

# Review of Digilondon.co.uk

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## Introduction

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

The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.

Our reports provide actionable advice to improve a site's business objectives.

Please contact us for more information.

## Table of Contents

Search Engine Optimization

Mobile

Visitors

Link Analysis

Usability

Technologies

Social

## Iconography



Good



To Improve



Errors



Not Important



Hard to solve



Little tough to solve



Easy to solve



No action necessary

✓ **Title Tag** DigiLondon.co.uk | London Directory | London Business Directory  
⚙⚙⚙  
**Length:** 63 character(s)

Ideally, your title tag should contain between 10 and 70 characters (spaces included).

Make sure your title is explicit and contains your most important keywords.

Be sure that each page has a unique title.

✓ **Meta Description** DigiLondon.co.uk is a local business directory and a local guide for the Greater London Urban Area.  
⚙⚙⚙  
**Length:** 99 character(s)

Meta descriptions contains between 100 and 300 characters (spaces included).

It allow you to influence how your web pages are described and displayed in search results.

Ensure that all of your web pages have a unique meta description that is explicit and contains your most important keywords (these appear in bold when they match part or all of the user's search query).

A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize click-through rate.

⦿ **Meta Keywords** No Keywords  
⚙⚙⚙

Meta Keywords are a specific type of meta tag that appear in the HTML code of a Web page and help tell search engines what the topic of the page is.

However, google can't use meta keywords.

[DigiLondon.co.uk | London Directory | London Business Directory](#)  
[digilondon.co.uk/](#)

DigiLondon.co.uk is a local business directory and a local guide for the Greater London Urban Area.

This is an example of what your Title Tag and Meta Description will look like in Google search results.

While Title Tags & Meta Descriptions are used to build the search result listings, the search engines may create their own if they are missing, not well written, or not relevant to the content on the page.

Title Tags and Meta Descriptions are cut short if they are too long, so it's important to stay within the suggested character limits.

<H1>	<H2>	<H3>	<H4>	<H5>	<H6>
0	0	17	1	0	0

<H3> Arts & Entertainment </H3>  
<H3> Business & Industry </H3>  
<H3> Education </H3>  
<H3> Finance </H3>  
<H3> Food & Drink </H3>  
<H3> Health & Beauty </H3>  
<H3> Legal Services </H3>  
<H3> Media & News </H3>  
<H3> Property </H3>  
<H3> Public & Social Services </H3>  
<H3> Recreation & Sports </H3>  
<H3> Shopping & Services </H3>  
<H3> Technology & Internet </H3>  
<H3> Tradesmen & Construction </H3>  
<H3> Transport & Logistics </H3>  
<H3> Travel & Tourism </H3>  
<H3> New listings on our London directory: </H3>  
<H4> Login </H4>

Use your keywords in the headings and make sure the first level (H1) includes your most important keywords. Never duplicate your title tag content in your header tag.

While it is important to ensure every page has an H1 tag, never include more than one per page. Instead, use multiple H2 - H6 tags.

## Keywords Cloud

london 9 business 6 local 4 services 3 house 3  
garden 3 hair 3 help 3 directory 3 search 2  
latest 2 adult 2 social 2 public 2 testing 2

This Keyword Cloud provides an insight into the frequency of keyword usage within the page.

It's important to carry out keyword research to get an understanding of the keywords that your audience is using. There are a number of keyword research tools available online to help you choose which keywords to target.

## Keyword Consistency

Keywords	Freq	Title	Desc	<H>
london	9	✓	✓	✓
business	6	✓	✓	✓
local	4	✗	✓	✗
services	3	✗	✗	✓
house	3	✗	✗	✗
garden	3	✗	✗	✗
hair	3	✗	✗	✗
help	3	✗	✗	✗
directory	3	✓	✓	✓
search	2	✗	✗	✗
latest	2	✗	✗	✗
adult	2	✗	✗	✗
social	2	✗	✗	✓
public	2	✗	✗	✓
testing	2	✗	✗	✗

This table highlights the importance of being consistent with your use of keywords.

To improve the chance of ranking well in search results for a specific keyword, make sure you include it in some or all of the following: page URL, page content, title tag, meta description, header tags, image alt attributes, internal link anchor text and backlink anchor text.



### Alt Attribute



We found 29 images on this web page

✓ No ALT attributes are empty or missing.

Alternative text is used to describe images to give the search engine crawlers (and the visually impaired).

Also, more information to help them understand images, which can help them to appear in Google Images search results.



### Text/HTML Ratio



HTML to Text Ratio is: **13.89%**

Text content size 5954 bytes

Total HTML size 42863 bytes

Code to text ratio represents the percentage of actual text on a web page compared to the percentage of HTML code, and it is used by search engines to calculate the relevancy of a web page.

A higher code to text ratio will increase your chances of getting a better rank in search engine results.



### GZIP compression



Wow! It's GZIP Enabled.

✓ Your webpage is compressed from 42 KB to 8 KB (80.2 % size savings)

Gzip is a method of compressing files (making them smaller) for faster network transfers.

It allows to reduce the size of web pages and any other typical web files to about 30% or less of its original size before it transfer.

 **IP Canonicalization** No your domain IP 77.37.83.100 does not redirect to digilondon.co.uk  
  

To check this for your website, enter your IP address in the browser and see if your site loads with the IP address.  
Ideally, the IP should redirect to your website's URL or to a page from your website hosting provider.  
If it does not redirect, you should do an htaccess 301 redirect to make sure the IP does not get indexed.

 **URL Rewrite** Warning! We have detected parameters in a massive number of URLs  
  

Your site's URLs contain unnecessary elements that make them look complicated.  
A URL must be easy to read and remember for users. Search engines need URLs to be clean and include your page's most important keywords.  
Clean URLs are also useful when shared on social media as they explain the page's content.

 **Underscores in the URLs** Great, you are not using underscores (these\_are\_underscores) in your URLs  
  

Great, you are not using ?underscores (these\_are\_underscores) in your URLs.  
While Google treats hyphens as word separators, it does not for underscores.

✓ **WWW Resolve** Great, a redirect is in place to redirect traffic from your non-preferred domain.



Redirecting requests from a non-preferred domain is important because search engines consider URLs with and without "www" as two different websites.

✓ **XML Sitemap** Good, you have XML Sitemap file!



<http://digilondon.co.uk/sitemap.xml>

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. It also specifies where the XML sitemap file is located.

You can check for errors in your robots.txt file using Google Search Console (formerly Webmaster Tools) by selecting 'Robots.txt Tester' under 'Crawl'. This also allows you to test individual pages to make sure that Googlebot has the appropriate access.

✓ **Robots.txt** Good, you have Robots.txt file!



<http://digilondon.co.uk/robots.txt>

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.

We recommend that you generate an XML sitemap for your website and submit it to both Google Search Console and Bing Webmaster Tools. It is also good practice to specify your sitemap's location in your robots.txt file.



## Embedded Objects

Perfect, no embedded objects has been detected on this page



Embedded Objects such as Flash. It 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 maximize SEO.



## Iframe

Perfect, no Iframe content has been detected on this page



Frames can cause problems on your web page because search engines will not crawl or index the content within them.  
Avoid frames whenever possible and use a NoFrames tag if you must use them.



## Domain Registration

Exactly how many years and months



Domain Age: 13 Years, 170 Days

Created Date: 28th-May-2011

Updated Date: 26th-Apr-2024

Expiry Date: 28th-May-2025

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.  
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.





## Indexed Pages



Indexed pages in search engines

791 Page(s)

This is the number of pages that we have discovered on your website.

A low number can indicate that bots are unable to discover your webpages, which is a common cause of a bad site architecture & internal linking, or you're unknowingly preventing bots and search engines from crawling & indexing your pages.



## Backlinks Counter



Number of backlinks to your website

0 Backlink(s)

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.



## URL

<http://digilondon.co.uk>

**Length:** 10 characters

Keep your URLs short and avoid long domain names when possible.

A descriptive URL is better recognized by search engines.

A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g., <http://www.mysite.com/en/products>).



## Favicon



Great, your website has a favicon.

Favicons improve a brand's visibility.

As a favicon is especially important for users bookmarking your website, make sure it is consistent with your brand.



## Custom 404 Page

Great, your website has a custom 404 error page.

When a visitor encounters a 404 File Not Found error on your site, you're on the verge of losing the visitor that you've worked so hard to obtain through the search engines and third party links.

Creating your custom 404 error page allows you to minimize the number of visitors lost that way.



## Page Size



42 KB (World Wide Web average is 320 Kb)

Two of the main reasons for an increase in page size are images and JavaScript files.

Page size affects the speed of your website; try to keep your page size below 2 Mb.

Tip: Use images with a small size and optimize their download with gzip.



## Load Time



0.93 second(s)

Site speed is an important factor for ranking high in Google search results and enriching the user experience.

Resources: Check out Google's developer tutorials for tips on how to make your website run faster.



## Language



Good, you have declared your language  
Declared Language: English

Make sure your declared language is the same as the language detected by Google

Also, define the language of the content in each page's HTML code.

## Domain Availability

⚙ ⚙ ⚙

Domains (TLD)	Status
digilondon.com	Already Registered
digilondon.net	Available
digilondon.org	Already Registered
digilondon.biz	Already Registered
digilondon.us	Available

Register the various extensions of your domain to protect your brand from cybersquatters.

## Typo Availability

⚙ ⚙ ⚙

Domains (TLD)	Status
xigilondon.uk	Available
sigilondon.uk	Available
wigilondon.uk	Available
eigilondon.uk	Available
rigilondon.uk	Available

Register the various typos of your domain to protect your brand from cybersquatters.



### Email Privacy



Good, no email address has been found in plain text.

We don't recommend adding plain text/linked email addresses to your webpages.

As malicious bots scrape the web in search of email addresses to spam. Instead, consider using a contact form.



### Safe Browsing



The website is not blacklisted and looks safe to use.

Safe Browsing to identify unsafe websites and notify users and webmasters so they can protect themselves from harm.



## Mobile Friendliness



Oh No! This page is not mobile-friendly.  
Your mobile friendly score is 0/100

Mobile Friendliness refers to the usability aspects of your mobile website, which Google uses as a ranking signal in mobile search results.



## Mobile Compatibility



Perfect, no embedded objects detected.

Embedded Objects such as Flash, Silverlight or Java. It should only be used for specific enhancements.

But avoid using Embedded Objects, so your content can be accessed on all devices.

## Mobile View

⚙ ⚙ ⚙

The number of people using the Mobile Web is huge; over 75 percent of consumers have access to smartphones. ??

Your website should look nice on the most popular mobile devices.

Tip: Use an analytics tool to track mobile usage of your website.

## Server IP

Server IP	Server Location	Service Provider
77.37.53.172	Not Available	Not Available

Your server's IP address has little impact on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors.

Search engines take the geolocation of a server into account as well as the server speed.

## Speed Tips

Tips for authoring fast-loading HTML pages:

✗ Too bad, your website has too many CSS files.

✓ Perfect, your website has few JavaScript files.

✓ Perfect, your website doesn't use nested tables.

✗ Too bad, your website is using inline styles.

Website speed has a huge impact on performance, affecting user experience, conversion rates and even rankings.

By reducing page load-times, users are less likely to get distracted and the search engines are more likely to reward you by ranking your pages higher in the SERPs.

Conversion rates are far higher for websites that load faster than their slower competitors.

## Analytics

Perfect, We detect an analytics tool installed on this website.

Web analytics let you measure visitor activity on your website.

You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.





## Doc Type

Your Web Page doctype is HTML 5



The Doctype is used to instruct web browsers about the document type being used.

For example, what version of HTML the page is written in.

Declaring a doctype helps web browsers to render content correctly.



## W3C Validity

W3C not validated



W3C is a consortium that sets web standards.

Using valid markup that contains no errors is important because syntax errors can make your page difficult for search engines to index.

Run the W3C validation service whenever changes are made to your website's code.



## Encoding

Great, language/character encoding is specified: UTF-8



Specifying language/character encoding can prevent problems with the rendering of special characters.

## Social Data

Your social media status

 Facebook:  London.directory

 Twitter:  Digilondoncouk

 Instagram: 

Social data refers to data individuals create that is knowingly and voluntarily shared by them.

Cost and overhead previously rendered this semi-public form of communication unfeasible.

But advances in social networking technology from 2004-2010 has made broader concepts of sharing possible.

## **Traffic Rank**

No Global Rank

A low rank means that your website gets a lot of visitors.

Your Alexa Rank is a good estimate of the worldwide traffic to your website, although it is not 100 percent accurate.

## **Visitors Localization**

Your website is popular on following countries:

Popularity at	None
Regional Rank	None

We recommend that you book the domain names for the countries where your website is popular.

This will prevent potential competitors from registering these domains and taking advantage of your reputation in such countries.

## **Estimated Worth**

\$60 USD

Just a estimated worth of your website based on Alexa Rank.

## In-Page Links

We found a total of 202 links including both internal & external links of your site

Anchor	Type	Follow
No Anchor Text	Internal Links	Dofollow
Advanced Search	Internal Links	Dofollow
HOME	Internal Links	Dofollow
GET LISTED	Internal Links	Dofollow
LATEST	Internal Links	Dofollow
REGISTER	Internal Links	Dofollow
Forgot your password?	Internal Links	Dofollow
Arts & Entertainment	Internal Links	Dofollow
Antiques & Collectables	Internal Links	Dofollow
Artists & Galleries	Internal Links	Dofollow
Cinema	Internal Links	Dofollow
Classical Music	Internal Links	Dofollow
Clubs & Venues	Internal Links	Dofollow
Crafts	Internal Links	Dofollow
Dance	Internal Links	Dofollow
Events	Internal Links	Dofollow
Festivals	Internal Links	Dofollow
Libraries	Internal Links	Dofollow
Business & Industry	Internal Links	Dofollow
Advertising & Marketing	Internal Links	Dofollow
Aerospace & Defence	Internal Links	Dofollow
Business Services	Internal Links	Dofollow
Chemicals	Internal Links	Dofollow
Civil Engineering	Internal Links	Dofollow
Construction & Maintenance	Internal Links	Dofollow
Consultants	Internal Links	Dofollow
Electronics	Internal Links	Dofollow
Energy Companies & Consultants	Internal Links	Dofollow
Engineering	Internal Links	Dofollow
Education	Internal Links	Dofollow
Adult & Continuing Education	Internal Links	Dofollow
Art Schools	Internal Links	Dofollow
Careers Guidance	Internal Links	Dofollow
Colleges & Universities	Internal Links	Dofollow
Educational Consultants	Internal Links	Dofollow
Health Education	Internal Links	Dofollow
Independent Schools	Internal Links	Dofollow
Language Schools	Internal Links	Dofollow
Learning Disabilities	Internal Links	Dofollow
Music Schools	Internal Links	Dofollow
Finance	Internal Links	Dofollow
Accounting	Internal Links	Dofollow
Banks & Banking	Internal Links	Dofollow
Blockchain & Cryptocurrencies	Internal Links	Dofollow
Bookkeepers	Internal Links	Dofollow
Currency Exchange	Internal Links	Dofollow
Debt Collectors	Internal Links	Dofollow

Financial Consultants	Internal Links	Dofollow
Financial Services	Internal Links	Dofollow
Insolvency Consultants	Internal Links	Dofollow
Insurance	Internal Links	Dofollow
Food & Drink	Internal Links	Dofollow
Breweries	Internal Links	Dofollow
Butchers	Internal Links	Dofollow
Cafes & Coffee Shops	Internal Links	Dofollow
Cake Makers	Internal Links	Dofollow
Caterers	Internal Links	Dofollow
Catering Equipment	Internal Links	Dofollow
Cookery Courses	Internal Links	Dofollow
Drink Delivery	Internal Links	Dofollow
Fast Food	Internal Links	Dofollow
Food Delivery	Internal Links	Dofollow
Health & Beauty	Internal Links	Dofollow
Addiction	Internal Links	Dofollow
Alternative	Internal Links	Dofollow
Barbers	Internal Links	Dofollow
Beauty Clinics	Internal Links	Dofollow
Beauty Training	Internal Links	Dofollow
Chiropractors	Internal Links	Dofollow
Complementary Therapy	Internal Links	Dofollow
Cosmetic Surgery	Internal Links	Dofollow
Dentistry	Internal Links	Dofollow
Disability	Internal Links	Dofollow
Legal Services	Internal Links	Dofollow
Admiralty & Maritime	Internal Links	Dofollow
Banking & Finance	Internal Links	Dofollow
Business & Industry	Internal Links	Dofollow
Conveyancing	Internal Links	Dofollow
Criminal Law	Internal Links	Dofollow
Employment Law	Internal Links	Dofollow
Entertainment Law	Internal Links	Dofollow
Environmental Law	Internal Links	Dofollow
Family Law	Internal Links	Dofollow
Health Care & Social	Internal Links	Dofollow
Media & News	Internal Links	Dofollow
Blogs	Internal Links	Dofollow
Copywriters	Internal Links	Dofollow
Magazines	Internal Links	Dofollow
Media Services	Internal Links	Dofollow
Multimedia	Internal Links	Dofollow
Newspapers	Internal Links	Dofollow
Radio	Internal Links	Dofollow
Satellites & Aerials	Internal Links	Dofollow
Studios	Internal Links	Dofollow
Talent Agency	Internal Links	Dofollow
Property	Internal Links	Dofollow
Architects	Internal Links	Dofollow
Cleaners	Internal Links	Dofollow
Commercial Property	Internal Links	Dofollow
Estate Agents	Internal Links	Dofollow

Flat Sharing	Internal Links	Dofollow
House & Office Clearance	Internal Links	Dofollow
Housing Associations	Internal Links	Dofollow
Housing Estates	Internal Links	Dofollow
Inventory	Internal Links	Dofollow
Property Consultants	Internal Links	Dofollow
Public & Social Services	Internal Links	Dofollow
Activism	Internal Links	Dofollow
Babysitters	Internal Links	Dofollow
Charities	Internal Links	Dofollow
Children's Services	Internal Links	Dofollow
Crime	Internal Links	Dofollow
Dating	Internal Links	Dofollow
Funeral & Memorial Services	Internal Links	Dofollow
Gay, Lesbian & Bisexual	Internal Links	Dofollow
Gentlemen's Clubs	Internal Links	Dofollow
Government & Politics	Internal Links	Dofollow
Recreation & Sports	Internal Links	Dofollow
Athletics & Running	Internal Links	Dofollow
Boxing	Internal Links	Dofollow
Cycling	Internal Links	Dofollow
Extreme Sports	Internal Links	Dofollow
Football	Internal Links	Dofollow
Football Clubs	Internal Links	Dofollow
General Sports	Internal Links	Dofollow
Golf	Internal Links	Dofollow
London Olympics 2012	Internal Links	Dofollow
Martial Arts	Internal Links	Dofollow
Shopping & Services	Internal Links	Dofollow
Adult Shops & Services	Internal Links	Dofollow
Arts & Crafts	Internal Links	Dofollow
Audio Visual Equipment	Internal Links	Dofollow
Bags & Accessories	Internal Links	Dofollow
Beds & Mattresses	Internal Links	Dofollow
Books	Internal Links	Dofollow
Clocks & Watches	Internal Links	Dofollow
Clothes & Fashion	Internal Links	Dofollow
Consumer Electronics	Internal Links	Dofollow
Cookware & Tableware	Internal Links	Dofollow
Technology & Internet	Internal Links	Dofollow
Computer & Video Games	Internal Links	Dofollow
Computer Repairs	Internal Links	Dofollow
Computer Retail	Internal Links	Dofollow
Computer Security	Internal Links	Dofollow
Data Analysis	Internal Links	Dofollow
Data Backup & Duplication	Internal Links	Dofollow
Data Recovery	Internal Links	Dofollow
Directories & Searching	Internal Links	Dofollow
Domain Names	Internal Links	Dofollow
ePOS Systems	Internal Links	Dofollow
Tradesmen & Construction	Internal Links	Dofollow
Air Conditioning	Internal Links	Dofollow
Appliance Repair	Internal Links	Dofollow

Balustrades & Handrails	Internal Links	Dofollow
Bathrooms	Internal Links	Dofollow
Boiler Installations & Repairs	Internal Links	Dofollow
Building Services	Internal Links	Dofollow
Chimney Sweeps	Internal Links	Dofollow
Decorators	Internal Links	Dofollow
Do It Yourself	Internal Links	Dofollow
Doors	Internal Links	Dofollow
Transport & Logistics	Internal Links	Dofollow
Airports	Internal Links	Dofollow
Aviation Services	Internal Links	Dofollow
Boating	Internal Links	Dofollow
Buses	Internal Links	Dofollow
Car & Vehicle Leasing	Internal Links	Dofollow
Car Dealers	Internal Links	Dofollow
Car Hire	Internal Links	Dofollow
Car Parts & Accessories	Internal Links	Dofollow
Car Repairs	Internal Links	Dofollow
Car Services	Internal Links	Dofollow
Travel & Tourism	Internal Links	Dofollow
Airline Tickets	Internal Links	Dofollow
Apartments	Internal Links	Dofollow
Attractions	Internal Links	Dofollow
Bed & Breakfast	Internal Links	Dofollow
Botanical Gardens & Parks	Internal Links	Dofollow
Caravans & Camping	Internal Links	Dofollow
Cruise Holidays	Internal Links	Dofollow
Guest Houses	Internal Links	Dofollow
Hostels	Internal Links	Dofollow
Hotels	Internal Links	Dofollow
Perry Testing Ltd	Internal Links	Dofollow
Man and Van House Clearance Company	Internal Links	Dofollow
Laser Hair Growth Treatment	Internal Links	Dofollow
Mama Nature Covent Garden London	Internal Links	Dofollow
Pluro	Internal Links	Dofollow
Advertising	Internal Links	Dofollow
About	Internal Links	Dofollow
Contact Us	Internal Links	Dofollow
Site Map	Internal Links	Dofollow
Terms and Conditions	Internal Links	Dofollow
Privacy Policy	Internal Links	Dofollow
Cookies	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
privacy policy	Internal Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Nofollow
No Anchor Text	External Links	Nofollow
No Anchor Text	External Links	Dofollow

While there's no exact limit to the number of links you should include on a page, best practice is to avoid exceeding 200 links. Links pass value from one page to another, but the amount of value that can be passed is split between all of the links on a page. This means that adding unnecessary links will dilute the potential value attributed to your other links. Using the Nofollow attribute prevents value from being passed to the linking page, but it's worth noting that these links are still taken into account when calculating the value that is passed through each link, so Nofollow links can also dilute pagerank.





## Broken Links



No broken links were found on this web page

Broken links send users to non-existing web pages. They are bad for your site's usability, reputation and SEO. If you find broken links in the future, take the time to replace or remove each one.