# Intuitive Software Solutions\*

	Review of Vintagemovieposters.co.uk			
	Generated on October, 14 2024 02:55:26 PM			
Introduction	This report provides a review of the key factors that influence the SEO and usability of your website.			
	Effectiveness. The algorithm is based of performance and others. A rank lower t	nk is a grade on a 100-point scale that represents your Internet Marketing e algorithm is based on 70 criteria including search engine data, website structure, site others. A rank lower than 40 means that there are a lot of areas to improve. A rank d 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	Usability		
	Mobile	Technologies		
	Visitors	Social		
	Link Analysis			
Iconography	Attention	WARNING! There's some serious problems		
	To Improve	Hmmm, this is getting a little more serious		
	Pretty Good	Not bad, but could benefit from tweaks		
	No Issues	Nothing to worry about here		

### **Title Tag**

Not bad, but could benefit from tweaks



301 Moved Permanently

**Length:** 21 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**

Hmmm, this is getting a little more serious



No Description

Length: 0 character(s)

Meta descriptions contains between 70 and 160 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

Nothing to worry about here



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.

### **Google Preview**

Nothing to worry about here

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301 Moved Permanently vintagemovieposters.co.uk/ No Description

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.

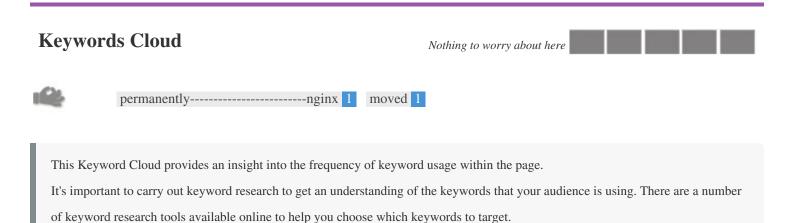
Title Tags and Meta Descriptions are cut short if they are too long, so it's important to stay within the suggested character limits.



<H1> 301 Moved Permanently </H1>

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.



 Keyword Consistency
 Hmmm, this is getting a little more serious

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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**

Not bad, but could benefit from tweaks



We found 0 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**

Not bad, but could benefit from tweaks



HTML to Text Ratio is: 29.01%

Text content size 47 bytes Total HTML size 162 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

WARNING! There's some serious problems



Oh No! GZIP is not enabled. X Your webpage size is 0 KB, could be compressed upto 0 KB using GZIP (30.2 % 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

Hmmm, this is getting a little more serious



No your domain IP 192.124.249.102 does not redirect to vintagemovieposters.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**

Not bad, but could benefit from tweaks



Good, all URLs look clean and friendly

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**

Not bad, but could benefit from tweaks



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

Not bad, but could benefit from tweaks





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**

Not bad, but could benefit from tweaks



Good, you have XML Sitemap file! http://vintagemovieposters.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

Not bad, but could benefit from tweaks



Good, you have Robots.txt file! http://vintagemovieposters.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**

Not bad, but could benefit from tweaks





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

Not bad, but could benefit from tweaks



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**

Nothing to worry about here

Exactly how many years and months

Domain Age: 18 Years, 120 Days

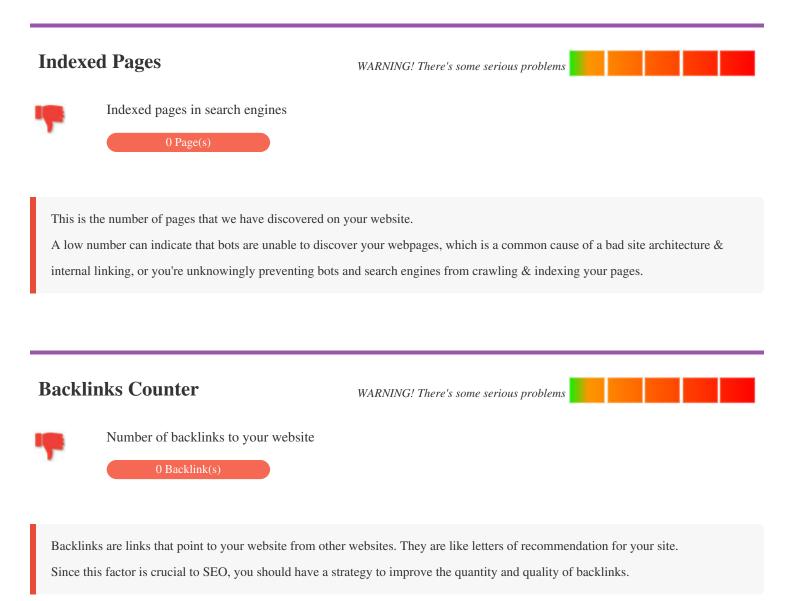
Created Date: 30th-Mar-2006

Updated Date: 30th-Mar-2024

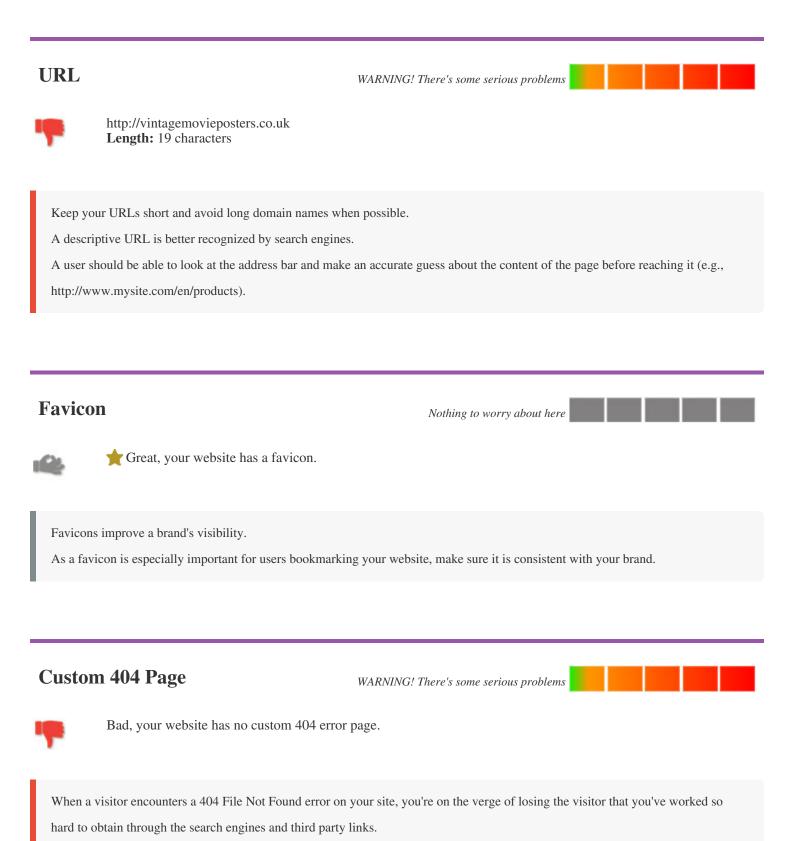
Expiry Date: 30th-Mar-2026

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.



### Usability



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

### **Page Size**

Not bad, but could benefit from tweaks





0 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

Not bad, but could benefit from tweaks



0.06 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 to make your website run faster.

### Language

WARNING! There's some serious problems



Oh no, you have not declared your language Declared Language: Unknown

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**

Nothing to worry about here

Nothing to worry about here



Domains (TLD)Statusvintagemovieposters.comAlready Registeredvintagemovieposters.netAvailablevintagemovieposters.orgAlready Registeredvintagemovieposters.bizAlready Registeredvintagemovieposters.ioAlready Registered

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

### **Typo Availability**

Domains (TLD)	Status
intagemovieposters.uk	Available
cintagemovieposters.uk	Available
dintagemovieposters.uk	Available
fintagemovieposters.uk	Available
gintagemovieposters.uk	Available

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

### **Email Privacy**

Not bad, but could benefit from tweaks





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

Hmmm, this is getting a little more serious



Something went wrong on the server. Please try again.

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

### **Mobile Friendliness**

WARNING! There's some serious problems





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**

Not bad, but could benefit from tweaks



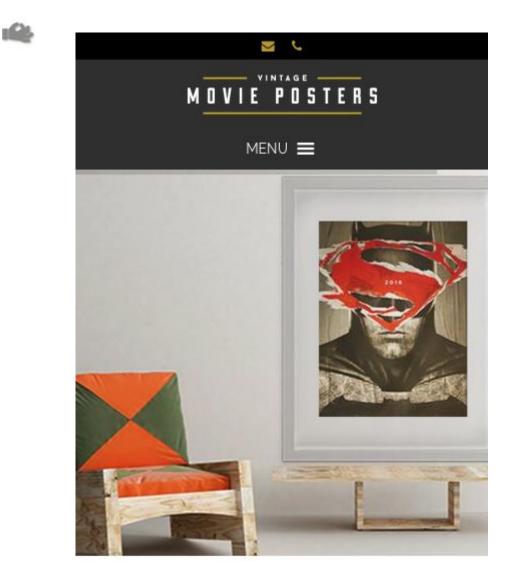
Perfect, no embedded objects detected.

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**

Nothing to worry about here



SEARCH NAME or KEYWORD

Q

# The specialist in Original Vintage Movie Posters

We are a respected and trusted supplier of original film

All ~

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.

# Intuitive Software Solutions\*

### **Technologies**

### Server IP

### Nothing to worry about here

Server IP	Server Location	Service Provider
192.124.249.102	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**

Not bad, but could benefit from tweaks



Tips for authoring fast-loading HTML pages:

- Perfect, your website has few CSS files.
- Perfect, your website has few JavaScript files.
- Perfect, your website doesn't use nested tables.
- Perfect, your website doesn't use 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

WARNING! There's some serious problems

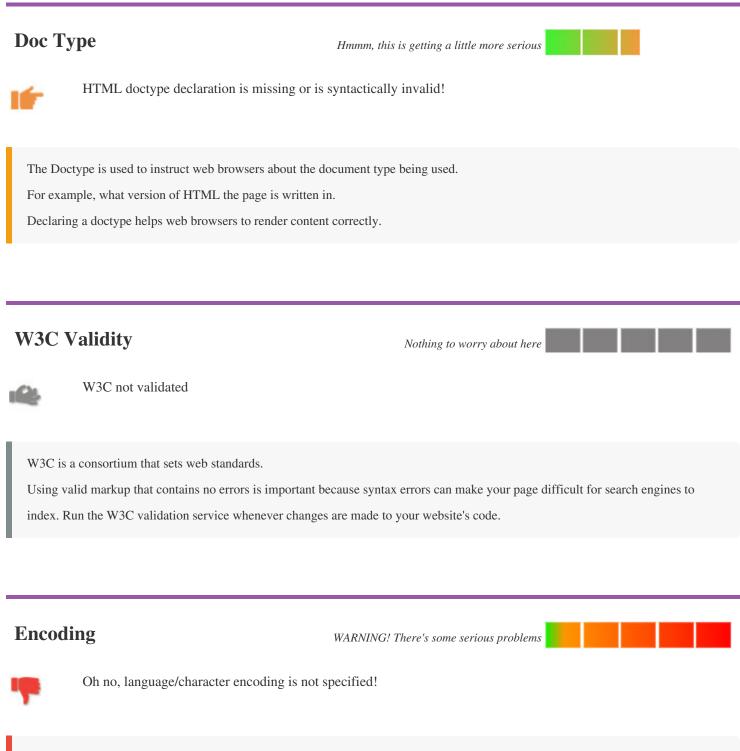




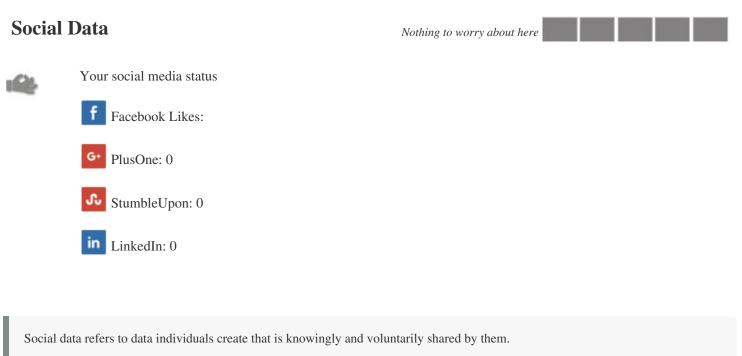
We didn't detect an analytics tool installed on this website.

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.

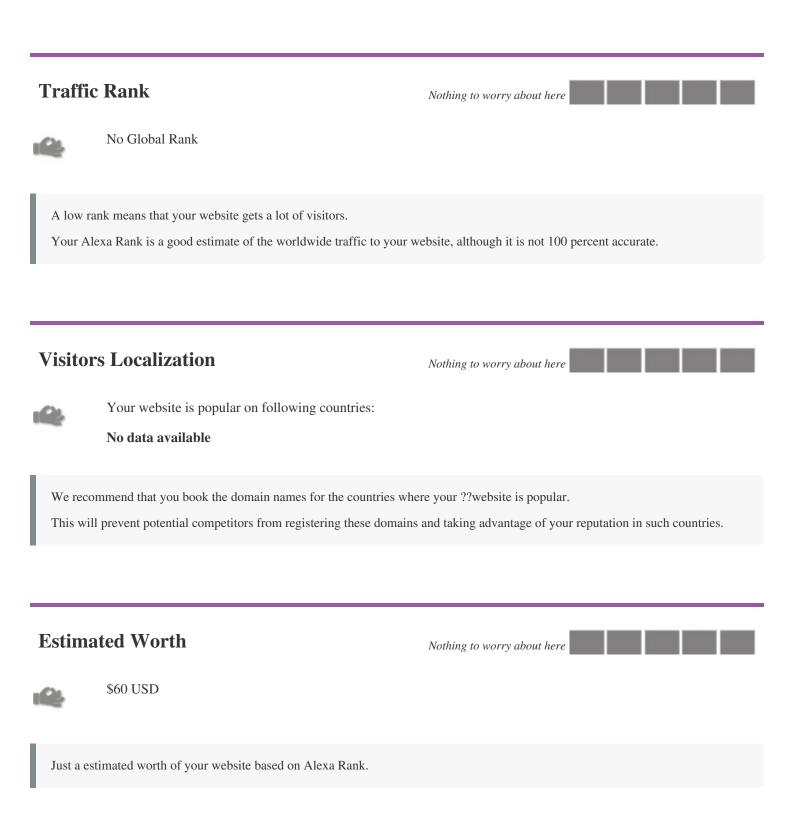


Specifying language/character encoding can prevent problems with the rendering of special characters.



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.



# In-Page Links We found a total of 0 links including both internal & external links of your site Anchor Type Follow 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**

Not bad, but could benefit from tweaks





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.

If you'd like to discuss how we can help fix issues and improve the overall performance of your website, please feel free to contact us info@intuitivesoftwaresolutions.co.uk