http://www.shopwiki.co.uk/
PAGE SEO AUDIT

Page analysis

URL

Good 19 characters — shorter the better.

www.shopwiki.co.uk/

Title

Good 38 characters — could be better and include more keywords.

Finding the Best - Find it at Shopwiki

Meta description

Good 123 characters — try to enlarge description up to 155 characters.

Buying anything? ShopWiki has stores, products, and buying guides to help you find what and where to buy at the best price.

Meta keywords

Poor 0 characters, 0 words — you should consider adding 10 keywords.

Headings

Poor – this page has HTML headings but <H1> <H2> <H3> headings do not appear. This should be corrected and the most important keywords used with H1 as the most important.

H1 (0), H2 (0), H3 (0), H4 (0), H5 (3), H6 (0)

- <H5>: Shopwiki International
- <H5>: Resources
- <H5>: About Shopwiki

Images

Good - all images have the ALT attribute.

Text/HTML ratio

Good - 47.85% — the target is 50% so try adding a few more text to your website.

Frames

Good - Not detected

Flash

Good - Not detected

Site compliance

Robots.txt

Good, it looks like your website has a robots.txt file.

http://www.shopwiki.co.uk/robots.txt

XML Sitemaps

Good! Your website contains an XML sitemap.

http://www.shopwiki.co.uk/sitemap.xml

Language

Great! You have specified your websites language.

Doctype

Great! 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

Good - Google™ Analytics is monitoring your website. This is a great tool and should be taking advantage of.

Favicon

Good - It's good that you have a favicon image.

http://www.shopwiki.co.uk/assets/trans2-33555f6e874e6cfe266c3450fea83e00.ico