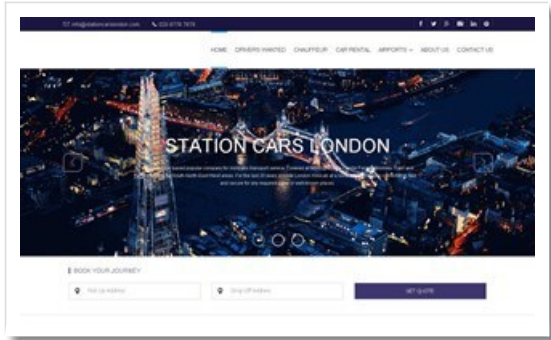


## Report for stationcarslondon.com



Score: **89.5 %**



Generated on Thursday, September 14th 2017 12:43 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
- Add more keyword-rich quality content
- Engage your fans on Facebook

## Social Media Indicators



Too bad, your social media presence is very low.

Facebook Mentions	1	Twitter Recent Mentions	0	Google™+ Mentions	0
Delicious Bookmarks	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:



### Station Cars London

Taxi Service | Tour Agency | Transit Hub  
London United Kingdom

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

Station Cars London is one of the Leading Taxi Minicab and Airport Transfer service Company in Crystal Palace, London

Facebook Likes:	831	Great, you have many fans liking your page.	
Talking about this:	1	People are not <a href="#">engaging with your content</a> enough.	
Were here:	3	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:



Station Cars London  
[@stationcarslond](https://twitter.com/stationcarslond)  
 1-3 Ledrington Road SE19 2BF

<b>Description:</b>	#Station #Cars #London is one of the Leading Taxi Minicab and Airport Transfer service Company in #CrystalPalace. <a href="https://t.co/A4p8KmpQoU">https://t.co/A4p8KmpQoU</a> <b>Length:</b> 136 characters.	✓
<b>Tweets:</b>	3 - Not too many tweets.	✗
<b>Followers:</b>	97 - You have some followers but the number seems to be a little low.	⚠
<b>Following:</b>	80 - Good, you are following some users.	✓
<b>Page Link:</b>	Yes, your homepage is linking to your Twitter™ account.	✓
<b>Verified:</b>	No, your account has not been verified by Twitter™	✗
<b>Account Age:</b>	3 years, 9 months, 23 days, 21 hours	✓
<b>Last Tweet:</b>	20 days, 23 hours, 42 minutes, 27 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:



Station Cars Crystal Palace London  
<https://plus.google.com/105715128203865110498>

	<b>Followers:</b>	1	Not good, the number of your followers is very low.	✗
	<b>Plus Ones:</b>	0	Not good, users are not engaging with your content.	✗
	<b>Google+ Custom URL:</b>	No	Once you have 10 followers, <a href="#">claim your Google+ custom URL</a> .	✗
	<b>Linking to Google+ Page:</b>	Yes	Good, your homepage is linking to your Google+ Page.	✓
	<b>Verified Google+ Account:</b>	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:** 39

**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](http://www.w3.org/QA/Tips/altAttribute))

## Title



We have found following title:

*"Station Cars Mini Cab in Crystal Palace cheap Airport Transfer London Cabs Taxis"*

**Length:** 80 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](http://www.w3.org/QA/Tips/good-titles))

## Description Metatag



We have found following description:

*"020 8778 7878 call for Crystal Palace to Airport Transfers in London Minicabs service near Train and Tube Station Cars minicab online booking 24/7 days Cab Taxi"*

**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](http://en.wikipedia.org/wiki/Meta_element#The_description_attribute))

## Keywords Metatag



We have found **11** keywords:

- crystal palace
- car
- taxi
- cars
- taxis
- minicabs
- cab
- airport transfer
- cabs
- london
- minicab

**Length:** 94 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](http://googlewebmastercentral.blogspot.se/2009/09/google-does-not-use-keywords-meta-tag.html))

## Text to HTML Ratio



The Text to HTML ratio is **15.83%**

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
✓	palace	1.99%	17	1	1	1	6	1
✓	london	1.99%	17	1	1	1	1	-
✓	crystal	1.87%	16	1	1	1	6	1
✓	cars	1.75%	15	1	1	2	1	1
⚠	mini	1.52%	13	1	-	-	1	-
⚠	minicab	1.40%	12	-	1	1	-	-
✓	service	1.29%	11	-	1	1	-	1
⚠	areas	1.17%	10	-	-	1	-	-
⚠	cabs	1.05%	9	1	-	-	1	-
✓	minicabs	1.05%	9	-	1	-	1	1
-----								
✓	crystal palace	1.87%	16	1	1	1	-	-
✗	mini cabs	0.82%	7	-	-	-	-	-
✓	station cars	0.70%	6	1	1	1	-	-
⚠	mini cab	0.70%	6	1	-	-	-	-
⚠	airport transfer	0.47%	4	1	-	-	-	-
-----								
⚠	020 8778 7878	0.35%	3	-	1	-	-	-
✗	crystal palace london	0.23%	2	-	-	-	-	-
✗	many different types	0.23%	2	-	-	-	-	-
✗	station cars london	0.23%	2	-	-	-	-	-
⚠	airport transfer london	0.12%	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. 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](https://searchenginewatch.com/article/2064573/Search-Engines-and-Frames)). If frames must be utilized consider <noframes> tag. ([www.w3schools.com/tags/tag\\_noframes.asp](https://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](https://support.google.com/webmasters/bin/answer.py?hl=en&answer=72746#1)).

## Headings



- 3 <H1>
  - BOOK YOUR JOURNEY
  - LondonMinicab
  - Welcome to Station Cars

---

- 4 <H2>
  - WHO WE ARE?
  - Ourservices
  - OurVehicles
  - WhatWe Do

---

- 10 <H3>
  - PICK AND DROP SCHOOL
  - WE COVER THESE AREAS FROM CRYSTAL PALACE BY OUR CARS:
  - Salon
  - Estate
  - MPV
  - Executive
  - company address
  - SERVICE LINKS
  - Payment Method
  - Follow us

---

- 2 <H4>
  - WHAT DO WE OFFER ?
  - WHAT DO WE CATER?

---

- 3 <H5>
  - SPECIAL OFFER ADVANTAGE
  - FLIGHT INFORMATION
  - TRAVELLING FROM BROMLEY

---

- 1 <H6>
  - ONLINE BOOKING

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](http://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](http://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](https://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](https://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](https://www.w3.org/MarkUpValidation/)).

## 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](https://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](https://www.w3.org/Style/CSS/) instead.

## Web Analytics



- ✘ No web analytics tools found.

Web Analytics Tools collect and measure information about visitor activity on a website. Well interpreted web traffic data is invaluable in determining a successful 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.stationcarslondon.com/robots.txt>

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



## XML Sitemap



Found following XML sitemap(s):

- <http://www.stationcarslondon.com/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>)

## 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: **95%**(High)

Requests	Hosts	Load time	Html	Images	JavaScript	CSS	Flash	Other	Page Size
52	5	2.33s	49.09 KB	986.79 KB	404.63 KB	212.92 KB	0 B	74.17 KB	1.69 MB

Recommendation	Impact
✓ Avoid landing page redirects	None
✓ Enable compression	None
✗ Leverage browser caching	Medium
✓ 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	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: **100%**(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** - 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



✓  file: <http://stationcarslondon.com/img/favicon.png>  
size: 64px by 64px  
type: image/png

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](http://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](http://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, 3 months, 15 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: 7 years, 8 months, 15 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 34 links out of which 15 are duplicate links:

Internal Links: relative	Internal Links: absolute	External Links: noFollow	External Links: passing Juice	Other
23 (67.65%)	0 (0.00%)	0 (0.00%)	10 (29.41%)	1

Anchor(s)	Count	Title	URL	Length	Target	Rel	Type
<a href="#">020 8778 7878</a>	1	-	Static	15	-	-	Telephone
<a href="#">IMAGE (Facebook)</a>	2	-	Static	41	-	-	External
<a href="#">IMAGE (Twitter)</a>	2	-	Static	35	-	-	External
<a href="#">IMAGE (Google Plus)</a>	2	-	Static	49	-	-	External
<a href="#">IMAGE (Instagram)</a>	2	-	Static	46	-	-	Relative
<a href="#">IMAGE (Linked)</a>	2	-	Static	44	-	-	External
<a href="#">IMAGE (Pinterest)</a>	2	-	Static	40	-	-	External
<a href="#">IMAGE (Station's Cars Crystal Palace)</a>	3	-	Static	1	-	-	Relative
<a href="#">Drivers Wanted</a>	2	-	Static	19	-	-	Relative
<a href="#">Chauffeur</a>	2	-	Static	14	-	-	Relative
<a href="#">Car Rental</a>	2	-	Static	27	-	-	Relative
<a href="#">Airports</a>	2	-	Static	1	-	-	Relative
<a href="#">Heathrow</a>	1	-	Static	21	-	-	Relative
<a href="#">Luton</a>	1	-	Static	18	-	-	Relative
<a href="#">Gatwick</a>	1	-	Static	20	-	-	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



Yes, your site's IP [88.208.208.213](#) redirects to [www.stationcarslondon.com](#).

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.stationcarslondon.com](#) and [stationcarslondon.com](#) 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: **97%**(High)

Requests	Hosts	Load time	Html	Images	JavaScript	CSS	Flash	Other	Page Size
53	5	1.58s	49.09 KB	987.2 KB	404.63 KB	212.92 KB	0 B	74.17 KB	1.69 MB

### Recommendation

### Impact

✓ Avoid landing page redirects	<div style="width: 100%;"><div style="width: 100%;"></div></div>	None
✓ Enable compression	<div style="width: 100%;"><div style="width: 100%;"></div></div>	None
✓ Leverage browser caching	<div style="width: 100%;"><div style="width: 25%;"></div></div>	Low
✓ Reduce server response time	<div style="width: 100%;"><div style="width: 100%;"></div></div>	None
✓ Minify CSS	<div style="width: 100%;"><div style="width: 100%;"></div></div>	None
✓ Minify HTML	<div style="width: 100%;"><div style="width: 100%;"></div></div>	None
✓ Minify JavaScript	<div style="width: 100%;"><div style="width: 25%;"></div></div>	Low
✓ Eliminate render-blocking JavaScript and CSS in above-the-fold content	<div style="width: 100%;"><div style="width: 100%;"></div></div>	None
✓ Optimize images	<div style="width: 100%;"><div style="width: 100%;"></div></div>	None
✓ Prioritize visible content	<div style="width: 100%;"><div style="width: 100%;"></div></div>	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:** 88.208.208.213  
**Server Location:** ENGLAND, Bradford  
  
**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=hXl23AXlJJU>)

## HTTPS (SSL)



### Issued To:

Common Name (CN): stationcarslondon.com

### Issuer:

Common Name (CN): Let's Encrypt Authority X3

Organization (O): Let's Encrypt

### Period of Validity

Begins On: 08/17/2017

Expires On: 11/15/2017

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](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 88.208.208.213 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](http://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](#)).