# Website Analysis: switchhealth.co.uk

Generated on June 06 2025 09:11 AM

The score is 60/100

## SEO Content

| | | |
|---|---|---|
| ✓ | Title | Home - Switch Health<br><br>Length : 20<br><br>Perfect, your title contains between 10 and 70 characters. |
| ✓ | Description | Switch Health is an award winning broker, we compare private health insurance whole of market guaranteeing to save money on health insurance<br><br>Length : 140<br><br>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. |

| Property | Content |
|---|---|
| locale | en_US |
| type | website |
| title | Home - Switch Health |
| url | https://www.switchhealth.co.uk/ |
| site_name | Switch Health |

| | | |
|---|---|---|
| ◔ | Headings | |

| H1 | H2 | H3 | H4 | H5 | H6 |
|---|---|---|---|---|---|
| 1 | 1 | 18 | 4 | 0 | 0 |

- [H1] Compare Private Health Insurance Providers
- [H2] No.1 health insurance broker as rated by customers on Trustpilot
- [H3] GET QUOTES AND COMPARE
- [H3] Why use Switch Health?
- [H3] How does Private Health Insurance Work?

# SEO Content

- [H3] Our Guarantee
- [H3] 9 tips how you can save money on your private health insurance!
- [H3]
- [H3]
- [H3] Did you know?
- [H3] What is Private Health Insurance?
- [H3] What does private health insurance cover?
- [H3] Latest News
- [H3] Is Private Health Insurance Becoming a Necessity in the UK?
- [H3] The Future of Health Insurance: Trends to Watch in 2025
- [H3] Switch Health Celebrates Success at the Cover Excellence Awards 2024!
- [H3] The Impact of Climate Change on Health Insurance
- [H3] Case Study: Sarah's Claim Journey
- [H3] NHS Waiting List Grows to 7.62 Million, Adding 19,000 More Patients
- [H3] Contact Us
- [H4] Contact Us
- [H4] Quick Links
- [H4]
- [H4]

| | Images | We found 39 images on this web page.<br><br>7 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 : 18%<br><br>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 | Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed. |

# 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 34 links including 1 link(s) to files |

# SEO Links

| | Statistics | External Links : noFollow 0% |
|---|---|---|
| | | External Links : Passing Juice 23.53% |
| | | Internal Links 76.47% |

# In-page links

| Anchor | Type | Juice |
|---|---|---|
| Get a Quote | Internal | Passing Juice |
| BUPA | Internal | Passing Juice |
| AXA PPP | Internal | Passing Juice |
| Saga | Internal | Passing Juice |
| Channel Islands Health Insurance | Internal | Passing Juice |
| International Medical Insurance | Internal | Passing Juice |
| Switching Insurers | Internal | Passing Juice |
| Over 50s Health Insurance | Internal | Passing Juice |
| Company Insurance | Internal | Passing Juice |
| Life Insurance | Internal | Passing Juice |
| News | Internal | Passing Juice |
| Privacy Policy | Internal | Passing Juice |
| Health Insurance | Internal | Passing Juice |
| Contact Us | Internal | Passing Juice |
| - | Internal | Passing Juice |
| mostbet casino | External | Passing Juice |
| pul kisələri | External | Passing Juice |
| kontorunun saytında | External | Passing Juice |
| mostbet | External | Passing Juice |
| here | External | Passing Juice |
| here | Internal | Passing Juice |

# In-page links

| Read more about these purposes | External | Passing Juice |
|---|---|---|
| privacy policy. | Internal | Passing Juice |
| Trustpilot | External | Passing Juice |
| READ NOW | Internal | Passing Juice |
| READ NOW | Internal | Passing Juice |
| READ NOW | Internal | Passing Juice |
| READ NOW | Internal | Passing Juice |
| READ NOW | Internal | Passing Juice |
| READ NOW | Internal | Passing Juice |
| Careers | Internal | Passing Juice |
| FAQ's & Guides | Internal | Passing Juice |
| Complaints | Internal | Passing Juice |
| Wired Media | External | Passing Juice |

# SEO Keywords

Keywords Cloud

switch private cover save offer insurers policy money insurance health

# Keywords Consistency

| Keyword | Content | Title | Keywords | Description | Headings |
|---|---|---|---|---|---|
| health | 28 | ✔ | ✖ | ✔ | ✔ |
| insurance | 21 | ✖ | ✖ | ✔ | ✔ |
| private | 18 | ✖ | ✖ | ✔ | ✔ |
| policy | 13 | ✖ | ✖ | ✖ | ✖ |
| save | 11 | ✖ | ✖ | ✔ | ✔ |

# Usability

| | Url | Domain : switchhealth.co.uk<br>Length : 18 |
|---|---|---|
| | 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 : 68<br>Warnings : 37 |
| | 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 | ✔ 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 | | |
|---|---|---|---|
| | | ✔ | Apple Icon |
| | | ✔ | Meta Viewport Tag |
| | | ✔ | Flash content |

# Optimization

| | XML Sitemap | Great, your website has an XML sitemap. |
|---|---|---|
| ✔ | | http://www.switchhealth.co.uk/sitemap_index.xml |
| ✔ | Robots.txt | http://switchhealth.co.uk/robots.txt<br><br>Great, your website has a robots.txt file. |
| ✖ | Analytics | Missing<br><br>We didn't detect an analytics tool installed on this website.<br><br>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. |