content

	<p>Title</p>	<p>New &amp; Used Car Dealer   Leicester, Leicestershire   Sturgess</p> <p><b>Length : 64</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	<p>Description</p>	<p>Sturgess Motor Group is a leading car dealership in Leicestershire, offering a wide range of new and used cars from leading brands. Trusted since 1897, we provide exceptional service, competitive prices, and expert advice to help you find the perfect vehicle. Contact us today and find your perfect car.</p> <p><b>Length : 306</b></p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>												
	<p>Keywords</p>	<p>Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.</p>												
	<p>Og Meta Properties</p>	<p>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.</p>												
	<p>Headings</p>	<table border="1" data-bbox="544 1547 1481 1615"> <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>3</td> <td>4</td> <td>10</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="616 1648 1469 2078" style="list-style-type: none"> <li>• [H1] Welcome to Sturgess Motor Group</li> <li>• [H2] "Sturgess" a trusted name for more than 120 years</li> <li>• [H2] Featured offers</li> <li>• [H2] Used Car Dealers Near Me</li> <li>• [H3] A family run business since 1897, with cars available for sale in Leicester</li> <li>• [H3] Car Servicing Near Me</li> <li>• [H3]</li> <li>• [H3] Have you considered a new vehicle?</li> <li>• [H4] Heading</li> <li>• [H4] Contact</li> <li>• [H4] Sturgess Brands</li> <li>• [H4] New Cars</li> </ul>	H1	H2	H3	H4	H5	H6	1	3	4	10	0	0
H1	H2	H3	H4	H5	H6									
1	3	4	10	0	0									

## SEO Content

		<ul style="list-style-type: none"> <li>• [H4] Used Cars</li> <li>• [H4] Servicing</li> <li>• [H4] Motability</li> <li>• [H4] Quick Links</li> <li>• [H4]</li> <li>• [H4]</li> </ul>
	Images	<p>We found 36 images on this web page.</p> <p>8 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>
	Text/HTML Ratio	<p>Ratio : <b>24%</b></p> <p>Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.</p>
	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 61 links including 2 link(s) to files
	Statistics	<p>External Links : noFollow 1.64%</p> <p>External Links : Passing Juice 1.64%</p> <p>Internal Links 96.72%</p>

## In-page links

Anchor	Type	Juice
<a href="#">Back</a>	External	Passing Juice

## In-page links

<a href="#">Homepage</a>	Internal	Passing Juice
<a href="#">Order Online</a>	Internal	Passing Juice
<a href="#">in store</a>	Internal	Passing Juice
<a href="#">Hyundai</a>	Internal	Passing Juice
<a href="#">Suzuki</a>	Internal	Passing Juice
<a href="#">quality used vehicle</a>	Internal	Passing Juice
<a href="#">tailor finance packages for your vehicle</a>	Internal	Passing Juice
<a href="#">-</a>	Internal	Passing Juice
<a href="#">-</a>	Internal	Passing Juice
<a href="#">-</a>	Internal	Passing Juice
<a href="#">-</a>	Internal	Passing Juice
<a href="#">-</a>	Internal	Passing Juice
<a href="#">MOT testing</a>	Internal	Passing Juice
<a href="#">'Sturgess Stamped' vehicle</a>	Internal	Passing Juice
<a href="#">BYD</a>	Internal	Passing Juice
<a href="#">New Car Stock</a>	Internal	Passing Juice
<a href="#">Hyundai New Vehicles</a>	Internal	Passing Juice
<a href="#">Suzuki New Cars</a>	Internal	Passing Juice
<a href="#">Electric &amp; Hybrid</a>	Internal	Passing Juice
<a href="#">Vehicles Coming Soon</a>	Internal	Passing Juice
<a href="#">Just Arrived</a>	Internal	Passing Juice
<a href="#">Ex-Demo Stock</a>	Internal	Passing Juice
<a href="#">Pre-Registered Stock</a>	Internal	Passing Juice
<a href="#">Hyundai Servicing</a>	Internal	Passing Juice
<a href="#">Suzuki Servicing</a>	Internal	Passing Juice
<a href="#">BYD Servicing</a>	Internal	Passing Juice
<a href="#">FCA Authorised Repairer</a>	Internal	Passing Juice
<a href="#">Nissan Authorised Repairer</a>	Internal	Passing Juice

## In-page links

<a href="#">Jeep Alfa Specialist Repairer</a>	Internal	Passing Juice
<a href="#">All Brands Servicing</a>	Internal	Passing Juice
<a href="#">Servicing Older Cars</a>	Internal	Passing Juice
<a href="#">Approved Repairers</a>	Internal	Passing Juice
<a href="#">Air-Con Re-Gas</a>	Internal	Passing Juice
<a href="#">Vehicle Detox</a>	Internal	Passing Juice
<a href="#">Choose Your Car</a>	Internal	Passing Juice
<a href="#">Vehicle Adaptations</a>	Internal	Passing Juice
<a href="#">Motability Explained</a>	Internal	Passing Juice
<a href="#">What is PIP?</a>	Internal	Passing Juice
<a href="#">Am I Eligible</a>	Internal	Passing Juice
<a href="#">Book a Test Drive</a>	Internal	Passing Juice
<a href="#">Contact Us</a>	Internal	Passing Juice
<a href="#">Offers</a>	Internal	Passing Juice
<a href="#">Sell Your Car</a>	Internal	Passing Juice
<a href="#">Car Finance Options</a>	Internal	Passing Juice
<a href="#">Personal Contract Purchase</a>	Internal	Passing Juice
<a href="#">Personal Contract Hire</a>	Internal	Passing Juice
<a href="#">Hire Purchase</a>	Internal	Passing Juice
<a href="#">Advance Payment Plans</a>	Internal	Passing Juice
<a href="#">Site Map</a>	Internal	Passing Juice
<a href="#">Terms &amp; Conditions</a>	Internal	Passing Juice
<a href="#">Accessibility</a>	Internal	Passing Juice
<a href="#">Modern Slavery Act</a>	Internal	Passing Juice
<a href="#">Privacy Policy</a>	Internal	Passing Juice
<a href="#">Cookie Policy</a>	Internal	Passing Juice
<a href="#">Data Preferences</a>	Internal	Passing Juice
<a href="#">Complaints Policy</a>	Internal	Passing Juice

## In-page links

<a href="#">Gender Pay Gap</a>	Internal	Passing Juice
<a href="#">Motor Ombudsman</a>	Internal	Passing Juice
<a href="#">Environment</a>	Internal	Passing Juice
<a href="#">NetDirector</a>	External	noFollow






## SEO Keywords

	Keywords Cloud	lenders <b>sturgess</b> group cars used motor <b>new vehicle</b> finance car
--	----------------	---

## Keywords Consistency












Keyword	Content	Title	Keywords	Description	Headings
sturgess	38	✓	✗	✓	✓
new	25	✓	✗	✓	✓
vehicle	25	✗	✗	✓	✓
car	22	✓	✗	✓	✓
used	20	✓	✗	✓	✓

## Usability





	Url	Domain : sturgessgroup.co.uk Length : 19
	Favicon	Great, your website has a favicon.
	Printability	Great. We have found a Print-Friendly CSS.
	Language	Good. Your declared language is en.
	Dublin Core	This page does not take advantage of Dublin Core.

## Usability


### 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"><li> Excellent, your website doesn't use nested tables.</li><li> Too bad, your website is using inline styles.</li><li> Great, your website has few CSS files.</li><li> Too bad, your website has too many JS files (more than 6).</li><li> Perfect, your website takes advantage of gzip.</li></ul>




### Mobile

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

### Optimization

	XML Sitemap	Great, your website has an XML sitemap. <a href="https://www.sturgessgroup.co.uk/sitemap.xml.gz">https://www.sturgessgroup.co.uk/sitemap.xml.gz</a>
	Robots.txt	<a href="http://sturgessgroup.co.uk/robots.txt">http://sturgessgroup.co.uk/robots.txt</a>

## Optimization

		Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool.  Google Analytics