








# Website Analysis: ogilvyspirits.com

Generated on March 28 2026 20:28 PM





The score is 51/100







## SEO Content

	<b>Title</b>	<p>Home</p> <p>Length : 4</p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>												
	<b>Description</b>	<p>Welcome to Ogilvy Spirits, producers of Scotland's first potato vodka.</p> <p>Length : 75</p> <p>Great, your meta description contains between 70 and 160 characters.</p>												
	<b>Keywords</b>	<p>Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.</p>												
	<b>Og Meta Properties</b>	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1312 1481 1597"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>title</td> <td>Home   Scottish Potato Vodka   Ogilvy Spirits</td> </tr> <tr> <td>description</td> <td>Welcome to Ogilvy Spirits, producers of Scotland's first potato vodka.</td> </tr> </tbody> </table>	Property	Content	title	Home   Scottish Potato Vodka   Ogilvy Spirits	description	Welcome to Ogilvy Spirits, producers of Scotland's first potato vodka.						
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	<b>Headings</b>	<table border="1" data-bbox="539 1630 1481 1697"> <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>1</td> <td>2</td> <td>2</td> <td>3</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="616 1733 1458 2029" style="list-style-type: none"> <li>• [H1] Ogilvy</li> <li>• [H2] Welcome to Ogilvy Vodka, Scotland's first Potato Vodka producer.</li> <li>• [H2] Ogilvy</li> <li>• [H3] Spud, Sweat and Cheers</li> <li>• [H3] Welcome.Please enter your details.</li> <li>• [H4] Did you catch us on Saturday Kitchen?Read more</li> <li>• [H4] Solar Power</li> <li>• [H4] Fancy a Game?</li> </ul>	H1	H2	H3	H4	H5	H6	1	2	2	3	0	0
H1	H2	H3	H4	H5	H6									
1	2	2	3	0	0									

## SEO Content

	Images	We found 16 images on this web page.  1 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 : 16%  Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.
	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 5 links including 0 link(s) to files
	Statistics	External Links : noFollow 0%  External Links : Passing Juice 0%  Internal Links 100%

## In-page links

Anchor	Type	Juice
<a href="#">Jump to main content</a>	Internal	Passing Juice
<a href="#">Jump to main navigation</a>	Internal	Passing Juice
<a href="#">Jump to related content</a>	Internal	Passing Juice
<a href="#">Shop</a>	Internal	Passing Juice
<a href="#">Book a Tour</a>	Internal	Passing Juice

## SEO Keywords



Keywords Cloud

kingdom philippines peru south guinea  
united korea new republic paraguay

## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
republic	5	✘	✘	✘	✘
united	3	✘	✘	✘	✘
guinea	2	✘	✘	✘	✘
new	2	✘	✘	✘	✘
kingdom	2	✘	✘	✘	✘










## Usability

	Url	Domain : ogilvyspirits.com Length : 17
	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.




## Document

	W3C Validity	Errors : 0 Warnings : 0
	Email Privacy	Great no email address has been found in plain text!
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<ul style="list-style-type: none"><li> Excellent, your website doesn't use nested tables.</li><li> Too bad, your website is using inline styles.</li><li> Great, your website has few CSS files.</li><li> Too bad, your website has too many JS files (more than 6).</li><li> Too bad, your website does not take advantage of gzip.</li></ul>

## Mobile

	Mobile Optimization	<ul style="list-style-type: none"><li> Apple Icon</li><li> Meta Viewport Tag</li><li> Flash content</li></ul>
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## 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	<a href="http://ogilvyspirits.com/robots.txt">http://ogilvyspirits.com/robots.txt</a>  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

## Optimization

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.