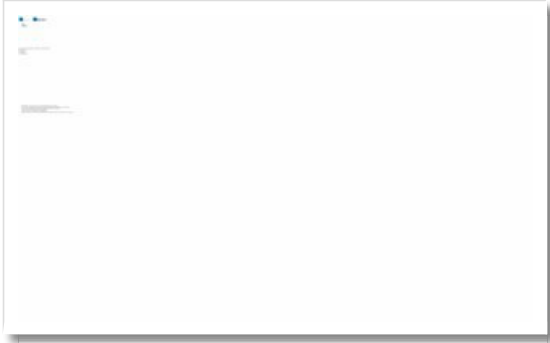


Report for minicabsdrivers.co.uk



Score: **87.7 %**



Generated on Monday, August 6th 2018 9:54 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



- Promote your organization on social media
- Fix HTML validation errors
- Engage your fans on Facebook.
- Engage your followers on Google+
- Promote your Google+ fan page
- Optimize your website for mobile devices
- Eliminate render-blocking JavaScript and CSS in above-the-fold content
- Be more active on Twitter™
- Create vanity URL for your Google+ page
- Verify your Facebook page account.
- Prioritize visible content
- Redirect IP address to domain name
- Size content to viewport
- Verify your Google+ page account
- Minify JavaScript
- Acquire more Twitter™ followers
- Consider obfuscating publicly accessible email addresses.
- Add printer-friendly CSS

Social Media Indicators



Too bad, your social media presence is very low.

Facebook Mentions	0	Twitter Recent Mentions	0	Google™+ Mentions	0
Pinterest Mentions	0	LinkedIn Mentions	0	StumbleUpon Views	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 have located following Facebook Page:



PCO Drivers Wanted

Tour Agency | Recruiter
London United Kingdom

<https://www.facebook.com/PCOdriverwanted>

PCO Drivers Wanted a dynamic fast growing Taxi company in London Apply to be a PCO Private Hire driver today to join a leading vibrant London taxi communit

	Facebook Likes:	661	Great, you have many fans liking your page.	
	Talking about this:	4	People are not engaging with your content enough.	
	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:



PCO Drivers Wanted

[@PCODriverJobs](#)

Richmond Road Kingston upon Thames KT2 5BW

Description:	PCO Drivers Wanted a dynamic fast growing Taxi company in London. Apply to be a PCO Private Hire driver today to join a leading vibrant London Minicab community. Length: 160 characters.	
Tweets:	138 - Not too many tweets.	
Followers:	32 - You have some followers but the number seems to be a little low.	
Following:	13 - 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:	4 years, 2 months, 11 days, 3 hours	
Last Tweet:	6 months, 4 hours, 12 minutes, 30 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:



PCO Drivers Wanted

<https://plus.google.com/100176568487562142115>

	Followers:	7	Not good, the number of your followers is very low.	
	Plus Ones:	0	Not good, users are not engaging with your content.	
	Google+ Custom URL:	No	Once you have 10 followers, claim your Google+ custom URL .	
	Linking to Google+ Page:	Yes	Good, your homepage is 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



No Data available. (very low)

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: 20

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:

"Looking For PCO Taxi Jobs in London, Find The Private Hire Taxi Driver Job Here"

Length: 79 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/QA/Tips/good-titles)

Description Metatag



We have found following description:

"Private Hire Taxi Driver Jobs, minicab jobs, Chauffeur jobs, night driver jobs then email us at info@minicabsdrivers.co.uk or call us at 02083304000 for any location in London to work with us"

Length: 191 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 **49** keywords:

- Driver Wanted London
- PCO Driver Jobs Airport
- PCO Jobs Company Car
- PCO Part Time Jobs
- Night Time Driving Jobs
- Private Hire Taxi Driver Jobs in London
- Weekend Driver Jobs
- Driver Recruitment
- PCO Driver Jobs
- PCO Jobs London
- PCO Driver Jobs London
- Minicab Jobs London
- Driving Jobs in London
- PCO Driver
- Driving Jobs
- Chauffeur Jobs
- Car Driver Job
- Cab Driver Jobs Near
- Part Time Driving Jobs
- Private Hire Taxi Jobs
- Private Driver Jobs
- Night Driving Jobs
- Cab Driver
- Owner Driver Jobs
- Chauffeur Jobs London
- Cab Driver Jobs
- PCO Driver Wanted
- Minicab Drivers Wanted
- Minicab Driver Jobs
- Minicab Driver Jobs in London
- Minicabs Driver Wanted
- PCO Driver Jobs in London
- Private Hire Car Driver Jobs
- Minicabs Driver Wanted Jobs
- PCO Chauffeur Drivers Jobs
- PCO Minicab Drivers Jobs
- Minicab Drivers Jobs
- PCO Drivers Jobs
- Taxi Drivers Job
- PCO Licence Drivers Required
- Taxi Driver Vacancies
- PCO Executive drivers jobs
- Taxi Drivers Wanted Employment
- Part Time Driver Jobs in London
- Evening Driving Jobs
- PCO Minicab Driver Jobs
- Night Shift Driving Jobs
- Taxi Driver Jobs London
- PCO Licence Driver Jobs

Length: 1123 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 **36.27%**

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
		driver	6.57%	78	1	2	5	13	-
		jobs	4.97%	59	1	4	3	-	-
		pco	2.61%	31	1	-	1	2	-
		drivers	1.60%	19	-	-	1	-	-
		london	1.52%	18	1	1	3	-	-
		taxi	1.35%	16	2	1	3	2	2
		job	1.35%	16	1	-	1	2	-
		minicab	1.35%	16	-	1	-	3	2
		time	1.26%	15	-	-	-	-	-
		work	1.18%	14	-	1	1	-	-

		driver jobs	2.10%	25	-	2	2	-	-
		pco driver	1.43%	17	-	-	1	-	-
		taxi driver	0.76%	9	1	1	2	-	-
		driver job	0.76%	9	1	-	-	-	-
		driver wanted	0.76%	9	-	-	2	-	-

		pco driver jobs	0.76%	9	-	-	1	-	-
		private hire taxi	0.34%	4	1	1	2	-	-
		minicabs driver wanted	0.34%	4	-	-	-	-	-
		hire taxi driver	0.25%	3	1	1	1	-	-
		taxi driver job	0.25%	3	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>
 - **IMAGE** of Minicabs Driver Wanted [images/logo.png] + **IMAGE** of PCO Driver Job [images/logo-2.png]
- 7 <H2>
 - .
 - Taking Your Career To Next Level
 - Our Vehicle
 - Driver's Says
 - Apply Online
 - taxi driver required
 - Contact Us
- 8 <H3>
 - Welcome to Minicabs Drivers Wanted
 - Apply now and start your job here.
 - Your future in your hands.
 - What Credential You Need To Add With Your Private Hire Taxi Driver Jobs in London Application Form
 - Saloon
 - Estate
 - MPV
 - 8-Seater
- 1 <H4>
 - Factors Making Us Different From Others Private Hire Taxi Jobs Platforms
- 1 <H5>
 - Work schedule Of Driver Wanted London
- 5 <H6>
 - "Punctuality" Is Ours Top On The List
 - An Overview Of Dress code OF Driver Wanted London
 - Client's Feedback Matters The Most To Us
 - To Finish The Collaboration
 - Meet And Greet Service - PCO Driver Jobs Airport

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** [2 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://www.minicabsdrivers.co.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.minicabsdrivers.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 sitemaps 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: **79%**(Average)

Rq. Requests	Hst. Hosts	LT Load time	Html	Img Images	JS JavaScript	CSS	F Flash	O Other	PS Page Size
39	2	5.41s	29.71 KB	290.2 KB	243.28 KB	249.21 KB	0 B	82.47 KB	894.88 KB

Recommendation	Impact
✓ 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	Low
✗ Eliminate render-blocking JavaScript and CSS in above-the-fold content	High
✓ Optimize images	None
✗ Prioritize visible content	Medium

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: **92%**(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 432 CSS pixels wide, but the viewport is only 412 CSS pixels wide. The following elements fall outside the viewport: [show more](#)
 - 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** - 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



file: <http://minicabsdrivers.co.uk/images/favicon.jpg>

size: 16px by 16px

type: image/jpeg

✓ Good, a hi-resolution (192x192) favicon found.

✓ Excellent, apple touch icon 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



Could not locate 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).

Domain Age



Your domain was registered for the first time: 2 years, 5 months, 11 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: 2 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 23 links out of which 12 are duplicate links:

Internal Links: relative	Internal Links: absolute	Ext.External Links: noFollow	Ext.External Links: passing Juice	Other
17 (73.91%)	0 (0.00%)	0 (0.00%)	5 (21.74%)	1

Anchor(s)	# Count	Title	URL	L Length	T Target	Rel	Type
IMAGE (Minicabs Driver Wanted)	1	-	SStatic	1	-	-	Rel.Relative
Home	1	-	SStatic	8	-	-	Rel.Relative
Contact Us	1	-	SStatic	16	-	-	Rel.Relative
Apply Online	1	-	SStatic	18	-	-	Rel.Relative
CLICK TO CALL	1	-	SStatic	15	-	-	Telephone
4	13	Passengers	SStatic	1	-	-	Rel.Relative
.	1	-	SStatic	40	-	-	Ext.External
.	1	-	SStatic	33	-	-	Ext.External
.	1	-	SStatic	35	-	-	Ext.External
.	1	-	SStatic	45	-	-	Ext.External
.	1	-	SStatic	54	-	-	Ext.External

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 [185.175.139.87](#) does not redirect to [minicabsdrivers.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.minicabsdrivers.co.uk](#) and [minicabsdrivers.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)

Rq. Requests	Hst. Hosts	LT Load time	Html	Img Images	JS JavaScript	CSS	F Flash	O Other	PS Page Size
39	2	4.53s	29.71 KB	290.2 KB	243.28 KB	249.21 KB	0 B	82.47 KB	894.88 KB

Recommendation	Impact
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	Low
Eliminate render-blocking JavaScript and CSS in above-the-fold content	Medium
Optimize images	None
Prioritize visible content	Low

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: CloudNET Services Limited
Server IP: 185.175.139.87
Server Location: ENGLAND, London

Name Server 1: ns.123-reg.co.uk (212.67.202.2)
Name Server 2: ns2.123-reg.co.uk (62.138.132.21)

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=hXf23AXfJJU>)

HTTPS (SSL)



Issued To:

Common Name (CN): minicabsdrivers.co.uk

Issuer:

Common Name (CN): cPanel, Inc. Certification Authority

Organization (O): cPanel, Inc.

Period of Validity

Begins On: 06/29/2018

Expires On: 09/27/2018

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 *185.175.139.87* 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



There is 1 email in plain text on the webpage:

- info@minicabsdrivers.co.uk

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](#)).