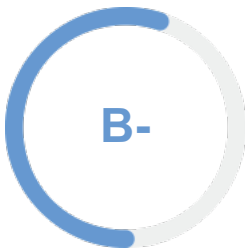


Website Report for plushglobal.com

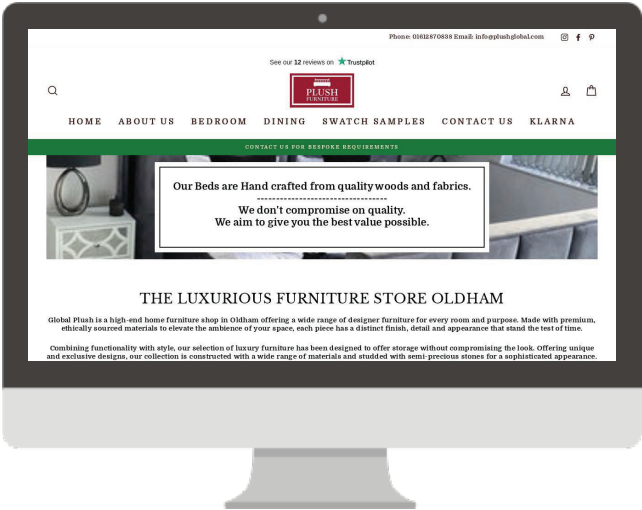
This report grades your website based on the strength of various SEO factors such as On Page Optimization, Off Page Links, Social and more. The overall Grade is on a A+ to F- scale, with most major, industry leading websites in the A range. Improving your grade will generally make your website perform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



Your page could be better

Recommendations: 18



On-Page SEO



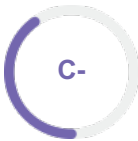
Links



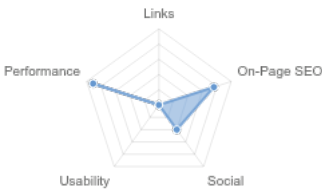
Usability



Performance



Social



Recommendations

Execute a Link Building Strategy

Links

High Priority

Optimize for Core Web Vitals

Usability

Medium Priority

Make greater use of header tags

On-Page SEO

Medium 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
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Optimize your page for Desktop PageSpeed Insights	Usability	Low Priority
Add Alt attributes to all images	On-Page SEO	Low Priority
Remove inline styles	Performance	Low Priority
Remove iFrames	Usability	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 LinkedIn profile	Social	Low Priority
Add a favicon	Usability	Low Priority
Create and link an associated YouTube channel	Social	Low Priority
Improve the size of tap targets	Usability	Low Priority
Improve Google Business Profile Rating & Review Count	Other Improvements	Low Priority



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 of optimal length (between 10 and 70 characters).

Online Furniture Store | Furniture Shop Oldham - Plush Global

Length : 61

Meta Description Tag



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

Looking for a furniture shop in Oldham? Your search ends here at Plush Global. We offer you top-quality bespoke furniture solutions at an affordable price.

Length : 155

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://plushglobal.com

Online Furniture Store

Looking for a furniture shop in Oldham? Your search ends here at Plush Global. We offer you top-quality bespoke furniture solutions at an affordable ...

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 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	3
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	
from	×	×	×	14	
furniture	✓	✓	✓	9	
bed	×	×	×	9	
range	×	×	×	5	
email	×	×	×	4	
infoplushglobal	×	×	×	4	
oldham	✓	✓	✓	4	
plush	✓	✓	×	4	

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
bed from	×	×	×	9	
wide range	×	×	×	4	
from 39900	×	×	×	3	
bed from 39900	×	×	×	3	
bed from 49900	×	×	×	3	
sleep bed from	×	×	×	3	
designer furniture	×	×	×	3	
sleep bed	×	×	×	3	

Amount of Content



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

Word Count: 490

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 40 images on your page and 27 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://plushglobal.com/>

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://plushglobal.com/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.

More Sitemaps were found, but not tested.

<https://plushglobal.com/sitemap.xml>

More Sitemaps were found, but not tested.

Analytics



Your page is using an analytics tool.

 Google Analytics

Schema.org Structured Data



You are using JSON-LD, Microdata 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	
plush bed	EN	5	6,600	309	
plush bed	ES	6	6,600	223	
plush bed	EN	1	390	118	
plush global	EN	1	170	51	
plush	EN	62	22,200	46	
dining benches	EN	90	18,100	38	
plush beds	EN	3	390	37	
plush global	EN	2	170	27	
ex display bed	EN	6	480	16	
backbed	EN	8	720	14	

Total Traffic From Search

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



1,162

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	3	
Position 2-3	4	
Position 4-10	28	■
Position 11-20	34	■
Position 21-30	41	■
Position 31-100	267	■

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



425

External
Backlinks



49

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
92	www.pinterest.co.uk/waheed356/
73	www.yell.com/s/furniture-shops-oldham.html
38	www.keyworddensitychecker.com/search/aa-global-plush
28	couponseeker.com/uk/plush-global-discount-codes/
27	www.offercoupons.org/plushbeautyblog-coupon
22	www.bizseek.co.uk/plush-global-0161-287-0838
20	yellowleaf.co.uk/business/greater-manchester.html?page=1
20	yellowleaf.co.uk/near-me/home-decor/brislington-in-bristol
20	yellowleaf.co.uk/business/greater-manchester.html
20	storeleads.app/reports/shopify/app/headband

On-Page Link Structure



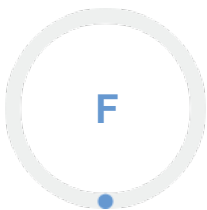
We found 67 total links. 16% of your links are external links and are sending authority to other sites. 10% of your links are nofollow links, meaning authority is not being passed to those destination pages.

Friendly Links



Your link URLs appear friendly (easily human or search engine readable).

Usability



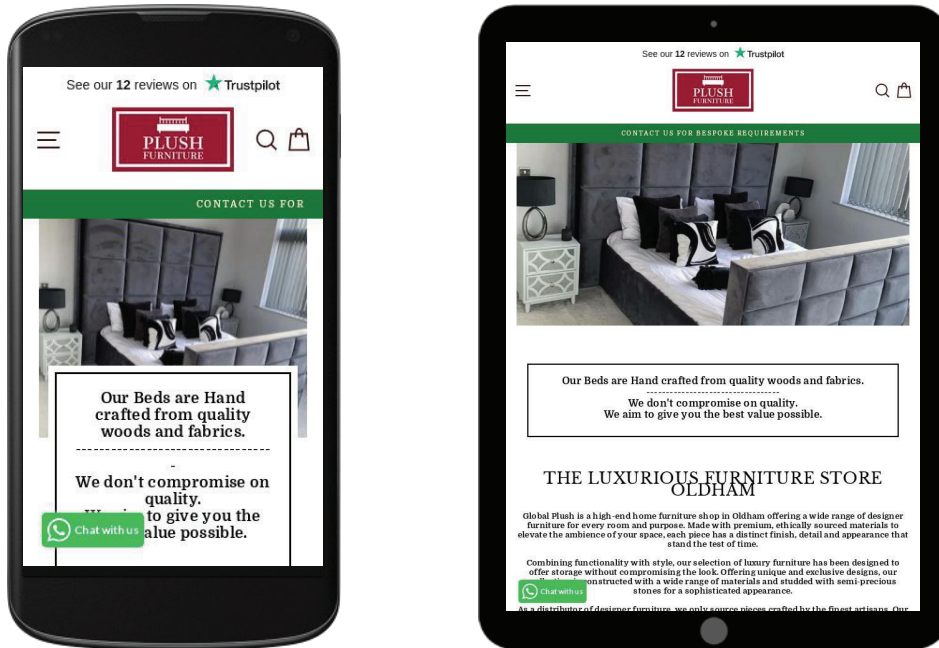
Your usability needs improvement

Your page has usability issues 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.



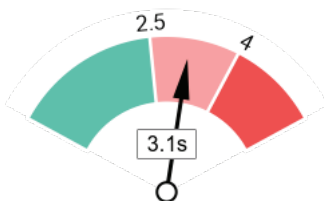
Google's Core Web Vitals



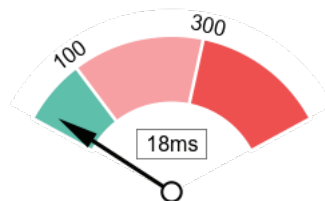
Your page has failed Google's Core Web Vitals assessment.

Core Web Vitals are UI metrics created by Google that measure page experience and are becoming increasingly important as a ranking factor.

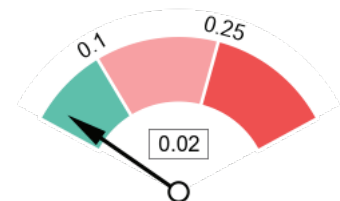
Largest Contentful Paint (LCP)



First Input Delay (FID)



Cumulative Layout Shift (CLS)



Use of Mobile Viewports



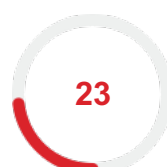
Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.

Google's PageSpeed Insights - Mobile



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

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

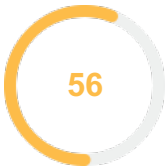


Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	2.8 s	Reduce unused JavaScript	9.3 s
Speed Index	11.1 s	Enable text compression	7.5 s
Largest Contentful Paint	25.1 s	Defer offscreen images	1.2 s
Time to Interactive	27 s	Eliminate render-blocking resources	0.64 s
Total Blocking Time	1.83 s	Reduce unused CSS	0.6 s
Cumulative Layout Shift	0.088	Properly size images	0.45 s
		Serve images in next-gen formats	0.3 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	Reduce unused JavaScript	1.71 s
Speed Index	2.3 s		
Largest Contentful Paint	3.6 s		
Time to Interactive	4.1 s		
Total Blocking Time	0.34 s		
Cumulative Layout Shift	0.038		

Flash Used?

No Flash content has been identified on your page.

iFrames Used?

Your page appears to be using iFrames.

iFrames are discouraged as they can complicate navigation of content in mobile and have historically been harder to index for search engines.

Favicon

We have not identified a favicon on your page.



Favicons are a way to increase brand visibility and make your page more recognizable when browsing amongst multiple browser tabs or bookmarks.

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.

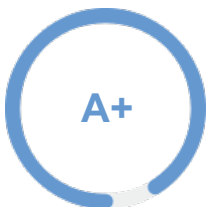
Tap Target Sizing

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 is very good!

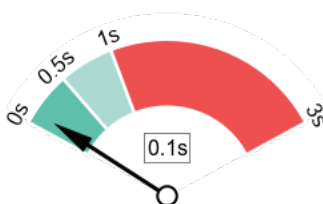
Congratulations, your page has performed very well in our testing meaning it should be reasonably fast and responsive for users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). Continue to monitor your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

Page Speed Info

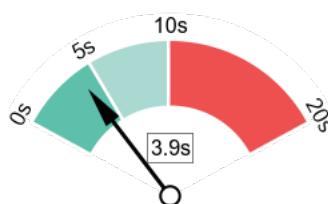
Your page loads in a reasonable amount of time.



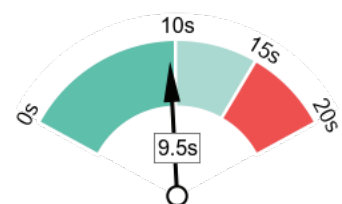
Server Response



All Page Content Loaded



All Page Scripts Complete

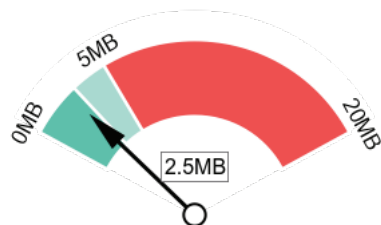


Download Page Size

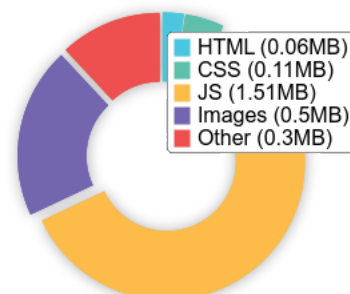
Your page's file size is reasonably low which is good for Page Load Speed and user experience.



Download Page Size



Download Page Size Breakdown



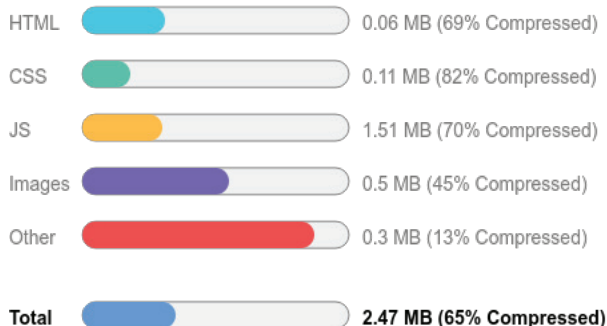
Total 2.47 MB

Website Compression (Gzip, Deflate, Brotli)

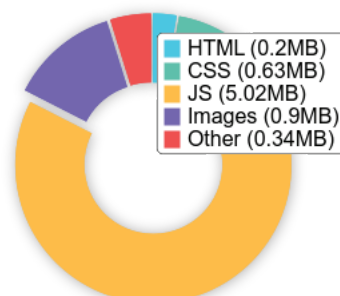
Your website appears to be using a reasonable level of compression.



Compression Rates



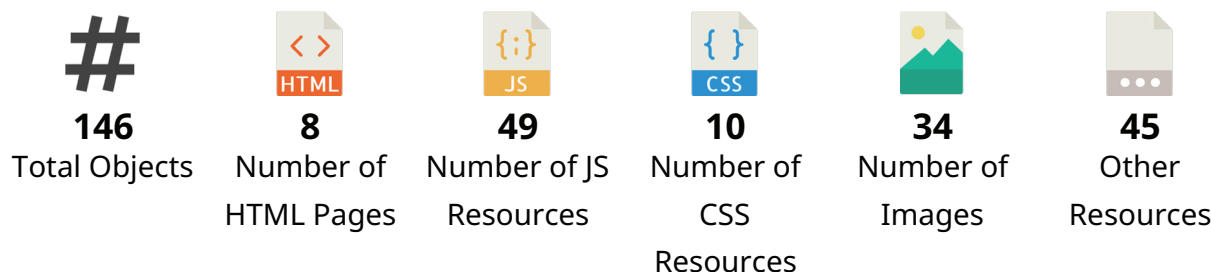
Raw Page Size Breakdown



Total 7.09 MB

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.



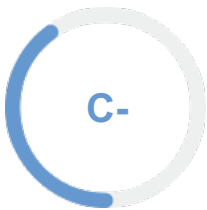
Inline Styles



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 could be better

You do not appear to have a strong 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 more visitors to your website. We recommend that you have all of your profiles listed on your page for visibility, and work 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

Your page has a Facebook Pixel installed.



Pixel ID

729353911157778

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

Your page is using Twitter Cards.



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

Local Business Schema identified on the page.

LocalBusiness

Google Business Profile Identified

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

Plush Furniture Oldham

Google Business Profile Completeness

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

Address57 Plane St, Oldham OL4 2BX, United Kingdom

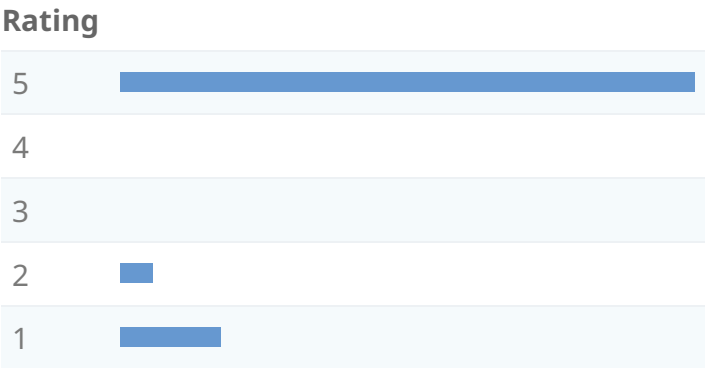
Phone+44 161 287 0838

Sitehttps://plushglobal.com/

Google Reviews

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

4.3 21 reviews



Technology Results

Technology List



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

Technology	Version
 American Express	
 Apple Pay	
 Bootstrap	5
 Cloudflare	
 Facebook	
 Google Analytics	
 Google Call Conversion Tracking	
 Google Tag Manager	
 jQuery	
 Shopify	
 Trustpilot	
 Visa	
 YouTube	

Server IP Address



23.227.38.32

DNS Servers



ns67.domaincontrol.com
ns68.domaincontrol.com

Web Server



cloudflare

Charset



text/html; charset=utf-8