



Website review swindon.gov.uk

Generated on September 21 2024 21:55 PM





The score is 54/100



SEO Content





	Title	<p>Swindon Borough Council</p> <p>Length : 23</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p>Make reports, request council services and pay online at your convenience, without having to phone or visit. Use the search bar or links to quickly get to the page you need.</p> <p>Length : 173</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.</p>												
	Keywords	<p>Swindon, council, local, housing, government, council tax, schools, parking, education, rubbish, libraries, social care, planning, parks, register office, jobs</p> <p>Good, your page contains meta keywords.</p>												
	Og Meta Properties	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1413 1481 1917"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>title</td> <td>Swindon Borough Council</td> </tr> <tr> <td>type</td> <td>Make reports, request council services and pay online at your convenience, without having to phone or visit. Use the search bar or links to quickly get to the page you need.</td> </tr> <tr> <td>image</td> <td>https://www.swindon.gov.uk/images/SBC_Orange_Tree_Resize.png</td> </tr> <tr> <td>url</td> <td>https://www.swindon.gov.uk/</td> </tr> </tbody> </table>	Property	Content	title	Swindon Borough Council	type	Make reports, request council services and pay online at your convenience, without having to phone or visit. Use the search bar or links to quickly get to the page you need.	image	https://www.swindon.gov.uk/images/SBC_Orange_Tree_Resize.png	url	https://www.swindon.gov.uk/		
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	Headings	<table border="1" data-bbox="539 1944 1481 2018"> <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>27</td> <td>5</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="619 2051 1054 2085" style="list-style-type: none"> [H1] Swindon Borough Council 	H1	H2	H3	H4	H5	H6	1	27	5	0	0	0
H1	H2	H3	H4	H5	H6									
1	27	5	0	0	0									

SEO Content

		<ul style="list-style-type: none">• [H2] What do you want to do today?• [H2] Council Tax• [H2] Parking• [H2] Bins, rubbish and recycling• [H2] Road safety and repairs• [H2] Benefits and money• [H2] Births, marriages and deaths• [H2] Libraries• [H2] Schools• [H2] Housing• [H2] People and communities• [H2] Adult social care• [H2] Children and young people• [H2] Environmental problems• [H2] Planning, building control• [H2] Licences and permits• [H2] Your health and wellbeing• [H2] Recreation, leisure, culture• [H2] Open data and transparency• [H2] Consultations and surveys• [H2] Read the Swindon Plan that sets out the council's long-term priorities to build a fairer, better and greener Swindon• [H2] How people and organisations in Swindon can take action on climate change• [H2] Latest news• [H2] Latest events• [H2] The Swindon Plan: Fairer, better, greener• [H2] Shape Swindon's future with a career at the council• [H2] Disruption to forms• [H3] School nurse receives award for saving child's life• [H3] Swindon continues to ride high in latest growth index• [H3] Multi-million pound project to create new youth centre underway• [H3] Exciting new additions ahead of this year's Great Western Brick Show• [H3] Natures Showcase Charity Art and Craft Fair
	Images	We found 10 images on this web page. Good, most or all of your images have alt attributes.
	Text/HTML Ratio	Ratio : 10% 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 Content

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 113 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 0.88% Internal Links 99.12%

In-page links

Anchor	Type	Juice
Skip to content	Internal	noFollow
Skip to main navigation	Internal	noFollow
swindon.gov.uk	Internal	Passing Juice
Search	Internal	Passing Juice
My Account	Internal	Passing Juice
Menu	Internal	Passing Juice
Pay for something	Internal	Passing Juice
Make an application	Internal	Passing Juice
Report an issue	Internal	Passing Juice
Contact us	Internal	Passing Juice
A-Z of services	Internal	Passing Juice
For residents	Internal	Passing Juice
For business	Internal	Passing Juice
Council and democracy	Internal	Passing Juice

In-page links

Newsletters	Internal	Passing Juice
Register to vote	Internal	Passing Juice
Pay your Council Tax	Internal	Passing Juice
Get a resident's parking permit	Internal	Passing Juice
Pay a parking fine	Internal	Passing Juice
Find your bin collection day	Internal	Passing Juice
Book a visit to the HWRC	Internal	Passing Juice
Council Tax	Internal	Passing Juice
Register for Council Tax	Internal	Passing Juice
Council Tax discounts	Internal	Passing Juice
Parking	Internal	Passing Juice
Permits	Internal	Passing Juice
Blue Badge for disabled people	Internal	Passing Juice
Bins, rubbish and recycling	Internal	Passing Juice
Book a visit to the HWRC (&#39;the tip&#39;)	Internal	Passing Juice
Report a missed collection	Internal	Passing Juice
Road safety and repairs	Internal	Passing Juice
Report a pothole	Internal	Passing Juice
Report a damaged road or footpath	Internal	Passing Juice
Report a faulty traffic signal	Internal	Passing Juice
Benefits and money	Internal	Passing Juice
Apply for benefits	Internal	Passing Juice
Change in circumstances	Internal	Passing Juice
Universal Credit	Internal	Passing Juice
Births, marriages and deaths	Internal	Passing Juice
Register a birth	Internal	Passing Juice

In-page links

Death and bereavement	Internal	Passing Juice
Get married in Swindon	Internal	Passing Juice
Libraries	Internal	Passing Juice
Join the library	Internal	Passing Juice
Find a local library	Internal	Passing Juice
Search the library catalogue	Internal	Passing Juice
Library fees and charges	Internal	Passing Juice
Schools	Internal	Passing Juice
Term and holiday dates	Internal	Passing Juice
School contact details	Internal	Passing Juice
Apply for a school place	Internal	Passing Juice
Free school meals	Internal	Passing Juice
Housing	Internal	Passing Juice
Pay your rent	Internal	Passing Juice
Request a housing repair	Internal	Passing Juice
Apply for council housing	Internal	Passing Juice
Report anti-social behaviour (ASB)	Internal	Passing Juice
People and communities	Internal	Passing Juice
Community safety	Internal	Passing Juice
Domestic violence and abuse	Internal	Passing Juice
About social care in Swindon	Internal	Passing Juice
Adult social care	Internal	Passing Juice
Disabled facilities grants	Internal	Passing Juice
Homeline	Internal	Passing Juice
Staying healthy	Internal	Passing Juice
Children and young people	Internal	Passing Juice


In-page links

Child protection	Internal	Passing Juice
Fostering a child	Internal	Passing Juice
Swindon SEND local offer	Internal	Passing Juice
Swindon Care Leavers local offer	Internal	Passing Juice
Environmental problems	Internal	Passing Juice
Report fly-tipping	Internal	Passing Juice
Report a noise disturbance	Internal	Passing Juice
Report an abandoned vehicle	Internal	Passing Juice
Planning, building control	Internal	Passing Juice
Make a planning application	Internal	Passing Juice
Search for planning applications	Internal	Passing Juice
Building control and regulations	Internal	Passing Juice
Licences and permits	Internal	Passing Juice
Alcohol and entertainment	Internal	Passing Juice
Taxis and minicabs	Internal	Passing Juice
House&nbsp;in multiple occupation	Internal	Passing Juice
Your health and wellbeing	Internal	Passing Juice
Live Well Swindon	Internal	Passing Juice
Help with mental wellbeing	Internal	Passing Juice
Healthy eating	Internal	Passing Juice
Recreation, leisure, culture	Internal	Passing Juice
Coate Water County Park	Internal	Passing Juice
Lydiard House and Park	Internal	Passing Juice
STEAM museum	Internal	Passing Juice
Open data and transparency	Internal	Passing Juice
Open data catalogue	Internal	Passing Juice

In-page links

Freedom of Information request	Internal	Passing Juice
Make a subject access request	Internal	Passing Juice
Consultations and surveys	Internal	Passing Juice
Let's Talk Swindon	Internal	Passing Juice
Street trading policy update 2024	Internal	Passing Juice
Read the Swindon Plan that sets out the council's long-term priorities to build a fairer, better and greener Swindon	Internal	Passing Juice
How people and organisations in Swindon can take action on climate change	Internal	Passing Juice
More news	Internal	Passing Juice
More events	Internal	Passing Juice
The Swindon Plan: Fairer, better, greener	Internal	Passing Juice
Shape Swindon's future with a career at the council	Internal	Passing Juice
Accessibility	Internal	Passing Juice
Your privacy	Internal	Passing Juice
Terms and disclaimer	Internal	Passing Juice
Jadu	External	Passing Juice
What's new	Internal	noFollow
Site map	Internal	noFollow
Search facility	Internal	noFollow
Contact details	Internal	noFollow
Feedback	Internal	noFollow
Access key details	Internal	noFollow




SEO Keywords

 Keywords Cloud	events latest search great charity new council news services swindon
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
swindon	7	✓	✓	✗	✓
council	5	✓	✓	✓	✓
search	4	✗	✗	✓	✗
latest	4	✗	✗	✗	✓
services	3	✗	✗	✓	✗










Usability

	Url	Domain : swindon.gov.uk Length : 14
	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





Document

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

	XML Sitemap	Great, your website has an XML sitemap. https://www.swindon.gov.uk/sitemap.xml
	Robots.txt	http://swindon.gov.uk/robots.txt Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool.  Google Analytics