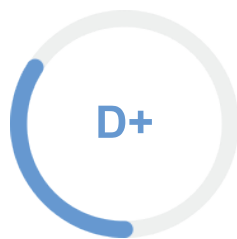


Website Report for www.rawsomepets.co.uk

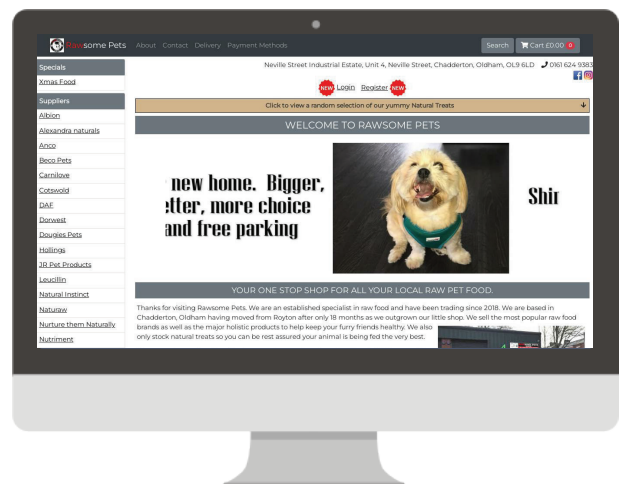
This report grades your website based on the strength of various SEO factors such as On Page Optimization, Off Page Links, Social and more. The overall Grade is on a A+ to F- scale, with most major, industry leading websites in the A range. Improving your grade will generally make your website perform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



Your page could be better

Recommendations: 24



On-Page SEO



Links



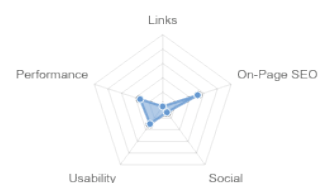
Usability



Performance



Social



Recommendations

Execute a Link Building Strategy

Links

High Priority

Implement a robots.txt file

On-Page SEO

Medium Priority

Reduce your total page file size

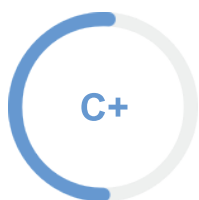
Performance

Medium Priority

Add H1 Header Tag	On-Page SEO	Medium Priority
Reduce length of title tag (to between 10 and 70 characters)	On-Page SEO	Medium Priority
Shorten meta description (to between 70 and 160 characters)	On-Page SEO	Medium Priority
Create and link your Twitter profile	Social	Low Priority
Update Link URLs to be more human and Search Engine readable	Links	Low Priority
Increase page text content	On-Page SEO	Low Priority
Add Alt attributes to all images	On-Page SEO	Low Priority
Optimize your images to reduce their file size	Performance	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 any Deprecated HTML	Performance	Low Priority
Remove inline styles	Performance	Low Priority
Add lang attribute	On-Page SEO	Low Priority
Add Local Business Schema	Other Improvements	Low Priority
Create and link an associated YouTube channel	Social	Low Priority
Review and Increase Font Sizes across devices	Usability	Low Priority

Create and link an associated LinkedIn profile	Social	Low Priority
Add Schema Markup	On-Page SEO	Low Priority
Improve the size of tap targets	Usability	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, but ideally it should be shortened to between 10 and 70 characters (including spaces).

Rawsome Pets of Chadderton, Oldham | Suppliers of local raw pet food. Local deliveries available.

Length : 98

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

Meta Description Tag✖

Your page has a meta description tag however, your meta description should ideally be between 70 and 160 characters (including spaces).

Rawsome Pets provides raw dog and cat meat including 100% natural treats in Oldham and surrounding areas. These include Chadderton, Shaw, Middleton, Failsworth, Rochdale, Littleborough, Milnrow, New hey and Castleton

Length : 216

A meta description is important for search engines to understand the content of your page, and is often shown as the description text blurb in search results.

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://www.rawsomepets.co.uk> ⓘ
Rawsome Pets of Chadderton, Oldham
Rawsome Pets provides raw dog and cat meat including 100% natural treats in Oldham and surrounding areas. These include Chadderton, Shaw, Middleton, ...

Hreflang Usage



Your page is not making use of Hreflang attributes.

Language



Your page is not using the lang attribute in it's HTML tag.

The lang attribute tells browsers and search engines the intended language of your page and is strongly recommended to avoid misinterpretation and as part of accessibility guidelines.

H1 Header Tag Usage



Your page does not have an H1 Header Tag.

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 multiple levels of Header Tags.

Header Tag	Frequency	
H2	0	
H3	0	
H4	14	
H5	5	
H6	463	

Keyword Consistency



Your page's main keywords are distributed well across the important HTML tags.

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
treats	×	✓	✓	9	
raw	✓	✓	✓	9	
pets	✓	✓	✓	7	
natural	×	✓	✓	6	
rawsome	✓	✓	✓	5	
dog	×	✓	✓	4	
all	×	×	✓	4	
street	×	×	×	4	

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
rawsome pets	✓	✓	✓	5	
neville street	×	×	×	4	
chadderton oldham	×	×	×	3	
simply pop	×	×	×	2	
oldham oldham	×	×	×	2	
chadderton oldham oldham	×	×	×	2	
street chadderton oldham	×	×	×	2	
neville street chadderton	×	×	×	2	

Amount of Content



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

Word Count: 464

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 611 images on your page and 598 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://www.rawsomepets.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



We have not detected or been able to retrieve a robots.txt file successfully.

A robots.txt file is recommended as it can provide important instructions to a search engine for how to most appropriately crawl your website as well as site areas that should be ignored.

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.

<http://www.rawsomepets.co.uk/sitemap.xml>

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	
rawsome pets	 EN	1	720	218	
rawsome	 EN	1	260	79	
raw dog food oldham	 EN	1	70	21	
raw dog food near me	 EN	37	9,900	20	
raw food for dog near me	 EN	37	9,900	20	
rawsome pet food	 EN	2	110	17	
rawsome pet foods	 EN	2	110	17	
pets food	 EN	52	6,600	13	
rawsome dog food	 EN	1	40	12	
oldham pet shop	 EN	8	390	7	

Total Traffic From Search

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



639

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	4
Position 2-3	2
Position 4-10	9
Position 11-20	24
Position 21-30	49
Position 31-100	261

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 



61

External
Backlinks



14

Referring
Domains



7

Moz Domain
Authority

Top Backlinks



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

Domain Authority	URL
72	www.yell.com/s/pet food suppliers-manchester.html
72	www.yell.com/s/pet food suppliers-hyde-cheshire.html
72	www.yell.com/biz/rawsome-pets-oldham-9902496/
72	www.yell.com/s/pets-oldham.html
72	www.yell.com/s/pet food suppliers-prestwich.html
72	www.yell.com/s/pet food suppliers-stockport.html
72	www.yell.com/s/pet food suppliers-facit.html
72	www.yell.com/s/pet food suppliers-rochdale.html
59	domains.tntcode.com/ip/217.160.0.186
49	www.thomsonlocal.com/search/pet-foods-animal-feeds/middleton-lancashire

On-Page Link Structure



We found 443 total links. 1% 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

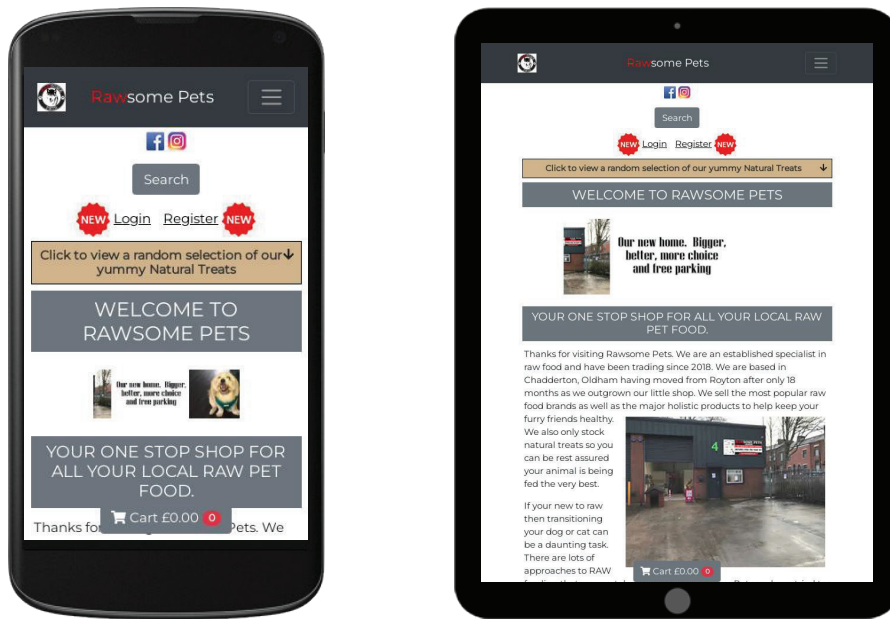


Your usability could be better

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

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

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.



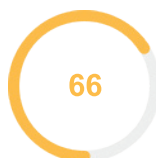
Google's PageSpeed Insights - Mobile

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	3.3 s		
Speed Index	10.2 s	Serve images in next-gen formats	19.35 s
Largest Contentful Paint	3.9 s	Efficiently encode images	7.65 s
Time to Interactive	5.7 s	Reduce initial server response time	1.97 s
Total Blocking Time	0.22 s	Reduce unused JavaScript	1.7 s
Cumulative Layout Shift	0.063	Eliminate render-blocking resources	1.6 s
		Properly size images	0.9 s
		Reduce unused CSS	0.3 s
		Minify 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	0.9 s		
Speed Index	3.9 s	Serve images in next-gen formats	3.08 s
Largest Contentful Paint	1.4 s	Reduce initial server response time	2.02 s
Time to Interactive	0.9 s	Efficiently encode images	1.2 s
Total Blocking Time	0 s	Eliminate render-blocking resources	0.43 s
Cumulative Layout Shift	0.139		

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



Some of the links or buttons on your page may be too small for a user to easily tap on a touchscreen.

Consider making these tap targets larger to provide a better user experience.

Performance Results



Your performance could be better

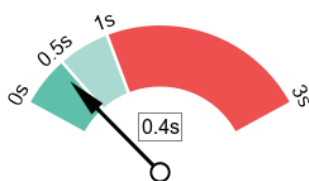
Your page's performance has some issues and room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

Page Speed Info

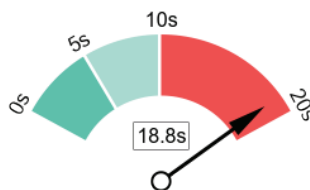


Your page loads in a reasonable amount of time.

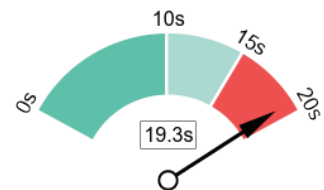
Server Response



All Page Content Loaded



All Page Scripts Complete



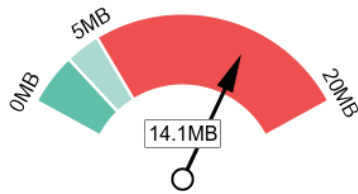
Download Page Size



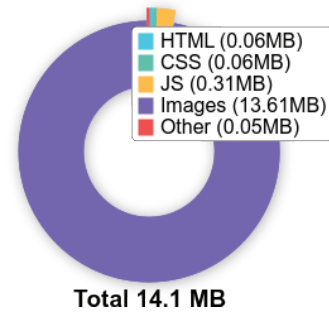
Your page's file size is quite large which, regardless of other optimizations, can reduce load speed and impact user experience.

A general rule is to keep your page under 5MB in total file size.

Download Page Size



Download Page Size Breakdown

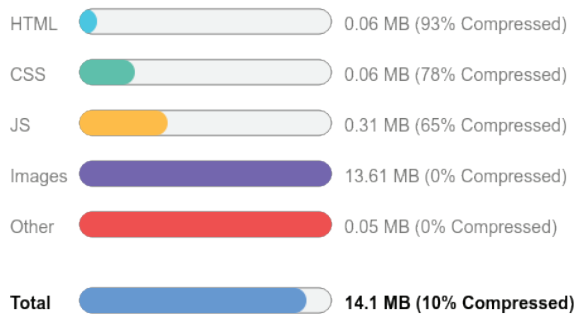


Website Compression (Gzip, Deflate, Brotli)

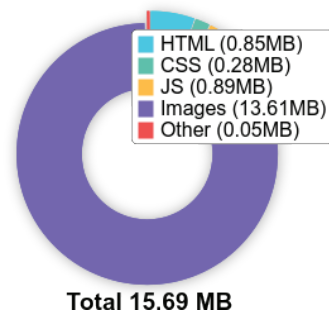
Your website appears to be using a reasonable level of compression.



Compression Rates

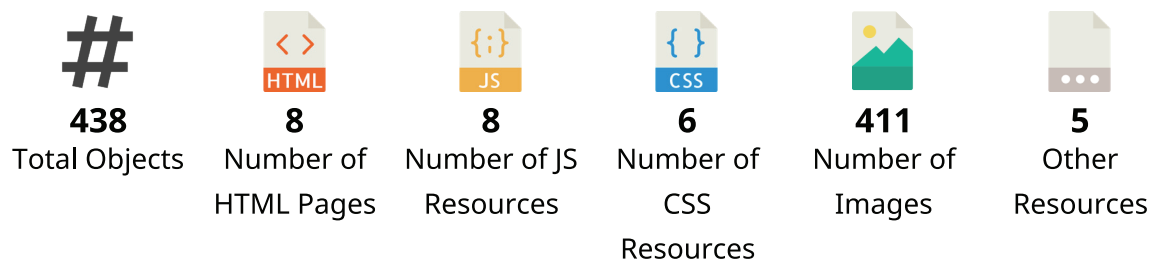


Raw Page Size Breakdown



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

Your page appears to include images which are poorly optimized.



Properly formatting and compressing images can have a significant impact on page load performance.

Minification

All your JavaScript and CSS files appear to be minified.



Deprecated HTML

Deprecated HTML tags have been found within your page.



These tags are no longer officially supported in modern web browsers, and hence are recommended to be removed as they could cause display issues.

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

Your page is using Facebook Open Graph Tags.



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 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.



 Rawsome Pets

Google Business Profile Completeness

The important business details are present on the Google Business Profile.



Address Neville Street Industrial Estate, Unit 4
Neville St, Chadderton, Oldham OL9
6LD

Phone +44 161 624 9383

Site <https://www.rawsomepets.co.uk/>

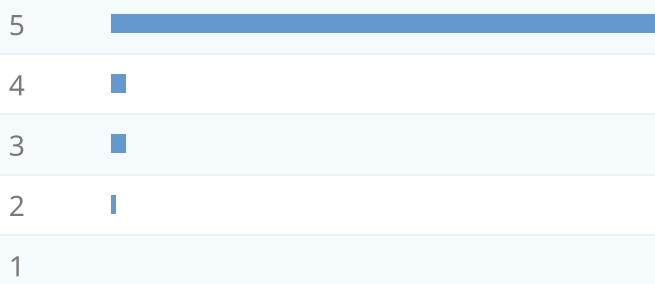
Google Reviews

The Google Business Profile has a good rating and review count.



4.9 ★★★★★ 113 reviews

Rating



Technology Results

Technology List

i

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

Technology	Version
 Bootstrap	
 Google Analytics	
 Google Font API	
 Google Maps	
 IIS	10.0
 jQuery	
 Microsoft ASP.NET	4.0.30319
 Windows Server	

Server IP Address

i

217.160.0.186

DNS Servers

i

nsb.nic.uk
nsa.nic.uk
dns4.nic.uk
nsc.nic.uk
dns2.nic.uk
nsd.nic.uk
dns1.nic.uk
dns3.nic.uk

Web Server

i

Microsoft-IIS/10.0

Charset

i

text/html; charset=utf-8