






# Website review swindon.gov.uk

Generated on September 21 2024 23:40 PM





The score is 54/100



## SEO Content





	Title	Swindon Borough Council  <b>Length : 23</b>  Perfect, your title contains between 10 and 70 characters.															
	Description	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.  <b>Length : 173</b>  Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.															
	Keywords	Swindon, council, local, housing, government, council tax, schools, parking, education, rubbish, libraries, social care, planning, parks, register office, jobs  Good, your page contains meta keywords.															
	Og Meta Properties	Good, your page take advantage of Og Properties. <table><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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image	https://www.swindon.gov.uk/images/SBC_Orange_Tree_Resize.png																
url	https://www.swindon.gov.uk/																
	Headings	<b>H1</b> 1	<b>H2</b> 27	<b>H3</b> 5	<b>H4</b> 0	<b>H5</b> 0	<b>H6</b> 0	<ul style="list-style-type: none"><li>• [H1] Swindon Borough Council</li></ul>									

## SEO Content

		<ul style="list-style-type: none"> <li>• [H2] What do you want to do today?</li> <li>• [H2] Council Tax</li> <li>• [H2] Parking</li> <li>• [H2] Bins, rubbish and recycling</li> <li>• [H2] Road safety and repairs</li> <li>• [H2] Benefits and money</li> <li>• [H2] Births, marriages and deaths</li> <li>• [H2] Libraries</li> <li>• [H2] Schools</li> <li>• [H2] Housing</li> <li>• [H2] People and communities</li> <li>• [H2] Adult social care</li> <li>• [H2] Children and young people</li> <li>• [H2] Environmental problems</li> <li>• [H2] Planning, building control</li> <li>• [H2] Licences and permits</li> <li>• [H2] Your health and wellbeing</li> <li>• [H2] Recreation, leisure, culture</li> <li>• [H2] Open data and transparency</li> <li>• [H2] Consultations and surveys</li> <li>• [H2] Read the Swindon Plan that sets out the council's long-term priorities to build a fairer, better and greener Swindon</li> <li>• [H2] How people and organisations in Swindon can take action on climate change</li> <li>• [H2] Latest news</li> <li>• [H2] Latest events</li> <li>• [H2] The Swindon Plan: Fairer, better, greener</li> <li>• [H2] Shape Swindon's future with a career at the council</li> <li>• [H2] Disruption to forms</li> <li>• [H3] School nurse receives award for saving child's life</li> <li>• [H3] Swindon continues to ride high in latest growth index</li> <li>• [H3] Multi-million pound project to create new youth centre underway</li> <li>• [H3] Exciting new additions ahead of this year's Great Western Brick Show</li> <li>• [H3] Natures Showcase Charity Art and Craft Fair</li> </ul>
	Images	<p>We found 10 images on this web page.</p> <p>Good, most or all of your images have alt attributes.</p>
	Text/HTML Ratio	<p>Ratio : <b>10%</b></p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>
	Iframe	<p>Great, there are no Iframes detected on this page.</p>

## 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
<a href="#">Skip to content</a>	Internal	noFollow
<a href="#">Skip to main navigation</a>	Internal	noFollow
<a href="#">swindon.gov.uk</a>	Internal	Passing Juice
<a href="#">Search</a>	Internal	Passing Juice
<a href="#">My Account</a>	Internal	Passing Juice
<a href="#">Menu</a>	Internal	Passing Juice
<a href="#">Pay for something</a>	Internal	Passing Juice
<a href="#">Make an application</a>	Internal	Passing Juice
<a href="#">Report an issue</a>	Internal	Passing Juice
<a href="#">Contact us</a>	Internal	Passing Juice
<a href="#">A-Z of services</a>	Internal	Passing Juice
<a href="#">For residents</a>	Internal	Passing Juice
<a href="#">For business</a>	Internal	Passing Juice
<a href="#">Council and democracy</a>	Internal	Passing Juice

## In-page links

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

## In-page links

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

## In-page links

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

## In-page links

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

## SEO Keywords



Keywords Cloud






latest services charity council events  
great swindon news search new

## SEO Keywords



### 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.





## Document

	W3C Validity	Errors : 0 Warnings : 0
	Email Privacy	Warning! At least one email address has been found in the plain text. Use <a href="#">free antispam protector</a> to hide email from spammers.
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<div> Excellent, your website doesn't use nested tables.</div> <div> Too bad, your website is using inline styles.</div> <div> Too bad, your website has too many CSS files (more than 4).</div> <div> Too bad, your website has too many JS files (more than 6).</div> <div> Perfect, your website takes advantage of gzip.</div>

## Mobile

	Mobile Optimization	<div> Apple Icon</div> <div> Meta Viewport Tag</div> <div> Flash content</div>
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## Optimization

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

## Optimization



Google Analytics