Website review nhs.uk

Generated on March 27 2025 11:52 AM

The score is 70/100

SEO Content

	Title	NHS website for England - NHS
✓		**Length : 29**
		Perfect, your title contains between 10 and 70 characters.
⚠	Description	Find information and services to help you manage your health.
		Length : 61
		Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.
✗	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	Good, your page take advantage of Og Properties.

Property	Content
url	https://www.nhs.uk/
site_name	nhs.uk
title	NHS website for England
description	Find information and services to help you manage your health.
type	website
locale	en_GB
image	https://www.nhs.uk/static/nhsuk/img/open-graph.a74435697f45.png
image:alt	nhs.uk

	Headings						
		H1	**H2**	**H3**	**H4**	**H5**	**H6**
		1	12	4	0	0	0

SEO Content

- [H1] NHS website for England Find information and services to help you manage your health
- [H2] Health A to Z
- [H2] Medicines A to Z
- [H2] Manage your health
- [H2] NHS services
- [H2] Featured
- [H2] More information and advice
- [H2] Vaccinations
- [H2] COVID-19
- [H2] Baby
- [H2] Women's health
- [H2] Contraception
- [H2] Support links
- [H3] Help from NHS 111
- [H3] Flu vaccine
- [H3] Calculate your body mass index (BMI)
- [H3] Get healthcare cover abroad with a UK GHIC or EHIC

	Images	We found 0 images on this web page. Good, most or all of your images have alt attributes.
	Text/HTML Ratio	Ratio : **23%** Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.
	Flash	Perfect, no Flash content has been detected on this page.
	Iframe	Great, there are no Iframes detected on this page.

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 31 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 0%

SEO Links

		Internal Links 100%		

In-page links

Anchor	Type	Juice
Skip to main content	Internal	Passing Juice
Health A to Z	Internal	Passing Juice
Medicines A to Z	Internal	Passing Juice
111.nhs.uk	Internal	Passing Juice
Flu vaccine	Internal	Passing Juice
Calculate your body mass index (BMI)	Internal	Passing Juice
Get healthcare cover abroad with a UK GHIC or EHIC	Internal	Passing Juice
Vaccinations	Internal	Passing Juice
COVID-19	Internal	Passing Juice
Baby	Internal	Passing Juice
Women's health	Internal	Passing Juice
Contraception	Internal	Passing Juice
Home	Internal	Passing Juice
Live Well	Internal	Passing Juice
Mental health	Internal	Passing Juice
Care and support	Internal	Passing Juice
Pregnancy	Internal	Passing Juice
NHS services	Internal	Passing Juice
Coronavirus (COVID-19)	Internal	Passing Juice
NHS App	Internal	Passing Juice
Find my NHS number	Internal	Passing Juice
View your GP health record	Internal	Passing Juice
View your test results	Internal	Passing Juice

In-page links

About the NHS	Internal	Passing Juice
Other NHS websites	Internal	Passing Juice
Profile editor login	Internal	Passing Juice
About us	Internal	Passing Juice
Give us feedback	Internal	Passing Juice
Accessibility statement	Internal	Passing Juice
Our policies	Internal	Passing Juice
Cookies	Internal	Passing Juice

SEO Keywords

Keywords Cloud	services help including nhs information get health view support how

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
nhs	17	✔	✖	✖	✔
health	12	✖	✖	✔	✔
get	7	✖	✖	✖	✔
how	7	✖	✖	✖	✖
services	6	✖	✖	✔	✔

Usability

	Url	Domain : nhs.uk Length : 6
✔	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.

Usability

❌		
✅	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 : 1 Warnings : 5
✅	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	✔ Excellent, your website doesn't use nested tables. ✔ Perfect. No inline css has been found in HTML tags! ✔ Great, your website has few CSS files. ✔ 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.nhs.uk/sitemap.xml
✅	Robots.txt	http://nhs.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.