Website Analysis:
thompson.co.uk

The score is 52/100
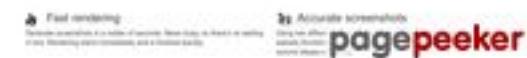
SEO Content

✓	Title	Thompsons Feeding Innovation Length : 28 Perfect, your title contains between 10 and 70 characters.
✗	Description	Length : 0 Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description.
✗	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	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 4 11 0 0 0 0 • [H1] Providing Quality Feed • [H1] Feed Divisions • [H1] Northern Ireland's leading animal feed manufacturer. • [H1] Feed Brands • [H2] Ruminant Feeds • [H2] Poultry Feeds • [H2] Pig Feeds • [H2] Horse Feeds • [H2] Alternative Feeds • [H2] Milk Manager • [H2] A Pioneering Approach • [H2] A Commitment to Technology • [H2] Preparation and planning the keys to lambing success, from Thompsons' Dr. Ronald Annett • [H2] Trading Desk • [H2] Enquiries
	Images	We found 45 images on this web page.

SEO Content

❌		44 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% 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 29 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
Home	Internal	Passing Juice
About Thompsons	Internal	Passing Juice
Technology	Internal	Passing Juice
History	Internal	Passing Juice
Quality	Internal	Passing Juice

In-page links

Feed Distribution	Internal	Passing Juice
Brands	Internal	Passing Juice
Terms & Conditions	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Modern Slavery	Internal	Passing Juice
Feed Divisions	Internal	Passing Juice
Poultry Feeds	Internal	Passing Juice
Pig Feeds	Internal	Passing Juice
Horse Feeds	Internal	Passing Juice
Horse Feeds	Internal	Passing Juice
Alternative Feeds	Internal	Passing Juice
Other Products	Internal	Passing Juice
Grass Seed	Internal	Passing Juice
Silage Innoculant	Internal	Passing Juice
Secure Covers	Internal	Passing Juice
Services	Internal	Passing Juice
Soil Analysis	Internal	Passing Juice
Milk Manager	Internal	Passing Juice
Ultramix	Internal	Passing Juice
Careers	Internal	Passing Juice
News	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Read more	Internal	Passing Juice
Pension	Internal	Passing Juice

SEO Keywords

Keywords Cloud

feeds ruminant quality silage desk feed northern trading analysis thompsons

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
feeds	12	✖	✖	✖	✔
feed	6	✔	✖	✖	✔
quality	6	✖	✖	✖	✔
thompsons	5	✔	✖	✖	✔
trading	4	✖	✖	✖	✔

Usability

	Url	Domain : thompson.co.uk Length : 14
✔	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.

Document

✓	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.
		✗ 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://thompson.co.uk/sitemap.xml
✓	Robots.txt	http://thompson.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.