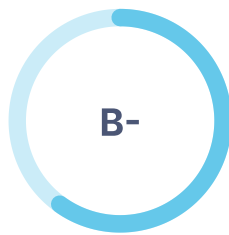


Website Report for www.addigital.uk/websites

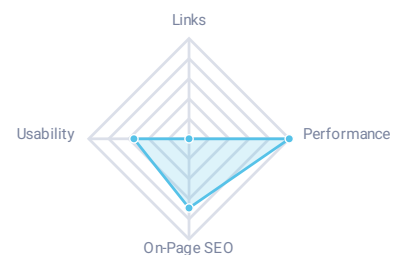
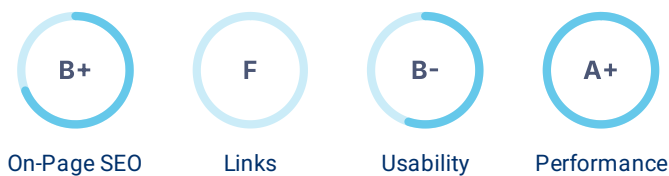
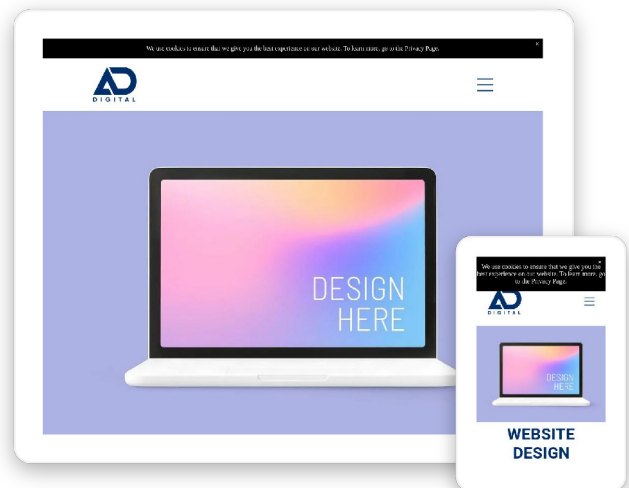
This report grades your website based on the strength of various SEO factors such as On Page Optimisation, Off Page Links, Performance and more. The overall Grade is on a A+ to F- scale, with most major, industry leading websites in the A range. Improving your grade will generally make your website perform better for users and rank better in search engines, leading to more enquiries from clients. There are recommendations and explanations throughout the report, however if you would like further explanation and / or help in implementing any changes please feel free to reach out to us.

Audit Results for www.addigital.uk/websites



Your page could be better

Recommendations: 13



Recommendations

Execute a Link Building Strategy

Links

High Priority

Add Target Keyword to Title Tag

On-Page SEO

Medium Priority

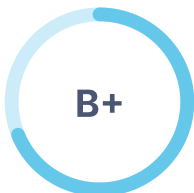
Add Target Keyword to Meta Description

On-Page SEO

Medium Priority

Add Target Keyword to H1 text	On-Page SEO	Medium Priority
Add Target Keyword to your URL	On-Page SEO	Low Priority
Add Target Keyword to your Alt text	On-Page SEO	Low Priority
Optimise for Mobile PageSpeed Insights	Usability	Low Priority
Use your main keywords across the important HTML Tags	On-Page SEO	Low Priority
Add Local Business Schema	Other	Low Priority
Add Identity Schema	Other	Low Priority
Add Business Details to Google Business Profile	Other	Low Priority
Remove Clear Text Email Addresses	Usability	Low Priority
Improve Google Business Profile Rating & Review Count	Other	Low Priority

On-Page SEO Results



Your On-Page SEO could be better

Your page has some level of On-Page SEO optimisation but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

Title Tag

You have a Title Tag of optimal length (between 50 and 60 characters).



Website Design & Development | AD Digital | Manchester

Length : 54

The Title Tag is an important HTML element that informs users and Search Engines about the topic of the webpage and the type of keywords the page should rank for. The Title will appear in the Header Bar of a user's browser. It is also one of the most important (and easiest to improve) On-Page SEO factors.

We recommend setting a keyword-rich Title between 50–60 characters. This is often simple to enter into your CMS system or may need to be manually set in the header section of the HTML code.

Target Keyword in Title



We have not identified the Target Keyword in your Title Tag.

It is good practice to the the Target Keyword in important parts of your page like Title, Meta, Header, URLs and Alt text.

Meta Description Tag



Your page has a Meta Description of optimal length (between 120 and 160 characters).

Get tailored websites & website design in Greater Manchester, Cheshire & Merseyside that drives results. From e-commerce websites to simple brochure websites.

Length : 158

Meta Description is another important HTML element that explains more descriptively to Search Engines what your page is about. Meta Descriptions are often used as the text snippets in Search Engine results (though Search Engines are increasingly generating these themselves) and can help further signal to Search Engines what keywords your page should rank for.

Ensure your page includes a Meta Description and that it is of an optimal length (between 120 and 160 characters). Craft your Meta Description text to be engaging and easy to understand. Use phrases and keywords pertinent to the page and the user for whom you wish to rank. Meta Description can usually be updated in your CMS.

Target Keyword in Meta Description Tag



We have not identified the Target Keyword in your Meta Description Tag.

It is good practice to the the Target Keyword in important parts of your page like Title, Meta, Header, URLs and Alt text.

SERP Snippet Preview



This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.



AD Digital

<https://www.addigital.uk> > websites :

Website Design & Development | AD Digital | Manchester

Get tailored websites & website design in Greater Manchester, Cheshire & Merseyside that drives results. From e-commerce websites to simple ...

The SERP Snippet demonstrates how your page might appear in Search Results for a specific query. Usually, the page's Title, URL and Meta Description have been the primary components used here, and therefore should be carefully crafted, although Search Engines are increasingly creating these snippets themselves to better represent the page content to their users.

It's important that the SERP Snippet is enticing for your searchers to click on, and accurately represents your content to avoid bounces or heavy re-writing by the Search Engine. You should keep these factors in mind when populating the page Title, Meta Description and URL.

Hreflang Usage



Your page is not making use of Hreflang attributes.

Hreflang is an HTML attribute used to specify the language and geographical targeting of a page. It is commonly used together with the 'alternate' attribute in the code of a page to signal to Search Engines a list of alternative language or geographic versions of the current page.

If you have multiple versions of the same page in different languages, it is important to add Hreflang tags to inform Search Engines about these variations. This code may need to be manually added into the HTML code of your page, but is also often controlled by your CMS or plugin system if multi-lingual features are enabled.

Language



Your page is using the Lang Attribute.

Declared: English

The Lang Attribute is used to describe the intended language of the current page to users' browsers and Search Engines. Search Engines may use the Lang Attribute to return language-specific search results to a searcher, and in the browser, the Lang Attribute can signal the need to switch to a different language if it is different from the user's own preferred language.

We recommend adding the Lang Attribute to the HTML tag of every page to avoid any chance of misinterpretation of language. This may need to be manually added to the site's HTML code or may be controlled by your CMS.

H1 Header Tag Usage



Your page has a H1 Tag.

TAG	VALUE
H1	WEBSITE DESIGN

The H1 Header Tag is one of the most important ways of signalling to Search Engines the topic of a page and subsequently the keywords it should rank for. The H1 Tag normally appears as visible text in the largest font size on the page.

We recommend adding an H1 Header Tag near the top of your page content and including important keywords you would like to rank for. You should have one, and only one H1 tag on each page. If you are using a CMS, this would normally be entered into the core content section of the page.

Target Keyword in H1



We have not identified the Target Keyword in your H1 Header text.

It is good practice to the the Target Keyword in important parts of your page like Title, Meta, Header, URLs and Alt text.

H2-H6 Header Tag Usage



Your page is making use multiple levels of Header Tags.

HEADER TAG	FREQUENCY
H2	4
H3	11
H4	1
H5	0
H6	0

TAG	VALUE
H2	Further Info on websites for business...
H2	FAQs
H2	Our WEBSITE BUILDING PLATFORMS
H2	Contact us
H3	Creativity with purpose. Results with style.
H3	Our Process

H3	What We Offer
H3	Pricing
H3	Why Your Website Must Be Tailored to Your Specific Business
H3	Website Types and Costs: How Much Should You Really Pay?
H3	Why Your Website Must Be Tailored to Your Specific Business
H3	What types of businesses do you build websites for?
H3	Do you offer ongoing support and hosting once you have built a website?
H3	What geographical areas do you work in?
H3	Contact Us
H4	Get in touch

The H2-H6 Header Tags are an important way of organising the content of your page and signalling to Search Engines the longer tail topics your page should rank for.

We recommend including at least 2 other Header Tag levels on your page (such as H2 and H3) in addition to the H1. It is useful to also include important keywords in these Header Tags. These would be added to the core content section of your page.

Keyword Consistency



Your page's main keywords are not well distributed across the important HTML Tags.

Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

Individual Keywords

KEYWORD	TITLE	META DESCRIPTION TAG	HEADINGS TAGS	PAGE FREQUENCY	
website	✓	✓	✓	22	<div></div>
websites	✗	✓	✓	11	<div></div>
business	✗	✗	✓	11	<div></div>
support	✗	✗	✓	7	<div></div>
design	✓	✓	✓	6	<div></div>
digital	✓	✗	✗	5	<div></div>
build	✗	✗	✓	5	<div></div>
get	✗	✓	✓	4	<div></div>

Phrases

PHRASE	TITLE	META DESCRIPTION TAG	HEADINGS TAGS	PAGE FREQUENCY	
website design	✓	✓	✓	4	<div></div>
ad digital	✓	✗	✗	4	<div></div>
at ad	✗	✗	✗	3	<div></div>
digital we	✗	✗	✗	3	<div></div>
build websites	✗	✗	✓	3	<div></div>
at ad digital	✗	✗	✗	3	<div></div>
ad digital we	✗	✗	✗	3	<div></div>
support website	✗	✗	✗	2	<div></div>

In general, a page should aim to rank for a specific set of keywords or phrases. These keywords should be consistently used in the page content (naturally and without stuffing) to maximise ranking potential for those keywords. This means these keywords should appear across the most important HTML Tags of the page and be used with some frequency in the overall page text content. The keyword consistency check shows the keywords we have identified as appearing most frequently in these areas.

If the keywords and phrases identified don't match your intended ranking keywords, and do not show a level of consistency, you should consider amending your core page content to better include these.

Amount of Content



Your page has a good level of textual content, which will assist in its ranking potential.

Word Count: 610

Numerous studies have shown that there is a relationship between the amount of content on a page (typically measured in word count) and its ranking potential - generally longer content will rank higher. Obviously, content also needs to be topically relevant, keyword rich and highly readable for the visitor. Note, in our assessment, we look at all selectable text on the page at load time, not hidden content.

As a general guideline, it is recommended to have at least 500 words of content on a page to give it some ranking potential. However, this should be considered on a case-by-case basis. It may not be relevant for particular pages like 'contact us' pages, for example.

Image Alt Attributes



You do not have any images missing Alt Attributes on your page.

Alternate Image Text or Alt Text is descriptive text that is displayed in place of an image if it can't be loaded, as well as a label on an image when it is moused over in the browser, to provide more information to the visitor. Additionally, Search Engines use provided Alt Text to better understand the content of an image. Image SEO is not widely known, but having your image rank for image searches is an overlooked way of gaining traffic and backlinks to your site.

We recommend adding useful and keyword-rich Alt Text for the main images of pages, particularly those that could have ranking potential. This should be considered on a case-by-case basis. Often there may be imagery such as UI components or tracking pixels where it may not be useful to add Alt Text, though we have tried to filter a number of these out in our analysis.

Target Keyword in Image Alt Attributes



We have not identified your Target Keyword in any image Alt Attributes.

It is good practice to use the Target Keyword in important parts of your page like Title, Meta, Header, URLs and Alt text.

Canonical Tag



Your page is using the Canonical Tag.

<https://www.addigital.uk/websites>

The Canonical Tag is an HTML Tag that informs Search Engines of the primary URL of a page. URLs can have multiple versions due to factors like parameters being passed or www and non-www versions, resulting in potential duplicate content. Google recommends all pages specify a Canonical for this reason.

You may need to determine what the primary preferred version of the page is. Often the CMS may manage this or provide the ability to specify it.

Noindex Tag Test



Your page is not using the Noindex Tag which prevents indexing.

A critical part of a page's ranking potential is ensuring that it can actually be accessed by Search Engines. The Noindex Tag, when used on pages, tells Search Engines to ignore a page, and can destroy its ranking ability. Sometimes these tags are added intentionally for low value pages, but sometimes they are left over unintentionally from a theme or template that has been used on the site, or forgotten to be removed by a developer when a website moves from design and testing to live usage.

If you want the page to rank and it's using a Noindex Tag, you will need to remove the tag from your page's HTML entirely. This may require access to the frontend HTML code, and may need to be done by a developer. If you are using a CMS, you may have an option enabled to prevent indexing of the page, which should be turned off.

Noindex Header Test



Your page is not using the Noindex Header which prevents indexing.

A critical part of a page's ranking potential is ensuring that it can actually be accessed by Search Engines. The Noindex Header is another Noindexing method that tells Search Engines to ignore a page, and can destroy its ranking ability. Sometimes these tags are added intentionally for low value pages, but sometimes they are left over unintentionally from a theme or template that has been used on the site, or forgotten to be removed by a developer when a website moves from design and testing to live usage.

If you want the page to rank and it's using a Noindex Header, you will need to remove the Noindex Header from your page. This may require access to the backend code, and may need to be done by a developer. If you are using a CMS, you may have an option enabled to prevent indexing of the page, which should be turned off.

SSL Enabled



Your website has SSL enabled.

SSL, or Secure Socket Layer, is a security technology that encrypts data between your website and a visitor. It ensures that the transfer of sensitive data like passwords and credit cards is done securely. Using SSL on all pages is a modern standard, and search engines have made it a ranking signal in recent years.

SSL can often be switched on quite simply in systems like Wordpress, Wix etc. Often in more custom websites though, it may require the help of a technical resource to install and configure this on your website. After installation, test that your website loads successfully at a HTTPS:// location.

HTTPS Redirect



Your page successfully redirects to a HTTPS (SSL secure) version.

SSL is a security technology which ensures sensitive data like passwords and credit cards are sent securely between your website and visitors. If you have SSL enabled, it is also very important to ensure that your page is actually forcing usage of HTTPS by redirecting from a non-secure HTTP version to secure HTTPS version. Not doing this means users and Search Engines may continue to access insecure versions, which can also reduce your ranking ability.

Often systems like Wix or Shopify will make it easy to enable, and redirect to SSL versions. If you have Wordpress, or a custom built site, you may require a developer's involvement to ensure that pages are being redirected to their new HTTPS versions. This can be done within a site's configuration or htaccess rules.

Robots.txt



Your website appears to have a robots.txt file.

<http://www.addigital.uk/robots.txt>

Robots.txt is a text file that provides instructions to Search Engine crawlers on how to crawl your site, including types of pages to access or not access. It is often the gatekeeper of your site, and normally the first thing a Search Engine bot will access.

We recommend always having a robots file in place for your site. These can be automatically created using a free online utility, WordPress plugin, or your CMS's robots.txt creation process.

Blocked by Robots.txt



Your page does not appear to be blocked by robots.txt.

The robots.txt file contains important instructions for search engines on how to crawl a site, including directions to disregard certain pages (effectively 'blocking' them). Sometimes these instructions are intentionally added for low-value pages, but sometimes they are mistakenly left over when a website goes live or can be incorrectly written, excluding more pages than intended.

If you want the page to rank and it's blocked by a rule in robots.txt, you may need to review your robots rules to understand why it's being blocked, and remove the rule. Because robots.txt instructions are a type of code, this may require the help of a developer to correct.

Llms.txt



Your website appears to have a llms.txt file.

Llms.txt is a proposed standard for websites to guide large language models (LLMs) to better understand your site's content.

<http://www.addigital.uk/llms.txt>

Llms.txt is a proposed standard file for websites to help large language model (LLM) crawlers understand a site's content more efficiently. The file offers brief background information, guidance, and links to documentation sources.

We suggest adding a llms.txt markdown file to your site. This can be automatically created with a free utility, plugin, or by your website CMS automatically.

XML Sitemaps



Your website appears to have an XML Sitemap.

<https://www.addigital.uk/sitemap.xml>

A Sitemap is an XML data file on your site that lists all of your site's pages that are available for crawling together with other useful information like last update times and crawling priority. Sitemap files help Search Engines find all your pages to give them the highest chance of being indexed and ranked.

We recommend always having a Sitemaps file in place for your site. Sitemaps can be created manually using a utility, WordPress plugin, or your CMS's Sitemap creation process. Additionally, the Sitemap should be referenced in your robots.txt file.

Analytics



Your page is using an analytics tool.

 Google Analytics

Web Analytics Tools like Google Analytics allow you to analyse your website's performance and understand your visitors better.

We recommend using an analytics tool on your site. Analytics tracking code can be installed manually into page code with the help of a developer or enabled as a feature of your CMS.

Schema.org Structured Data



You are using JSON-LD Schema on your page.

Schema.org Structured Data Markup is a collection of data tags that can be added to your site to allow Search Engines to more easily interpret the content and use it to enhance Search Results. For example, there are tags for providing information about your Local Business such as address and phone number, or adding product information on e-commerce pages so that these products can be displayed in shopping aggregators like Google Shopping.

It is a good idea to start incorporating some relevant Schema.org tags into your site to improve interpretation and display by Search Engines.

Identity Schema



No Organisation or Person Schema identified on the page.

The absence of Organisation or Person Schema can make it harder for Search Engines and LLMs to identify the ownership of a website and confidently answer brand, company or person queries.

Organisation and Person Schema is a type of Structured Data that helps clearly signal to Search Engines and LLMs 'who you are'. This helps them to more confidently answer brand, company or person queries, recommend your services and avoid mix-ups with similarly named people or organisations.

The approach for adding Organisation or Person Schema depends on your website's capabilities. Your CMS may have the ability to input this directly, or you may need to install a Schema app or plugin. Alternatively, you can manually create your Schema through the use of an online Schema Generator tool and copy this into the code of your site.

Rendered Content (LLM Readability)



Your page has a low level of rendered content which tends to make it more readable for LLMs.

Rendering Percentage: 3%

LLMs and AI Crawlers predominantly read the raw HTML of a website instead of the completed, dynamically rendered HTML produced in a web-browser, that may have been updated by Javascript. This stems from LLMs being naturally optimised to parse static content like documents and files as well as the fact that rendering website Javascript at scale is expensive, slow, and can be less consistent.

You should ensure that important site content is always present in the raw HTML of your site and minimise the usage of plugins and Javascript components known to add content dynamically. This requires a moderate technical understanding to achieve and test.

Links

Backlink Summary

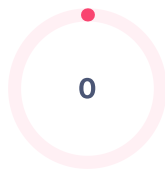


You have a reasonably weak level of backlink activity to this page.

Search Engines use backlinks as a strong indicator of a page's authority, relevance and ranking potential. There are various strategies available to gain links to a page to improve this factor



Domain
Strength



Page
Strength



0

Total Backlinks



0

Referring Domains

0

Nofollow
Backlinks

0

Dofollow
Backlinks

0

Edu
Backlinks

0

Gov
Backlinks

0

IPs

0

Subnets

Backlinks are links to your site from another site. Search Engines can see these interconnections and use them as a strong signal of the importance and authority of your page or content. Backlinks are one of the most important ranking factors, and in general, more links from authoritative websites will improve the ranking ability of your site. Building Backlinks can be a difficult and time consuming activity, though the rewards are large when done successfully.

We recommend having a strategy in place for Building Backlinks to your site. Some common methods include adding your site to relevant online directories, asking other sites to link to you, performing outreach and guest blogging on other websites or creating 'lead magnet' content that encourages linking.

Top Backlinks



We haven't found any backlinks to report for this site.

Backlinks from higher authority websites generally deliver the best ranking potential to your site. This report provides a sample of some of the highest value backlinks we can see linking to your site.

Top Pages by Backlinks



These are the pages on your site with the most the backlinks from other sites.

Your top pages with the most backlinks are likely to drive the most ranking value to your site as well as having a higher potential for themselves ranking.

Top Pages are useful to consider when making any changes to your site (to ensure they don't get removed or are at least redirected appropriately). They are also useful to consider from a future link building perspective; is there a particular reason these pages are gathering the most links? And do they present any new content ideas for driving further links?

Top Anchors by Backlinks

i

We haven't found any Anchor Text data for this site.

Anchor Text is the text that is placed inside an A Href HTML tag that links to your site. Anchor Text is a very strong ranking signal that helps Search Engines understand the content of your page and the keywords it should rank for.

It is important for Anchor Text to be natural and diverse. Having a lot of unnatural Anchor Text can be a strong spam signal for Search Engines. Seeing your Anchor Text can also give you an understanding of how others are talking about your website or service.

Top Referring Domain Geographies

i

We haven't found any Geographic Data for this site.

Top Geographies are locations found to be linking most frequently to your site in terms of Top Level Domain types (TLDs) and actual physical website server locations.

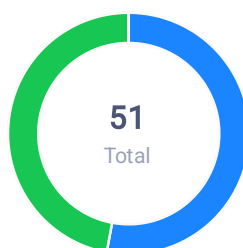
Top Geographies are useful for understanding if you are building links in the right places for your business. Many links from an unexpected location could also point to incorrectly targeted or spammy links that could be disavowed.

On-Page Link Structure

i

We found 51 total links. 47% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to those destination pages.

On-Page Links



Internal Links	27
External Links: Follow	24
External Links: Nofollow	0

PAGE	TYPE	FOLLOW/ NOFOLLOW
https://www.addigital.uk	Internal	Follow
https://www.addigital.uk/blog	Internal	Follow
https://www.addigital.uk/branding	Internal	Follow
https://www.addigital.uk/find-out-more	Internal	Follow
https://www.addigital.uk/free-website-audit	Internal	Follow
https://www.addigital.uk/lead-generation	Internal	Follow
https://www.addigital.uk/marketing-strategies	Internal	Follow
https://www.addigital.uk/more-info	Internal	Follow
https://www.addigital.uk/pricing	Internal	Follow
https://www.addigital.uk/privacy	Internal	Follow
https://www.addigital.uk/seo	Internal	Follow
https://www.addigital.uk/small-business-support	Internal	Follow
https://www.addigital.uk/store	Internal	Follow
https://www.addigital.uk/website-fact-find-form	Internal	Follow
https://www.addigital.uk/website-types-and-costs-how-much-should-you-really-pay	Internal	Follow
https://www.addigital.uk/websites	Internal	Follow
https://www.addigital.uk/what-you-get	Internal	Follow
https://www.addigital.uk/why-your-business-deserves-more-than-a-free-website-or-template	Internal	Follow
https://www.addigital.uk/why-your-website-must-be-tailored-to-your-specific-business	Internal	Follow
https://business.adobe.com/products/commerce.html	External	Follow
https://new.drupal.org/home	External	Follow
https://sulu.io/	External	Follow
https://webflow.com/	External	Follow
https://woocommerce.com/	External	Follow
https://wordpress.com/	External	Follow
https://www.cloudflare.com/en-gb/	External	Follow
https://www.duda.co/	External	Follow
https://www.godaddy.com/en-uk/websites/website-builder	External	Follow
https://www.shopify.com/	External	Follow

<https://www.squarespace.com/>

External

Follow

<https://www.wix.com/>

External

Follow

On-Page Link Structuring is a complex SEO topic with a variety of opinions covering how frequently you should link to external vs internal pages, and in which cases to use nofollow links. We provide an informational breakdown on the page's links for your review.

Some general principles regarding link structuring include having a strong proportion of your links being to internal pages, as well as explicitly using 'Nofollow' links for any external links that may be to lower quality sites where you don't intend to pass value.

Friendly Links



Your link URLs appear friendly (easily human or search engine readable).

In general, website URLs should be simple and human readable or 'friendly'. This aids in human recognition of the page in the address bar, makes manually typing a page easier, as well as providing more context around the page to Search Engines.

You should aim to use short human-readable URLs, with words separated by hyphens, and remove file names, special characters, code strings, and multiple levels of sub-folders. Most modern CMS systems will provide options to create friendly URLs. In some systems where a website is older or a collection of files this may be more challenging to reconfigure but can still be achieved.

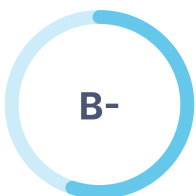
Target Keyword in URL



We have not identified the Target Keyword in your URL.

It is good practice to use the Target Keyword in important parts of your page like Title, Meta, Header, URLs and Alt text.

Usability



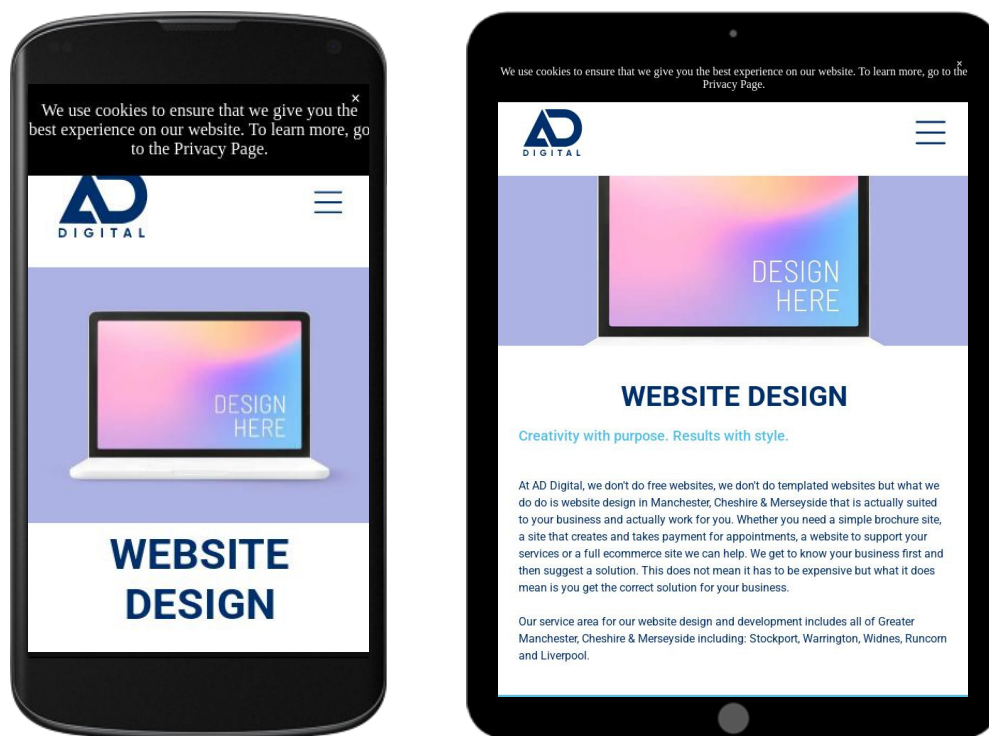
Your usability could be better

Your page is OK but could be more usable across devices. Usability is important to maximise your available audience and minimise user bounce rates (which can indirectly affect your search engine rankings).

Device Rendering

i

This check visually demonstrates how your page renders on different devices. It is important that your page is optimised for mobile and tablet experiences as today the majority of web traffic comes from these sources.



A website can be viewed in a wide variety of resolutions and formats, some dictated by the size of a desktop display, and others by the specific dimensions of a phone or tablet model. Device rendering provides a preview of how the site looks on some popular device resolutions to help identify obvious issues. Note, our method will load a website and resize its portlet to several dimensions, as opposed to loading the site multiple times directly on different devices.

In general, a website should be designed and tested to be responsive across a wide range of desktop and mobile device resolutions, as well as being able to transition smoothly (for example, when resizing a browser or flipping a tablet from vertical to horizontal).

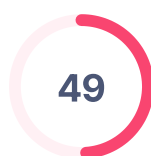
Google's PageSpeed Insights - Mobile



Google is indicating that your page is scoring poorly on their Mobile PageSpeed Insights evaluation.

Note that this evaluation is being performed from US servers and the results may differ slightly from an evaluation carried out from Google's PageSpeed Web Interface as that reporting localises to the region in which you are running the report.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



LAB DATA	VALUE	OPPORTUNITIES	ESTIMATED SAVINGS
First Contentful Paint	4.3 s		
Speed Index	5.1 s	Reduce unused JavaScript	1.41 s
Largest Contentful Paint	7.9 s	Avoid multiple page redirects	0.63 s
Time to Interactive	11 s		
Total Blocking Time	0.31 s		
Cumulative Layout Shift	0.001		

PageSpeed Insights is a tool from Google that evaluates a website's performance in both mobile and desktop, providing suggestions for how to improve it. Google has indicated that performance is becoming a more important ranking factor, so understanding Google's own analysis of your site is valuable. Also irrespective of SEO rankings, it has been well researched that pages that load faster perform better in user bounce rate and conversions.

We recommend reviewing and implementing some of Google's listed opportunities to improve your site.

Google's PageSpeed Insights - Desktop



Google is indicating that your page is scoring well on their Desktop PageSpeed Insights evaluation.



LAB DATA	VALUE	OPPORTUNITIES	ESTIMATED SAVINGS
First Contentful Paint	0.9 s	Avoid multiple page redirects	0.19 s
Speed Index	1.3 s		
Largest Contentful Paint	1 s		
Time to Interactive	2.3 s		
Total Blocking Time	0.16 s		
Cumulative Layout Shift	0		

PageSpeed Insights is a tool from Google that evaluates a website's performance on both mobile and desktop, providing suggestions for how to improve it. Google has indicated that performance is becoming a larger ranking factor, so understanding Google's own analysis of your site is valuable. Also irrespective of SEO rankings, it has been well researched that pages that load faster perform better in user bounce rate and conversions.

We recommend reviewing and implementing some of Google's listed opportunities to improve your site.

Flash Used?



No Flash content has been identified on your page.

Flash is an old embedded website technology that was frequently used in heavily animated features such as games and videos. However, Flash is not supported by all mobile devices and is not easily read by search engines. Improvements to HTML and CSS and the increased speed of modern web browsers have made it possible to implement many similar features with standard web technologies.

If Flash is detected on your site, you should carefully consider whether it is necessary due to the several drawbacks.

iFrames Used?



There are no iFrames detected on your page.

iFrames are an HTML tag that allow you to embed other webpages inside your page in a small frame. They generally represent an older coding practice and are discouraged as they can complicate navigation, particularly on mobile, and are harder for search engines to index.

We recommend removing any iFrames if they don't serve a critical purpose, or could be replaced with more natural navigation. However, some coding libraries like Google Tag Manager may still rely on iFrames as part of their internal functionality to load external pages and code files, so you may need to evaluate your usage of them on a case by case basis.

Favicon



Your page has specified a Favicon.

A Favicon is a small icon that serves as branding for your website. Its main purpose is to help visitors locate your page more easily when they have multiple tabs open. It adds legitimacy to your site and helps boost your online branding as well as trust from potential consumers.

Either use an online Favicon builder tool, or a graphic designer to create your Favicon, and load it into your website or CMS.

Email Privacy



Email addresses have been found in plain text.

We recommend removing any plain text email addresses and replacing them with images or contact forms. Plain text email addresses can be susceptible to scrapers and email spammers.

LINE	EMAIL
1835	info@addigital.uk
2173	info@addigital.uk

Email addresses shown in clear text on your website can be easily scraped by bots, leading to inclusion in spam mailing lists.

We recommend removing any plain text email addresses and replacing them with contact forms, images, or less obvious text like 'email at website'.

Legible Font Sizes



The text on your page appears to be legible across devices.

Page text legibility is important from an accessibility perspective, and also to ensure your users can comfortably spend time on your site. In particular it's important to review text legibility on mobile and tablet devices where the text may naturally be smaller or lower lighting could make it more challenging to read.

We recommend reviewing the legibility of your text including less considered items like footer links and text.

Tap Target Sizing

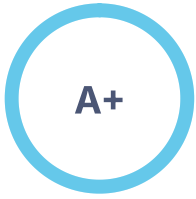


The links and buttons on your page appear to be appropriately sized for a user to easily tap on a touchscreen.

Tap Target Sizing refers to the size of buttons, links and other navigational elements on the page. On touch screen devices in particular these elements can't be too small or too close together or they will impede clicking and frustrate users.

We recommend reviewing the Tap Target Sizing of all your text to ensure they're easily clickable including less considered items like footer elements.

Performance Results



Your performance is very good!

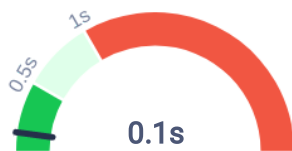
Congratulations, your page has performed very well in our testing meaning it should be reasonably fast and responsive for users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). Continue to monitor your performance over time to ensure there are no periodic fluctuations.

Website Load Speed

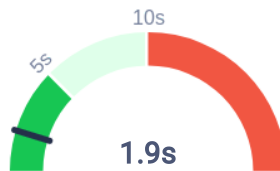
Your page loads in a reasonable amount of time.



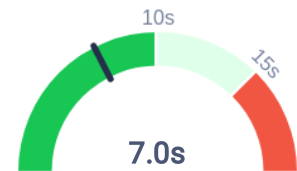
Server Response



All Page Content Loaded



All Page Scripts Complete



La velocidad de carga de la página se refiere al tiempo que tarda en cargarse completamente una página web en el navegador de un usuario. La velocidad de carga es compleja y puede verse afectada por multitud de factores, incluyendo la red, el servidor web, el tamaño de la página, la tecnología, problemas con la base de datos o la codificación, y puede requerir la ayuda de un desarrollador o administrador de sistemas para solucionar problemas. La velocidad de carga de la página afecta a la experiencia del usuario en un sitio web y puede impactar directamente en la tasa de rebote y las conversiones. Además, los motores de búsqueda están haciendo que la velocidad de carga de la página sea un factor de clasificación.

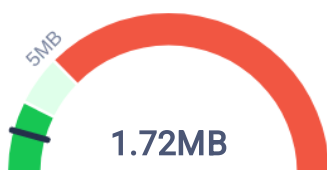
Optimise Page Load Speed by examining common problem points such as overall file size, server resources or coding problems.

Website Download Size

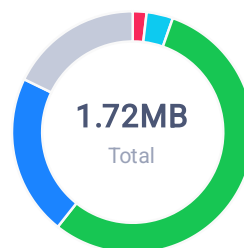
Your page's file size is reasonably low which is good for Page Load Speed and user experience.



Download Page Size



Download Page Size Breakdown



HTML	0.03MB
CSS	0.06MB
JS	0.95MB
Images	0.37MB
Other	0.31MB

Download Page Size refers to the total amount of file content that needs to be downloaded by the browser to view a particular webpage. This includes HTML, CSS, Javascript and Images, though can include a number of other file formats. Generally media files like images and videos are significantly larger than text files and make up the bulk of Download File Size, but also represent the largest optimisation opportunity. An important distinction here is 'Download' vs 'Raw' file size. Modern web protocols compress files during transfer, meaning files are usually smaller to download than their actual or 'raw' size. So any manual optimisations you perform would be on the 'raw' file. Download Page Size is one of the biggest contributors to Page Load Speed, which can directly affect rankings, user experience and conversions.

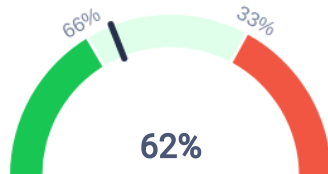
It is important to ensure your Download File Size is as small as possible by removing unnecessary files and minifying and optimising others. 5MB is a good metric to strive for, though modern websites are gradually increasing in size.

Compression Usage (Gzip, Deflate, Brotli)



Your website appears to be using a reasonable level of compression.

Compression Rate



Compression Rates

HTML	<div><div></div></div>	79% compressed of 0.15MB
CSS	<div><div></div></div>	90% compressed of 0.61MB
JS	<div><div></div></div>	69% compressed of 3.07MB
Images	<div><div></div></div>	0% compressed of 0.37MB
Other	<div><div></div></div>	0% compressed of 0.31MB
Total	<div><div></div></div>	62% compressed of 4.51MB

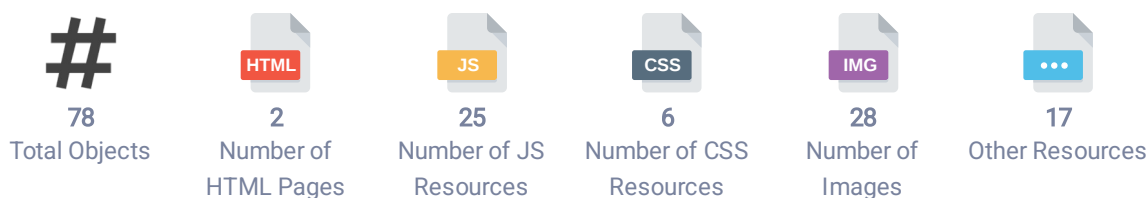
Modern web servers allow website files to be compressed as part of their transfer, often dramatically reducing the Download File Size and Page Load Speed of a page. There are several different compression algorithms used such as GZIP, Deflate and Brotli. Enabling compression can often represent a simple and quick win to performance, and most new web servers will have this enabled by default.

You should ensure that compression is enabled and working effectively on your web server. Sometimes compression may only be partially enabled for particular file types, or using an older compression method, so it is important to understand whether your server is configured as efficiently as possible. This may require the help of a developer to investigate.

Resources Breakdown



This check displays the total number of files that need to be retrieved from web servers to load your page.



When browsers display a modern website, they have to retrieve a wide variety of files including HTML, CSS, Javascript, Images and other media. As a general rule, every file that needs to be retrieved is another network request that needs to be made by the browser to the server, which can each face some connection overhead and add to Page Load Time.

It is a good idea to remove unnecessary files or consolidate smaller files with similar content such as styles and scripts where possible to optimise performance.

Google Accelerated Mobile Pages (AMP)



This page does not appear to have AMP Enabled.

AMP INDICATOR

AMP Related Doctype Declaration	✗
AMP Runtime	✗
AMP CSS Boilerplate	✗
Embedded Inline Custom CS	✗
AMP Images	✗
AMP HTML Canonical Link	✓

AMP, or Accelerated Mobile Pages, was an initiative originally created by Google to help mobile pages load faster through adherence to a specific set of requirements. Some research demonstrated that AMP-enabled pages would receive a ranking benefit. AMP has often been criticised and begun to be deprecated by particular browsers and frameworks.

JavaScript Errors



Your page is not reporting any JavaScript errors.

JavaScript is embedded code on a webpage that can perform any number of functions such as modifying page elements dynamically, or making calls to retrieve information live without refreshing the page. JavaScript is a staple of the modern web and used on almost every modern website. However, with increasing usage and complexity, Javascript can fail on a page due to coding problems, incorrect versions or loading issues. Sometimes failures can interrupt proper execution of a page and break other functions, and so Javascript errors should generally be examined to understand the cause and what its impacts are.

HTTP2 Usage



Your website is using the recommended HTTP/2+ Protocol.

HTTP is a technology protocol used by web browsers to communicate with websites and is a cornerstone of the World Wide Web. HTTP/2 (and above) are newer versions of the HTTP protocol that offer significant performance improvements. Older websites may be set to using an older HTTP protocol despite their web servers having been upgraded to support newer versions.

It is worth reviewing whether your website is configured to use the latest available HTTP protocol as it can provide immediate Page Load Speed improvements.

Optimise Images



All of the images on your page appear to be optimised.

Images and media files, in general, tend to be the largest component of file size on most modern webpages. File size can directly impact how quickly a page loads, and subsequently the quality of the experience for users. Images, in general, can have a large range in how much they can be optimised. For example, a high-quality photograph downloaded from a camera could be 16MB, but using a reasonable level of size reduction and optimisation could comfortably reduce it to 150KB without a noticeable amount of quality loss.

Review the images used on your site, starting from the largest in file size to determine if there are optimisation opportunities. You can use common image editing tools like Photoshop or even free online compression tools to optimise them.

Minification



All your JavaScript and CSS files appear to be minified.

Minification is a procedure run on code text files that can reduce the text size by removing white space and substituting common values or names with shorter versions. Minification also offers the additional value of making code much harder to read and reverse engineer by third parties. It is best practice to minify any exposed JS and CSS Files before publishing them to a live site.

Minification can be done automatically through some development tools and website build procedures, or through minification CMS Plugins, or manually through minification tools available online.

Deprecated HTML



No deprecated HTML tags have been found within your page.

HTML, like most coding languages, has had improvements made over time that have removed older features, either due to them simply being problematic, or more often replaced with something better. If you continue to use these older features in your page, you may at the bare minimum not get the expected functionality in your page, or in the worst case, break some execution.

It is recommended to identify and remove any old or 'deprecated' tags from your code. This could be done manually if you have HTML or web design skills, or could be done by upgrading the template and library versions on your website.

Local SEO

Local Business Schema



No Local Business Schema identified on the page.

Local Business Schema is a type of structured data markup that can be added to the code of a webpage. Adding accurate Local Business Schema categories helps Search Engines better understand your website and the business it represents so that it can rank in local search results.

The approach for adding Local Business Schema depends on your website's capabilities. Your CMS may have the ability to input this directly, or you may need to install a Schema app or plugin. Alternatively, you can manually create your Schema through the use of an online Schema Generator tool and copy this into the code of your site.

Google Business Profile Identified



A Google Business Profile was identified that links to this website.

 AD Digital

A Google Business Profile (GBP) is a listing representing your business that appears in Google Maps or standard Google Searches that have local intent. GBP contains key information about the business such as name, location, contact information, opening hours as well as customer ratings and reviews. GBP is an important tool for local businesses to manage their online presence, reach customers on Google, and compete against other similar businesses.

If you are a local business, it is important to create your Google Business Profile (or claim it if one has been automatically created by Google) and update the details as completely and accurately as possible. We try to identify your GBP based on the website URL listed in the profile matching the one in this audit. If your GBP profile exists but we can't identify it, you may want to check that the website URL is correct.

Google Business Profile Completeness



Important Business Details are missing from the Google Business Profile. Missing: Address

Phone +44 7850 387966

Site <https://www.addigital.uk/>

It is important your Google Business Profile (GBP) details are complete and correct - in particular those referred to as the 'NAP' - Name, Address Phone. This obviously helps local customers find your business, but also aids local SEO by helping Google accurately identify online citations of your business to understand the online presence, trust and reputation of your business.

We recommend reviewing the details of your business's Google Business Profile and updating it as completely and accurately as possible.

Google Reviews



Your Google Business Profile has a low rating or low number of reviews.

Google reviews and ratings are critical for a business - they can directly impact customer trust and the reputation of your business, which drives foot traffic, but are also a ranking signal Google uses to determine how to rank your business in local search results.

Be proactive in trying to drive reviews for your business (there are multiple methods and online tools to assist) as well as responding to any negative feedback.