








Website Analysis: friendlywater.co.uk

Generated on April 08 2026 08:23 AM





The score is 55/100





SEO Content

	Title	<p>Water Softeners and water systems UK</p> <p>Length : 36</p> <p>Perfect, your title contains between 10 and 70 characters.</p>																
	Description	<p>Water Softeners and Water Systems. Friendly Water are independent water treatment experts, we supply, service and repair water softeners, filters of all brands.</p> <p>Length : 160</p> <p>Great, your meta description contains between 70 and 160 characters.</p>																
	Keywords	<p>Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.</p>																
	Og Meta Properties	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1312 1481 1895"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>title</td> <td>Friendly Water</td> </tr> <tr> <td>description</td> <td>Water Softeners & Water Systems UK</td> </tr> <tr> <td>image</td> <td>https://friendlywater.co.uk/images/logo-opengraph.png</td> </tr> <tr> <td>url</td> <td>https://friendlywater.co.uk</td> </tr> <tr> <td>site_name</td> <td>Friendly Water</td> </tr> <tr> <td>locale</td> <td>en_GB</td> </tr> <tr> <td>type</td> <td>website</td> </tr> </tbody> </table>	Property	Content	title	Friendly Water	description	Water Softeners & Water Systems UK	image	https://friendlywater.co.uk/images/logo-opengraph.png	url	https://friendlywater.co.uk	site_name	Friendly Water	locale	en_GB	type	website
Property	Content																	
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	Headings	<table border="1" data-bbox="539 1926 1481 1998"> <thead> <tr> <th>H1</th> <th>H2</th> <th>H3</th> <th>H4</th> <th>H5</th> <th>H6</th> </tr> </thead> <tbody> <tr> <td>2</td> <td>5</td> <td>3</td> <td>10</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="616 2029 1244 2060" style="list-style-type: none"> • [H1] Water SystemsFor Homes & Businesses 	H1	H2	H3	H4	H5	H6	2	5	3	10	0	0				
H1	H2	H3	H4	H5	H6													
2	5	3	10	0	0													



SEO Content

		<ul style="list-style-type: none">• [H1] Get in Touch• [H2] Water Softener Systems• [H2] Water Filtration and Purification Systems• [H2] Water Taps and Tap Systems• [H2] Mains Water Pressure Boosting• [H2] One Month Later: Is the “New Vision for Water” Already Leaking?• [H3] West Byfleet• [H3] Basingstoke• [H3] Tell Me About...• [H4] Job: New Water Softener Installation• [H4] Job: Inspection of Old Water Softner and Installation of New Water Softener• [H4] Job: Suply and installation of Hague water softener.• [H4] Job: New water softener. Customer in KT13• [H4] Job: Great! Would use this company again. Customer in KT12• [H4] Job: Water softener installed in KT13• [H4] Job: Water Softener Installation and Replumbing Several Outside Taps• [H4] Job: Excellent Company• [H4] Job: Straightforward installation of water softener which works well• [H4] Job: Provision and installation of a water softener
	Images	<p>We found 16 images on this web page.</p> <p>1 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>
	Text/HTML Ratio	<p>Ratio : 30%</p> <p>Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.</p>
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>
	Iframe	<p>Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.</p>

SEO Links

	URL Rewrite	<p>Good. Your links looks friendly!</p>
	Underscores in the URLs	<p>We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.</p>

SEO Links

	In-page links	We found a total of 55 links including 4 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 12.73% Internal Links 87.27%

In-page links

Anchor	Type	Juice
Trustpilot	External	Passing Juice
Home	Internal	Passing Juice
All Products	Internal	Passing Juice
Domestic	Internal	Passing Juice
Commercial	Internal	Passing Juice
Water Softeners	Internal	Passing Juice
Water Filters & Purifiers	Internal	Passing Juice
Boiling Taps and Tap Systems	Internal	Passing Juice
Boost-a-main	Internal	Passing Juice
Water Softener Package Deals	Internal	Passing Juice
Water Softener Salt	Internal	Passing Juice
Sales & Technical Literature	Internal	Passing Juice
Water Softener Servicing	Internal	Passing Juice
Water Softeners	Internal	Passing Juice
Drinking Water Filters	Internal	Passing Juice
About Water Softeners	Internal	Passing Juice
How Hard is My Water	Internal	Passing Juice
Benefits of Softened Water	Internal	Passing Juice
Water Softener Hints & Tips	Internal	Passing Juice
Hard Water Problems & Their Solutions	Internal	Passing Juice

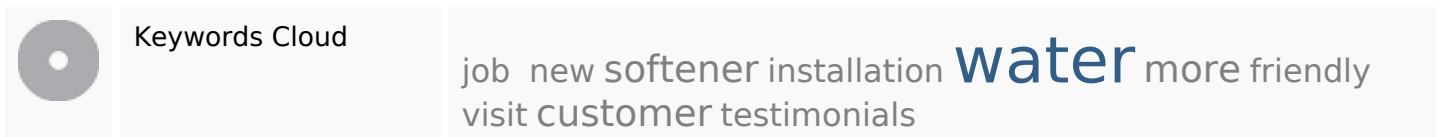
In-page links

Ask the Experts	Internal	Passing Juice
Simple Filters	Internal	Passing Juice
Scale Reduction Filters	Internal	Passing Juice
Reverse Osmosis Purifiers	Internal	Passing Juice
Replacement Cartridges	Internal	Passing Juice
Chillers and Carbonators	Internal	Passing Juice
About Friendly Water	Internal	Passing Juice
Why Choose Us	Internal	Passing Juice
Testimonials	Internal	Passing Juice
Blog	Internal	Passing Juice
Shop	Internal	Passing Juice
Contact	Internal	Passing Juice
Get a Quick Quote	Internal	Passing Juice
Arrange a Visit	Internal	Passing Juice
Buy Salt Now	Internal	Passing Juice
COVID-19 Customer requirements	External	Passing Juice
COVID-19 Policy document	External	Passing Juice
water Softner.	Internal	Passing Juice
visit our profile	External	Passing Juice
our profile	External	Passing Juice
water filter	Internal	Passing Juice
Hague 410 machine	Internal	Passing Juice
Water softeners from all the leading brands	Internal	Passing Juice
Water softeners review and comparison	Internal	Passing Juice
Water Softener Salt: Order Online!	Internal	Passing Juice
Servicing and spare parts for water softeners	Internal	Passing Juice
Find Out More	Internal	Passing Juice
Water taps of all the leading brands	Internal	Passing Juice

In-page links

=	Internal	Passing Juice
=	External	Passing Juice
=	Internal	Passing Juice
...Read more	Internal	Passing Juice
Taps	Internal	Passing Juice
Terms & Conditions	Internal	Passing Juice
Cloudlevel.	External	Passing Juice

SEO Keywords





Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
water	82	✓	✗	✓	✓
customer	29	✗	✗	✗	✓
more	25	✗	✗	✗	✗
softener	24	✓	✗	✓	✓
friendly	14	✗	✗	✓	✗









Usability

	Url	Domain : friendlywater.co.uk Length : 19
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is en.





Usability

		
	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 free antispam protector to hide email from spammers.
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<ul style="list-style-type: none"> Excellent, your website doesn't use nested tables. Too bad, your website is using inline styles. Too bad, your website has too many CSS files (more than 4). Too bad, your website has too many JS files (more than 6). Too bad, your website does not take advantage of gzip.

Mobile

	Mobile Optimization	<ul style="list-style-type: none"> Apple Icon Meta Viewport Tag Flash content
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Optimization

	XML Sitemap	Great, your website has an XML sitemap. http://friendlywater.co.uk/sitemap/
	Robots.txt	http://friendlywater.co.uk/robots.txt Great, your website has a robots.txt file.
	Analytics	Missing We didn't detect an analytics tool installed on this website. 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.