

Report for oetker-professional.co.uk



Score: **85.2 %**



Generated on Thursday, March 17th 2022 5:09 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



- Consider starting a Facebook page for your organization.
- Promote your organization on social media
- Fix CSS validation errors
- Optimize your website for mobile devices
- Use URL rewriting for dynamic links
- Add Apple Touch icon
- Add Hi-Resolution 192x192px icon for Chrome for Android
- Redirect IP address to domain name
- Consider not using iframes

Social Media Indicators



Too bad, your social media presence is very low.



Facebook Mentions

0



Twitter Recent Mentions

0



Pinterest Mentions

0



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 could not locate Facebook Page associated with your website.

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:



Dr. Oetker Professional
[@OetkerproUK](#)
United Kingdom

Description:	Dr. Oetker Professional is your partner for unrivalled quality, choice, and expertise providing catering supplies to thousands of businesses. Length: 141 characters.	✓
Tweets:	379 - Excellent, you have many tweets.	✓
Followers:	192 - Great, you have many followers.	✓
Following:	252 - You have less followers than you are following.	✗
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, 2 months, 10 days, 17 hours	✓
Last Tweet:	5 days, 16 hours, 54 minutes, 33 seconds ago.	—

Warning: This account does not link to your website.

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



Data could not be obtained.

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



Good, most images have ALT attribute.

Number of images: 22

Missing alt tag: 2

List of images with missing ALT attributes:

- /media/3679/intro-image-280x210.png?anchor=center&mode=crop&width=28...000
- /media/3538/balanced-choice-homepage-card-280x210.jpg?anchor=center&mode...000

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:

"Dr. Oetker Professional | The UK's Leading Quality Catering Supplier"

Length: 72 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:

"Dr. Oetker Professional is your partner for unrivaled quality, choice, and expertise providing catering supplies to thousands of businesses"

Length: 139 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



No Keywords Found.

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 **24.12%**

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	T Title	D Desc.	H <H>	A ALT	B
		pizza	5.05%	21	-	-	2	10	-
		oetker	2.64%	11	1	1	2	2	-
		chicago	1.92%	8	-	-	-	2	-
		professional	1.68%	7	1	1	2	2	-
		quality	1.68%	7	1	1	2	-	-
		town	1.68%	7	-	-	-	2	-
		choice	1.44%	6	-	1	1	-	-
		products	1.44%	6	-	-	1	-	-
		follow	1.44%	6	-	-	-	4	-
		takeaway	1.44%	6	-	-	-	1	-

		chicago town	1.68%	7	-	-	-	-	-
		oetker professional	1.44%	6	1	1	2	-	-
		balanced choice	0.96%	4	-	-	-	-	-
		cocoa powder	0.96%	4	-	-	-	-	-
		unique takeaway	0.72%	3	-	-	-	-	-

		quality catering supplier	0.48%	2	1	-	1	-	-
		leading quality catering	0.48%	2	1	-	1	-	-
		takeaway stuffed crust	0.48%	2	-	-	-	-	-
		chicago town vegan	0.48%	2	-	-	-	-	-
		red wooden board	0.48%	2	-	-	-	-	-

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. We found 1 inline frame(s).

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>
- o Dr. Oetker Professional | The UK's Leading Quality Catering Supplier
-
- 5 <H2>
- o For Kids pizza you shouldn't have to choose.
 - o Your partner for unrivalled quality, choice & expertise
 - o Explore our pizza range and essential baking ingredients
 - o We'll help you every step of the way
 - o We're more than a supplier, w e're your dedicated partner
-
- 4 <H3>
- o Sectors
 - o Products
 - o Resources
 - o Dr. Oetker Professional
-
- 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: **PASSED** [0 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, <https://oetker-professional.co.uk/robots.txt>
Your robots.txt file is blocking search engines access to parts of the website.

User-Agent: *

- Disallow: /bin/
- Disallow: /umbraco/
- Disallow: /umbraco_client/

[See all 5 disallow directives](#)

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):

- <https://oetker-professional.co.uk/sitemap>

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>)

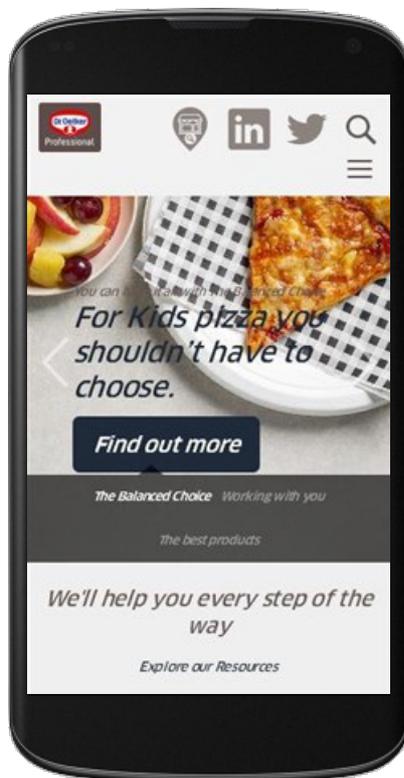
Accessibility Check



WCAG 2.0 (AA) Conformance Test: **PASSED**

Following Web accessibility standards while developing a website can help users with specific needs, such as visually impaired, motor/mobility, auditory, seizures, as well as cognitively and intellectually impaired disabilities. Some of these fixes include general seo applications like Alt tags, Form labels, fixing empty links and adding alternative text. To read more about accessibility guidelines follow this link [Web Content Accessibility Guidelines \(WCAG\) Overview](#).

Mobile Rendering



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: **66%** (Average)

Lighthouse Lab Data	Result
Time to Interactive	6.8 s
First Meaningful Paint	2.7 s
Speed Index	5.6 s
First Contentful Paint	1.6 s

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: **90%** (High)

- Tap Targets** - Tap targets are sized appropriately. Interactive elements like buttons and links should be large enough (48x48px), and have enough space around them, to be easy enough to tap without overlapping onto other elements.
- Viewport** - Has a ``<meta name="viewport">`` tag with `width` or `initial-scale`. A ``<meta name="viewport">`` not only optimizes your app for mobile screen sizes, but also prevents
- Plugins** - Document avoids plugins. Search engines can't index plugin content, and many devices restrict plugins or don't support them.
- Font Size** - Document uses legible font sizes. Font sizes less than 12px are too small to be legible and require mobile visitors to "pinch to zoom" in order to read. Strive to have >60% of page text ≥ 12 px.
- Mobile Page Speed** - Your page speed is **average** 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



Yes

file: <https://oetker-professional.co.uk/media/1073/mstile-310x310.png>

No hi-resolution (192x192) icon found.

Apple touch icon not found

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:

- oetker-professional.co.uk/assets/css/site/bootstrap.min.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: **FAILED** [6 error(s)]

It is recommended to use valid CSS to ensure that the website displays correctly. ([W3C CSS Validation Service](https://www.w3.org/Service)).

Domain Age



 Your domain was registered for the first time: 6 years, 5 months, 10 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-age-matter>)

Domain Expiration



 Your domain expires in: 3 years, 6 months, 19 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 **96** links out of which **50** are duplicate links:

Internal Links: relative	Internal Links: absolute	Ext.External Links: noFollow	Ext.External Links: passing Juice	Other
89 (92.71%)	2 (2.08%)	0 (0.00%)	4 (4.17%)	1

Anchor(s)	# Count	Title	URL	L Length	T Target	Rel	Type
✓ Stockist	2	-	SStatic	26	-	-	Rel.Relative
✓ Follow Us	2	-	SStatic	59	_blank	-	Ext.External
✓ Follow Us	2	-	SStatic	32	_blank	-	Abs.Absolute
✓ Get in touch	3	-	SStatic	11	-	-	Rel.Relative
✓ IMAGE (Dr. Oetker Professional)	1	-	SStatic	1	-	-	Rel.Relative
✓ Working with you	3	-	SStatic	1	-	-	Rel.Relative
✓ Pubs & Restaurants	3	-	SStatic	25	-	-	Rel.Relative
✓ Education	3	-	SStatic	18	-	-	Rel.Relative
✓ Universities	3	-	SStatic	21	-	-	Rel.Relative
✓ Leisure	3	-	SStatic	16	-	-	Rel.Relative
✓ Healthcare	3	-	SStatic	19	-	-	Rel.Relative
✓ Hotels	3	-	SStatic	15	-	-	Rel.Relative
✓ Business & Industry	3	-	SStatic	26	-	-	Rel.Relative
✓ Discover our products	4	-	SStatic	9	-	-	Rel.Relative
✓ Our Unique Takeaway - Pizza To Go Hot, fresh and ready to g...ng	5	-	SStatic	21	-	-	Rel.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.

Broken Links



Good, No broken links found.

Broken or dead links can negatively impact user experience, search engine crawl rate and website traffic.

IP Canonicalization



No, your site's IP [212.48.93.234](#) redirects to [oet.wearedecide.com](#) instead of [oetker-professional.co.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.oetker-professional.co.uk and oetker-professional.co.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



Google Page Speed score: **93%**(High)

Lighthouse Lab Data		Result
✓ First Meaningful Paint	<div style="width: 100%;"><div style="width: 100%;"></div></div>	0.5 s
✓ First Contentful Paint	<div style="width: 100%;"><div style="width: 100%;"></div></div>	0.4 s
✓ Time to Interactive	<div style="width: 100%;"><div style="width: 100%;"></div></div>	0.5 s
✓ Speed Index	<div style="width: 100%;"><div style="width: 100%;"></div></div>	0.8 s

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

Server Information



ISP: Webfusion Internet Solutions

Server IP: 212.48.93.234

Server Location:  GRAND EST, Strasbourg

Name Server 1: ns45.domaincontrol.com (97.74.102.23)

Name Server 2: ns46.domaincontrol.com (173.201.70.23)

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=hXl23AXlJJU>)

HTTPS (SSL)



Issued To:

Common Name (CN): oetker-professional.co.uk

Issuer:

Common Name (CN): R3

Oranization (O): Let's Encrypt

Period of Validity

Begins On: 03/05/2022

Expires On: 06/03/2022

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 212.48.93.234 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



No contact information available.

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](#)).