Website review
bigdogg.co.uk

Generated on September 22 2024 12:32 PM

The score is 51/100

SEO Content

⚠️	Title	Big Dogg **Length : 8** Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.
❌	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	Good, your page take advantage of Og Properties.

Property	Content
site_name	Big Dogg
title	Big Dogg
url	https://www.bigdogg.co.uk
type	website
image	http://static1.squarespace.com/static/5dd35f931aa1fd743bc2e7e9/t/5dd3648176d4226b2a7b289f/1574134915233/Big%2BDogg_Full%2BLogo_Rich%2BBlack.png?format=1500w
image:width	500
image:height	111

⚪	Headings	

H1	H2	H3	H4	H5	H6
4	5	3	0	0	0

SEO Content

- [H1] do it better.
- [H1] browse our casual range
- [H1] sports apparel
- [H1] CUSTOM SPORTS APPAREL
- [H2] The Big Dogg story so far...
- [H2] UK PARTNERSHIPS
- [H2] UK AMBASSADORS
- [H2] Follow: @bigdoggclothing
- [H2] Stay tuned!
- [H3] Big Dogg clothing began as an idea by 3 good mates back in 2012 after purchasing one trucker hat with the text "Big Dogg" on the front. The hat was an immediate hit in high demand at their local Cricket Club and so the story began...
- [H3] After many years, thousands of orders and four continents later, here we are, proud to offer a range of Big Dogg Lifestyle and Sporting Apparel.
- [H3] READ MORE

❌	Images	We found 37 images on this web page. 2 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.
❌	Text/HTML Ratio	Ratio : **13%** 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	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 18 links including 0 link(s) to files
⚪	Statistics	External Links : noFollow 0% External Links : Passing Juice 22.22%

SEO Links

Internal Links 77.78%

In-page links

Anchor	Type	Juice
Big Dogg UK	Internal	Passing Juice
Sports Apparel	Internal	Passing Juice
Shop	Internal	Passing Juice
About	Internal	Passing Juice
Stores	Internal	Passing Juice
Locations	Internal	Passing Juice
Submit Enquiry	Internal	Passing Juice
VIEW OUR RANGE	Internal	Passing Juice
Click for more information.	Internal	Passing Juice
Click for more information.	Internal	Passing Juice
Click for more information.	Internal	Passing Juice
@	External	Passing Juice
Privacy	Internal	Passing Juice
Shipping + Handling	Internal	Passing Juice
Returns + Exchanges	Internal	Passing Juice
Instagram	External	Passing Juice
Facebook	External	Passing Juice
Twitter	External	Passing Juice

SEO Keywords

Keywords Cloud

view fullsize big more click sports information range apparel dogg

SEO Keywords

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
big	10	✔	✖	✖	✔
dogg	10	✔	✖	✖	✔
sports	9	✖	✖	✖	✔
apparel	9	✖	✖	✖	✔
view	9	✖	✖	✖	✖

Usability

⊙	Url	Domain : bigdogg.co.uk Length : 13
✔	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 : 0 Warnings : 0

Document

	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.
		✗ Too bad, your website is using inline styles.
		✓ Great, your website has few CSS files.
		✗ Too bad, your website has too many JS files (more than 6).
		✓ 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.bigdogg.co.uk/sitemap.xml

	Robots.txt	http://bigdogg.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.