



Website review groceries.asda.com

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The score is 44/100



SEO Content

	Title	Length : 0 Very bad. We haven't found title on your page.					
	Description	Length : 0 Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description.					
	Keywords	Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.					
	Og Meta Properties	This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them.					
	Headings	H1 0	H2 0	H3 0	H4 0	H5 0	H6 0
	Images	We found 0 images on this web page. Good, most or all of your images have alt attributes.					
	Text/HTML Ratio	Ratio : 0% This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.					
	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	Good. Your links looks friendly!
	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 1 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100%

In-page links

Anchor	Type	Juice
Skip to Main Content	Internal	Passing Juice


SEO Keywords

	Keywords Cloud	skip main content
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
skip	1	×	×	×	×
main	1	×	×	×	×
content	1	×	×	×	×











Usability

	Url	Domain : groceries.asda.com Length : 18
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Usability

	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 : 4 Warnings : 0
	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><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><div> Perfect, your website has few JavaScript files.</div><div> Perfect, your website takes advantage of gzip.</div></div>

Mobile

	Mobile Optimization	<div><div> Apple Icon</div></div>
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Mobile

- ✓ Meta Viewport Tag
- ✓ Flash content

Optimization

✓	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <p>https://groceries.asda.com/sitemap-index.xml</p>
✓	Robots.txt	<p>http://groceries.asda.com/robots.txt</p> <p>Great, your website has a robots.txt file.</p>
✗	Analytics	<p>Missing</p> <p>We didn't detect an analytics tool installed on this website.</p> <p>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.</p>