# Website Report for www.runtimeprint.co.uk

This report grades your website on the strength of a range of important factors such as on-page SEO optimization, off-page backlinks, social, performance, security and more. The overall grade is on a A+ to F-scale, with most major industry leading websites in the A range. Improving a website's grade is recommended to ensure a better website experience for your users and improved ranking and visibility by search engines.

www.runtimeprint.co.uk's Audit Results
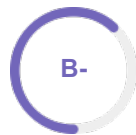
A

Your page is good
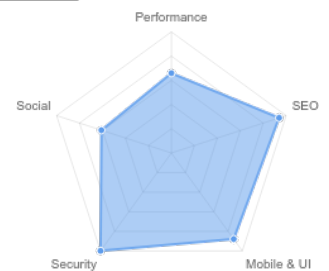
You have 7 Improvements Recommended
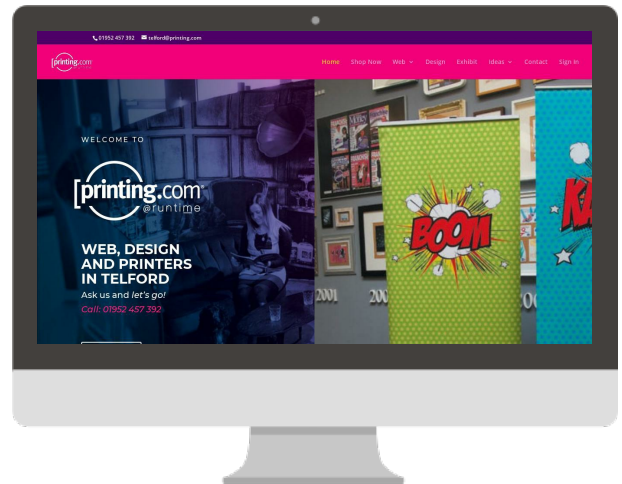
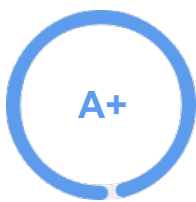| A+	A	B-	B-	A+
SEO	Usability	Performance	Social	Security

Performance

Social

SEO

Security

Mobile & UI

SEO Results

A+

Your SEO is very good!

Congratulations, your page is well optimized for SEO performance. SEO optimization is important to ensure you can maximize ranking potential and drive traffic to your website from search engines. You can continue to build on your strong position through further application of SEO strategies like content generation and link building.

HTML HEADER

Title Tag ✔

You have a title tag of optimal length (between 10 and 70 characters).

Printers in Telford | Printing.com | 01952 457 392

Length : 50

Meta Description Tag ✓

Your page has a meta description of optimal length (between 70 and 320 characters).

Welcome to printing.com in Telford. Your local, Web, Print and Display studio. 50% OFF Design for new customers | Code:NCD50 | T&C's apply.

Length : 143

BODY CONTENT

Header Tags ✓

Your page is making good use of header tags.

HTML header tags are an important way of signaling to search engines the important content topics of your page, and subsequently the keywords it should rank for.

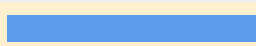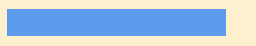| Header Tag	Frequency	
H1	1	
H2	10	
H3	4	
H4	10	
H5	0	
H6	0	
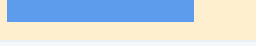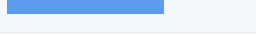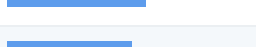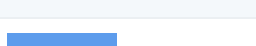
Keyword Consistency ✓
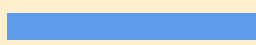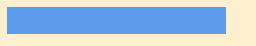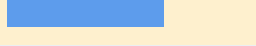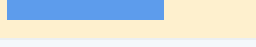
Your page's main keywords are distributed well across the important HTML tags.

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	
design	✗	✓	✓	16	▆▆▆▆▆
printing	✓	✓	✓	14	▆▆▆▆
web	✗	✓	✓	12	▆▆▆
telford	✓	✓	✓	12	▆▆▆
now	✗	✗	✓	10	▆▆▆
ideas	✗	✗	✗	9	▆▆
print	✓	✓	✓	8	▆▆
shop	✗	✗	✗	7	▆

Phrases

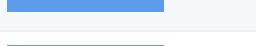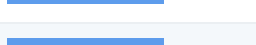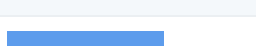| Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
in telford	✓	✓	✓	8	▆▆▆▆▆
shop now	✗	✗	✗	7	▆▆▆▆
01952 457	✓	✗	✓	5	▆▆▆
457 392	✓	✗	✓	5	▆▆▆
you need	✗	✗	✗	5	▆▆▆
we can	✗	✗	✗	5	▆▆▆
learn more	✗	✗	✗	5	▆▆▆
01952 457 392	✓	✗	✓	5	▆▆▆

Amount of Content ✓

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

Word Count: 706

Image Alt Attributes ✗

You have images on your page that are missing ALT attributes.

We found 8 images on your page and 6 of them are missing the attribute.

LINKS

Number of Backlinks

You have a strong level of backlink activity to this page.

Backlink data provided by MOZ

32607

External Backlinks

32734

All Backlinks

12

Moz Domain Authority

On-Page Link Structure

i

We found 61 total links. 30% 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.

Broken Links

We have not detected any broken links on your page.

Friendly URLs

Your page links appear friendly (easily human or search engine readable).

OTHER

Robots.txt

Your website appears to have a robots.txt file.

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

XML Sitemaps

Your website appears to have an XML sitemap.

https://www.runtimeprint.co.uk/sitemap.xml

Analytics

Your page is using an analytics tool.

Google Analytics

Your usability is good

Your page is mostly usable across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

A

Device Rendering *i*

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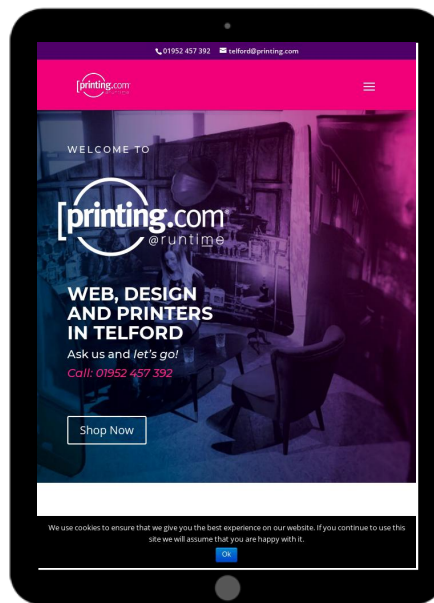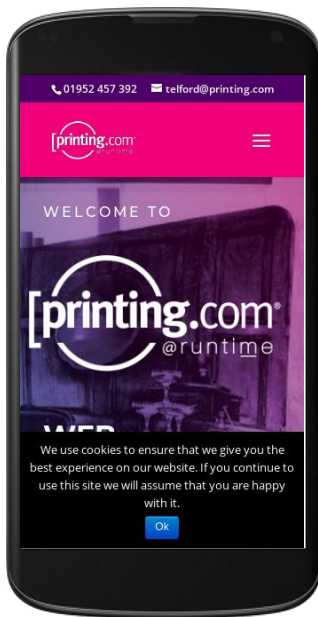
Use of Mobile Viewports ✓

Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.

Flash Used? ✓

No Flash content has been identified on your page.

iFrames Used? ✓

There are no iFrames detected on your page.

Favicon ✓

Your page has specified a favicon.

Legible Font Sizes ✓

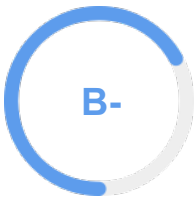The text on your page appears to be legible across devices.

Tap Target Sizing ✗

Some of the links or buttons on your page may be too small for a user to easily tap on a touchscreen. Consider making these tap targets larger to provide a better user experience.
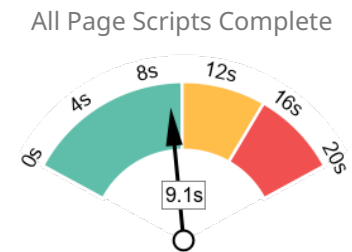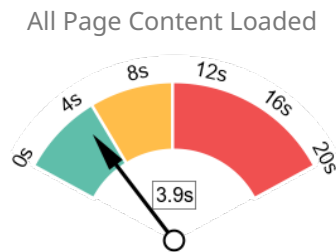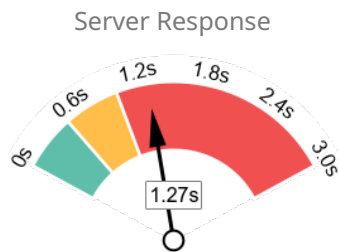
Performance Results

B-

Your performance could be better

Your page's performance has some issues and room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.
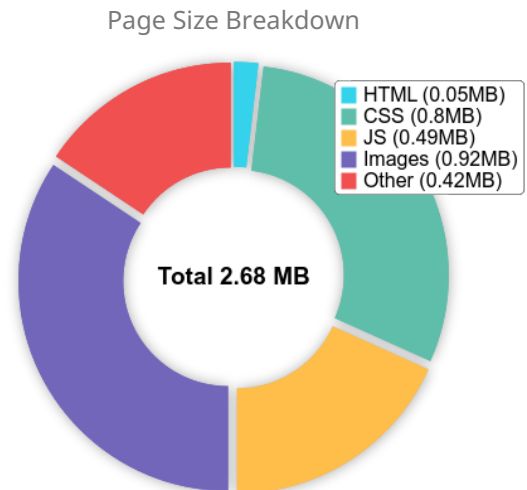
Page Speed Info ✖

Your page's server response time is slow. We recommend optimizing this to improve user experience. There are a variety of technical factors such as the web server engine and routing rules that can affect server responsiveness.

Server Response

0s 0.6s 1.2s 1.8s 2.4s 3.0s
1.27s

All Page Content Loaded

0s 4s 8s 12s 16s 20s
3.9s

All Page Scripts Complete

0s 4s 8s 12s 16s 20s
9.1s

Page Size Info ✔

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

Total Page Size

0MB 4MB 8MB 12MB 16MB 20MB
2.7MB

Page Size Breakdown

- HTML (0.05MB)
- CSS (0.8MB)
- JS (0.49MB)
- Images (0.92MB)
- Other (0.42MB)

Total 2.68 MB
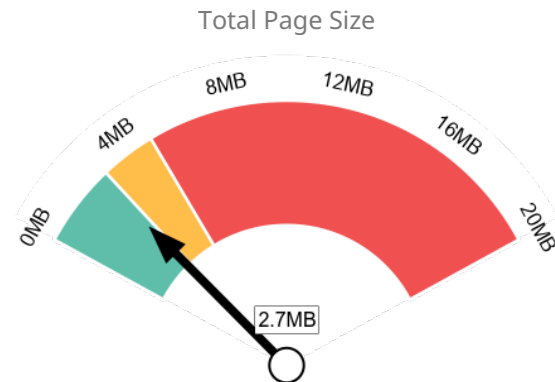
Number of Resources

i

This check displays the total number of files that need to be retrieved from web servers to load your page. As a general rule, having more files to retrieve increases the number of server requests and can subsequently increase page load time. It is a good idea to removing unnecessary files or consolidate files like styles and scripts where possible.

#	HTML	{;} JS	{ } CSS	Image	•••
36 Total Objects	**2** Number of HTML Pages	**6** Number of JS Resources	**5** Number of CSS Resources	**14** Number of Images	**9** Other Resources

JavaScript Errors

✓

Your page is not reporting any JavaScript errors.

GZIP Compression

✓

Your website is using GZIP compression.

Optimize Images

✗

Your page appears to include images which are poorly optimized. Properly formatting and compressing images can have a significant impact on page load performance.

Minification

✓

All your JavaScript and CSS files appear to be minified.

Deprecated HTML

✓

No deprecated HTML tags have been found within your page.

Inline Styles

✗

Your page appears to be using inline styles. Inline styles are an older coding practice and discouraged in favor of using CSS style sheets, due to their ability to degrade page load performance and unnecessarily complicate HTML Code.

Social Results

B-
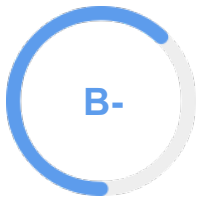
Your social could be better

You do not appear to have a strong social presence or level of social activity (or we may just not be able to see your profiles!). Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to your website. We recommend that you have all of your profiles listed on your page for visibility, and work to build a following on those networks.

Facebook Connected ✓

Your page has a link to a Facebook Page.

Twitter Connected ✓

Your page has a link to a Twitter profile.

Twitter Activity ✓

You have a strong following on Twitter.

2615
Followers

LinkedIn Connected ✗

No associated LinkedIn profile found linked on your page.

Social Shares ✗

You have a low level of Social Sharing of this page. Social Sharing is an effective way to drive traffic and build brand awareness.
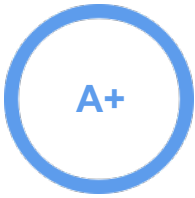
0
Facebook

0
LinkedIn

0
Pinterest

0
Stumbleupon

Security Results

Your security looks very good!

We haven't identified obvious security problems on your website. Security is important to ensure your website protects user data, doesn't become compromised or experience downtime or data loss. We recommend ongoing patching and the continuous use of protective monitoring tools.

A+

SSL Enabled ✓

Your website has SSL enabled.

HTTPS Redirect ✓

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

Malware Check ✓

Your website has been flagged as safe by popular malware scanners

Google Safe Browsing ✓   McAfee ✓   Norton by Symantec ✓   AVG ✓

Critical Software Up To Date ✓

No outdated software versions were identified on your server.

Recommendations

Social	Encourage Page Social Sharing	Medium Priority
Performance	Improve server response time	Medium Priority
Performance	Optimize your images to reduce their file size	Low Priority
SEO	Add ALT attributes to all images	Low Priority
Mobile & UI	Improve the size of tap targets	Low Priority
Performance	Remove inline styles	Low Priority
Social	Create and link an associated LinkedIn profile	Low Priority