Website review thephonetrader.co.uk

The score is 54/100

SEO Content

⚠️	Title	Rugged Phones | Tough Phones | Defender | Ulefone | Atex Phone | CAT Phones | | The Phone Trader **Length : 96** Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.
✅	Description	Tough phones and rugged mobile phones and tablets. We offer tough mobile phones, Ulefone, Defender and many more. **Length : 113** Great, your meta description contains between 70 and 160 characters.
✅	Keywords	tough phones, mobiles, Defender, Ulefone, Rugged Smartphones, Latest Ulefone, Cheap Rugged Phones Good, your page contains meta keywords.
❌	Og Meta Properties	This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them.
⚪	Headings	**H1** 0 **H2** 0 **H3** 0 **H4** 0 **H5** 0 **H6** 0
❌	Images	We found 58 images on this web page. 40 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 : **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.

SEO Content

✅		
❌	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 39 links including 0 link(s) to files
⚪	Statistics	External Links : noFollow 0% External Links : Passing Juice 7.69% Internal Links 92.31%

In-page links

Anchor	Type	Juice
Rugged Smartphones	Internal	Passing Juice
Rugged Basic Phones	Internal	Passing Juice
Rugged Tablets	Internal	Passing Juice
Dual SIM Phones	Internal	Passing Juice
NFC Phones	Internal	Passing Juice
Push To Talk Phones	Internal	Passing Juice
Atex Approved	Internal	Passing Juice
Barcode Scanners	Internal	Passing Juice
GPS Tracker	Internal	Passing Juice

In-page links

UK Roaming Sim Card	Internal	Passing Juice
Accessories	Internal	Passing Juice
Routers	Internal	Passing Juice
SOS	Internal	Passing Juice
Assisted Living	Internal	Passing Juice
Defender	Internal	Passing Juice
Ulefone	Internal	Passing Juice
CAT	Internal	Passing Juice
Samsung	Internal	Passing Juice
Sonim	Internal	Passing Juice
Gigaset	Internal	Passing Juice
People Counting	Internal	Passing Juice
NFC	Internal	Passing Juice
Push To Talk	Internal	Passing Juice
Bespoke Software	Internal	Passing Juice
Mobile Device Management	Internal	Passing Juice
Mobile Payments	Internal	Passing Juice
Lone Worker	Internal	Passing Juice
-	Internal	Passing Juice
Top of page	External	Passing Juice
Site Map	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Toughphone	External	Passing Juice
Follow @PhoneTraderUK	External	Passing Juice
New Connections & Upgrades	Internal	Passing Juice
Blog	Internal	Passing Juice
About Us	Internal	Passing Juice
Returns Procedure	Internal	Passing Juice

In-page links

New Account	Internal	Passing Juice
Sign In	Internal	Passing Juice

SEO Keywords

Keywords Cloud	armor pro defender battery ulefone massive phones standby rugged phone

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
ulefone	12	✔	✔	✔	✖
armor	11	✖	✖	✖	✖
rugged	7	✔	✔	✔	✖
phones	7	✔	✔	✔	✖
defender	7	✔	✔	✔	✖

Usability

	Url	Domain : thephonetrader.co.uk Length : 20
✔	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 4.01 Transitional
✓	Encoding	Perfect. Your declared charset is ISO-8859-1.
✗	W3C Validity	Errors : 0 Warnings : 0
✓	Email Privacy	Great no email address has been found in plain text!

	Deprecated HTML	**Deprecated tags**	**Occurrences**
✗		<center>	2
		<font>	14
		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.	

	Speed Tips	✖ Attention! Try to avoid nested tables in HTML.
		✖ Too bad, your website is using inline styles.
		✔ Great, your website has few CSS files.
		✔ Perfect, your website has few JavaScript files.
		✔ 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://thephonetrader.co.uk/sitemap.xml

Optimization

		http://thephonetrader.co.uk/sitemap.xml
✅	Robots.txt	http://thephonetrader.co.uk/robots.txt Great, your website has a robots.txt file.
✅	Analytics	Great, your website has an analytics tool. Google Analytics