SEO Site Checkup

https://www.britroute.co.uk

Report generated on Mar 09, 2024

SEO Score
79/100
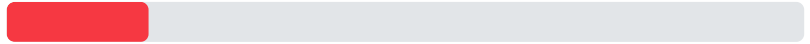
13 Failed

7 Warnings

53 Passed

Common SEO issues

4 Failed   **1** Warnings   **20** Passed

✅ Meta Title Test

This webpage is using a title tag.

> **Text:** BritRoute- Best Way to go
> **Length:** 25 characters

⚠️ Meta Description Test

This webpage is using a meta description tag with a length of **140 characters.** We recommend using well-written and inviting meta descriptions with a length **between 150 and 220 characters** (spaces included).

> **Text:** BritRoute is the UK's most reliable and trustworthy company that provides minibus and coach hire services. When you need a top-notch minibus
> **Length:** 140 characters

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◉ Google Search Results Preview Test

Desktop version

https://britroute.co.uk/
BritRoute- Best Way to go
BritRoute is the UK's most reliable and trustworthy company that provides minibus and coach hire services. When you need a top-notch minibus

Mobile version

https://britroute.co.uk/
BritRoute- Best Way to go
BritRoute is the UK's most reliable and trustworthy company that provides minibus and coach hire services. When you need a...

✅ Social Media Meta Tags Test

This webpage is using social media meta tags.

Open Graph Meta Tags	
og:locale	en_GB
og:type	website
og:title	BritRoute- Best Way to go
og:description	BritRoute is the UK's most reliable and trustworthy company that provides minibus and coach hire services. When you need a top-notch minibus
og:url	https://britroute.co.uk/
og:site_name	BritRoute
og:image	https://britroute.co.uk/wp-content/uploads/2023/10/WhatsApp-Image-2023-10-01-at-8.10.16-PM-768x501.jpeg

Twitter Card Meta Tags	
twitter:card	summary_large_image

Most Common Keywords Test

There is likely no optimal keyword density (search engine algorithms have evolved beyond keyword density metrics as a significant ranking factor). It can be useful, however, to note which keywords appear most often on your page and if they reflect the intended topic of your page. More importantly, the keywords on your page should appear within natural sounding and grammatically correct copy.

| 36 | islands | 27 | saint | 20 | britroute | 20 | pickup | 17 | hire |

Keywords Usage Test

The most common keywords of this webpage are distributed well across the important HTML tags. This helps search engines to properly identify the topic of this webpage.

Keyword	Title tag	Meta description	Headings
islands	✗	✗	✗
saint	✗	✗	✗
britroute	✓	✓	✓
pickup	✗	✗	✗
hire	✗	✓	✗

◎ Keywords Cloud Test

16 address | 3 affordable | 3 afghanistan | 4 airbags | 6 airport | 3 albania | 3 algeria

6 bissau | 7 book | 4 booked | 6 british | 20 britroute | 5 buses | 6 checkbox | 4 city

9 coach | 9 coaches | 4 company | 4 conditions | 9 congo | 8 contact | 4 corporate

4 date | 7 driver | 14 drop | 4 email | 4 england | 6 event | 4 family | 6 fleet | 4 form

4 format | 9 française | 6 french | 3 friendly | 6 futuna | 6 group | 15 guinea | 12 have

17 hire | 4 hours | 4 info | 4 ireland | 9 island | 36 islands | 3 journey | 6 kingdom

6 korea | 4 large | 4 march | 6 martin | 13 minibus | 7 minibuses | 6 miquelon

6 moldova | 10 multiple | 3 needs | 6 netherlands | 6 north | 4 northern | 3 offer

3 options | 3 phone | 20 pickup | 6 pierre | 4 policy | 4 privacy | 6 provide | 6 príncipe

6 quote | 4 reliable | 12 republic | 4 request | 11 return | 6 réunion | 27 saint | 6 samoa

5 seater | 4 seats | 5 service | 7 services | 3 shqipëri | 9 south | 4 spacious | 6 states

6 sudan | 6 suitcase | 4 terms | 14 time | 6 tomé | 4 transfer | 5 transportation | 7 travel

14 trip | 15 united | 6 virgin | 6 wallis | 3 ⬚⬚⬚⬚⬚⬚⬚⬚ | 6 ⬚⬚⬚⬚⬚⬚ | 6 ⬚⬚⬚⬚⬚⬚

◎ Related Keywords Test

This URL is currently ranked in the top 20 organic Google listings for the search terms below:

- 11 seater minibus
- mini bus hire carlisle
- minibus hire carlisle
- york minibus hire
- minibus hire peterborough
- minibus hire york
- london to southend coach
- mini bus hire derby
- mini bus hire york
- minibus hire derby

◎ Competitor Domains Test

This domain has an Authority Score of **0/100** while the **Average Authority Score** of top 100 sites is **89.5**. Some of the most relevant competitors for this domain are listed below:

✅ Heading Tags Test

This webpage contains headings tags.

H1 tags

Your Minibus & Coach Travel Experts

H2 tags

Most Affordable Rates Guaranteed

Experience a seamless travel journey with our reliable and budget-friendly options at Britroute. We prioritise your convenience and provide efficient services around the clock. Whether you're planning a quick getaway or a long-anticipated trip, we offer diverse travel packages to suit your needs.

Request A Quote

Our Services

Why Choose BritRoute Us?

Testimonials

FAQs

✅ Robots.txt Test

Congratulations! Your site uses a "robots.txt" file.

https://britroute.co.uk/robots.txt

✅ Sitemap Test

This website has a sitemap file.

https://britroute.co.uk/sitemap_index.xml

✅ SEO Friendly URL Test

All links from this webpage are SEO friendly.

❌ Image Alt Test

This webpage is using "img" tags with empty or missing "alt" attribute!

How to pass this test?

In order to pass this test you must add an **alt** attribute to every **<img>** tag used into your webpage.

An image with an alternate text specified is inserted using the following HTML line:

```
<img src="image.png" alt="text_to_describe_your_image">
```

Remember that the point of alt text is to provide the same functional information that a visual user would see. Search engines, users who disabled images in their browsers and other agents who are unable to see the images on your webpage can read the alt attributes assigned to the image since they cannot view it.

Learn more about optimizing images for SEO.

❌ Responsive Image Test

Not all images in this webpage are properly sized! This webpage is serving images that are larger than needed for the size of the user's viewport.

How to pass this test?

This issue can be fixed by using responsive images, which relies on creating multiple versions of each image, that are served via CSS media queries depending on the user's viewport dimensions.

Another solution can be to use vector-based image formats like SVG. SVG images scale appropriately to any size, without wasting unnecessary bandwidth. Also consider image CDNs that can help serve responsive images.

✅ Image Aspect Ratio Test

All image display dimensions match the natural aspect ratio.

❌ Inline CSS Test

This webpage is using inline CSS styles!

How to pass this test?

It is a good practice to move all the inline CSS rules into an external file in order to make your page "lighter" in weight and decrease the code to text ratio.

- check the HTML code of your page and identify all style attributes

- for each style attribute found you must properly move all declarations in the external CSS file and remove the style attribute

For example:

```
<!--this HTML code with inline CSS rule:-->
<p style="color:red; font-size: 12px">some text here</p>

<!--would became:-->
<p>some text here</p>

<!--and the rule added into your CSS file:-->
p{color:red; font-size: 12px}
```

✅ Deprecated HTML Tags Test

This webpage does not use HTML deprecated tags.

✅ Google Analytics Test

This webpage is using Google Analytics.

✅ Favicon Test

🏴 This website appears to have a favicon.

◉ Backlinks Test

This domain has an Authority Score of **0/100** while the **Average Authority Score** of top 100 sites is **89.5**. Also, this domain has **22 backlinks** from **5 referring domains** and some recently found backlinks are listed below:

FEB 15, 2024	https://www.acompio.co.uk/BritRoute-Ltd-39681798.html
JAN 2, 2024	https://www.yell.com/s/minibus+hire-vale+of+health-north+west+london.html
DEC 22, 2023	https://www.yell.com/s/coach+hire-nw3.html
DEC 20, 2023	https://www.yell.com/s/minibus+hire-n1.html
DEC 17, 2023	https://www.yell.com/s/minibus+hire-n7.html
NOV 26, 2023	https://www.yell.com/s/minibus+hire-sw8.html
NOV 25, 2023	https://www.yell.com/s/mini+bus+companies-london.html
NOV 25, 2023	https://www.yell.com/s/coach+hire-n6.html
NOV 21, 2023	https://www.yell.com/s/minibus+hire-n6.html
NOV 17, 2023	https://sparltech.com/top-ranking-sites-2426/

✓ JS Error Test

There are no severe JavaScript errors on this webpage.

✓ Console Errors Test

This webpage doesn't have any warnings or errors caught by the Chrome DevTools Console.

✓ Charset Declaration Test

This webpage has a character encoding declaration.

> *Content-Type: text/html; charset=UTF-8*

✓ Social Media Test

This webpage is connected successfully with social media using:
Facebook

Speed optimizations

5 Failed   4 Warnings   16 Passed

✖ HTML Page Size Test

The size of this webpage's HTML is **65.67 Kb**, and is greater than the average size of **33 Kb**! This can lead to slower loading times, lost visitors, and decreased revenue. Good steps to reduce HTML size include: using HTML compression, CSS layouts, external style sheets, and moving javascript to external files.

How to pass this test?

In order to resolve this problem you are advised to:

- use gzip compression
- move all CSS style rules into a single, external and minified CSS file
- minify all JS files and, if possible, try combining them into a single external JS file
- use CSS layouts

✖ DOM Size Test

The Document Object Model (DOM) of this webpage has **5,245 nodes** which is greater than the recommended value of 1,500 nodes! A large DOM size negatively affects site performance and increases the page load time.

How to pass this test?

In order to pass this test, you need to reduce the DOM size.

First, you need to identify the causes of an excessive number of DOM nodes. They can be: poorly coded plugins or themes, DOM nodes created dynamically via JavaScript, page builders that generate bloated HTML, copy-paste text into a WYSIWYG editor, hidden elements via CSS, etc.

Second, you need to remove the unnecessary tags and even refactor or rewrite some parts of the code/template. Another workarounds can be: code splitting (create more pages instead of one long page), consider to lazy load some parts of your website in order to speed up the initial rendering, implement infinite scroll, improve page rendering with content visibility (with the CSS content-visibility property, the browser will skip the styling, layout, and paint until the user scrolls down the page).

✔ HTML Compression/GZIP Test

This webpage is successfully compressed using **br compression** on your code. The HTML code is compressed from **506.15 Kb** to **65.67 Kb (87% size savings)**. This helps ensure a faster loading webpage and improved user experience.

✔ Site Loading Speed Test

The loading time of this webpage (measured from N. Virginia, US) is around **3.82 seconds** and this is under the average loading speed which is **5 seconds.**

JS Execution Time Test

The JavaScript code used by this webpage is executed in less than **2 seconds.**

❌ Page Objects Test

This webpage is using more than **20 http requests**, which can slow down page loading and negatively impact user experience!

Content size by content type

Content type	Percent	Size
Javascript	36.7 %	499.97 Kb
Font	34.6 %	471.70 Kb
Image	15.3 %	209.21 Kb
Css	8.9 %	121.64 Kb
Html	4.2 %	57.48 Kb
Other	0.3 %	3.45 Kb
TOTAL	100%	1.33 Mb

Requests by content type

Content type	Percent	Requests
Javascript	33.6 %	42
Css	30.4 %	38
Image	17.6 %	22
Font	9.6 %	12
Other	7.2 %	9
Html	1.6 %	2
TOTAL	100%	125

Content size by domain

Domain	Percent	Size
britroute.co.uk	69.8 %	952.21 Kb
googletagmanager.com	13.1 %	178.63 Kb
fonts.gstatic.com	8.1 %	110.99 Kb

❌ Page Objects Test

maps.googleapis.com	5.6 %	75.73 Kb
widget.trustpilot.com	2.2 %	29.50 Kb
fonts.googleapis.com	0.4 %	5.84 Kb
invitejs.trustpilot.com	0.3 %	3.96 Kb
googleads.g.doubleclick.net	0.2 %	3.18 Kb
googleadservices.com	0.1 %	2.00 Kb
google.com	0.0 %	627 B
Other	0.1 %	827 B
TOTAL	**100%**	**1.33 Mb**

Requests by domain

Domain	Percent	Requests
britroute.co.uk	73.6 %	92
widget.trustpilot.com	7.2 %	9
fonts.gstatic.com	6.4 %	8
fonts.googleapis.com	2.4 %	3
google.com	2.4 %	3
maps.googleapis.com	1.6 %	2
googletagmanager.com	1.6 %	2
googleads.g.doubleclick.net	1.6 %	2
invitejs.trustpilot.com	0.8 %	1
googleadservices.com	0.8 %	1
Other	1.6 %	2
TOTAL	**100%**	**125**

❌ Page Cache Test (Server Side Caching)

It doesn't appear that this website is caching webpages. Cached pages serve up static html and avoid potentially time consuming queries to your database. It also helps lower server load by up to 80%. Caching most visibly benefits high traffic pages that access a database, but whose content does not change on every page view. Common caching methods include Alternative PHP Cache, Quickcache, and WP Super Cache (for Wordpress sites). Caching mechanisms also typically compress HTML, further reducing page size and load time.

How to pass this test?

In order to pass this test you are advised to use a caching mechanism for your pages. There are three methods which can be used to caching your web pages:

1. **Alternative PHP caching**
   - Alternative PHP Cache (APC) is an open source framework which caches data using intermediate PHP code. Most web programmers who are familiar with the PHP programming language can easily set up Alternative PHP Cache for your site.

2. **Quickcache**
   - Quickcache is a lightweight page caching solution which was formerly known as jpcache. Quickcache caches the page output rather than compiling the PHP page, making it a superior version of page caching to the Alternative PHP caching. Quickcache can be quickly downloaded from their website and can reduce your page load time up to 80%.

3. **WP Super Cache**
   - If you have a Wordpress website, WP Super Cache can be installed within seconds and without no programming knowledge.

✅ Flash Test

This webpage does not include flash objects (an outdated technology that was sometimes used to deliver rich multimedia content). Flash content does not work well on mobile devices, and is difficult for crawlers to interpret.

⚠️ CDN Usage Test

This webpage is not serving all resources (images, javascript and css) from CDNs!

How to pass this test?

In order to pass this test you are advised to use a CDN service. A Content Delivery Network (CDN) is a globally distributed network of web servers that allows a quick transfer of assets and provides high availability and high performance. The primary benefits of using a CDN service are:

- Improving website loading times

- Reducing bandwidth costs

- Increasing content availability and redundancy

- Improving website security

✅ Modern Image Format Test

This webpage is using images in a modern format.

✅ Image Metadata Test

This webpage is not using images with large metadata.

✅ Image Caching Test

This website is using cache headers for images and the browsers will display these images from the cache.

✅ JavaScript Caching Test

This webpage is using cache headers for all JavaScript resources.

✅ CSS Caching Test

This webpage is using cache headers for all CSS resources.

✅ JavaScript Minification Test

All JavaScript files used by this webpage are minified.

✅ CSS Minification Test

All CSS resources used by this webpage are minified.

SEO Site Checkup

❌ Render Blocking Resources Test

This webpage is using render blocking resources! Eliminating render-blocking resources can help this webpage to load significantly faster and will improve the website experience for your visitors.

How to pass this test?

In order to pass this test, you have to reduce the impact of render-blocking resources.

First, you have to identify what's critical and what's not. You can use the Chrome DevTools (Coverage tab) to identify non-critical CSS and JS.

Once you've identified critical code, you can try the below methods to eliminate render-blocking resources:

- inline critical JS within a script tag in your HTML document

- inline critical CSS required for the first paint inside a style block in the head of the HTML document

- move the script and link tags at the end of the HTML document

- add async or defer attributes to non-critical script or link tags

- split CSS styles into different files, organized by media query

- compress and minify your text-based resources

✅ Nested Tables Test

This webpage is not using nested tables. This speeds up page loading time and optimizes the user experience.

✅ Frameset Test

This webpage does not use frames.

✅ Doctype Test

This webpage has a doctype declaration.

```
<!DOCTYPE html>
```

⚠️ URL Redirects Test

This URL performed 1 redirects! While redirects are typically not advisable (as they can affect search engine indexing issues and adversely affect site loading time), one redirect may be acceptable, particularly if the URL is redirecting from a non-www version to its www version, or vice-versa.

https://www.britroute.co.uk/ → https://britroute.co.uk/

⚠️ Largest Contentful Paint Test

The Largest Contentful Paint duration of this webpage is **3.56** seconds. To provide a good user experience, Google recommends that sites should strive to have Largest Contentful Paint of **2.5** seconds or less.

> **Largest Contentful Paint element within the viewport:**
>
> **Text:** *Most Affordable Rates Guaranteed Your Minibus & Coach Travel Experts Experience ...*
> **Html:** *<div class="elementor-element elementor-element-249e1934 e-con..." data-id="249e1934" data-element_type="container" data-settings="{"background_background":"classic","content_width"..." data-e-bg-lazyload="" data-core-v316-plus="true">*

How to pass this test?

The reason Google chose LCP as a relevant SEO metric is that it directly influences user experience. The loading of the biggest element on a page determines how quickly the user will be able to view its contents and interact with it. For most websites, you can improve the Largest Contentful Paint by sticking to a few guiding principles:

- Try to reduce the server response time.

- Eliminate as many render-blocking resources (CSS and JavaScript) as possible.

- Optimize the loading times for resources on the webpage.

✅ Cumulative Layout Shift Test

The CLS score of this webpage is **0.0586**. To provide a good user experience, Google recommends that sites should strive to have a CLS score of **0.1** or less.

> **DOM element which contributes the most to CLS score:**
>
> **Text:** Most Affordable Rates Guaranteed Your Minibus & Coach Travel Experts Experience ...
> **Html:** *<div class="elementor-element elementor-element-7251e3d3 e-con..." data-id="7251e3d3" data-element_type="container" data-settings="{"content_width":"full"}">*
> **Score:** 0.0232

Server and security   **3** Failed   **0** Warnings   **7** Passed

✅ URL Canonicalization Test

https://britroute.co.uk/ and https://www.britroute.co.uk/ resolve to the same URL.

✅ SSL Checker and HTTPS Test

This website is successfully using HTTPS, a secure communication protocol over the Internet.

- ✅ The certificate is not used before the activation date.
- ✅ The certificate has not expired.
- ✅ The hostname "britroute.co.uk" is correctly listed in the certificate.
- ✅ The certificate should be trusted by all major web browsers.
- ✅ The certificate was not revoked.
- ✅ The certificate was signed with a secure hash.

Certificate Chain:

Server certificate	
Common Name	britroute.co.uk
Subject Alternative Names (SANs)	britroute.co.uk, www.britroute.co.uk
Not Valid Before	Wed, February 21st 2024, 6:49:26 pm (UTC)
Not Valid After	Tue, May 21st 2024, 6:49:25 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	R3

Intermediate certificate	
Common Name	R3
Organization	Let's Encrypt
Location	US
Not Valid Before	Fri, September 4th 2020, 12:00:00 am (UTC)
Not Valid After	Mon, September 15th 2025, 4:00:00 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	ISRG Root X1

Root certificate	
Common Name	ISRG Root X1
Organization	Internet Security Research Group

Location	US
Not Valid Before	Thu, June 4th 2015, 11:04:38 am (UTC)
Not Valid After	Mon, June 4th 2035, 11:04:38 am (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	ISRG Root X1

✅ Mixed Content Test (HTTP over HTTPS)

This webpage does not use mixed content - both the initial HTML and all other resources are loaded over HTTPS.

✅ HTTP2 Test

This webpage is using the HTTP/2 protocol.

✅ Safe Browsing Test

This website is not currently listed as suspicious (no malware or phishing activity found).

✅ Server Signature Test

The server signature is off for this webpage.

✅ Directory Browsing Test

Directory browsing is disabled for this website.

✕ Plaintext Emails Test

We've found 1 email addresses in your page code! We advise you to protect email links in a way that hides them from the spam harvesters.

How to pass this test?

In order to pass this test you must make your email addresses invisible to email spiders. Note that the best option is to replace your entire contact mechanism with a contact form and using the POST method while submitting the form.

Other solutions are listed below:

- replace the at (@) and dot (.) characters

- replace text with images

- use email obfuscators

- hide email addresses using JavaScript or CSS trick

✕ Unsafe Cross-Origin Links Test

This webpage is using **target="_blank"** links without **rel="noopener"** or **rel="noreferrer"** attribute, which can expose it to performance and security issues!

How to pass this test?

In order to pass this test, you have to update each link identified in this report, by adding a **rel="noopener"** or a **rel="noreferrer"** attribute or both:

```
<a href="https://example.com" target="_blank" rel="noopener noreferrer">
    Click here
</a>
```

- **rel="noopener"** prevents the new page from being able to access the **window.opener** property and ensures it runs in a separate process.

- **rel="noreferrer"** has the same effect but also prevents the **Referer header** from being sent to the new page.

Mobile usability   **0** Failed   **0** Warnings   **3** Passed

✓ Meta Viewport Test
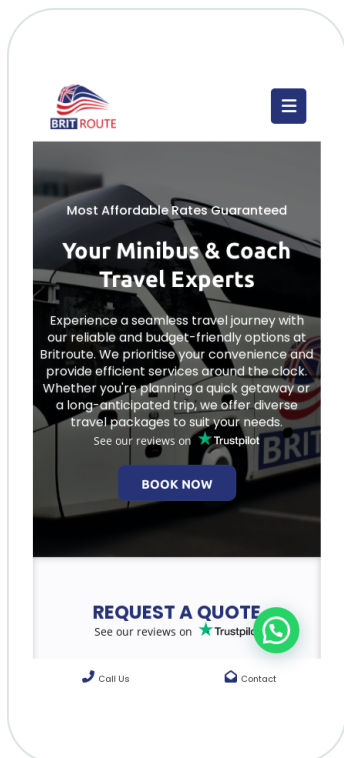
This webpage is using a viewport meta tag.

```
<meta name="viewport" content="width=device-width, initial-scale=1.0, minimum-scale=1.0" />
```

✅ Media Query Responsive Test

This webpage is using CSS media queries, which is the base for responsive design functionalities.

◎ Mobile Snapshot Test

Advanced SEO   **1** Failed   **2** Warnings   **7** Passed

✅ Structured Data Test

This webpage is using structured data.

✅ Custom 404 Error Page Test

This website is using a custom 404 error page. We recommend to have a custom 404 error page in order to improve the website's user experience by letting users know that only a specific page is missing/broken (and not the entire site), providing them helpful links, the opportunity to report bugs, and potentially track the source of broken links.

✅ Noindex Tag Test

This webpage does not use the noindex meta tag. This means that it can be indexed by search engines.

✅ Canonical Tag Test

This webpage is using the canonical link tag. This tag specifies that the URL: https://britroute.co.uk/ is preferred to be used in search results. Please ensure that this specification is correct, as canonical tags are often hard-coded and may not always reflect the latest changes in a site's URL structure.

> *<link href="https://britroute.co.uk/" rel="canonical"/>*

◉ Nofollow Tag Test

This webpage is using the nofollow meta tag! We recommend to use this tag carefully since search engines will not crawl all links from this webpage.

How to pass this test?

If you want search engines to crawl all the outgoing links on your webpage you must remove the nofollow meta tag.

◉ Disallow Directive Test

Your robots.txt file includes a disallow command which instructs search engines to avoid certain parts of your website! You are advised to confirm if access to these resources or pages are intended to be blocked (e.g., if they contain internal-only content or sensitive information).

✅ Meta Refresh Test

This webpage is not using a meta refresh tag.

✅ SPF Records Test

This DNS server is using an SPF record.

> *v=spf1 include:spf.titan.email ~all*

⚠️ Ads.txt Validation Test

This website doesn't use an ads.txt file! Ads.txt is a text file that contains a list of Authorized Digital Sellers. The purpose of ads.txt files is to give advertisers and advertising networks the ability to verify who is allowed to sell advertising on your website.