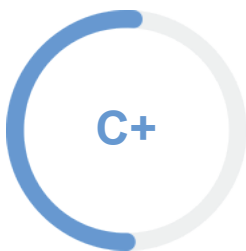


## Website Report for leathercenter.co.uk

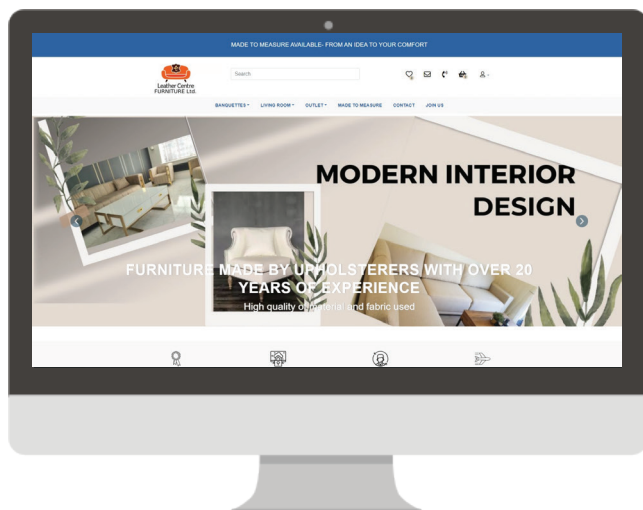
This report grades your website based on the strength of various SEO factors such as On Page Optimization, Off Page Links, Social and more. The overall Grade is on a A+ to F- scale, with most major, industry leading websites in the A range. Improving your grade will generally make your website perform 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 leathercenter.co.uk



Your page could be better

Recommendations: 20



On-Page SEO



Links



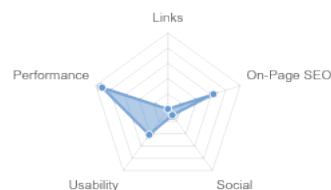
Usability



Performance



Social



### Recommendations

Execute a Link Building Strategy

Links

High Priority

Implement a XML sitemaps file

On-Page SEO

Medium Priority

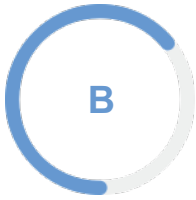
Remove Duplicate H1 Tags

On-Page SEO

Medium Priority

|                                                              |                    |              |
|--------------------------------------------------------------|--------------------|--------------|
| Add Alt attributes to all images                             | On-Page SEO        | Low Priority |
| 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 |
| Update Link URLs to be more human and Search Engine readable | Links              | Low Priority |
| Optimize your page for Mobile PageSpeed Insights             | Usability          | Low Priority |
| Optimize your page for Desktop PageSpeed Insights            | Usability          | Low Priority |
| Add Twitter Cards                                            | Social             | Low Priority |
| Setup & Install a Facebook Pixel                             | Social             | Low Priority |
| Remove inline styles                                         | Performance        | Low Priority |
| Add Local Business Schema                                    | Other Improvements | Low Priority |
| Add Business Details to Google Business Profile              | Other Improvements | Low Priority |
| Add Schema Markup                                            | On-Page SEO        | Low Priority |
| Review and Increase Font Sizes across devices                | Usability          | Low Priority |
| Create and link an associated LinkedIn profile               | Social             | Low Priority |
| Please add Facebook Open Graph Tags                          | Social             | Low Priority |
| Improve Google Business Profile Rating & Review Count        | Other Improvements | Low Priority |

# On-Page SEO Results



## Your On-Page SEO could be better

Your page has some level of On-Page SEO optimization but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

### Title Tag



You have a title tag of optimal length (between 10 and 70 characters).

Leather Centre Furniture Ltd.

Length : 29

### Meta Description Tag



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

Over 20 years of experience in custom made upholstered furniture. From an idea to your comfort.

Length : 95

### 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://leathercenter.co.uk> :

**Leather Centre Furniture Ltd.**

Over 20 years of experience in custom made upholstered furniture. From an idea to your comfort.

### Hreflang Usage



Your page is not making use of Hreflang attributes.

### Language



Your page is using the lang attribute.

Declared: English

### H1 Header Tag Usage



Your page has more than one H1 Tag. It is generally recommended to only use one H1 Tag on a page.

The H1 Header Tag is an important way of signaling to search engines what your content is about, and subsequently the keywords it should rank for.

### H2-H6 Header Tag Usage



Your page is making use of multiple levels of Header Tags.

| Header Tag | Frequency |
|------------|-----------|
| H2         | 0         |
| H3         | 3         |
| H4         | 19        |
| H5         | 7         |
| 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 |  |
| cart                | ×     | ×                    | ✓             | 11             |  |
| add                 | ×     | ×                    | ×             | 11             |  |
| furniture           | ✓     | ✓                    | ✓             | 11             |  |
| sale                | ×     | ×                    | ×             | 7              |  |
| sofa                | ×     | ×                    | ✓             | 6              |  |
| made                | ×     | ✓                    | ✓             | 5              |  |
| measure             | ×     | ×                    | ✓             | 5              |  |
| bespoke             | ×     | ×                    | ✓             | 5              |  |

## Phrases

| Phrase                   | Title | Meta Description Tag | Headings Tags | Page Frequency |             |
|--------------------------|-------|----------------------|---------------|----------------|-------------|
| add to cart              | ×     | ×                    | ×             | 11             | <div></div> |
| cart sale                | ×     | ×                    | ×             | 5              | <div></div> |
| made to measure          | ×     | ×                    | ✓             | 5              | <div></div> |
| leather centre           | ✓     | ×                    | ✓             | 4              | <div></div> |
| centre furniture         | ✓     | ×                    | ✓             | 4              | <div></div> |
| leather centre furniture | ✓     | ×                    | ✓             | 4              | <div></div> |
| bespoke furniture        | ×     | ×                    | ✓             | 3              | <div></div> |
| bench add                | ×     | ×                    | ×             | 3              | <div></div> |

### Amount of Content



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

Word Count: 421

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

### Image Alt Attributes



You have images on your page that are missing Alt attributes.

We found 45 images on your page and 4 of them are missing the attribute.

Alt attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results.

### Canonical Tag



Your page is using the Canonical Tag.

<https://leathercenter.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://leathercenter.co.uk/robots.txt>

### Blocked by Robots.txt



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

### XML Sitemaps



We have not detected or been able to retrieve a XML sitemaps file successfully.

Sitemaps are recommended to ensure that search engines can intelligently crawl all of your pages.

### Analytics



Your page is using an analytics tool.

 Google Analytics

### Schema.org Structured Data



We have not detected any usage of Schema.org on your page.

Schema.org is a structured data markup for webpages which helps Search Engines understand your site better and provide rich snippets directly in their search results.

# 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 |             |
|----------------------------|-----------------------------------------------------------------------------------------|----------|----------------|-------------------|-------------|
| grace corner               |  ES    | 89       | 135,000        | 283               | <div></div> |
| leather center             |  EN    | 1        | 50             | 15                | <div></div> |
| blakley                    |  EN    | 17       | 2,400          | 10                | <div></div> |
| kitchen bench              |  EN    | 53       | 3,600          | 7                 | <div></div> |
| sofa outlet                |  EN    | 87       | 2,900          | 6                 | <div></div> |
| hollywood corner           |  EN    | 41       | 2,400          | 5                 | <div></div> |
| edinburg corner store      |  EN    | 30       | 1,900          | 3                 | <div></div> |
| osaka outlet               |  ZH-TW | 81       | 1,600          | 3                 | <div></div> |
| chesterfield coffee table  |  EN   | 18       | 880            | 2                 | <div></div> |
| chesterfield coffee tables |  EN  | 18       | 880            | 2                 | <div></div> |

## Total Traffic From Search

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



392

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      | 1        |
| Position 2-3    | 0        |
| Position 4-10   | 2        |
| Position 11-20  | 10       |
| Position 21-30  | 21       |
| Position 31-100 | 109      |

## Links

### Number of Backlinks



You have a reasonably weak level of backlink activity to this page.

Search Engines use backlinks as a strong indicator of a page's authority, relevance and ranking potential. There are various strategies available to gain links to a page to improve this factor

Backlink data provided by [MOZ](#)



93

External  
Backlinks



28

Referring  
Domains



6

Moz Domain  
Authority

## Top Backlinks



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

| Domain Authority | URL                                                                                                                                                       |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| 29               | <a href="https://gcb.today/zh-TW/uk/gift-card-balance/leather-centre-furniture-ltd">gcb.today/zh-TW/uk/gift-card-balance/leather-centre-furniture-ltd</a> |
| 29               | <a href="https://gcb.today/uk/gift-card-balance/leather-centre-furniture-ltd">gcb.today/uk/gift-card-balance/leather-centre-furniture-ltd</a>             |
| 29               | <a href="https://gcb.today/zh-tw/uk/gift-card-balance/leather-centre-furniture-ltd">gcb.today/zh-tw/uk/gift-card-balance/leather-centre-furniture-ltd</a> |
| 29               | <a href="https://gcb.today/de/uk/gift-card-balance/leather-centre-furniture-ltd">gcb.today/de/uk/gift-card-balance/leather-centre-furniture-ltd</a>       |
| 29               | <a href="https://gcb.today/hi/uk/gift-card-balance/leather-centre-furniture-ltd">gcb.today/hi/uk/gift-card-balance/leather-centre-furniture-ltd</a>       |
| 29               | <a href="https://gcb.today/zh/uk/gift-card-balance/leather-centre-furniture-ltd">gcb.today/zh/uk/gift-card-balance/leather-centre-furniture-ltd</a>       |
| 29               | <a href="https://gcb.today/fr/uk/gift-card-balance/leather-centre-furniture-ltd">gcb.today/fr/uk/gift-card-balance/leather-centre-furniture-ltd</a>       |
| 29               | <a href="https://gcb.today/nl/uk/gift-card-balance/leather-centre-furniture-ltd">gcb.today/nl/uk/gift-card-balance/leather-centre-furniture-ltd</a>       |
| 29               | <a href="https://gcb.today/pt/uk/gift-card-balance/leather-centre-furniture-ltd">gcb.today/pt/uk/gift-card-balance/leather-centre-furniture-ltd</a>       |
| 25               | <a href="https://ukposts.net/sites/leathercenter.co.uk/">ukposts.net/sites/leathercenter.co.uk/</a>                                                       |

## On-Page Link Structure



We found 88 total links. 5% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to those destination pages.

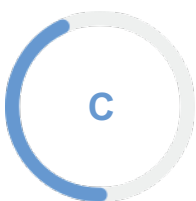
## Friendly Links



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



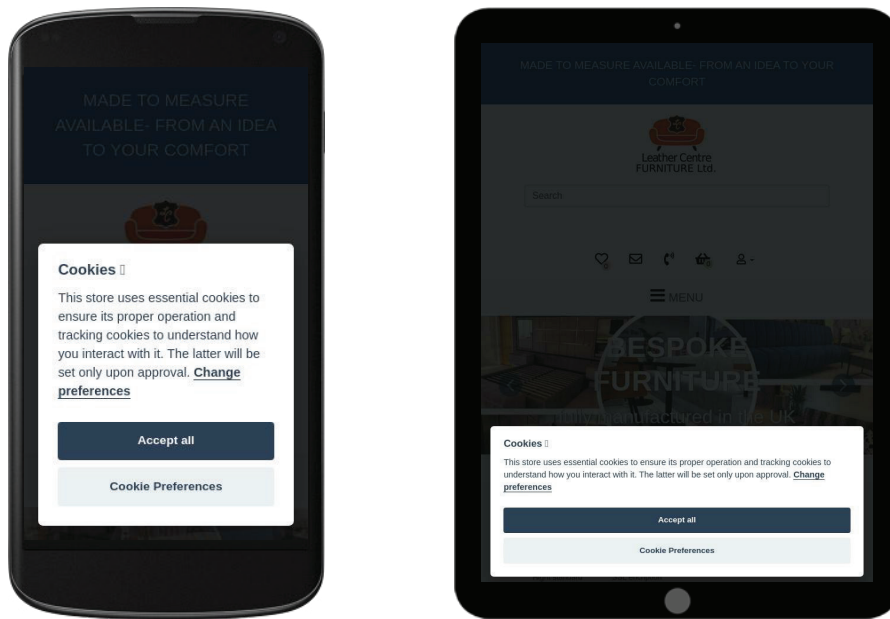
### Your usability could be better

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

i

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

i

Google is indicating that they do not have 'sufficient real-world speed data for this page' in order to make a Core Web Vitals assessment. This can occur for smaller websites or those that are not crawl-able by Google.

## Use of Mobile Viewports



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

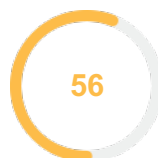
## Google's PageSpeed Insights - Mobile



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   | 3.1 s  |                                     |                   |
| Speed Index              | 6.3 s  | Eliminate render-blocking resources | 1.88 s            |
| Largest Contentful Paint | 5.8 s  | Properly size images                | 1.8 s             |
| Time to Interactive      | 5.6 s  | Reduce unused JavaScript            | 1.05 s            |
| Total Blocking Time      | 0.35 s | Reduce initial server response time | 0.75 s            |
| Cumulative Layout Shift  | 0.084  | Reduce unused CSS                   | 0.15 s            |

### Google's PageSpeed Insights - Desktop



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

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   | 0.7 s  |                                     |                   |
| Speed Index              | 2 s    | Properly size images                | 0.48 s            |
| Largest Contentful Paint | 1.3 s  | Eliminate render-blocking resources | 0.29 s            |
| Time to Interactive      | 1.3 s  |                                     |                   |
| Total Blocking Time      | 0.01 s |                                     |                   |
| Cumulative Layout Shift  | 0.218  |                                     |                   |

### 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

No email addresses have been found in plain text on your page.



## Legible Font Sizes

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



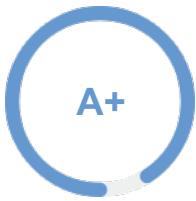
We recommend reviewing all text on your page in different devices to ensure that it is of appropriate size.

## 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!

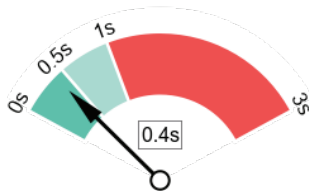
Congratulations, your page has performed very well in our testing meaning it should be reasonably fast and responsive for users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). Continue to monitor your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

## Page Speed Info

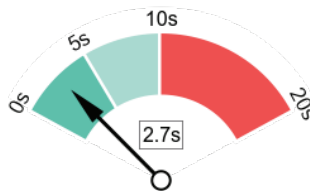
Your page loads in a reasonable amount of time.



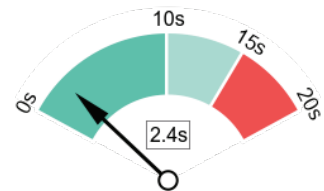
### Server Response



### All Page Content Loaded



### All Page Scripts Complete

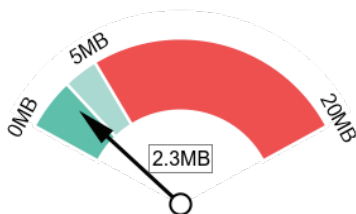


## Download Page Size

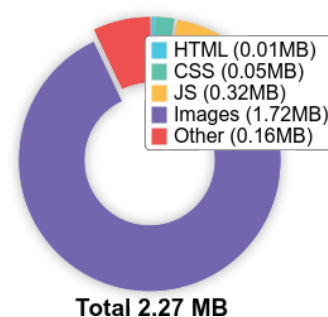
Your page's file size is reasonably low which is good for Page Load Speed and user experience.



### Download Page Size



### Download Page Size Breakdown

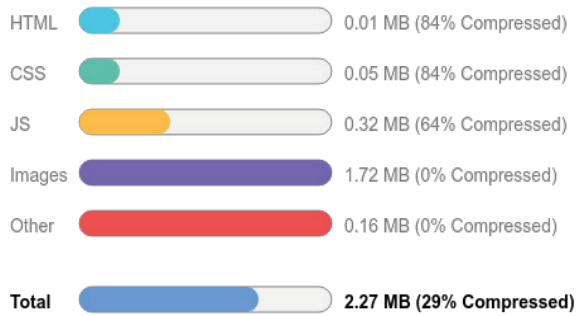


## Website Compression (Gzip, Deflate, Brotli)

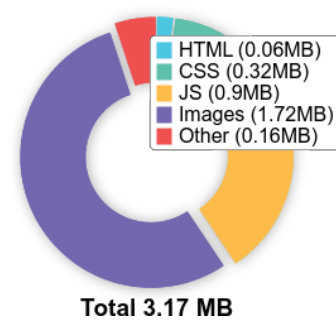
Your website appears to be using a reasonable level of compression.



## Compression Rates

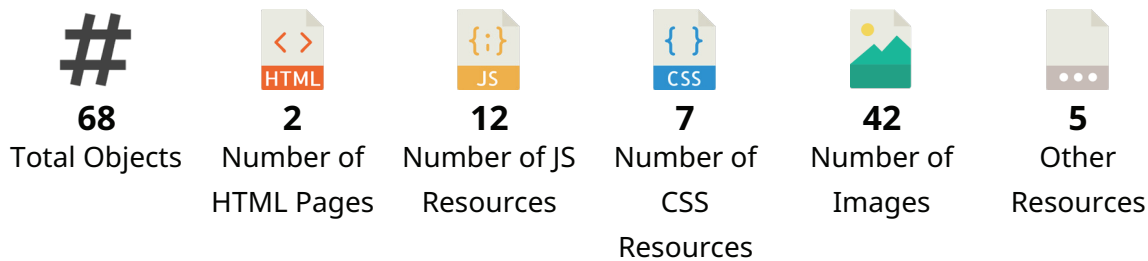


## Raw Page Size Breakdown



## 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

Your page has a link to a YouTube channel.



#### YouTube Activity

No associated YouTube channel found linked on your page.



# Local SEO

## 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.



 Leather Center Furniture Ltd. Bespoke upholstery

## Google Business Profile Completeness

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



Address

Britannia Mill, Willow St, Oldham OL1 3QB

Site

<https://www.leathercenter.co.uk/>

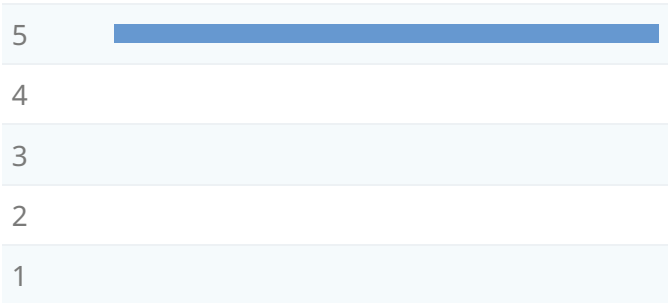
## Google Reviews

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



5.0 ★★★★★ 7 reviews

## Rating



# Technology Results

## Technology List



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

| Technology                                                                                   | Version |
|----------------------------------------------------------------------------------------------|---------|
|  Bootstrap  | 5.1.3   |
| Google Analytics                                                                             |         |
|  HTTP/3     |         |
|  jQuery     |         |
|  jQuery CDN |         |
|  jsDelivr   |         |
|  LiteSpeed  |         |
|  OpenCart   |         |
|  PHP        |         |
|  Popper    |         |

## Server IP Address



77.72.1.22

## DNS Servers



ns2.krystal.uk  
ns1.krystal.uk

## Web Server



LiteSpeed

## Charset



text/html; charset=utf-8