

Report for kingstoncars.org.uk



Score: **84.7 %**




















Generated on Tuesday, May 3rd 2016 11:33 am

This report provides analysis of the key factors that influence the SEO, performance, security and the usability of your website.

The score is based on a **100** points scale that represents your website's overall architecture, configuration and design. The algorithm is based on various criteria, including search engine data, website structure, site performance, and others.

A score lower than **40** means that there is a lot of areas to improve. A score above **70** is a good mark and it means that your website is probably well optimized.

Legend

	High score		Medium score		Low score		Info only
	social		backlinks		visitors		accessibility
	SEO-content		technology		validity		usability
	SEO		mobile		performance		SEO-Authority
	security						

Top Priorities



- Add more keyword-rich quality content
- Fix HTML validation errors
- Engage your fans on Facebook
- Size content to viewport
- Promote your organization on social media
- Be more active on Twitter™
- Verify your Facebook page account
- Add more pages to your website
- Add HTTPS (SSL) support to your website

Social Media Indicators



Your social media presence is average.

Facebook Mentions	68	Google™+ Mentions	9	Pinterest Mentions	0
LinkedIn Mentions	0	StumbleUpon Views	6	Reddit Mentions	0

High level of social activity increases domain authority and ability to rank higher, helps search engines to find and index new content in real-time, provides indicators for content authenticity and readers engagement.

Note: This data relates only to the websites URL and does not include specific brand pages.

Facebook



We have located following Facebook Page:



Kingston Cars

Transportation | Taxi

Kingston upon Thames United Kingdom

<https://www.facebook.com/kingstoncars.org.uk>

Kingston Cars is one of the most reliable and trustworthy company. They have the most efficient car hire service, mini cab and airport transfer services.

Facebook Likes:	128	Great, you have many fans liking your page.	✓
Talking about this:	0	Not good, people are not engaging with your content .	✗
Were here:	5	Great, some users "Checked In" at your physical location.	✓
Facebook Page Vanity URL:	Yes	Perfect, your Facebook Page has vanity url.	✓
Linking to Facebook Page:	Yes	Good, your homepage is linking to your Facebook Page.	✓
Verified Facebook Account:	No	Your Facebook Page account is not verified.	✗

Facebook is the largest and most popular social networking website. A well utilized Facebook page can increase your visibility online, improve your real-time search engine optimization, and provide your visitors with a venue to connect and promote your brand.

<https://www.facebook.com/business/build>

Twitter™



We have located following Twitter™ account:



Kingston Cars
[@kingstoncar](#)
39 Walter Street KT2 5DS

Description:	Kingston Cars is based in London.We offer the best possible service .We serve take to you to any destination in the UK.All our drivers are professional driver Length: 158 characters.	✓
Tweets:	0 - Too bad, you are not tweeting at all.	✗
Followers:	113 - Great, you have many followers.	✓
Following:	92 - Good, you are following some users.	✓
Page Link:	Yes, your homepage is linking to your Twitter™ account.	✓
Verified:	No, your account has not been verified by Twitter™	✗
Account Age:	2 years, 5 months, 12 days, 7 hours	✓

Twitter is a very popular social networking and micro-blogging service that when utilized correctly can significantly increase your brand awareness, promote your products and services, boost traffic to your website and help to connect with visitors. <https://twitter.com/about>

Traffic Rank



12,565,753 most visited website in the World

Traffic Rank is provided by [Alexa](#)

Visitors Localization



No data available.

Registering country code top level domains (ccTLD) can prevent potential competitors from taking advantage of your primary domain reputation. It is also one of the ways to improve country specific SEO and performance. (<http://www.searchenginejournal.com/seo-without-boarders-a-guide-to-international-seo-nick-paterman/60092/>)

Images



Perfect, all images have ALT attribute.

Number of images: 13

Missing alt tag: 0

The "alt" attribute provides a text equivalent for the image. If the browser cannot display an image the alt description will be given in its place. Furthermore, some visitors cannot see images as they might be blind in which the alt tag provides a valuable image description. Finally, search engines utilize the alt attribute for image search indexing. (www.w3.org/QA/Tips/altAttribute)

Title



We have found following title:

"Kingston Cars Richmond Taxi New Malden Minicab Wimbledon Cabs Roehampton Taxis"

Length: 78 characters

The <TITLE> element provides a short piece of text describing the document. The title is very important as it shows in the window title bars, bookmarks and search results. Title should be between 60 to 80 characters long. (www.w3.org/QATips/good-titles)

Description Metatag



We have found following description:

"Kingston Taxis Cabs KT1 KT2 Dial 020 8546 7000 cheap minicabs service in surrey for Berrylands | Richmond | New Malden Taxi | Ham | Hampton-Court and Roehampton"

Length: 160 characters

The description attribute should provide a concise explanation of a Web page's content. Also, the description is often displayed on search engine results and can affect page ranking. (en.wikipedia.org/wiki/Meta_element#The_description_attribute)

Keywords Metatag



We have found **28** keywords:

- Kingston Cabs
- Airport Taxis in Kingston hill
- Airport transfers to Kingston
- Kingston taxi service
- Kingston minicab
- car
- cab
- taxi
- cheap
- service
- firm
- company
- Kingston
- office
- transport
- price
- quotes
- fare
- station
- london
- from
- London airports
- Heathrow
- Gatwick
- Stansted
- Luton
- London City
- Kingston

Length: 287 characters

The keywords attribute was utilized by search engines to provide more accurate search results. Due to the over usage and spamming the keywords attribute has been phased out and is no longer relevant. Google doesn't use the "keywords" meta tag in web search ranking. (googlewebmastercentral.blogspot.se/2009/09/google-does-not-use-keywords-meta-tag.html)

Text to HTML Ratio



The Text to HTML ratio is **8.32%**

Original content is by far the single most important element to search engines. Low Text to HTML ratio indicates little content for search engines to index. We consider it to be good practice to have a Text to HTML ratio of at least 10% and ideal above 20%

Keyword Density & Consistency



	Consistent	Keywords	Density	Count	Title	Description	H1-H6	ALT	Bold
		airport	4.36%	14	-	-	-	-	-
		kingston	3.12%	10	1	1	1	-	-
		cabs	1.87%	6	1	1	1	-	-
		cars	1.87%	6	1	-	1	-	-
		london	1.87%	6	-	-	-	-	-
		heathrow	1.87%	6	-	-	-	-	-
		terminal	1.56%	5	-	-	-	-	-
		taxis	1.25%	4	1	1	-	-	-
		minicab	1.25%	4	1	-	1	-	-
		8546	1.25%	4	-	1	-	-	-

		heathrow terminal	1.56%	5	-	-	-	-	-
		kingston cars	1.25%	4	1	-	1	-	-
		8546 7000	1.25%	4	-	1	-	-	-
		020 8546	1.25%	4	-	1	-	-	-
		new malden	0.93%	3	1	1	-	-	-

		020 8546 7000	1.25%	4	-	1	-	-	-
		call now 02085467000	0.62%	2	-	-	-	-	-
		minicab wimbledon cabs	0.31%	1	1	-	-	-	-
		new malden minicab	0.31%	1	1	-	-	-	-
		cars richmond taxi	0.31%	1	1	-	-	-	-

Keywords density and consistency are notable factors for optimal page SEO. Preferred keywords should have higher keywords density indicating their importance. Optimally, preferred keywords should also be consistently utilized in multiple essential areas of the page such as title, description meta tag, h1 through h6 headings, alt image attributes, backlinks and internal links anchor text. Keyword density of above 5% is a good indication that the word or phrase appears too many time in the content. ([more information](#))

Frames




No frames detected.

It is not recommended to use frames or iframes because they can cause problems for search engines. It is best to avoid frames and inline frames whenever possible (searchenginewatch.com/article/2064573/Search-Engines-and-Frames). If frames must be utilized consider <noframes> tag. (www.w3schools.com/tags/tag_noframes.asp).

Flash




 No flash detected.

Flash and other reach-media technologies should primarily be utilized for decorative purposes. This makes your site more search engine friendly and improves accessibility (support.google.com/webmasters/bin/answer.py?hl=en&answer=72746#1).

Headings



- 
- 1 <H1>
 - Welcome to Kingston Cars Minicab Taxi Company in Surrey

 - 1 <H2>
 - We covered nearest areas by luxury Cabs:

 - 1 <H3>
 - Train station service

 - 0 <H4>

 - 0 <H5>

 - 0 <H6>

The <h1> to <h6> tags are used to define HTML headings. The <h1> tag should hold the title describing the content of a specific page therefore only one h1 tag is needed per page. There can be any number of h2 - h6 tags but they should be added in order of importance (www.w3schools.com/tags/tag_hn.asp).

Doctype



 HTML 5

The <!DOCTYPE> declaration tells the web browser about what version of HTML the page is written in. It is good practice to always add the <!DOCTYPE> declaration to the HTML documents, so that the browser knows what type of document to expect. (www.w3schools.com/tags/tag_DOCTYPE.asp)

Character Encoding




 UTF-8 (Unicode)
Covers: Worldwide

To display an HTML page correctly, the browser must know what character-set to use (en.wikipedia.org/wiki/Character_encodings_in_HTML).

Language



 Declared Language: en (English)
Language Attribute: en (English)

The HTML "lang" attributes and language metatag define the base language to be used for displaying text and characters on a Website. (www.mcanerin.com/en/articles/meta-language.asp)

W3C Markup Validation




 Status: **FAILED** [1 errors, 0 warning(s)]

It is good practice to use valid HTML/XHTML markup as it ensures that the search engines can read the website correctly as well as it improves cross browser compatibility ([W3C Markup Validation Service](#)).

Deprecated HTML elements



 Good, no deprecated elements found.

A deprecated element is one that has been outdated by newer constructs. Deprecated elements may become obsolete in future versions of HTML so it is recommended not to use them. ([webdesign.about.com/od/htmltags/a/bltags_deprctag.htm](#))

Nested HTML Tables





 Great, no nested tables detected.

In general it is not recommended to use nested tables or to utilize tables for page layout. Nested tables are known to cause performance issues due to increased HTML size and rendering time. It is better to use [CSS layout](#) instead.

Web Analytics



 Yes, we have detected following web analytics tools:

 Google™ Analytics

Web Analytics Tools collect and measure information about visitor activity on a website. Well interpreted web traffic data is invaluable in determining a successfully web strategy and assessing the effectiveness of a website. At a minimum, we recommend to utilize at least one web analytics tool.

robots.txt



 Yes, <http://kingstoncars.org.uk/robots.txt>

A robots.txt file restricts access to your site by search engine robots that crawl the web. ([www.robotstxt.org/robotstxt.html](#))

XML Sitemap



 Found following XML sitemap(s):

- <http://www.kingstoncars.org.uk/sitemap.xml>

Sitemaps inform search engines about pages available for crawling. In its simplest form, a Sitemap is an XML file that lists URLs for a site along with additional metadata about each URL. XML sitemap should help search engines to crawl the site more intelligently. (<http://www.sitemaps.org/protocol.html>)



Mobile internet usage has been exceeding PC's since 2014 and growing so it is critical for pages to render correctly on mobile devices.

Mobile Optimization



Google Mobile Page Speed score: **99%**(High)

Requests	Hosts	Load time	Html	Images	JavaScript	CSS	Flash	Other	Page Size
28	2	1.19s	43.62 KB	134.02 KB	269.43 KB	0 B	0 B	334 B	447.39 KB

Recommendation	Impact	Details
✓ Avoid app install interstitials that hide content	None	⌵
✓ Avoid landing page redirects	None	⌵
✓ Enable compression	None	⌵
✓ Leverage browser caching	None	⌵
✓ Reduce server response time	None	⌵
✓ Minify CSS	None	⌵
✓ Minify HTML	None	⌵
✓ Minify JavaScript	None	⌵
✓ Eliminate render-blocking JavaScript and CSS in above-the-fold content	None	⌵
✓ Optimize images	None	⌵
✓ Prioritize visible content	None	⌵

Mobile PageSpeed analyzes webpages and evaluates its performance while providing suggestions on reducing page load times. Google is incorporating website speed in search ranking (<http://www.matcutts.com/blog/site-speed>)

Mobile Experience



Mobile User Experience: **83%**(High)

✓ **Avoid plugins** - Your page does not appear to use plugins, which would prevent content from being usable on many platforms.

✓ **Configure the viewport** - Your page specifies a viewport matching the device's size, which allows it to render properly on all devices.

✗ **Size content to viewport** - The page content is too wide for the viewport, forcing the user to scroll horizontally. Size the page content to the viewport to provide a better user experience. The page content is 1,000 CSS pixels wide, but the viewport is only 411 CSS pixels wide. The following elements fall outside the viewport: [show more](#)

- The element `` falls outside the viewport.
- The element `Prices` falls outside the viewport.
- The element `About Us` falls outside the viewport.
- The element `Services` falls outside the viewport.
- The element `Contact Us` falls outside the viewport.
- The element `` falls outside the viewport.
- The element `<h1>Welcome to Kin...pany in Surrey</h1>` falls outside the viewport.
- The element `<p>Thanks for you...er and driver.</p>` falls outside the viewport.
- The element `<h2>We covered nea...y luxury Cabs:</h2>` falls outside the viewport.
- The element `Ham` falls outside the viewport.
- The element `Norbiton` falls outside the viewport.
- The element `Hampton-Wick` falls outside the viewport.
- The element `New Malden` falls outside the viewport.
- The element `Roehampton University` falls outside the viewport.
- The element `Richmond Common` falls outside the viewport.
- The element `Berrylands` falls outside the viewport.
- The element `Tolworth` falls outside the viewport.
- The element `Wimbledon Village` falls outside the viewport.
- The element `Raynes park` falls outside the viewport.
- The element `Kingston Hospital` falls outside the viewport.
- The element `<h3>Train station service</h3>` falls outside the viewport.

- The element `Waterloo` falls outside the viewport.
- The element `Paddington` falls outside the viewport.
- The element `King's Cross` falls outside the viewport.
- The element `Euston` falls outside the viewport.
- The element `Liverpool` falls outside the viewport.
- The element `Charing Cross` falls outside the viewport.
- The element `Victoria` falls outside the viewport.
- The element `London Bridge` falls outside the viewport.
- The element `<p>Minicab taxis...your landing.</p>` falls outside the viewport.
- The element `<p>Our office pre...ar your place.</p>` falls outside the viewport.
- The element `<p>More than 500...We are there.</p>` falls outside the viewport.
- The element `<p>We Opened at 2...020 8546 7000</p>` falls outside the viewport.
- The element `` falls outside the viewport.
- The element `` falls outside the viewport.
- The element `<div class="right-h1">Quick Contacts</div>` falls outside the viewport.
- The element `<div class="right-txt">020 8546 7000</div>` falls outside the viewport.
- The element `` falls outside the viewport.
- The element `` falls outside the viewport.
- The element `` falls outside the viewport.
- The element `` falls outside the viewport.
- The element `` falls outside the viewport.
- The element `<p>© 2015 All Rights Reserved</p>` falls outside the viewport.
- The element `<div class="card-txt">We Accept</div>` falls outside the viewport.
- The element `` falls outside the viewport.

✔ **Size tap targets appropriately** - All of your page's links/buttons are large enough for a user to easily tap on a touchscreen.

✔ **Use legible font sizes** - The text on your page is legible.

✔ **Mobile Page Speed** - Great, your page speed is **fast** on mobile devices.

Mobile users have now become a critical part of online visits. Making the website mobile friendly is no longer an option but rather necessity. (<https://developers.google.com/webmasters/smartphone-sites/>)

Favicon



Sc

The Favicon is a small icon associated with a website. The Favicon is important because it is displayed next to the website's URL in the address bar of the browser as well as in bookmarks and shortcuts. (<en.wikipedia.org/wiki/Favicon>)

Custom 404 Error Page



 Yes, custom 404 error page detected.

A404 is a standard http response code for a resource that cannot be located on the server. Webservers usually return a "404 Not Found" error page for non-existing pages. Unfortunately, these default error pages are very generic and a not very user friendly, therefore, using a custom 404 error page is highly recommended.

Process of returning http status code "200 OK" for a non-existent page or redirecting users to another url is called soft 404. Soft 404 errors are problematic for search engines and are not advisable. (<https://support.google.com/webmasters/answer/181708>)

Printability



 Great, you are using print-friendly CSS.

Print-friendly pages are designed to fit on an 8.5"x11" or A4 sheet and usually include only the content of the page, along with source information. (webdesign.about.com/od/printerfriendly/a/aa041403a.htm)

W3C CSS Validation



 Status: **PASSED** [0 error(s)]

It is recommended to use valid CSS to ensure that the website displays correctly. ([W3C CSS Validation Service](#)).

DMOZ



 Yes, listed 1 time.

Current Listing(s):

- **Title:** Kingston Cars

Link: <http://kingstoncars.org.uk/>

Category: Regional » Europe » United_Kingdom » England » London » Kingston » Transport

DMOZ the Open Directory Project is the most comprehensive human edited directory of the Web, compiled by a vast global community of volunteer editors. (www.dmoz.org/help/geninfo.html)

Backlinks




 Approximate number of backlinks indexed by Google™: **less than 60**

Approximate number of backlinks indexed by Bing™: **less than 20**

The number of backlinks is one indication of the popularity or importance of that website or page therefore the more backlinks coming from reputable websites the better. (en.wikipedia.org/wiki/Backlink)

Page Rank



 PR: **0** out of 10 (**Very Poor**)

PageRank is Google's measure of the importance of a page. It is based on complex algorithms evaluating page content, authority, keyword density, back links, traffic, demand and more. (en.wikipedia.org/wiki/PageRank)

Indexed Pages



Estimated number of pages indexed by Google™: **about 10**

Estimated number of pages indexed by Bing™: **about 10**

The higher number of indexed pages the more content search engines can index, which increases overall value of the website.

en.wikipedia.org/wiki/Search_engine_indexing

Domain Age



Your domain was registered for the first time: 6 years, 2 months, 6 days ago.

Age of the domain is one of the many signals that search engines utilize for ranking. Brand new domains generally have more difficult time to rank high for the first few months. <http://www.coconutheadphones.com/does-domain-agematter>

Domain Expiration



Your domain expires in: 4 years, 9 months, 23 days.

Domain expiration far in to the future is considered a good practice as it promotes confidence in your website, decreases chances of losing domain and in certain cases might help with search engine ranking. <http://www.hover.com/blog/three-reasons-to-renew-your-domain-names-for-five-years>

Links



We found a total of 11 links:

Internal Links: relative	Internal Links: absolute	External Links: noFollow	External Links: passing Juice	Other
8 (72.73%)	0 (0.00%)	2 (18.18%)	0 (0.00%)	1

Anchor(s)	Count	Title	URL	Length	Target	Rel	Type
IMAGE (Call Now 02085467000)	1	-	Static	15	-	nofollow	Telephone
Home	1	-	Static	1	-	-	Relative
Our Vehicles	1	-	Static	13	-	nofollow	Relative
Prices	1	-	Static	11	-	nofollow	Relative
About Us	1	-	Static	10	-	nofollow	Relative
Services	1	-	Static	13	-	nofollow	Relative
Contact Us	1	-	Static	12	-	nofollow	Relative
IMAGE (boxaccounts)	1	-	Static	15	-	nofollow	Relative
IMAGE (Face Book)	1	-	Static	44	-	nofollow	External
IMAGE (Tweeter)	1	-	Static	31	-	nofollow	External
IMAGE (Click)	1	-	Static	14	-	-	Relative

Hyperlinks are an integral part of any website and properly linked content has great impact on the SEO. It is a good practice to keep number of unique links below 100, URLs preferably as short and concise as possible and utilize nofollow attribute to control PageRank flow passed through links.

IP Canonicalization



Yes, your site's IP 88.208.211.99 redirects to www.kingstoncars.org.uk.

Some web spiders index websites using IP as well as domain name which can cause duplicate content if there is no IP Canonicalization. (www.matcutts.com/blog/seo-advice-url-canonicalization)

URL Canonicalization



Yes, both the www.kingstoncars.org.uk and kingstoncars.org.uk resolve to the same URL.

Domain name with WWW and without can be considered as different pages causing duplicate content for search engines. (www.matcutts.com/blog/seo-advice-url-canonicalization)

Page Speed



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Enable compression	None	
Leverage browser caching	None	
Reduce server response time	None	
Minify CSS	None	
Minify HTML	None	
Minify JavaScript	None	
Eliminate render-blocking JavaScript and CSS in above-the-fold content	None	
Optimize images	None	
Prioritize visible content	None	

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Server Information



Server IP: 88.208.211.99

Server Location: GLOUCESTERSHIRE, Gloucester

Name Server 1: ns.123-reg.co.uk (212.67.202.2)

Name Server 2: ns2.123-reg.co.uk (92.51.159.40)

Your server's IP address and location have minor impact on the country specific SEO. It is recommend to host the website in the country where the number of vistors is desired to be the highest. Search engines take the geolocation of a server into account. (<http://www.youtube.com/watch?v=hXt23AXJJU>)

HTTPS (SSL)



 No HTTPS (SSL) found.

Google™ is now treating HTTPS as a ranking signal. HTTPS is a secure web protocol that allows for encrypted communication between website and the client. HTTPS protocol requires your website to have an SSL certificate, which can be purchased from a Certificate Authority (CA) or SSL vendor. (http://googleonlinesecurity.blogspot.in/2014/08/https-as-ranking-signal_6.html).

Safe Browsing



 Yes

Safe Browsing is a service provided by Google that enables applications to check URLs against Google's constantly updated lists of suspected phishing and malware pages. (<http://www.google.com/safebrowsing/diagnostic?site=>)

Spam Blacklist



 Good, your IP is not blacklisted.

Spammer directories provide lists of IPs from which spam distribution is reported. Emails sent from the blocked IPs are subject to closer scrutiny and are much less likely to be delivered. For email campaigns it is recommended to utilize professional email services to ensure that your website IP is not blocked. (www.stopforumspam.com)

Email Address Obfuscation




 Great, this webpage does not contain email addresses displayed in plain text.

It is recommended to obfuscate email addresses posted in public. This prevents email addresses from being automatically harvested by spam bots which helps to decrease number of unsolicited emails.

Directory Browsing



 Great, your server has directory browsing disabled.

Protect Webserver directories from unwanted browsing. To enhance security, directory browsing should be disabled unless you have a specific reason to enable it. If you enable directory browsing, make sure that you only enable it on the particular directory or directories that you want to share. (<http://technet.microsoft.com/en-us/library/cc731109>)

Whois Privacy



 **Registrant:**

Organization: M Nasir Habib

Type: UK Individual

Address: Station Cars Surbiton, Glenbuck Road, Surbiton, Surrey, KT6 6BZ, United Kingdom, Data validation:; Nominet was able to match the registrant's name and address against a 3rd party data source on 10-Dec-2012

Whois Privacy is a service that prevents domain owner contact information from being displayed in the publicly available Whois records. This can help to cut down on unwanted spam but utilizing Whois privacy should be evaluated against business model and branding strategy.

Server Signature



Good, your server does not provide version information.

Attackers can utilize server signature versioning information to their advantage therefore it is recommended to disable it when possible. (Disable server signature for [Apache](#) or [IIS](#)).