

Report for warmup.co.uk



Score: **86.2 %**




















Generated on Wednesday, September 21st 2016 7:22 pm

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 ALT attribute to images
- Optimize images
- Fix HTML validation errors
- Add text or image anchors to all links
- Reduce server response time
- Fix CSS validation errors
- Eliminate render-blocking JavaScript and CSS in above-the-fold content
- Add your Google+ page link to the website
- Promote your organization on social media
- Create vanity URL for your Facebook page
- Optimize your website for mobile devices
- Create vanity URL for your Google+ page
- Submit your website to DMOZ directory
- Engage your fans on Facebook
- Verify your Facebook page account
- Redirect IP address to domain name
- Leverage browser caching
- Verify your Google+ page account
- Minify HTML
- Size tap targets appropriately
- Disable server signature

Social Media Indicators



Your social media presence is average.

Facebook Mentions	0	Google™+ Mentions	858	Pinterest Mentions	9
LinkedIn Mentions	4	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:



Warmup UK

Local Business | Heating, Ventilating & Air Conditioning
London United Kingdom

<https://www.facebook.com/pages/Warmup-UK/179009778775>

Warmup-"The world's best-selling floor heating brand"

	Facebook Likes:	350	Great, you have many fans liking your page.	
	Talking about this:	20	Excellent, it appears that people are engaged with your content.	
	Facebook Page Vanity URL:	No	You can claim your Facebook 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:



Warmup UK

[@Warmup_Plc](#)

London, United Kingdom

Description:	Underfloor heating and smart thermostats for greater energy efficiency and comfort. 24/7 customer support on 0845 345 2288.	
Length:	123 characters.	
Tweets:	1,548 - Excellent, you have many tweets.	
Followers:	2,133 - Great, you have many followers.	
Following:	2,158 - 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:	6 years, 1 month, 18 days, 15 hours	
Last Tweet:	9 hours, 22 minutes, 4 seconds ago.	

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>

Google+



We have located following Google+ Page:



Warmup UK

Underfloor heating and smart thermostats for greater energy efficiency and comfort with 24/7 customer support on 0845 345 2288.

<https://plus.google.com/115421761283615164464>

Operating in over 60 countries, Warmup offers a variety of underfloor heating systems, including hydronic (warm water) and electric systems. We also provide smart thermostats for monitoring energy consumption and helping to control heating costs. Warmup's extensive knowledge and innovative approach to underfloor heating allows both consumers and trade professionals to have the most efficient electric heater or warm water based heating system for their projects. Warmup offers the best warranties in the market, alongside 24/7 all year round technical support and high quality heating products. Maintaining the high quality of products is important for Warmup and there is extensive investment in R&D that allows offering the market the best underfloor heating-guaranteed. Specialities: Underfloor heating, Underfloor heating systems, electric heating, energy efficient heating systems, thermostats



Followers:

161

Great, you have many followers following your page.



Plus Ones:

897

Excellent, it appears that users like your content.



Google+ Custom URL:

No

You can [claim your Google+ custom URL](#).



Linking to Google+ Page:

No

Too bad, your homepage is not linking to your Google+ Page.



Verified Google+ Account:

No

Your Google+ Page account is not verified.



Google+ is a popular interest-based social network. A well utilized Google+ account can help drive organic site visits and improve brand recognition. [About Google+ pages](#)

Traffic Rank



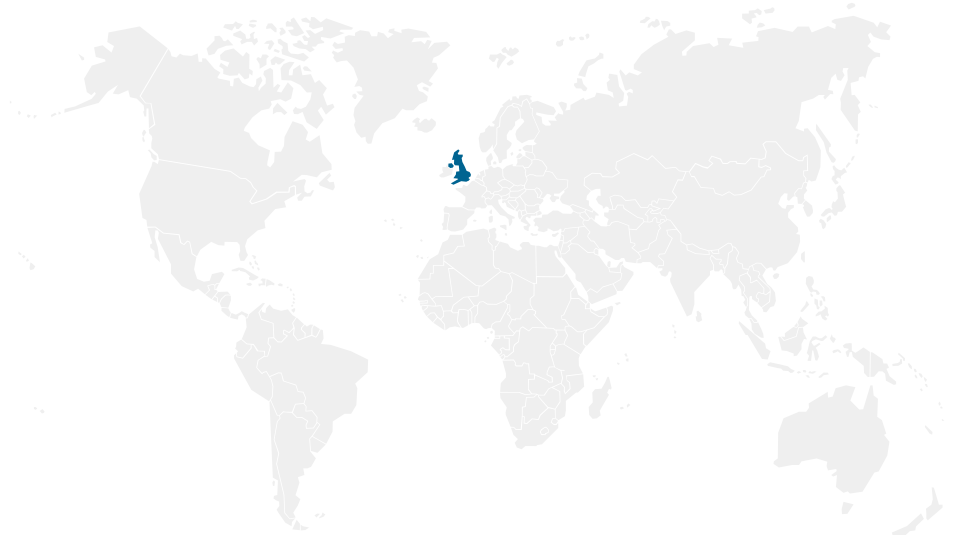
565,146 most visited website in the World

Trend: ▼ down (+240,771)


48,187 most visited website in United Kingdom

Traffic Rank is provided by [Alexa](#)

Visitors Localization



Low  High

Country	Percent	Domain (ccTLD)	Status
 United Kingdom	80.3%	warmup.co.uk	-

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



We have located images with missing ALT attribute.

Number of images: 22

Missing alt tag: 13

List of images with missing ALT attributes:

- /assets/footerIcons/image3.png
- /assets/footerIcons/image2.png
- /assets/footerIcons/image11.png
- /assets/footerIcons/logo-culus.png
- /assets/footerIcons/image8.png
- /assets/footerIcons/logo-fi.png
- /assets/footerIcons/image5.png
- /assets/footerIcons/image4.png
- /assets/footerIcons/image6.png
- /assets/footerIcons/logo-intertek.png
- /assets/footerIcons/logo-riba.png
- /assets/footerIcons/logo-tta.png
- /assets/footerIcons/logo-bemea.png

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:

"Underfloor Heating Systems | Underfloor Insulation | Warmup"

Length: 59 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:

"Warmup is the World's best-selling underfloor heating brand. Over 2 million electric & water systems sold worldwide – Guaranteed for Life. 24/7/365 Support"

Length: 155 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 **38.32%**

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
	✓	heating	2.44%	32	1	1	3	1	-
	✓	warmup	1.52%	20	1	1	3	1	-
	✓	underfloor	1.45%	19	2	1	3	1	-
	✗	system	1.14%	15	-	-	-	-	-
	✗	very	1.07%	14	-	-	-	-	-
	✗	more	0.91%	12	-	-	-	-	-
	✗	thank	0.84%	11	-	-	-	-	-
	✗	who	0.76%	10	-	-	-	-	-
	✗	service	0.68%	9	-	-	-	-	-
	✓	electric	0.61%	8	-	1	1	1	-

	✓	underfloor heating	1.37%	18	1	1	3	-	-
	⚠	wifi thermostat	0.30%	4	-	-	1	-	-
	⚠	smart wifi	0.30%	4	-	-	1	-	-
	⚠	4ie smart	0.30%	4	-	-	1	-	-
	⚠	running costs	0.30%	4	-	-	1	-	-

	⚠	4ie smart wifi	0.30%	4	-	-	1	-	-
	⚠	smart wifi thermostat	0.30%	4	-	-	1	-	-
	⚠	electric patio heater	0.23%	3	-	-	1	-	-
	⚠	underfloor heating systems	0.15%	2	1	-	-	-	-
	⚠	best-selling underfloor heating	0.15%	2	-	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>
 - Warmup

- 6 <H2>
 - The world's best-selling underfloor heating brand
 - Why Warmup?
 - Want help getting started?
 - Why underfloor heating?
 - What our customers say about us...
 - See what's new from Warmup

- 18 <H3>
 - By Room Type
 - By Floor Finish
 - Save up to £330 with EasySwitch™
 - Best Products
 - Best Services
 - EMPTY
 - Best Warranties
 - EMPTY
 - Best Accreditations
 - Best Research & Development
 - Tell us where the product will go
 - 5 key benefits of our products
 - Can you refit underfloor heating to a floor?
 - 4iE Smart WiFi Thermostat Wins Best Innovation Award
 - Warm Summer Nights with an Electric Patio Heater
 - Sitemap
 - Social Media
 - Find a retailer

- 19 <H4>
 - Get a quote now or Use our product selector
 - Energy efficient & low running costs
 - Comfort & warm floors
 - Tailored temperature control
 - Design freedom
 - Reduced dust circulation and increased safety
 - Sam Doepel, UK
 - Pascal Massart, France
 - G Wood, Worcestershire, UK
 - Paul Edwards, UK
 - Julian Smith, UK
 - Geoff Brooks, UK
 - Helen Mitchell, UK
 - Paul Long, UK
 - Karen Spence, UK
 - Maria Brown, UK
 - A. R. & R. Haynes, Somerset, UK

- o Roy Foley, UK
- o Valerie Moores, UK

■ 13 <H5>

- o EMPTY
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■ 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-GB (English)
Language Attribute: en-GB (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** [8 errors, 13 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

 CrazyEgg

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://warmup.co.uk/robots.txt>

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

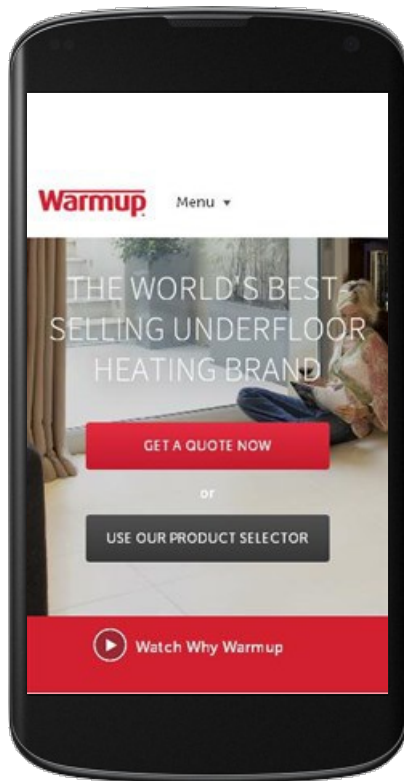
XML Sitemap



 Found following XML sitemap(s):

- <http://warmup.co.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: **51%**(Low)

Requests	Hosts	Load time	Html	Images	JavaScript	CSS	Flash	Other	Page Size
61	14	3.93s	49.22 KB	1.13 MB	689.97 KB	211.69 KB	0 B	44.19 KB	2.1 MB

Recommendation	Impact
✓ Avoid app install interstitials that hide content	None
✓ Avoid landing page redirects	None
✓ Enable compression	None
✓ Leverage browser caching	Low
✗ Reduce server response time	High
✓ Minify CSS	None
✓ Minify HTML	Low
✓ Minify JavaScript	None
✗ Eliminate render-blocking JavaScript and CSS in above-the-fold content	High
✗ Optimize images	High
✓ 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 contents of your page fit within the viewport.
- ✓ **Size tap targets appropriately** - Some of the links/buttons on your webpage may be too small for a user to easily tap on a touchscreen. Consider making these tap targets larger to provide a better user experience. The following tap targets are close to other nearby tap targets and may need additional spacing around them. [show more](#)
 - The tap target `LEARN MORE` is close to 1 other tap targets final.
 - The tap target `<button type="button" class="slick-prev">Previous</button>` is close to 1 other tap targets.
 - The tap target `<button type="button" class="slick-next">Next</button>` is close to 1 other tap targets.
 - The tap target `Quote Me` is close to 1 other tap targets final.
- ✓ **Use legible font sizes** - The text on your page is legible.
- ✗ **Mobile Page Speed** - Too bad your page speed is **slow** 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



W

file: <http://www.warmup.co.uk/themes/warmup/ico/favicon.ico>

size: 32px by 32px

type: image/x-icon

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:

- warmup.co.uk/themes/warmup/css/print.css?m=1463412542

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** [89 error(s)]

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

DMOZ



Not Listed

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)

Domain Age



Your domain was registered for the first time: 18 years, 10 months, 24 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, 1 month, 6 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 126 links out of which 41 are duplicate links:

Internal Links: relative	Internal Links: absolute	External Links: noFollow	External Links: passing Juice	Other				
117 (92.86%)	0 (0.00%)	0 (0.00%)	9 (7.14%)	0				
Anchor(s)	Count	Title	URL	Length	Target	Rel	Type	
About Warmup	3	-	Static	7	-	-	Relative	
Blog	4	-	Static	6	-	-	Relative	
Register Warranty	2	-	Static	19	-	-	Relative	
MyWarmup Login	2	-	Static	27	-	-	External	
IMAGE (Warmup)	2	-	Static	21	-	-	Relative	
Contact Support or 0345 345 2288	3	-	Static	9	-	-	Relative	
Warmup	2	-	Static	1	-	-	Relative	
Homeowners	5	-	Static	10	-	-	Relative	
Bathroom	1	-	Static	19	-	-	Relative	
Kitchen	1	-	Static	18	-	-	Relative	
Living Room	1	-	Static	22	-	-	Relative	
Bedroom	1	-	Static	18	-	-	Relative	
Outdoors	1	-	Static	17	-	-	Relative	
Whole House	1	-	Static	16	-	-	Relative	
Tile & Stone	1	-	Static	29	-	-	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 87.106.150.244 does not redirect to warmup.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.warmup.co.uk and warmup.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: **57%**(Low)

Requests	Hosts	Load time	Html	Images	JavaScript	CSS	Flash	Other	Page Size
61	14	4.92s	49.22 KB	1.13 MB	689.97 KB	211.94 KB	0 B	54.58 KB	2.11 MB

Recommendation	Impact
✔ Avoid landing page redirects	None
✔ Enable compression	None
✔ Leverage browser caching	Low
✗ Reduce server response time	High
✔ Minify CSS	None
✔ Minify HTML	Low
✔ Minify JavaScript	None
✗ Eliminate render-blocking JavaScript and CSS in above-the-fold content	High
✗ Optimize images	High
✔ Prioritize visible content	None

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: 1&1 Internet AG
Server IP: 87.106.150.244
Server Location:  HESSE, Offenbach

Name Server 1: ns33.1and1.co.uk (217.160.80.150)
Name Server 2: ns34.1and1.co.uk (217.160.81.150)

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)



Issued To:
Common Name (CN): www.warmup.co.uk

Issuer:
Common Name (CN): Go Daddy Secure Certificate Authority - G2
Oranization (O): GoDaddy.com, Inc.
Oranizational Unit (OU): http://certs.godaddy.com/repository/

Period of Validity
Begins On: 11/28/2014
Expires On: 11/28/2015

Warning: The SSL certificate has expired.

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: Warmup PLC

Type: UK Limited Company, (Company number: 2955213)

Address: 702 Tudor Estate, London, NW10 7UW, United Kingdom, Data validation: Nominet was able to match the registrant's name and address against a 3rd party data source on 23-Dec-2014

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



On, Apache PHP/5.5.11

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](#)).