



Is your website working well for your business? Do you appear on the first page of Google and obtain good sales and leads? If not, this report may contain clues to why you are not getting the visibility you need. Find out how we can help you today, email us at: hello@victory.digital

[Holidaycottages.co.uk](http://holidaycottages.co.uk)
Keyword: holiday cottages

SEO Score

40%

URL Analysis6/6

- URL is SEO friendly Pass
- Keyword present in URL Pass
- URL does not contain underscores Pass
- robots.txt file found Pass
- Favicon found Pass
- Preferred domain set Pass

Page Speed1/1

- Load speed is under 2 seconds Pass

Title Analysis0/2

Holidaycottages.co.uk – Handpicked Holiday Cottages across the UK

- Title is too long. Consider making it max. 60 characters long.Fail
- Title tag should begin with exact keywordFail

Description Analysis2/2

Holidaycottages.co.uk - Personally inspected Holiday Cottages for you across England, Wales and Scotland. Voted 'Gold' for customer service by Feefo.

- Description has 160 characters or less. Pass
- Description tag contains exact keyword Pass

Image Analysis0/4

- Not all images have alt tags Fail
- Exact keyword should be used in an alt tag Fail
- Add exact keyword to an image file name Fail
- Do not use underscore in image file names. Fail

Headings (H1-H6)3/3

H1

1. Holiday cottages

H2

H3

1. Inspiring adventures on British shores
2. UK destinations

- Found heading tags H1, H2 and H3 Pass
- Exact keyword found heading tags H1, H2 or H3 Pass
- No duplicate heading tags found Pass

Top Words5/5

- with 10
- you 9
- holiday 6
- British 6
- stunning 6

Mobile Analysis 2/2

- We found viewport metatag Pass
- We found Apple icon Pass

Text Analysis 2/5

- You have 500+ words on this page Pass
- Keyword should have 3 occurrences Fail
- Exact keyword was neither bolded, italicized, or underlined Fail
- Exact keyword was not found within first 100 words Fail
- Exact keyword found in anchor text Pass

Social Buttons 0/3

- Add Tweet button Fail
- Add Facebook share/like button Fail
- Did not find a blog link Fail

Code Analysis 2/6

- Code is not W3C valid. Fail
- No flash elements found. Pass
- Remove inline css. Fail
- Text to html ratio is less than 2:1 Fail
- Add schema.org markup Fail
- Link to sitemap.xml found Pass

Suggestions for a better SEO Score

- Fix title length
- Start title with keyword
- Add alt tags to images
- Add keyword to image alt tag
- Add exact keyword to an image file name
- Remove underscores from image file names
- Use keyword exactly 3 times
- Use bold, italic or underline for keyword
- Add exact keyword in the first 100 words
- Fix w3c validation errors
- Remove inline CSS
- Add more text to achieve a text to html ratio of at least 2:1
- Add schema.org markup
- Add Tweet button
- Add Facebook share/like button
- Add blog link

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