Website Analysis: sno.co.uk

The score is 70/100

SEO Content

✓	Title	SNO - the Home of Winter | ski hotel & chalet holidays Length : 54 Perfect, your title contains between 10 and 70 characters.
✓	Description	SNO skiing holiday packages in the best catered chalets & ski hotels ❄ groups ✓ families ✓ all-inclusive ✓ luxury ✓ ❄ ski deals ATOL protected Length : 144 Great, your meta description contains between 70 and 160 characters.
✓	Keywords	Sno Good, your page contains meta keywords.
✗	Og Meta Properties	This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them.
○	Headings	H1 H2 H3 H4 H5 H6 1 7 2 13 0 0 [H1] FIND YOUR PERFECT SKI HOLIDAY [H2] CHOOSE YOUR KIND OF SKI HOLIDAY [H2] Why book your ski holiday with SNO? [H2] BEST TIME FOR A SKIING HOLIDAY? [H2] BUCKET-LIST SKI HOLIDAY DESTINATIONS [H2] SPEAK TO THE SKI HOLIDAY EXPERTS [H2] MOST POPULAR SKIING HOLIDAY RESORTS [H2] Call Us 020 7770 6888 or Enquire Online [H3] SKIING HOLIDAY FAQs [H3] get deals and& discounts first by email >> [H4] Countries [H4] Lapland [H4] Ski Areas [H4] Ski Resorts [H4] Region [H4] Airport [H4] How much does a ski holiday cost?

SEO Content

		• [H4] When can I book next winter ski holidays 2025/2026? • [H4] How do I plan a perfect ski holiday? • [H4] How do I book a ski holiday? • [H4] What else can you do on ski holidays? • [H4] Are package ski holidays cheaper? • [H4] Where can I search ALL ski holidays?
❌	Images	We found 70 images on this web page. 29 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 : 44% Ideal! This page's ratio of text to HTML code is between 25 and 70 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 69 links including 0 link(s) to files
⚪	Statistics	External Links : noFollow 0% External Links : Passing Juice 2.9% Internal Links 97.1%

In-page links

Anchor	Type	Juice
Ski holidays	Internal	Passing Juice
Resorts	Internal	Passing Juice

In-page links

Hotels	Internal	Passing Juice
Chalets	Internal	Passing Juice
Groups	Internal	Passing Juice
Family	Internal	Passing Juice
Luxury	Internal	Passing Juice
Inclusive	Internal	Passing Juice
Deals	Internal	Passing Juice
self-catering apartment	Internal	Passing Juice
best last minute ski deals	Internal	Passing Juice
world's best ski resorts	Internal	Passing Juice
après ski	Internal	Passing Juice
family friendly	Internal	Passing Juice
biggest ski domains	Internal	Passing Juice
Europe	Internal	Passing Juice
Canada	Internal	Passing Juice
snow sure ski resorts	Internal	Passing Juice
France	Internal	Passing Juice
Austria	Internal	Passing Juice
Enquire Online	Internal	Passing Juice
Val d'Isere	Internal	Passing Juice
Tignes	Internal	Passing Juice
Val Thorens	Internal	Passing Juice
Meribel	Internal	Passing Juice
Courchevel	Internal	Passing Juice
3 Valleys	Internal	Passing Juice
La Plagne	Internal	Passing Juice
Les Arcs	Internal	Passing Juice
snowboarding holidays	Internal	Passing Juice

In-page links

St Anton	Internal	Passing Juice
Mayrhofen	Internal	Passing Juice
Alpe d'Huez	Internal	Passing Juice
Les 2 Alpes	Internal	Passing Juice
Obergurgl	Internal	Passing Juice
Avoriaz	Internal	Passing Juice
2026 ski holidays	Internal	Passing Juice
local airport	Internal	Passing Juice
top resorts for non-skiers	Internal	Passing Juice
Lapland	Internal	Passing Juice
Lapland Santa Breaks	Internal	Passing Juice
Northern Lights	Internal	Passing Juice
tour operator	Internal	Passing Juice
ski resort	Internal	Passing Juice
All-Inclusive ski holiday	Internal	Passing Juice
2026 ski holidays	Internal	Passing Juice
chalet	Internal	Passing Juice
hotel	Internal	Passing Juice
apartment	Internal	Passing Juice
searching online	Internal	Passing Juice
local airport	Internal	Passing Juice
top resorts for non-skiers	Internal	Passing Juice
Lapland	Internal	Passing Juice
Lapland Santa Breaks	Internal	Passing Juice
Northern Lights	Internal	Passing Juice
tour operator	Internal	Passing Juice
Last-minute packages	Internal	Passing Juice
Home	Internal	Passing Juice

In-page links

About	Internal	Passing Juice
Contact	Internal	Passing Juice
Careers	Internal	Passing Juice
Internships	Internal	Passing Juice
Privacy	Internal	Passing Juice
Accessibility	Internal	Passing Juice
Editorial Policy	Internal	Passing Juice
Sitemap	Internal	Passing Juice
Civil Aviation Authority	External	Passing Juice
Foreign and Commonwealth Office	External	Passing Juice
ski holiday companies	Internal	Passing Juice

SEO Keywords

Keywords Cloud	sno guests choose ski holidays holiday book les resorts travel

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
ski	76	✔	✖	✔	✔
guests	30	✖	✖	✖	✖
holiday	26	✔	✖	✔	✔
holidays	25	✔	✖	✖	✔
resorts	18	✖	✖	✖	✔

Usability

Url	Domain : sno.co.uk Length : 9	

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	Great. This page 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	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	✔ Excellent, your website doesn't use nested tables. ✖ Too bad, your website is using inline styles. ✔ Great, your website has few CSS files. ✔ 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

Mobile

✔ Flash content

Optimization

✅	XML Sitemap	Great, your website has an XML sitemap. http://sno.co.uk/sitemap.xml https://www.sno.co.uk/sitemap.xml https://www.sno.co.uk/video-sitemap.xml
✅	Robots.txt	http://sno.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.