WEBSITE MARKETING
REVIEW

TOTALSEO

GET YOUR SITE SEEN

46.2

Your website score

Review of ampere-electrical-services.com

Generated on July 23 2013

Introduction

This report provides a review of the key factors that influence the SEO and usability of your website.

We have given your site a rank, which is graded on a 100-point scale that represents how effective your current search engine optimisation is, your rank can be found at the top of this page.

Your rank is calculated using our algorithm which is based on 70 criteria, including search engine data, website structure and site performance.

Rank lower than 40 - There are a lot of areas to improve, urgent optimisation work should be undertaken as soon as possible.
Rank between 40-75 - You have some things working well, but there is still a lot of room for improvement, you need a plan to get the issues with your site dealt with.
Rank above 75 - Well done, your website is well optimised and performing well in the search engine rankings.

This report provides actionable advice to improve your search engine rankings and online presence, these are all areas we can help you with as part of the SEO campaign we offer.

When you have read this report please call us to discuss what to do next in more detail, you can reach us on 01252 329160.

Table of Contents

Iconography

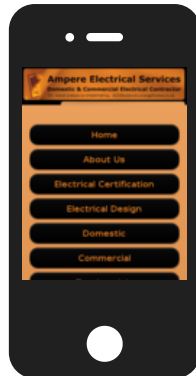|					
✔ Pass	◉◉◉ High impact	❋❋❋ Very hard to solve
❗ Moderate	◉◉◉ Medium impact	❋❋❋ Hard to solve
✖ Fail	◉◉◉ Low impact	❋❋❋ Easy to solve
◉ FYI		

Mobile

Mobile Load Time

Slow ▬▬▬▬▬▬▬▬▬▬▬ Fast

Mobile Rendering

This is how your site looks on a smartphone and tablet device, we have also tested how quickly it loads.

The number of people using the mobile web is huge; over 75 percent of customers have access to smartphones and tablets. Your website should look nice and load correctly on the most popular mobile devices.

Make sure that your website is fully prepared for mobile browsing, both in terms of how it looks and how quickly it loads.

These are some of the different aspects that can be optimised for mobile users:

- Mobile CSS
- Meta Viewport Tag
- Apple Icon
- Mobile Redirection
- No Flash Content

✅ **WWW Resolve** ○○◎ ✿✿✿   Perfect! Your website with and without www redirects to the same page.

> Great, your website directs www.ampere-electrical-services.com and ampere-electrical-services.com to the same URL.
>
> Redirecting requests from a non-preferred domain is important because search engines consider URLs with and without "www" as two different websites.

✅ **URL Rewrite** ○○◎ ✿✿✿   Good, your URLs look clean. Make them even more user-friendly by removing useless extensions.

> Clean user-friendly URLs are SEO friendly and important for usability.
>
> It is vital to have clean (user-friendly) URLs which do not contain query strings.

✅ **robots.txt** ○○◎ ✿✿✿   http://www.ampere-electrical-services.com/robots.txt

> It is important to ensure your website has a robots.txt file.
>
> A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages you may not want them to see. It also specifies where the XML sitemap file is located.

✅ **XML Sitemap** ○○◎ ✿✿✿   http://www.ampere-electrical-services.com/sitemap.xml

http://www.ampere-electrical-services.com/siteindex.xml

> It is vital for your website to have an XML sitemap.
>
> A sitemap lists URLs that are available for crawling and can include additional information like your websites latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.
>
> We recommend that you submit an XML sitemap to Google Webmaster Tools and to Bing Webmaster Tools.

✅ **Underscores in the URLs** No ○○◎ ✿✿✿

> Great, you are not using
> underscores (these_are_underscores) in your URLs. While Google™ treats hyphens (these-are-hyphens) as word separators, it does not treat underscores as word separators.

SEO Content

✅ **Title**

○○◎ ✳✳✳

Ampere Electrical Services - Home

Length: 33 character(s)

> Ideally, your title should contain between 10 and 70 characters (spaces included).
>
> Make sure your title is specific to the content of the site and contains your most important keywords.
>
> Be sure that each page on your website has a unique title that is relevant to the content of the individual page.

✅ **Description**

○○◎ ✳✳✳

Ampere Electrical Services. For all your electrical needs Domestic & Commercial Installations. Impartial advice via phone or e-mail

Length: 131 character(s)

> Your meta descriptions should contain between 70 and 160 characters (spaces included).
>
> Meta descriptions allow you to influence how your web pages are described and displayed in search results. A good description acts as a potential organic advertisement and encourages the viewer to click through to your site.
>
> Ensure your meta description is relevant and specific and contains your most important keywords.
>
> Each page should have a unique meta description relevant to the content of that page.

◉ **Meta Keywords**

Ampere Electrical Services, Electrician, Newmarket, Electrician Bury St Edmunds, Electrician Cambridge, Inspection & Testing, rewires, cookers, showers, sockets, lighting, fuse boards, Electrical testing Electrical certification
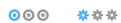
Length: 228 character(s)

> Meta keywords are used to indicate keywords that are relevant to your website's content. Because search engine spammers have abused this tag, however, it provides little to no benefit to your search rankings.
>
> You can safely avoid the use of this tag for new web pages. For existing web pages, make sure the meta keywords do not appear to be spammy.

❌ **Headings**

○○◎ ✳✳✳

Missing

> It is important that your site has heading tags in place <H1> to <H6>.
>
> Well written headings can help with SEO and will make search engines understand what keywords a specific page is relevant to.
>
> Google gives more importance to the H1 tag then keywords made to stand out with "Bold" or "Strong" tags, getting headings right is important to help let search engines know what keyword a particular page should be found in searches for.

Images

We found **22** images on this web page.

20 alt attributes are empty or missing.

It is important that your images have alternative text (the title attribute).

Search engines cannot read images, so the alternative text describes your images so they can appear in search results and Google Images.

Check the images on your website and make sure effective alternative text is specified for each image.

Restrict the number of characters in alt text to 150, including spaces, and minimise the size of images to optimise your website page load speeds.
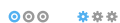
Text/HTML Ratio

6.31 %

Your website should have a text to HTML code ratio of above 15%, anything below this probably means that your website needs more text content.

A ratio between 25 and 70 percent is ideal. When it goes beyond that the page can run the risk of being considered spam.

As long as the content is relevant and gives essential and useful information, it is a plus to have more of it.
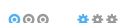
Flash

No

Flash should only be used for specific enhancements. Although Flash content often looks nicer, it cannot be properly indexed by search engines. Avoid full Flash websites to maximise SEO.

This advice also applies to AJAX.

Frames

No

Frames can cause problems on your web pages because search engines will not crawl or index the content within them.

Avoid frames whenever possible and add a "NoFrames" tag if you must use them.

Blog

We have not found a Blog on this website.

It is important that your website has a blog.

In this tough and competitive internet marketing world, content marketing rules. While publishing your content on other sites might be a good strategy, publishing it on your own site brings more benefits with Google.

Starting a blog and keeping it up to date with original, relevant quality content is a great way to boost your SEO and attract quality visitors.

SEO Links

In-Page Links

We found a total of 13 link(s) including 0 link(s) to files

■ External Links: noFollow
■ External Links: Passing Juice
■ Internal Links

Anchor	Type	Juice
Image	Internal Links	Passing Juice
Image	Internal Links	Passing Juice
Image	Internal Links	Passing Juice
Image	Internal Links	Passing Juice
Image	Internal Links	Passing Juice
Image	Internal Links	Passing Juice

In-page links are links from pages on your website to other pages within your site, they are also known as internal links.

Limit the number of internal links to no more than 200 per page. Use "Nofollow" tags to optimise the juice that you want to pass to each link.

SEO Keywords

Keywords Cloud

ampere **electrical** services work

> This Keyword Cloud provides an idea of your most frequently recurring keywords. They are likely to be the keywords with the greatest probability of ranking high in the search engines.

Keywords Consistency

Keywords	Content	Title	Description	H
⚠ electrical	4	✓	✓	✗
⚠ services	3	✓	✓	✗
⚠ ampere	2	✓	✓	✗
✖ work	2	✗	✗	✗

Keywords (2 words)	Content	Title	Description	H
⚠ electrical services	3	✓	✓	✗
⚠ ampere electrical	2	✓	✓	✗

Keywords (3 words)	Content	Title	Description	H
⚠ ampere electrical services	2	✓	✓	✗

> This table highlights the importance of being consistent with your use of keywords. To improve the chance of ranking high in search results with a specific keyword, you should use the most important keywords consistently in your content, title, description, H titles, internal links anchor text and backlinks anchor text.

SEO Authority

Domain 1st Registered   0 years 0 Month 4 Days ago

> Your domain is new, so it will take some time for your site to rank higher in search results.
>
> Domain age matters to a certain extent and newer domains generally struggle to get indexed and rank high in search results for their first few months (depending on other associated ranking factors). Consider buying a second-hand domain name.

Domain Expiration   0 Year(s) 12 Month(s) 25 Day(s)

> Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.

SEO Backlinks

❌ DMOZ

No

Your website is not listed in DMOZ, a multilingual open content directory constructed and maintained by a community of volunteer editors.

Submitting your website is important because search engines take DMOZ into account and sometimes display the company descriptions submitted to DMOZ in search results.

WHAT TO DO NOW?

We can help get you the rankings
you need in the search engines and
will deal with all of the issues
identified in this document.

We are experts at making websites
rank on page one of Google and can
help you get a lot more new
business from being found online.

Call us on 01252 329160 to discuss
this report in more detail and find out
exactly how we can help you get much
higher in the search results.