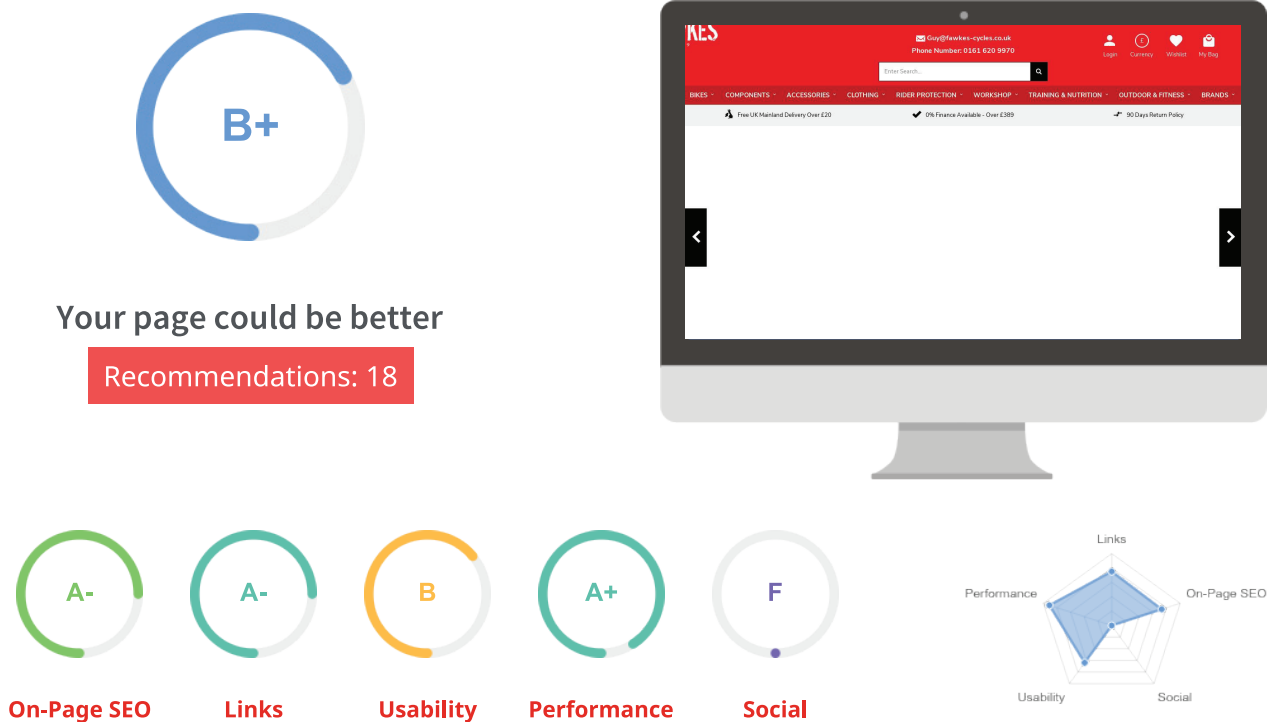


Website Report for fawkes-cycles.co.uk

This report grades your website based on the strength of various SEO factors such as On Page Optimization, Off Page Links, Social and more. The overall Grade is on a A+ to F- scale, with most major, industry leading websites in the A range. Improving your grade will generally make your website perform better for users and rank better in search engines. There are recommendations for improving your website at the bottom of the report. Feel free to reach out to us if you'd like us to help with improving your website's SEO!

Audit Results for fawkes-cycles.co.uk



Recommendations

Reduce length of title tag (to between 10 and 70 characters)

On-Page SEO

Medium Priority

Make greater use of header tags

On-Page SEO

Medium Priority

Update Link URLs to be more human and Search Engine

Links

Low Priority

readable

Create and link your Twitter profile

Social

Low Priority

Use your main keywords across the important HTML tags

On-Page SEO

Low Priority

Increase page text content

On-Page SEO

Low Priority

Optimize your page for Mobile PageSpeed Insights

Usability

Low Priority

Create and link an associated LinkedIn profile

Social

Low Priority

Add Twitter Cards

Social

Low Priority

Please add Facebook Open Graph Tags

Social

Low Priority

Setup & Install a Facebook Pixel

Social

Low Priority

Remove inline styles

Performance

Low Priority

Remove clear text Email Addresses

Usability

Low Priority

Review and Increase Font Sizes across devices

Usability

Low Priority

Create and link an associated YouTube channel

Social

Low Priority

Add Local Business Schema

Other Improvements

Low Priority

Add Business Details to Google Business Profile

Other Improvements

Low Priority

Improve Google Business Profile Rating & Review Count

Other Improvements

Low Priority

On-Page SEO Results



Your On-Page SEO is good

Your page is mostly optimized for On-Page SEO performance. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You can continue to improve your page by ensuring HTML Tag Content is completed correctly and text content is well aligned with chosen keywords.

Title Tag



You have a title tag, but ideally it should be shortened to between 10 and 70 characters (including spaces).

Fawkes Cycles offer all types of cycling parts and accessories, clothing and footwear from many of the sports leading brands

Length : 124

Title tags are very important for search engines to correctly understand and categorize your content.

Meta Description Tag



Your page has a meta description of optimal length (between 70 and 160 characters).

Shop online at Fawkes Cycles from leading brands such as Bell, Garmin and Altura. We offer free UK Delivery over £20 and 90 day returns.

Length : 136

SERP Snippet Preview



This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.

<https://fawkes-cycles.co.uk> :

Fawkes Cycles offer all types of cycling parts and ...

Shop online at Fawkes Cycles from leading brands such as Bell, Garmin and Altura. We offer free UK Delivery over £20 and 90 day returns.

Hreflang Usage



Your page is not making use of Hreflang attributes.

Language



Your page is using the lang attribute.

Declared: en-GB

H1 Header Tag Usage



Your page has a H1 Tag.

H2-H6 Header Tag Usage



Your page is not making use of multiple levels of Header Tags.

HTML header tags are an important way of signaling to search engines the important content topics of your page, and subsequently the keywords it should rank for.

Header Tag	Frequency
H2	0
H3	0
H4	0
H5	0
H6	0

Keyword Consistency



Your page's main keywords are not distributed well across the important HTML tags.

Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
bikes	×	×	×	9	
cycles	✓	✓	✓	7	
fawkes	✓	✓	✓	7	
policy	×	×	×	4	
delivery	×	✓	×	4	
experience	×	×	×	4	
phone	×	×	×	3	
brands	✓	✓	×	3	

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
fawkes cycles	✓	✓	✓	7	
phone number	✗	✗	✗	2	
number 0161	✗	✗	✗	2	
accessories clothing	✗	✗	✗	2	
privacy policy	✗	✗	✗	2	
phone number 0161	✗	✗	✗	2	
number 0161 620	✗	✗	✗	2	

Amount of Content



Your page has a low volume of text content which search engines can interpret as 'thin content'.

Word Count: 338

It has been well researched that higher text content volumes are related to better ranking ability in general.

Image Alt Attributes



You do not have any images missing Alt attributes on your page.

Canonical Tag



Your page is using the Canonical Tag.

<https://fawkes-cycles.co.uk/>

Noindex Tag Test



Your page is not using the Noindex Tag which prevents indexing.

Noindex Header Test



Your page is not using the Noindex Header which prevents indexing.

SSL Enabled



Your website has SSL enabled.

HTTPS Redirect



Your page successfully redirects to a HTTPS (SSL secure) version.

Robots.txt



Your website appears to have a robots.txt file.

<http://fawkes-cycles.co.uk/robots.txt>

Blocked by Robots.txt



Your page does not appear to be blocked by robots.txt.

XML Sitemaps



Your website appears to have an XML sitemap.

<https://fawkes-cycles.co.uk/sitemap-index.xml>

Analytics



Your page is using an analytics tool.

 Google Analytics

Schema.org Structured Data



You are using JSON-LD Schema on your page.

Rankings

Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country	Position	Total Searches	Estimated Traffic	
scratch 2	 EN	22	1,220,000	2,684	
moon lights	 EN	7	60,500	1,548	
moon lights	 ES	86	246,000	516	
24 x 1	 EN	3	4,400	428	
fawkes cycles	 EN	1	1,000	304	
moon lights	 HI	28	135,000	283	
moon lighting	 EN	17	60,500	260	
moon cycling	 EN	7	9,900	253	
cycle cap	 EN	4	3,600	237	
air can	 EN	55	90,500	190	

Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings



26,782
Monthly
Traffic
Volume

Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords
Position 1	12
Position 2-3	63
Position 4-10	1,106
Position 11-20	2,597
Position 21-30	2,368
Position 31-100	11,034

Links

Number of Backlinks



You have a strong level of backlink activity to this page.

Backlink data provided by [MOZ](#)



5k

External
Backlinks



1.1k

Referring
Domains



36

Moz Domain
Authority

Top Backlinks



These are the highest value external pages we have found linking to your site.

Domain Authority	URL
89	manmetriders.pbworks.com/w/page/126778325/Bikes - Manufacturers
89	manmetriders.pbworks.com/w/page/99459579/Bike Shops
89	cmmcbug.pbworks.com/w/page/4538507/Bike shops
89	cmmcbug.pbworks.com/w/page/126779045/Bikes - Manufacturers
69	forum.bikeradar.com/discussion/13100037/pedals-shoes-for-20-mile-commute
69	forum.bikeradar.com/discussion/12718217/bottle-cage
67	forum.cyclinguk.org/search.php?author_id=6842&sr=posts
66	www.couponupto.com/deals/fawkes-cycles-co-uk
61	zoacum.com/website-list-2383/
61	worldwidetopside.com/website-list-2383/

On-Page Link Structure



We found 488 total links. 1% of your links are external links and are sending authority to other sites. 2% of your links are nofollow links, meaning authority is not being passed to those destination pages.

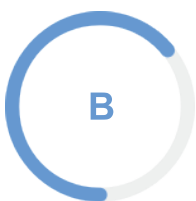
Friendly Links



Some of your link URLs do not appear friendly to humans or search engines.

We would recommend making URLs as readable as possible by reducing length, file names, code strings and special characters.

Usability

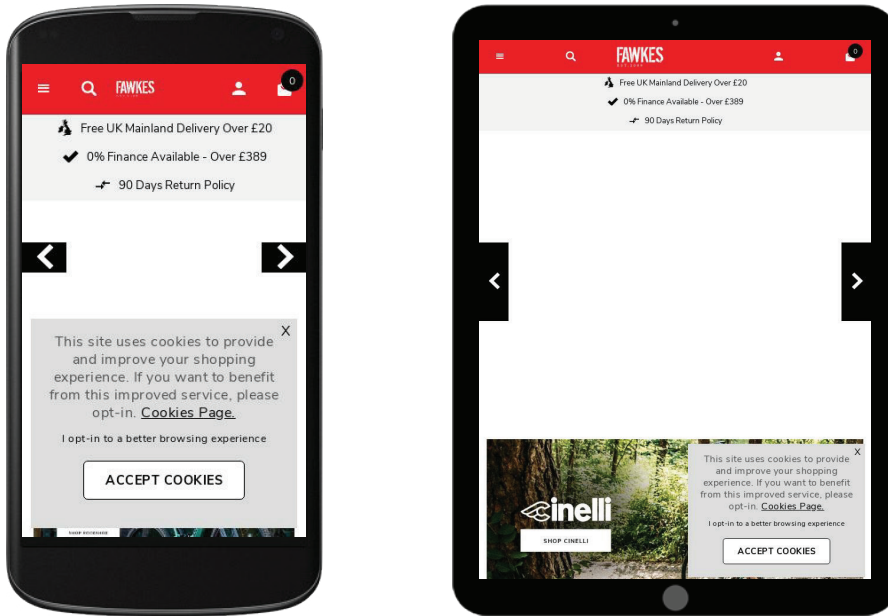


Your usability could be better

Your page is OK but could be more usable across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

Device Rendering

This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.

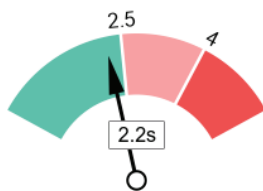


Google's Core Web Vitals

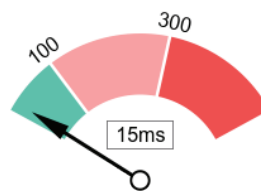
Your page has passed Google's Core Web Vitals assessment.



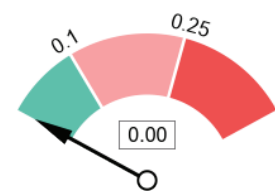
Largest Contentful Paint (LCP)



First Input Delay (FID)



Cumulative Layout Shift (CLS)



Use of Mobile Viewports

Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.



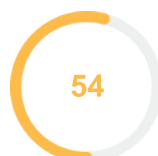
Google's PageSpeed Insights - Mobile

Google is indicating that your page is scoring poorly on their Mobile PageSpeed Insights evaluation.



Note that this evaluation is being performed from US servers and the results may differ slightly from an evaluation carried out from Google's PageSpeed Web Interface as that reporting localizes to the region in which you are running the report.

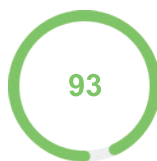
Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	2.6 s		
Speed Index	5.2 s	Reduce initial server response time	0.72 s
Largest Contentful Paint	7.5 s	Reduce unused JavaScript	0.6 s
Time to Interactive	7.2 s	Serve images in next-gen formats	0.6 s
Total Blocking Time	0.31 s	Defer offscreen images	0.3 s
Cumulative Layout Shift	0.12	Properly size images	0.3 s

Google's PageSpeed Insights - Desktop

Google is indicating that your page is scoring well on their Desktop PageSpeed Insights evaluation.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	0.7 s		
Speed Index	1.9 s	Reduce initial server response time	0.87 s
Largest Contentful Paint	1.2 s	Properly size images	0.36 s
Time to Interactive	0.7 s	Serve images in next-gen formats	0.2 s
Total Blocking Time	0 s		
Cumulative Layout Shift	0.001		

Flash Used?

No Flash content has been identified on your page.



iFrames Used?

There are no iFrames detected on your page.



Favicon

Your page has specified a favicon.



Email Privacy

Email addresses have been found in plain text.



We recommend removing any plain text email addresses and replacing them with images or contact forms. Plain text email addresses can be susceptible to scrapers and email spammers.

Legible Font Sizes

There is some text on your page that is small and may not be legible enough for particular users.



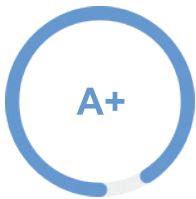
We recommend reviewing all text on your page in different devices to ensure that it is of appropriate size.

Tap Target Sizing

The links and buttons on your page appear to be appropriately sized for a user to easily tap on a touchscreen.



Performance Results



Your performance is very good!

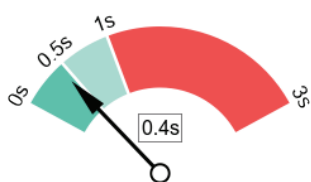
Congratulations, your page has performed very well in our testing meaning it should be reasonably fast and responsive for users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). Continue to monitor your performance over time to ensure there are no periodic fluctuations.

Page Speed Info

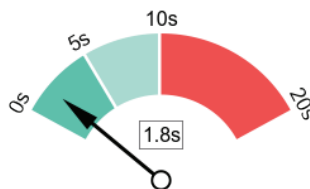
Your page loads in a reasonable amount of time.



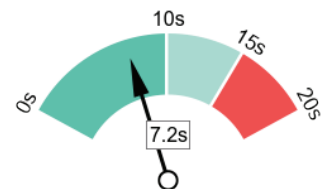
Server Response



All Page Content Loaded



All Page Scripts Complete

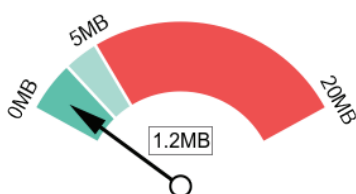


Download Page Size

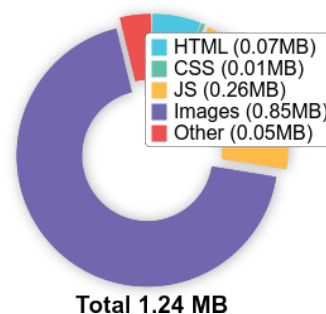
Your page's file size is reasonably low which is good for Page Load Speed and user experience.



Download Page Size



Download Page Size Breakdown

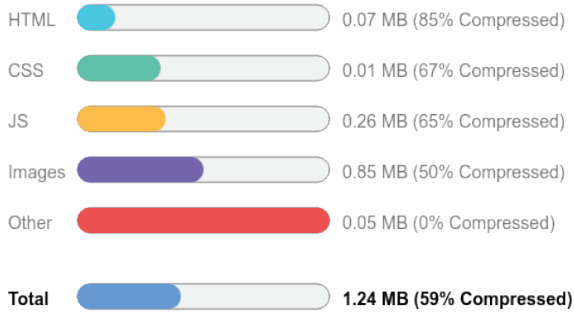


Website Compression (Gzip, Deflate, Brotli)

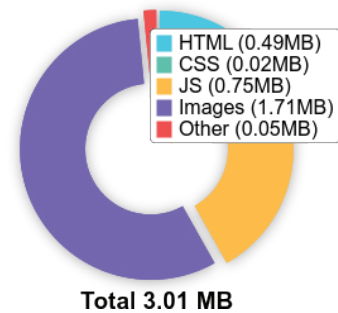
Your website appears to be using a reasonable level of compression.



Compression Rates

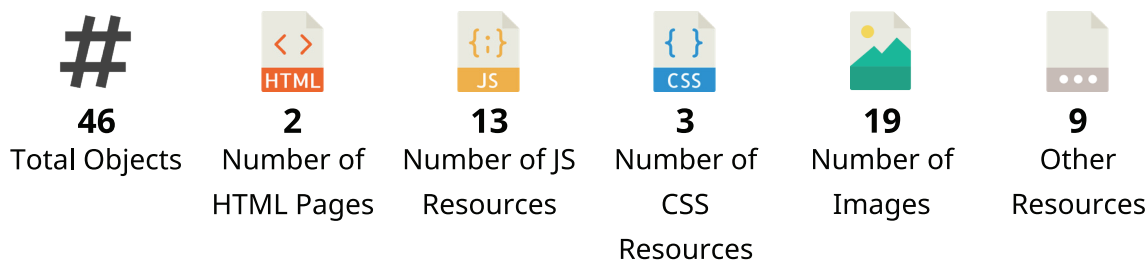


Raw Page Size Breakdown



Number of Resources

This check displays the total number of files that need to be retrieved from web servers to load your page.



Google Accelerated Mobile Pages (AMP)

This page does not appear to have AMP Enabled.



JavaScript Errors

Your page is not reporting any JavaScript errors.



HTTP2 Usage

Your website is using the recommended HTTP/2+ protocol.



Optimize Images

All of the images on your page appear to be optimized.



Minification

All your JavaScript and CSS files appear to be minified.



Deprecated HTML

No deprecated HTML tags have been found within your page.



Inline Styles

Your page appears to be using inline styles.



Inline styles are an older coding practice and discouraged in favor of using CSS style sheets, due to their ability to degrade page load performance and unnecessarily complicate HTML Code.

Social Results



Your social needs improvement

You appear to have a weak social presence or level of social activity (or we may just not be able to see your profiles!). Social activity is important for customer communication, brand awareness and as a marketing channel to bring visitors to your website. We recommend that you list all of your profiles on your page for visibility, and begin to build a following on those networks.

Facebook Connected

Your page has a link to a Facebook Page.



Facebook Open Graph Tags

We have not found Facebook Open Graph Tags on your page.



Facebook Open Graph Tags are a type of structured data that can be placed on your page to control what content is shown when a page is shared on Facebook.

Facebook Pixel

We have not detected a Facebook Pixel on your page.



Facebook's Pixel is a useful piece of analytics code that allows you to retarget visitors if you decide to run Facebook Ads in future.

Twitter Connected

No associated Twitter profile found as a link on your page.



Twitter Activity

No associated Twitter profile found as a link on your page.



Twitter Cards

We have not detected Twitter Cards on your page.



Twitter Cards are a type of structured data that can be placed on your page to control what content is shown when a page is shared on Twitter.

Instagram Connected

Your page has a link to an Instagram profile.



LinkedIn Connected

No associated LinkedIn profile found linked on your page.



YouTube Connected

No associated YouTube channel found linked on your page.



YouTube Activity

No associated YouTube channel found linked on your page.



Local Business Schema



No Local Business Schema identified on the page.

Google Business Profile Identified



A Google Business Profile was identified that links to this website.

 Fawkes Cycles Ltd

Google Business Profile Completeness



Important business details are missing from the Google Business Profile. Missing: Phone

Address 2 Hill St, Oldham OL4 2AG

Site <https://fawkes-cycles.co.uk/>

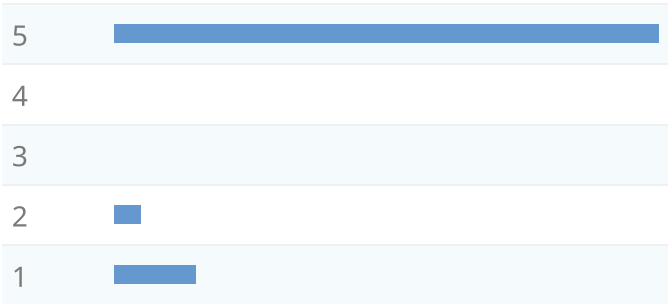
Google Reviews



Your Google Business Profile has a low rating or low number of reviews.

4.4 ★★★★★ 24 reviews

Rating



Technology Results

Technology List

i

These software or coding libraries have been identified on your page.

Technology	Version
 Bootstrap	5
 Google Ads Conversion Tracking	
 Google Analytics	
 Google Tag Manager	
 jQuery	
 Snowplow Analytics	
 Trustpilot	
Visualsoft	

Server IP Address

i

80.66.203.178

DNS Servers

i

ns2.visualsoft.co.uk
ns3.visualsoft.co.uk
ns4.visualsoft.co.uk
ns1.visualsoft.co.uk

Web Server

i

Visualsoft

Charset

i

text/html; charset=UTF-8