http://shootingdiary.co.uk/

PAGE SEO AUDIT

Page analysis

URL
Good 20 characters — shorter the better.
shootingdiary.co.uk/

Title
Poor / Good 21 characters — could be better and include more keywords.
Home | Shooting Diary

Meta description
Poor - 0 characters — try to enlarge description to 20 characters.

Meta keywords
Poor - 0 characters, 0 words — you should consider adding keywords.

Headings
Good! Your page implements HTML headings (<H1> through <H3>) and only one <H1> heading is used.

H1 (1), H2 (2), H3 (1), H4 (0), H5 (0), H6 (0)

- <H1>: Shooting Diary
- <H2>: Welcome to the Shooting Diary
- <H2>: About us
- <H3>: Latest news

Images
Poor - 5 images without ALT text.

Text/HTML ratio
Good - 31.09% — the target is 50% so try adding more text to your website.

Frames
Good - Not detected.

Flash
Good - Not detected.

Robots.txt
Poor - Your website does not contain a robots.txt file. This can weaken your SEO.
http://shootingdiary.co.uk/robots.txt

XML Sitemaps
Poor - Your website does not contain an XML sitemap and that can weaken your SEO.

Language
Good - You have specified your websites language.

Doctype
Good - You have specified the doctype.
HTML5

Encoding
Good - Declaring a character/language encoding will significantly strengthen your SEO. It also prevents complication when rendering page.
utf-8

Google™ Analytics
Poor - Google™ Analytics is not monitoring your website. We suggest taking advantage of this great tool.

Favicon
Good - It's good that you have a favicon image.
http://shootingdiary.co.uk/favicon.ico