






Website review amazon.co.uk

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The score is 46/100







SEO Content

	Title	<p>Amazon.co.uk: Low Prices in Electronics, Books, Sports Equipment & more</p> <p>Length : 71</p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.</p>												
	Description	<p>Sign up to Amazon Prime for unlimited free delivery. Low prices at Amazon on digital cameras, MP3, sports, books, music, DVDs, video games, home & garden and much more.</p> <p>Length : 168</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.</p>												
	Keywords	<p>digital camera, LCD TV, books, DVD, low prices, video games, pc games, software, electronics, home, garden, video, amazon</p> <p>Good, your page contains meta keywords.</p>												
	Og Meta Properties	<p>Good, your page take advantage of Og Properties.</p> <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>description</td><td>Sign up to Amazon Prime for unlimited free delivery. Low prices at Amazon on digital cameras, MP3, sports, books, music, DVDs, video games, home & garden and much more.</td></tr></tbody></table>	Property	Content	description	Sign up to Amazon Prime for unlimited free delivery. Low prices at Amazon on digital cameras, MP3, sports, books, music, DVDs, video games, home & garden and much more.								
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description	Sign up to Amazon Prime for unlimited free delivery. Low prices at Amazon on digital cameras, MP3, sports, books, music, DVDs, video games, home & garden and much more.													
	Headings	<table><thead><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr></thead><tbody><tr><td>0</td><td>15</td><td>0</td><td>1</td><td>0</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none">• [H2] Toys & Games• [H2] Home & Kitchen• [H2] Amazon Basics• [H2] Sign in for your best experience• [H2] Top Sellers in Books for you• [H2] Top Sellers in Toys for you	H1	H2	H3	H4	H5	H6	0	15	0	1	0	0
H1	H2	H3	H4	H5	H6									
0	15	0	1	0	0									

SEO Content

		<ul style="list-style-type: none"> • [H2] Fashion for all • [H2] Pet care • [H2] Outdoor tools for all seasons • [H2] Learning & Developmental Toys • [H2] International top sellers in Home improvement • [H2] Popular products in Home internationally • [H2] Popular products in DVDs internationally • [H2] International top sellers • [H2] International top sellers in Shoes • [H4] Select your cookie preferences
	Images	<p>We found 224 images on this web page.</p> <p>11 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>
	Text/HTML Ratio	<p>Ratio : 2%</p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>
	Flash	Perfect, no Flash content has been detected on this page.
	Iframe	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

SEO Links

	URL Rewrite	Bad. Your links have query string.
	Underscores in the URLs	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 72 links including 1 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 5.56%</p> <p>Internal Links 94.44%</p>

In-page links

Anchor	Type	Juice
Cookie notice	Internal	Passing Juice
103 third parties	Internal	Passing Juice
Cookie preferences	Internal	Passing Juice
Privacy notice	Internal	Passing Juice
Customise	Internal	Passing Juice
-	Internal	Passing Juice
Best Sellers	Internal	Passing Juice
New Releases	Internal	Passing Juice
Today's Deals	Internal	Passing Juice
Books	Internal	Passing Juice
Gift Cards & Top Up	Internal	Passing Juice
Home & Garden	Internal	Passing Juice
Electronics	Internal	Passing Juice
Fashion	Internal	Passing Juice
Beauty	Internal	Passing Juice
Pet Supplies	Internal	Passing Juice
Toys & Games	Internal	Passing Juice
PC & Video Games	Internal	Passing Juice
PC	Internal	Passing Juice
Health & Personal Care	Internal	Passing Juice
Car & Motorbike	Internal	Passing Juice
Baby	Internal	Passing Juice
Shopper Toolkit	Internal	Passing Juice
Sell on Amazon	Internal	Passing Juice
Subscribe & Save	Internal	Passing Juice
Gift Ideas	Internal	Passing Juice
Vouchers	Internal	Passing Juice


In-page links

Sports & Outdoors	Internal	Passing Juice
Customer Service	Internal	Passing Juice
Kindle Books	Internal	Passing Juice
Disability Customer Support	Internal	Passing Juice
Click here to learn more about international shipping.	Internal	Passing Juice
Sign in securely	Internal	Passing Juice
Start here.	Internal	Passing Juice
Start here.	Internal	Passing Juice
View or edit your browsing history	Internal	Passing Juice
Careers	External	Passing Juice
About Us	Internal	Passing Juice
UK Modern Slavery Statement	Internal	Passing Juice
Amazon Science	External	Passing Juice
Sell on Amazon	Internal	Passing Juice
Sell on Amazon Business	Internal	Passing Juice
Sell on Amazon Handmade	Internal	Passing Juice
Associates Programme	Internal	Passing Juice
Fulfilment by Amazon	Internal	Passing Juice
Seller Fulfilled Prime	Internal	Passing Juice
Advertise Your Products	Internal	Passing Juice
Independently Publish with Us	External	Passing Juice
Amazon Pay	External	Passing Juice
Host an Amazon Hub	Internal	Passing Juice
See More Make Money with Us	Internal	Passing Juice
Amazon Platinum Mastercard	Internal	Passing Juice
Amazon Classic Mastercard	Internal	Passing Juice
Amazon Money Store	Internal	Passing Juice
Gift Cards	Internal	Passing Juice

In-page links

Amazon Currency Converter	Internal	Passing Juice
Payment Methods Help	Internal	Passing Juice
Shop with Points	Internal	Passing Juice
Top Up Your Account	Internal	Passing Juice
Top Up Your Account in Store	Internal	Passing Juice
COVID-19 and Amazon	Internal	Passing Juice
Track Packages or View Orders	Internal	Passing Juice
Delivery Rates & Policies	Internal	Passing Juice
Returns & Replacements	Internal	Passing Juice
Recycling	Internal	Passing Juice
Manage Your Content and Devices	Internal	Passing Juice
Amazon Mobile App	Internal	Passing Juice
Amazon Assistant	Internal	Passing Juice
Customer Service	Internal	Passing Juice
Accessibility	Internal	Passing Juice
Conditions of Use & Sale	Internal	Passing Juice
Interest-Based Ads Notice	Internal	Passing Juice

SEO Keywords

	Keywords Cloud	cookie more services products service make amazon top notice cookies
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
amazon	24	✓	✓	✓	✓
cookies	7	✗	✗	✗	✗
notice	7	✗	✗	✗	✗










Keywords Consistency

top	7	✖	✖	✖	✔
cookie	5	✖	✖	✖	✔

Usability

	Url	Domain : amazon.co.uk Length : 12
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is en.
	Dublin Core	This page does not take advantage of Dublin Core.

Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 95 Warnings : 70
	Email Privacy	Great no email address has been found in plain text!
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<div>  Excellent, your website doesn't use nested tables. </div> <div>  Too bad, your website is using inline styles. </div> <div>  Great, your website has few CSS files. </div>

Document

- ✓ Perfect, your website has few JavaScript files.
- ✓ Perfect, your website takes advantage of gzip.

Mobile



Mobile Optimization

- ✗ Apple Icon
- ✗ Meta Viewport Tag
- ✓ Flash content

Optimization



XML Sitemap

Great, your website has an XML sitemap.

https://www.amazon.co.uk/sitemaps.e49bfbf08ac5517.SitemapIndex_0.xml.gz

https://www.amazon.co.uk/sitemaps.2307ea63773dfee.SitemapIndex_0.xml.gz



Robots.txt

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

Great, your website has a robots.txt file.



Analytics

Missing

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.