**63%**

Your Website Score

# Review of Avani-restaurant.co.uk

Generated on 2016-10-22

**Introduction**

This report provides a review of the key factors that influence the SEO and usability of your website.

The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.

Our reports provide actionable advice to improve a site's business objectives.

**Please contact us for more information or help with your SEO.**

**Table of Contents**

**Iconography**

| | |
|---|---|
| ✓ Good | ⚙⚙⚙ Hard to solve |
| ! To Improve | ⚙⚙⚙ Little tough to solve |
| ✗ Errors | ⚙⚙⚙ Easy to solve |
| ● Not Important | ⚙⚙⚙ No action necessary |

# Search Engine Optimization
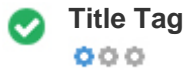
**Title Tag**
⚙⚙⚙

AVANI | PROPER INDIAN BY MUMBAIKARS

**Length:** 35 character(s)

The Page Title Tag (or more accurately the HTML Title Element) is still, however, arguably the most important on-page SEO factor to address on any web page. Keywords in page titles can HELP your pages rank higher in Google results pages (SERPs).

**Meta Description**
⚙⚙⚙

No Description

**Length:** 0 character(s)

The meta description tag serves the function of advertising copy. It draws readers to a website from the SERP and thus, is an extremely important part of search marketing. Crafting a readable, compelling description using important keywords can improve the click-through rate for a given webpage.

**Meta Keywords**
⚙⚙⚙

No Keywords

Meta keywords are far less important today than they used to be. However, it is important NOT to list too many keywords as this can have a negative impact on your ranking.

**Google Preview**

## AVANI | PROPER INDIAN BY MUMBAIKARS
**avani-restaurant.co.uk/**

No Description

This is how Google shows your site in the search results.

**Headings**

| <H1> | <H2> | <H3> | <H4> | <H5> | <H6> |
|------|------|------|------|------|------|
| 1 | 0 | 4 | 0 | 0 | 8 |

<H3> Welcome to Avani </H3>

<H3> Reserve a Table </H3>

<H3> Our Hours </H3>

<H3> Visit us </H3>

<H6> Monday </H6>

<H6> Tuesday </H6>

<H6> Wednesday </H6>

<H6> Thursday </H6>

<H6> Friday </H6>

<H6> Saturday </H6>

<H6> Sunday </H6>

<H6> Avani | Proper Indian By Mumbaikars </H6>

Headings still help Google to grasp the main topics of a long post.

## Keywords Cloud

avani `4`   radlett `4`   created `4`   experience `4`   exude `3`

class `3`   tasteful `3`   ambience `3`   perfect `3`   andmemorable `3`

glamourwith `3`   menu `3`   unique `3`   been `3`   home `3`

> The Keyword Cloud is a visual representation of keywords used on your website. This will show you which words are frequently used in the content of your webpage.

## Keyword Consistency

| Keywords | Freq | Title | Desc | <H> |
|---|---|---|---|---|
| avani | 4 | ✔ | ✖ | ✔ |
| radlett | 4 | ✖ | ✖ | ✖ |
| created | 4 | ✖ | ✖ | ✖ |
| experience | 4 | ✖ | ✖ | ✖ |
| exude | 3 | ✖ | ✖ | ✖ |
| class | 3 | ✖ | ✖ | ✖ |
| tasteful | 3 | ✖ | ✖ | ✖ |
| ambience | 3 | ✖ | ✖ | ✖ |
| perfect | 3 | ✖ | ✖ | ✖ |
| andmemorable | 3 | ✖ | ✖ | ✖ |
| glamourwith | 3 | ✖ | ✖ | ✖ |
| menu | 3 | ✖ | ✖ | ✖ |
| unique | 3 | ✖ | ✖ | ✖ |
| been | 3 | ✖ | ✖ | ✖ |
| home | 3 | ✖ | ✖ | ✖ |

> Keyword consistency (or density) is the percentage of times a keyword or phrase appears on a webpage compared to the total number of words on the page. In the context of search engine optimization keyword density can be used as a factor in determining whether a webpage is relevant to a specified keyword or keyword phrase.

## Alt Attribute

We found 7 images on this web page

✔ No ALT attributes are empty or missing.

> The term ALT tag is a common shorthand term used to refer to the ALT attribute within in the IMG tag. Any time you use an image, be sure to include an ALT tag or ALT text within the IMG tag. Doing so will provide a clear text alternative of the image for screen reader users.

## Text/HTML Ratio

HTML to Text Ratio is: **5.62%**

Text content size 1546 bytes
Total HTML size  27507 bytes

> The Code to Text Ratio represents the percentage of actual text in a webpage. It is used by search engines and spiders to calculate the relevancy of a webpage. A higher code to text ratio allows for a better chance of getting a good page ranking in the SERPs. Not all search engines are using the code to text ratio in their index algorithm, but most of them do. Therefore, having a higher code to text ratio than your competitors gives you a good start for on-site optimization.

## GZIP compression Test

Oh No! GZIP is not enabled.

✖ Your webpage size is 27 KB, could be compressed upto 7 KB using GZIP (74.5 % size savings)

> Compression with Gzip for CSS and HTML files typically reduces the file size by 50-70%. This results in reduced loading speed for your pages and lesser bandwidth used.

**IP Canonicalization**

No your domain IP 46.20.235.189 does not redirect to avani-restaurant.co.uk

Canonicalisation refers to the IP address and domain name of a website display resolving to the same URL. If the IP address and domain do NOT resolve to the same URL, the search engines are unsure which URL is the correct one. This will negatively impact the domain ranking.

**URL Rewrite**

Good, all URLs look clean and friendly

URL rewriting is the technique used to "translate" a URL like the last one into something the server can understand. It can be one of the best and quickest ways to improve the usability and search friendliness of your site.

**Underscores in the URLs**

Great, you are not using underscores (these_are_underscores) in your URLs

Google has stated that when it comes to URL structure, using hyphens rather than underscores makes it much easier for them to identify what the page is about.

## WWW Resolve

Great, a redirect is in place to redirect traffic from your non-preferred domain.

www resolve is a simple command that ensures that when you enter your web address WITH a www or WITHOUT a www – you end up at the same place. if this fails, you have a major problem as it means people who do not include www will not see your webpage.

## XML Sitemap

Good, you have XML Sitemap file!
http://avani-restaurant.co.uk/sitemap.xml

The robots exclusion protocol (REP), or robots.txt is a text file webmasters create to instruct robots (typically search engine robots) how to crawl and index pages on their website.

## Robots.txt

Good, you have Robots.txt file!
http://avani-restaurant.co.uk/robots.txt

XML sitemaps serve as a way to communicate directly with the search engines, alerting them to new or changed content very quickly and helping to ensure that the content is indexed faster.

## Embedded Objects

Perfect, no embedded objects has been detected on this page

The embed code is what you use to make your images and videos appear on a webpage.The plain HTML (Object) embed code is now considered to be deprecated. We would only recommend its use in situations where iframe embedding is not possible.

## Iframe

Perfect, no Iframe content has been detected on this page

Search engines recognize the content in iFrames as coming from a different source, so your page doesn't receive any SEO content credit.

## Domain Registration

Exactly how many years and months

Domain Age: 1 Year, 355 Days

Created Date: 2nd-Nov-2014

Updated Date: 7th-Jan-2016

Expiry Date: 2nd-Nov-2016

Domain names are the human-readable Internet addresses of websites. Root domains, which are identified by their domain names, have extensions such as .com, .org, .net, etc. (Ex. http://www.example.com) Subdomains are a lower-level component of a root domain and precede the domain name. (Ex. http://subdomain.domain.com)

## ❌ **Indexed Pages** ⚙⚙⚙

Indexed pages in search engines

**5 Page(s)**

> It is essential to ensure that all the key pages of a website have been well indexed by the major Search Engines.
>
> Indexing will allow you to rank in the organic search results with keywords and optimized content related to your activity.

## ❌ **Backlinks Counter** ⚙⚙⚙

Number of backlinks to your website

**5 Backlink(s)**

> External Links are links that point to one website from another website.This is considered an external link to your site.
>
> Similarly, a link from your website out to another website is also considered an external link.

# Usability

**URL**

http://avani-restaurant.co.uk
**Length:** 16 characters

URLs describe a site or page to visitors and search engines. Keeping them relevant, compelling, and accurate is the key to ranking well. The URL of a web document should ideally be as descriptive and brief as possible.

**Favicon**

Great, your website has a favicon.

A favicon adds an element of credibility to a site and improves the branding. This leads to increased brand recognition and therefore higher ctr in the SERPs (Search Engine Results Pages). Higher SERPs ctr is arguably a very important SEO element.

**Custom 404 Page**

Great, your website has a custom 404 error page.

A 404 error is found when a link goes to a page that no longer exists. A custom 404 page is the page a site visitor will see if the actual link they tried to access does not exist.

**Page Size** ✅
⚙️⚙️⚙️

27 KB (World Wide Web average is 320 Kb)

Page size affects page load which we will look at next. However, page size also reflects content. The ideal page size is less than 1mb - if possible - below 500kb.

**Load Time** ✅
⚙️⚙️⚙️

0.79 second(s)

In 2010, Google announced that website speed would begin having an impact on search ranking. Data shows there is a correlation between lower time-to-first-byte (TTFB) metrics and higher search engine rankings. Websites with servers and back-end infrastructure that can quickly deliver web content have a higher search ranking than those that are slower.

**Language** ✅
⚙️⚙️⚙️

Good, you have declared your language
Declared Language: English

Setting languages in your code helps visitors and search engines know the country and language that your website is targeted towards.

## Domain Availability
⚙ ⚙ ⚙

| Domains (TLD) | Status |
|---|---|
| avani-restaurant.com | Available |
| avani-restaurant.net | Available |
| avani-restaurant.org | Available |
| avani-restaurant.biz | Available |
| avani-restaurant.io | Available |

This shows the available related domains

## Typo Availability
⚙ ⚙ ⚙

| Domains (TLD) | Status |
|---|---|
| qvani-restaurant.uk | Available |
| wvani-restaurant.uk | Available |
| zvani-restaurant.uk | Available |
| xvani-restaurant.uk | Available |
| aani-restaurant.uk | Available |

This refers to domains similar but containing a typo.

## ✅ Email Privacy
⚙⚙⚙

Good, no email address has been found in plain text.

> This refers to whether email addresses on your website are protected from web scraping methods.

## ✅ Safe Browsing
⚙⚙⚙

The website is not blacklisted and looks safe to use.

> Safe Browsing is a service provided by Google to all major Web browsers including Chrome, Firefox, Safari, Internet Explorer and many more in order to identify unsafe websites that contain malware, phishing and other harmful viruses.

# Mobile

**Mobile Friendliness**
✿ ✿ ✿

Awesome! This page is mobile-friendly!
Your mobile friendly score is 95/100

Starting April 21, 2015, Google Search expanded its use of mobile-friendliness as a ranking signal. This change affects mobile searches in all languages worldwide and has a significant impact on Search results on Google and other major search engines.

**Mobile Compatibility**
✿ ✿ ✿

Perfect, no embedded objects detected.

Websites that are not compatible with mobile devices are penalised on the all of the major search engines.

**Mobile View**
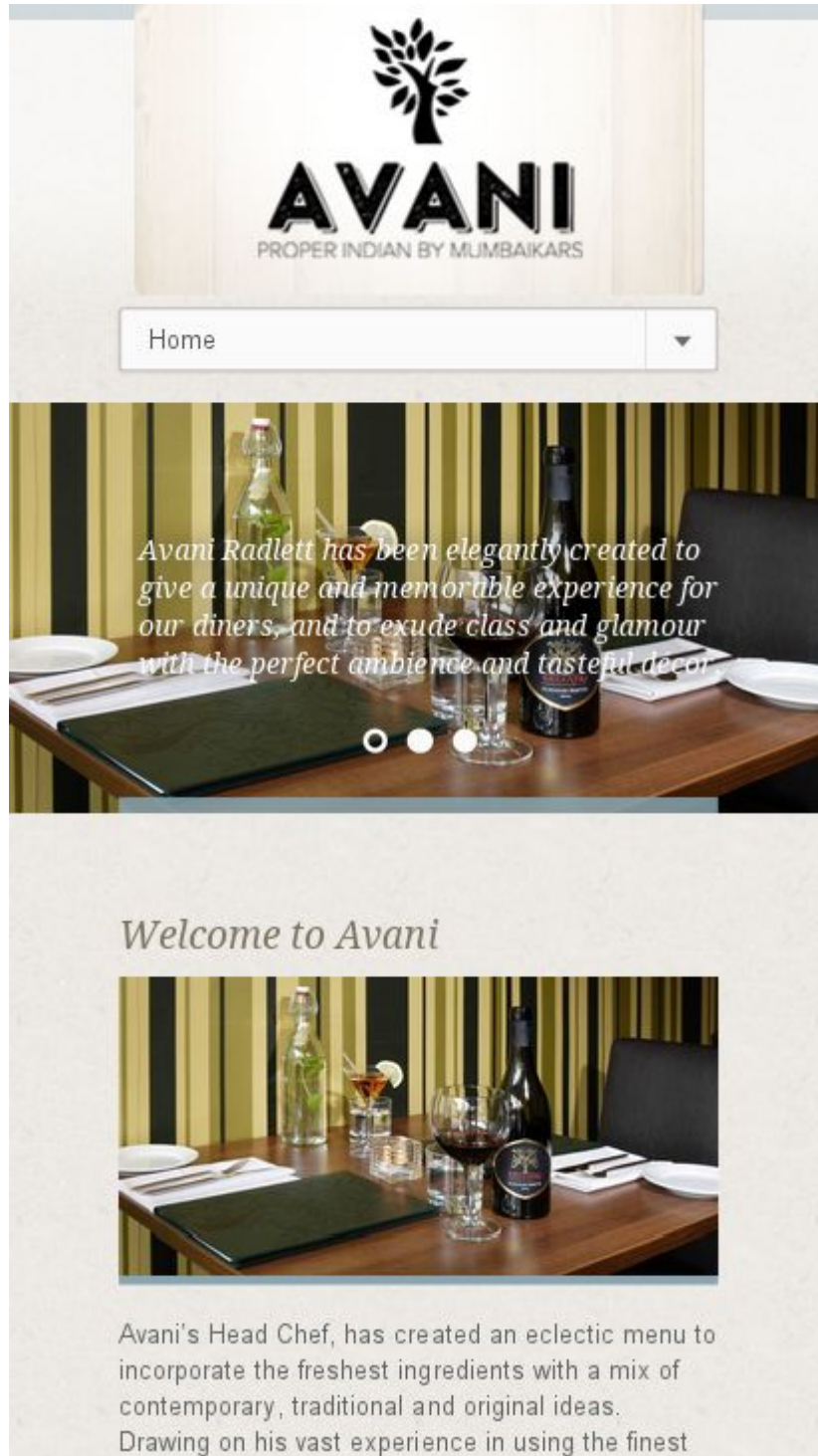


This is a quick flash shot of the website in a mobile browser. Please note that different mobile browsers will show websites in slightly different ways. The main issue is that a website should be responsive or friendly to mobile devices.

# Technologies

**Server IP**
○ ○ ○

| Server IP | Server Location | Service Provider |
|---|---|---|
| 46.20.235.189 | United Kingdom | Melbourne Server Hosting Ltd |

This is the IP address of the server hosting the website.

**Speed Tips**
✖ ○ ○

Tips for authoring fast-loading HTML pages:

✖ Too bad, your website has too many CSS files.

✖ Too bad, your website has too many JavaScript files.

✔ Perfect, your website doesn't use nested tables.

✖ Too bad, your website is using inline styles.

Google has indicated site speed (and as a result, page speed) is one of the signals used by its algorithm to rank pages.

And research has shown that Google might be specifically measuring time to first byte as when it considers page speed.

**Analytics**
○ ○ ○

We didn't detect an analytics tool installed on this website.

This item searches the website for analytics tools.

## Doc Type
⚙ ⚙ ⚙

Your Web Page doctype is HTML 5

> A web page doctype is an instruction to the browser about which standard to use for the document. Several doctypes declarations and standards have existed through the years and you can find a list of them at the www.w3.org website.

## W3C Validity
⚙ ⚙ ⚙

W3C not validated

> W3C stands for Wide Web Consortium, a company that develops standards for code on the web. Validation works to check the HTML code for proper markup

## Encoding
⚙ ⚙ ⚙

Great, language/character encoding is specified: UTF-8

> Encoding of a character set specifies how these characters will be actually stored as bytes understandable by a computer. For a given character set, there is often a choice between many different encodings, with their advantages and disadvantages. We recommend that you use the Unicode character set with UTF-8 encoding. This encoding is supported by all browsers and allows you to manage all possible languages ?(Japanese, French, English, ...)

# Social

### Social Data
⚙ ⚙ ⚙

Your social media status

[f]  Facebook Likes: 0

[G+]  PlusOne: 0

[Su]  StumbleUpon: 0

[in]  LinkedIn: 0

> Greater social engagement leads to increased Social SEO signals. This, in turn, helps you to gain higher search engine rankings.

# Visitors

**Traffic Rank**

10,378,700th most visited website in the World.

Traffic rank is based on a combined measure of Unique Visitors and Pageviews.

**Visitors Localization**

Your website is popular on following countries:

**No data available**

Website localization is the process of adapting an existing website to local language and culture in the target market. It is the process of adapting a website into a different linguistic and cultural context— involving much more than the simple translation of text.

**Estimated Worth**

$204 USD

This is the value of the domain based on current algorythms.

# Link Analysis

**In-Page Links**

We found a total of 10 links including both internal & external links of your site

| Anchor | Type | Follow |
|---|---|---|
| No Anchor Text | Internal Links | Dofollow |
| Our Menu | Internal Links | Dofollow |
| Reservations | Internal Links | Dofollow |
| Gallery | Internal Links | Dofollow |
| News | Internal Links | Dofollow |
| Find Us | Internal Links | Dofollow |
| Reserve now on www.opentable.co.uk | External Links | Dofollow |
| Powered By OpenTable | External Links | Dofollow |
| Book now | External Links | Dofollow |
| F | External Links | Dofollow |

Internal links are links that go from one page on a website to a different page on the same domain. Internal links reveal site architecture and and are favoured by the search engines.

## Broken Links
✓ ⚙⚙⚙

No broken links were found on this web page

A broken link can seriously damage your website, your reputation, and your business. All it takes is a single broken link to affect your search engine rankings and the user experience. This results in visitors leaving the site and/or lost revenue.