

# Website Analysis: apfulfilment.com

Generated on May 10 2025 02:23 AM






The score is 54/100






## SEO Content

	Title	Specialised Fulfillment Warehouse - AP Fulfilment  Length : 49  Perfect, your title contains between 10 and 70 characters.																
	Description	Discover premier fulfilment services tailored for small businesses. AP Fulfilment offers seamless ecommerce support, ensuring efficient delivery and storage.  Length : 157  Great, your meta description contains between 70 and 160 characters.																
	Keywords	Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.																
	Og Meta Properties	Good, your page take advantage of Og Properties. <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>locale</td><td>en_GB</td></tr><tr><td>type</td><td>website</td></tr><tr><td>title</td><td>Home</td></tr><tr><td>description</td><td>Discover premier fulfilment services tailored for small businesses. AP Fulfilment offers seamless ecommerce support, ensuring efficient delivery and storage.</td></tr><tr><td>url</td><td>https://apfulfilment.com/</td></tr><tr><td>site_name</td><td>AP+ Storage &amp; Fulfilment</td></tr><tr><td>image</td><td>https://apfulfilment.com/wp-content/uploads/2024/05/GetPaidStock.com-66448ba047010-1024x656.jpg</td></tr></tbody></table>	Property	Content	locale	en_GB	type	website	title	Home	description	Discover premier fulfilment services tailored for small businesses. AP Fulfilment offers seamless ecommerce support, ensuring efficient delivery and storage.	url	https://apfulfilment.com/	site_name	AP+ Storage & Fulfilment	image	https://apfulfilment.com/wp-content/uploads/2024/05/GetPaidStock.com-66448ba047010-1024x656.jpg
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## SEO Content

	Headings	<div> <div>H1 1</div> <div>H2 6</div> <div>H3 6</div> <div>H4 0</div> <div>H5 5</div> <div>H6 0</div> </div> <ul style="list-style-type: none"> <li>• [H1] Need furniture storage &amp; fulfilment help?</li> <li>• [H2] We Do Not Just Deliver Packages, We Deliver Growth</li> <li>• [H2] Drive Your Revenue with Efficient E-commerce Fulfilment Services</li> <li>• [H2] Solutions</li> <li>• [H2] How Our Fulfilment Services Benefit You</li> <li>• [H2] Partner with us for Your Fulfilment Needs</li> <li>• [H2] FAQs</li> <li>• [H3] Industry expertise</li> <li>• [H3] Flexible and scalable storage</li> <li>• [H3] Efficient operations</li> <li>• [H3] Customer satisfaction</li> <li>• [H3] Industries</li> <li>• [H3] Frequently Asked Questions</li> <li>• [H5] Our End-to-End Solutions Include...</li> <li>• [H5] Industries we work with include...</li> <li>• [H5] 3PL Solutions</li> <li>• [H5] Company</li> <li>• [H5] Newsletter</li> </ul>
	Images	<p>We found 13 images on this web page.</p> <p>Good, most or all of your images have alt attributes</p>
	Text/HTML Ratio	<p>Ratio : 14%</p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>
	Iframe	<p>Great, there are no Iframes detected on this page.</p>

## SEO Links

	URL Rewrite	<p>Good. Your links looks friendly!</p>
	Underscores in the URLs	<p>Perfect! No underscores detected in your URLs.</p>
	In-page links	<p>We found a total of 32 links including 0 link(s) to files</p>

## SEO Links



### Statistics

External Links : noFollow 0%

External Links : Passing Juice 3.13%

Internal Links 96.88%


## In-page links

Anchor	Type	Juice
<a href="#">Skip to content</a>	Internal	Passing Juice
<a href="#">Solutions</a>	Internal	Passing Juice
<a href="#">Business &amp;#038; Ecommerce Integration</a>	Internal	Passing Juice
<a href="#">Inbound/Goods In</a>	Internal	Passing Juice
<a href="#">Warehouse Storage</a>	Internal	Passing Juice
<a href="#">Reverse Fulfilment</a>	Internal	Passing Juice
<a href="#">Order Management</a>	Internal	Passing Juice
<a href="#">Pick &amp;#038; Pack</a>	Internal	Passing Juice
<a href="#">Shipping &amp;#038; Carrier Management</a>	Internal	Passing Juice
<a href="#">Recommerce &amp;#038; Upcycling</a>	Internal	Passing Juice
<a href="#">Packaging</a>	Internal	Passing Juice
<a href="#">3PL Consultancy</a>	Internal	Passing Juice
<a href="#">Marketing</a>	Internal	Passing Juice
<a href="#">Photography &amp;#038; Videography</a>	Internal	Passing Juice
<a href="#">Insurance</a>	Internal	Passing Juice
<a href="#">Furniture</a>	Internal	Passing Juice
<a href="#">Homeware</a>	Internal	Passing Juice
<a href="#">Tech</a>	Internal	Passing Juice
<a href="#">New To Market</a>	Internal	Passing Juice
<a href="#">Other</a>	Internal	Passing Juice
<a href="#">About Us</a>	Internal	Passing Juice

## In-page links

<a href="#">Our Facility</a>	Internal	Passing Juice
<a href="#">Meet the Team</a>	Internal	Passing Juice
<a href="#">Frequently Asked Questions</a>	Internal	Passing Juice
<a href="#">Partners</a>	Internal	Passing Juice
<a href="#">News</a>	Internal	Passing Juice
<a href="#">Case Studies</a>	Internal	Passing Juice
<a href="#">Knowledge Centre</a>	Internal	Passing Juice
<a href="#">How It Works</a>	Internal	Passing Juice
<a href="#">Contact</a>	Internal	Passing Juice
<a href="#">Privacy Policy</a>	Internal	Passing Juice
<a href="#">Wyldfire PR &amp; Marketing</a>	External	Passing Juice


## SEO Keywords

	Keywords Cloud	business furniture order learn more storage management solutions services <b>fulfilment</b>
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## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
fulfilment	40	✓	✗	✓	✓
storage	21	✗	✗	✓	✓
business	20	✗	✗	✓	✗
more	17	✗	✗	✗	✗
learn	14	✗	✗	✗	✗












## Usability

	Url	Domain : apfulfilment.com Length : 16




## Usability

	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is en.
	Dublin Core	This page does not take advantage of Dublin Core.

## Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 0 Warnings : 0
	Email Privacy	Warning! At least one email address has been found in the plain text. Use <a href="#">free antispam protector</a> to hide email from spammers.
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<div><div></div> Attention! Try to avoid nested tables in HTML.</div> <div><div></div> Too bad, your website is using inline styles.</div> <div><div></div> Too bad, your website has too many CSS files (more than 4).</div> <div><div></div> Too bad, your website has too many JS files (more than 6).</div> <div><div></div> Too bad, your website does not take advantage of gzip.</div>

## Mobile

	Mobile Optimization	<div><div></div> Apple Icon</div> <div><div></div> Meta Viewport Tag</div>
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## Mobile

✓ Flash content

## Optimization

✓	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <div><a href="http://apfulfilment.com/sitemap.xml">http://apfulfilment.com/sitemap.xml</a> <a href="https://apfulfilment.com/sitemap_index.xml">https://apfulfilment.com/sitemap_index.xml</a></div>
✓	Robots.txt	<p><a href="http://apfulfilment.com/robots.txt">http://apfulfilment.com/robots.txt</a></p> <p>Great, your website has a robots.txt file.</p>
✗	Analytics	<p>Missing</p> <p>We didn't detect an analytics tool installed on this website.</p> <p>Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.</p>