

WEBSITE MARKETING **REVIEW**

Review of caremark.co.uk

Generated on July 25 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.

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 Social Monitoring
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Iconography


 Pass

 Moderate


 Fail

 FYI

 High impact

 Medium impact

 Low impact

 Very hard to solve

 Hard to solve

 Easy to solve

Twitter™ Account

The Twitter™ Account **@caremark** is booked but it is not linked to your website!

Twitter is one of the largest and fastest growing social networks.

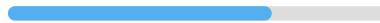
Make sure you register a Twitter account in your business name now, to avoid someone else claiming it.

It is important to have a strategy in place to promote your company on Twitter, you can learn from the top brands who use Twitter to generate new business.

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.

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Great, your website directs www.caremark.co.uk and caremark.co.uk 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

Perfect, your URLs look clean.

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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

Missing

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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.caremark.co.uk/sitemap.xml>

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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

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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.



Title

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Home Care UK | Caremark | The Mark of Excellent Care

Length: 52 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

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Home care providers across the UK, providing professional care in your own home. Visit the Caremark website to find out more about our services.

Length: 144 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

home care uk

Length: 12 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

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H1	H2	H3	H4	H5
1	18	0	3	0

- [H1] Caremark provides professional personal care in your own home
- [H2] Find your local office
- [H2] Our care services
- [H2] Caremark - the company
- [H2] Career opportunities
- [H2] Healthcare for professionals

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 **11** images on this web page.

4 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



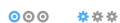
34.66 %

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.

Inside Pages Analysis

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Title	Description	Text/HTML
Sitemap - Caremark	Home · About Caremark · Company History · Caremark Today · Our Care Services · Habito Live in Care · Personal Care · Respite Care · Companionship ...	12.12 %
Home Care Company Working Across The UK Caremark	Home care company working with people of all ages across the UK. Visit the Caremark website to find out more about our services.	10.05 %
Home Care Company Working Across The UK Caremark	Home care company working with people of all ages across the UK. Visit the Caremark website to find out more about our services.	47.45 %

It seems several pages on your website have duplicate titles. You may have duplicate description tags as well.

Fix this issue to maximize your SEO.

Use Google™ Webmaster Tools to identify these types of problems and to improve the way search engines index your website.

✓ In-Page Links

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We found a total of 34 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
About Caremark	Internal Links	Passing Juice
Our Care Services	Internal Links	Passing Juice
Who We Help	Internal Links	Passing Juice
How Do I Pay?	Internal Links	Passing Juice
Care Jobs	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.

Keywords Cloud

local support carers jul article customers read **caremark care** full

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

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Keywords	Content	Title	Description	H
✓ care	24	✓	✓	✓
✓ caremark	19	✓	✓	✓
✗ read	14	✗	✗	✗
✗ full	11	✗	✗	✗
✗ article	10	✗	✗	✗
Keywords (2 words)	Content	Title	Description	H
✗ full article	10	✗	✗	✗
✗ read full	10	✗	✗	✗
✗ article jul	9	✗	✗	✗
! personal care	3	✗	✗	✓
✗ officecenter town	2	✗	✗	✗
Keywords (3 words)	Content	Title	Description	H
✗ read full article	10	✗	✗	✗
✗ full article jul	9	✗	✗	✗
✗ carers fully qualified	2	✗	✗	✗
✗ customers live happy	2	✗	✗	✗
✗ happy fulfilled lives	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.

Google™ Ranking

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Keywords	Rank	URL
woodstock employment	1	http://www.caremark.co.uk/
jobs in woodstock oxfordshire	4	http://www.caremark.co.uk/
jobs in woodstock	4	http://www.caremark.co.uk/
home care norwich	4	http://www.caremark.co.uk/lo..
essex home care	7	http://www.caremark.co.uk/lo..
home care essex	7	http://www.caremark.co.uk/lo..

Your website ranks highest with these keywords.

This data is provided by SEMRush™.



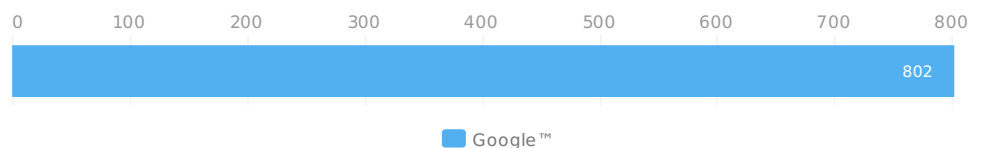
Related Websites

N°	URL	Score
1	http://www.jobs.nhs.uk/	-
2	http://www.youtube.com/	-
3	http://www2.caremark.com/resources/interim/	-
4	https://www.caremark.com/wps/portal/client	-

This lists the websites related to your domain. Some may be competitors while others may be websites with related content. You may be able to use this information to see how your competitors are doing.
Resource: Use tools to learn more about your competitors' web marketing strategies.

Indexed Pages

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This is the number of pages on your website that are indexed by Google™. The more pages that search engines index, the better, as this offers more opportunity for your website to be found. A low number (relative to the total number of pages/URLs on your website) probably indicates that your internal link architecture needs improvement and is preventing search engines from crawling all of the pages on your website. You might want to create/check your site's XML sitemap and submit it to Google™. You must also build backlinks to your site's inside pages to help Google™ bots crawl and index your web pages. Check Google™ Webmaster Tools under Health and Index Status, to keep track of the status of your site's indexed pages.

Domain 1st Registered 10 years 10 Month 27 Days ago

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Your domain is old enough to encourage search engines to give it a higher rank. 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).

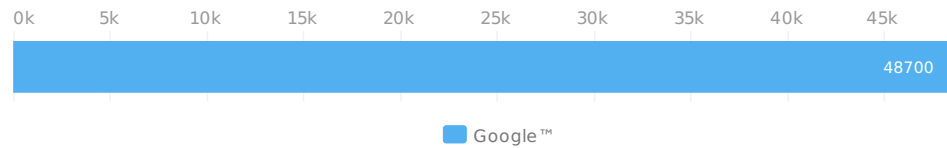
Popular Pages

Home Care UK | Caremark | The Mark of Excellent Care
Sitemap - Caremark
Home Care Company Working Across The UK | Caremark
Bedford - Home Care Company Working Across The UK | Caremark

This lists your websites most popular pages.

✓ Backlinks Counter

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Backlinks are links that point to your website from other websites. They are like letters of recommendation for your site. Since this factor is crucial to SEO, you should have a strategy to improve the quantity and quality of backlinks.

✗ DMOZ

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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.

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