

Website Analysis: ideoshift.co.uk

Generated on February 03 2026 02:39 AM

The score is 45/100







SEO Content

	Title	ideoshift																				
		Length : 9																				
		Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.																				
	Description	We handle your GP letters. Built by GPs. Just £0.80 per letter. No minimum term.																				
		Length : 80																				
		Great, your meta description contains between 70 and 160 characters.																				
	Keywords	Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator 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>title</td><td>ideoshift</td></tr><tr><td>description</td><td>We handle your GP letters. Built by GPs. Just £0.80 per letter. No minimum term.</td></tr><tr><td>type</td><td>website</td></tr><tr><td>url</td><td>https://www.ideoshift.co.uk/</td></tr><tr><td>image</td><td>https://www.ideoshift.co.uk/_assets/v11/56513aff6ab100729dcdc1c4ce18f423763d4cf8.png</td></tr><tr><td>image:alt</td><td>ideoshift</td></tr><tr><td>site_name</td><td>ideoshift</td></tr></tbody></table>					Property	Content	title	ideoshift	description	We handle your GP letters. Built by GPs. Just £0.80 per letter. No minimum term.	type	website	url	https://www.ideoshift.co.uk/	image	https://www.ideoshift.co.uk/_assets/v11/56513aff6ab100729dcdc1c4ce18f423763d4cf8.png	image:alt	ideoshift	site_name	ideoshift
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	Headings	H1 4	H2 18	H3 12	H4 0	H5 12	H6 0															





SEO Content

- [H1] We handle your GP letters.
- [H1] We handle your GP letters.
- [H1] We handle your GP letters.
- [H1] This site requires JavaScript
- [H2] Read how we compare to Anima and BetterLetter
- [H2] Finalist in the General Practice
- [H2] Awards 2025
- [H2] Powered by 80 expert coders
- [H2] Compliant
- [H2] 500,000+ letters processed
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- [H3] “Working with ideoshift has been a game-changer. They’ve cleared our backlog, allowing our team to focus on what truly matters—delivering excellent patient care.”
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- [H5] 100 free letters. No obligation trial.
- [H5] Governance
- [H5] Key benefits
- [H5] Pace
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SEO Content

	Images	We found 72 images on this web page. 48 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.
	Text/HTML Ratio	Ratio : 0% This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.
	Flash	Perfect, no Flash content has been detected on this page.
	Iframe	Great, there are no Iframes detected on this page.


SEO Links

	URL Rewrite	Good. Your links looks friendly!
	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 0 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 0%

In-page links

Anchor	Type	Juice
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SEO Keywords






	Keywords Cloud	
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SEO Keywords










Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
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Usability

	Url	Domain : ideoshift.co.uk Length : 15
	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 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. Great, your website has few CSS files.

Document

- ✓ Perfect, your website has few JavaScript files.
- ✗ Too bad, your website does not take advantage of gzip.

Mobile



Mobile Optimization

- ✗ Apple Icon
- ✓ Meta Viewport Tag
- ✓ Flash content

Optimization



XML Sitemap

Missing

Your website does not have an XML sitemap - this can be problematic.

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.



Robots.txt

<http://ideoshift.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.