



18th December
2010



Overall

The overall score for this website.

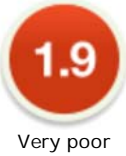
Poor



Accessibility

How accessible the website is to mobile and disabled users.

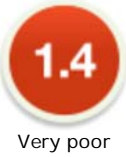
Poor



Content

The quality of the content of this website.

Very poor



Marketing

How well this website is marketed online.

Very poor



Technology

How well designed and built the website is.

Poor



with complements

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Good / bad points

- This website is ranked 20,226,794th in the world for popularity
- Few websites link to this website, making it hard to find
- The website is not W3C compliant
- Many pages have no defined Headings, compromising SEO
- Most images don't have defined sizes
- Some images do not specify alternative text
- This website does not appear to use any analytics software

- Content appears quite difficult to understand
- This site appears to use 2 different page designs
- 49 webpages found
- This website appears fully spiderable
- No broken links were found
- This website is quick to use
- This site uses CSS for layout throughout





Very poor

Analytics

None of this website is using any recognised analytics software.

It is still possible to gather a great deal of information from your webserver logs, however complete visitor analysis requires client-side Javascript or an image not found here.

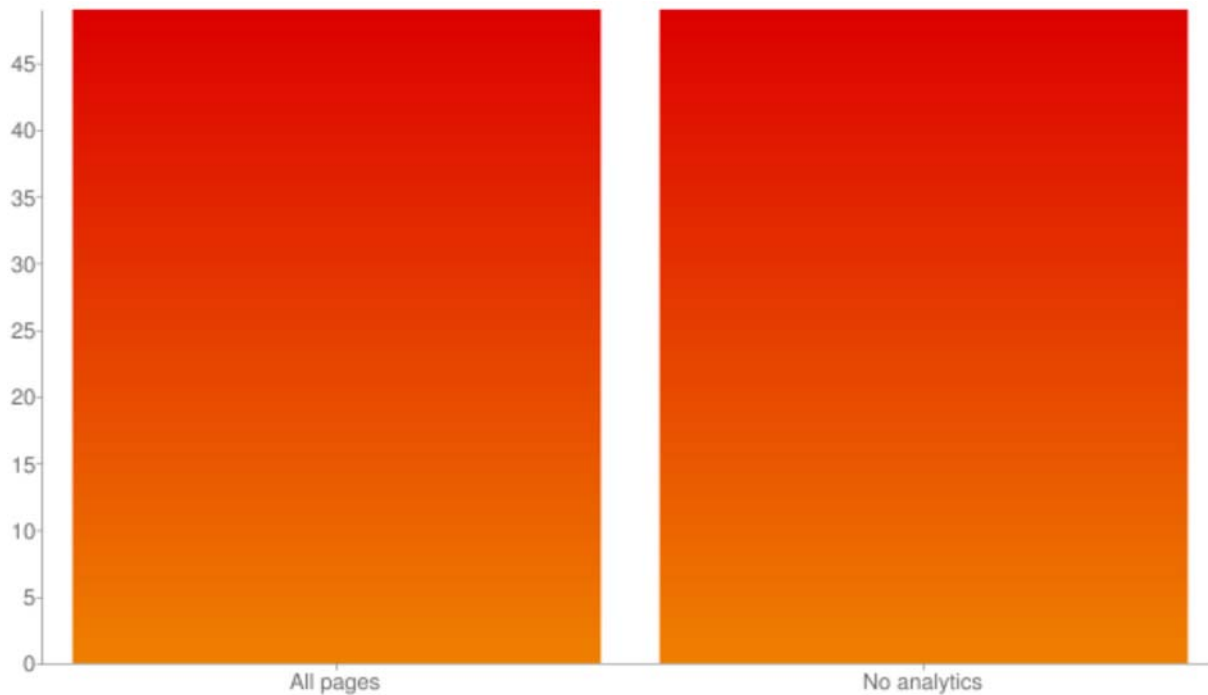
Note that this test can only detect *recognised* analytics solutions. If an analytics solution is new, obscure or used in a non-standard way (e.g. it has been customised) it cannot be detected.

Recommendations

- Consider using a leading website analytics solution, such as Google Analytics or WebTrends. This will allow you to monitor visitor behaviour in detail.

Analytics used

Breakdown of pages using analytics.



Using analytics

Proportion of pages using any form of analytics.

0% (0 of 49)





Very poor

Headings

A large number (87.8%) of pages do not use defined Headings.

Correctly defined Headings aid accessibility and are particularly important for search engine optimisation.

You can review all Headings in use below - if this site is particularly concerned with search engine optimisation, these Headings should be chosen carefully.

Pages with Headings
12.2% (6 of 49)

Bad Headings
0% (0 of 9)





Very poor

Twitter

This website has never been linked to on Twitter, and does not appear to have a Twitter account.

This suggests this website has essentially no online social presence whatsoever: people are not talking about this site, including the owners of the website.

Usually this means a missed marketing opportunity, although Twitter is not always appropriate for all websites.

Recommendations

- Consider starting a Twitter account, and post regular updates linking to content in this site.

How often is this website tweeted about?

Never

How often do the owners tweet?

No Twitter account





Very poor

W3C compliance

No pages are W3C compliant.

The website could experience problems working on some web browsers, and may be difficult or impossible for users with certain disabilities to operate.

W3C compliant
0% (0 of 49)

Number of errors
1,397





Very poor

Popularity

This website is ranked **20,226,794th** in the world for popularity (source: [Alexa](#)). In the last 3 months, there has been no significant change in popularity.

This is low and shows the website is rarely visited.

Alexa gathers relative popularity information on all websites from a sample of browser users. Alexa's traffic rankings are for top level domains only (e.g. domain.com) - separate rankings are not possible for subpages within a domain (e.g. www.domain.com/subpage.html) or subdomains (e.g. subdomain.domain.com).

Popularity rank
20,226,794th

3 month change
No change





Very poor

Image usage

Most images (96.3%) don't have defined sizes, all images are in a web friendly format.

Defining an image size allows the webpage to display layout correctly before loading all of the images. Not specifying an image size often causes the layout of pages to change as the page loads.

This is not a critical issue, however we recommend image sizes are defined wherever possible.

Images with size
3.7% (8 of 217)

Web-friendly images
100% (217 of 217)





Very poor

Spelling

Most pages (95.9%) appear to contain at least one spelling error.

This could be because the spelling dictionary is not familiar with specialist terminology used on this website, or because the website is mixing multiple languages into one page.

Pages checked

49

Pages skipped

0

Pages with errors

47





Very poor

Search placement

This website does not rank well in search engines for selected keywords.

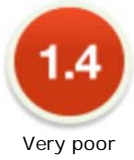
Results outside of the top 10 are of limited value, as they do not appear on the first page of search results.

You can review your placement for each keyword below.

Recommendations

- Consider whether the keyword [REDACTED] is viable. There is exceptionally high competition for this keyword (1,940,000,000 results).
- Consider whether the keyword [REDACTED] is viable. There is a lot of competition for this keyword (110,000,000 results).





Search engine results

Very few of the pages in this website will appear clearly in search engine results. Some refinements would encourage more people to visit this site.

A website can control most of the text that appears in search engine results, seen below. Well chosen titles and descriptions for each page will encourage people to click on your entry in search engine results, increasing the traffic to your site.

Use titles

Proportion of pages with titles.
100% (49 of 49)

Use descriptions

Proportion of pages with meta descriptions.
93.9% (46 of 49)

Use weak titles

Proportion of page titles that could be clearly improved.
0% (0 of 49)





Very poor

Link states

Links change appearance when they are hovered over 30.0% of the time. This can aid usability by clarifying what areas of the screen are clickable.

Links change appearance when they have been visited 17.3% of the time. For optimal accessibility it is recommended to distinguish most links the user has already visited. Google, for example, uses purple links for this purpose.

Links do not change appearance when selected. Focused links are links which the user has selected, for example by clicking on them or selecting them with the keyboard. For people who are unable to use a mouse, focused links are their primary means of seeing what they have selected. For optimal accessibility it is recommended to distinguish focused links - for example, by changing their colour.

Recommendations

- Specify a distinct **focus** CSS pseudo class for all links, wherever appropriate.
- Specify a distinct **visited** CSS pseudo class for all links, wherever appropriate.
- Specify a distinct **hover** CSS pseudo class for all links, wherever appropriate.

Hovered-over links

30.0%

distinct

Visited links

17.3%

distinct

Focused links

0.0%

distinct

Active links

0.0%

distinct

Link state distinctions





Very poor

Freshness

This site does not appear to have been updated in a long time (2.6 months ago). On average, this site appears to be updated every 2.2 months.

Dated content creates a negative impression of a website and gives visitors less reason to visit often.

This analysis is an estimate, based on dates mentioned within the website - the same dates that real visitors will see, such as article dates and blog comments. Only the appearance of up-to-date content is considered, not images or page designs.

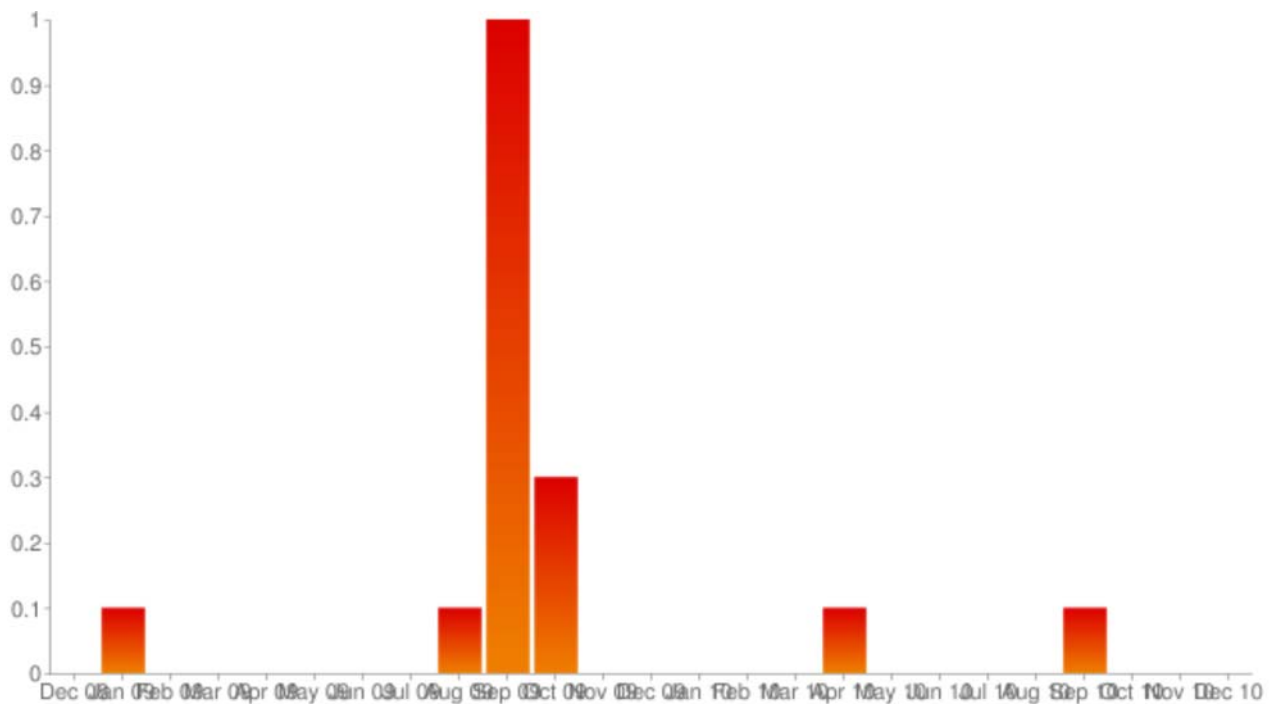
Recommendations

- Add fresh, relevant content to keep this website up-to-date.

Average updates
Every 2.2 months

Most recent update
2.6 months ago

Perceived age





Very poor

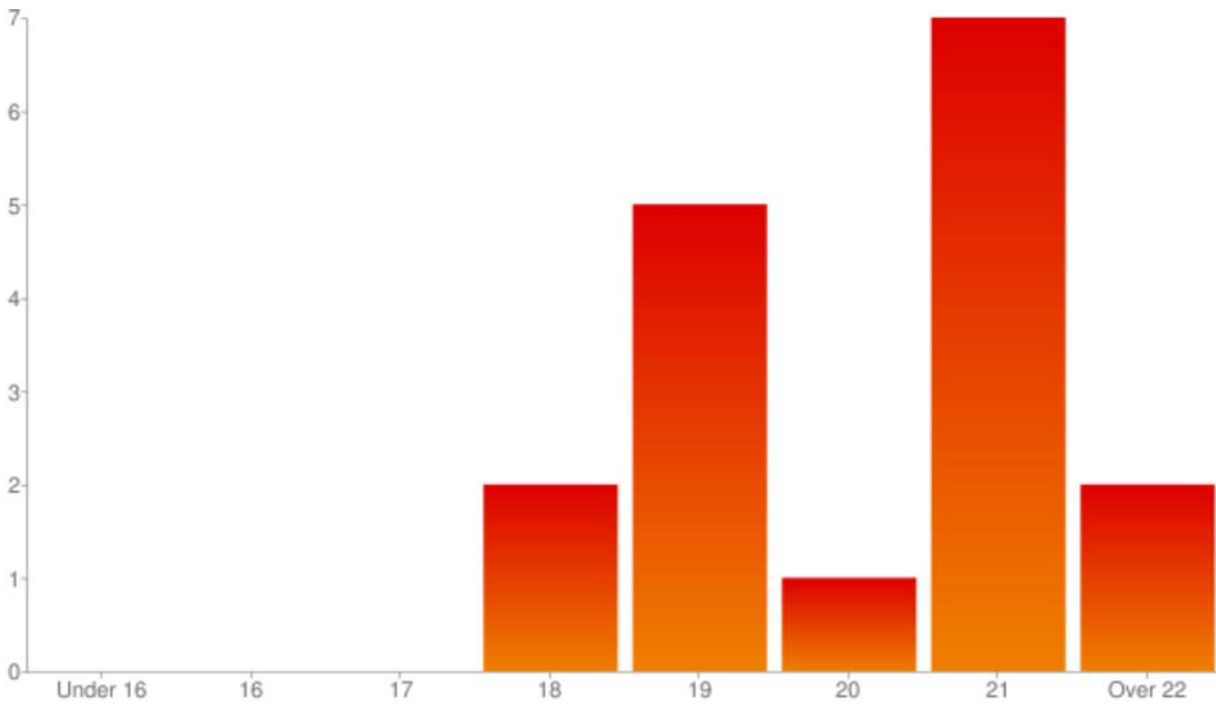
Readability

This website has an average reading age of 21. A person will need about 16 years of formal education to understand the writing in this site.

This website is harder to read than normal. This may be perfectly acceptable if your audience is educated to a higher or graduate level, but should be avoided otherwise.

You may find some of your content is unnecessarily difficult to understand, and would benefit from being written more clearly.

Pages by reading age



Flesch-Kincaid Reading Ease

27.71

Gunning-Fog Index

15.62





Poor

Incoming links

About 106 other websites were found linking to this website.

Generally the more links to a website, the higher it will rank in search engines. Good websites will tend to accumulate links naturally over time.

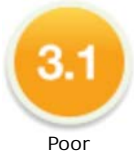
0

pages link to this website

106

pages link to this website





Amount of content

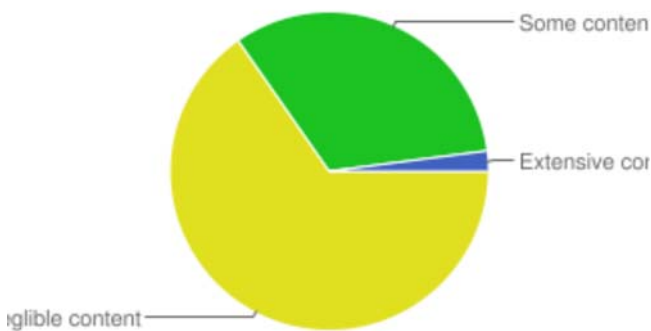
49 webpages were found and tested. 35% of pages contain a meaningful amount of text content.

Content is so sparse that the effectiveness of the website is being compromised. Not all pages need to contain extensive text, but a reasonable volume of substantial, relevant text content is crucial for good performance in search engines and helps to serve users.

Recommendations

- Develop some substantial content for this website, particular content that would attract visitors.

Page breakdown



Pages with substantial content

1

Pages with some content

16

Pages with negligible content

32





Average

Links

A large amount (11.4%) of links in this site could be defined better.

208 links use duplicate text to point to different pages. Links should not repeat the same text to link to different pages. Usually this is a problem where a link is non-descriptive (e.g. 'More').

Note that it is possible to change the text a link points to without changing the appearance of the link. For example, **Read more** could be a valid link, if you add a `title` description to it.

Recommendations

- Ensure that all links either use appropriate link text, or specify appropriate text in the `title` attribute for the link where this is not appropriate.

Links
1,826

Duplicate text links
208

Weak links
0

Too long links
0





Alternative text

A significant amount (27.6%) of images do not have alternative text specified for users with visual disabilities.

The website may be harder to use for some disabled users, and therefore in violation of legislation in many countries (e.g. UK, US, Australia).

Also 0.5% of text equivalents do not appear to be appropriate (for example, reading "click here" to blind users).

Valid alternative text

72.4% (157 of 217)

Invalid pages

98.0% (48 of 49)

Valid but weak alternative text

Proportion of alternative text with weak descriptions.

0.6% (1 of 157)

Excluded images

Number of images excluded from this test (e.g. tracking images).

0





Content keywords

Content is reasonably well matched to the desired keywords for this site.

The keyword [REDACTED] appears to be targetted by this site, but is never mentioned once in the text content for this site. To score highly, desirable keywords should be featured extensively in your text content.

The website could contain slightly more text matching the keywords the website is being promoted for. To rank highly in search engines it is essential to include substantial text content on the topic of the desired keywords, and emphasise those keywords properly.

Overall appropriate emphasis has been given to keywords using page titles, headings and links.





Good

Visual interest

Overall this site has a high level of visual interest. Pages are generally quite varied.

Not every webpage of every website needs to look visually compelling. However, for a number of websites this is an important and competitive concern.

You can view a list of the most and least interesting pages below.

Most interesting score

62.0%

Least interesting score

29.7%





URL format

Overall, URLs are very well formatted.

An effective URL format has many benefits: webpages are more likely to appear highly in search engines, are easier to exchange socially, and easier to understand for users.

URLs can be improved by using technology like URL rewriting, without needing to completely replace the existing website.

Recommendations

- Use URL rewriting wherever possible to simplify the URLs of key pages in the site.



Good web addresses

e.g. 

- Use natural language
- Separate words with dashes
- Use lowercase
- Avoid query parameters unless needed
- Avoid file extensions



Bad web addresses

e.g. 

- Are not understandable by users
- Separate words with underscores
- Mix uppercase and lowercase
- Use query parameters where not needed
- Use file extensions





Domain name

It appears that at least 2 variations of the domain name [REDACTED] have been registered by domain squatters.

Popular websites are particularly vulnerable to this technique, where unscrupulous parties register variations on a domain name. Approximately 20% of domain names are incorrectly entered by users, often resulting in significant free traffic for these false websites. Some may offer competing products or services.

Note that at least one mis-typed variation of this domain name appears to belong to another legitimate website. This could be a domain squatter which I cannot recognise - you should check this manually.

Note: this test does not affect the summary scores for this website.

Recommendations

- [REDACTED]
 - [REDACTED]
- appropriate.

About this domain name





Excellent

Printability

The majority (98.0%) of this website appears to be optimised for printing.

Wherever possible, a website should define specific stylesheets for printing. Printable stylesheets allow for extensive control over the printed version of a webpage, for instance removing navigation and adjusting the layout to fit. They are faster and remove the need for maintaining separate versions of a webpage (e.g. "Click here to print this page").

Recommendations

- Add print-specific stylesheets for all pages, wherever possible. In most cases, one shared print stylesheet can cover the whole website.

Optimised for printing
98.0% (48 of 49)



Best practice

All content pages in the site should have print-specific styles defined using CSS. Use this stylesheet to hide navigation and other irrelevant areas of the page (such as Flash, which doesn't print).





Broken links

No broken links were found in this site.

All links responded with appropriate headers, which will help ensure they appear in search engines and to users behind proxies.

Broken links

0

Incorrectly handled links

0





Perfect

Stylesheets

This website correctly uses Cascading Stylesheets (CSS) for layout for all pages.

Websites built using stylesheets are generally faster, more accessible and easier to maintain. Stylesheets have been accepted best practice since 2001; any websites not using them now are usually extremely out of date, or poorly written.

External stylesheets are used throughout. External stylesheets are considered best practice for ensuring sites are maintainable and quick to load.

Use CSS

100% (49 of 49)

External stylesheets

100% (49 of 49)





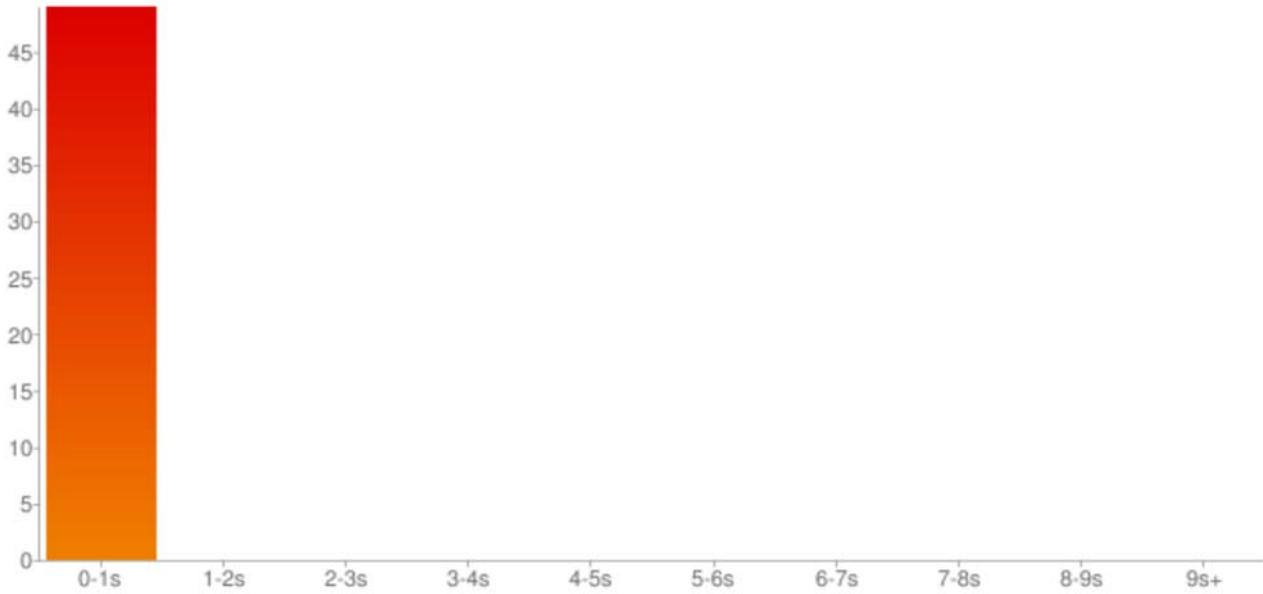
Perfect

Speed

This website is quick to use (on a 2Mb broadband connection).

On average pages take 0.1 seconds to download on a 2Mb broadband connection.

Time to download





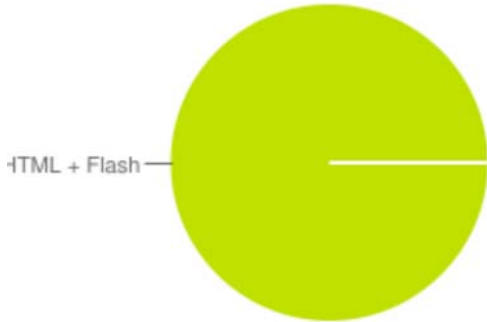
Flash usage

Flash animation was found on all pages. All Flash was used appropriately.

Search engines and users without Flash should be able to make some or full use of this website.

Flash detection appears to be used appropriately throughout.

Pages by Flash usage



Pages using Flash
100% (49 of 49)

Pages requiring Flash
0% (0 of 49)





Perfect

Redirections

No client-side redirections were found on this website.

Client-side redirections generally break the Back button - when users click Back they are stuck on the current page. This can frustrate users and prevent them from finding their way around a site.

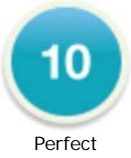
Meta refresh redirections

0

Javascript redirections

0





Site structure

This website has a shallow page structure. The average page is 1.7 clicks away from the homepage.

The deepest pages are 3 clicks away from the homepage.

Note that client-side redirections (e.g. Meta Refreshes, Javascript) count as 'clicks' to a page. These should be avoided where possible as they slow down the load speed of a website, particularly for homepages.

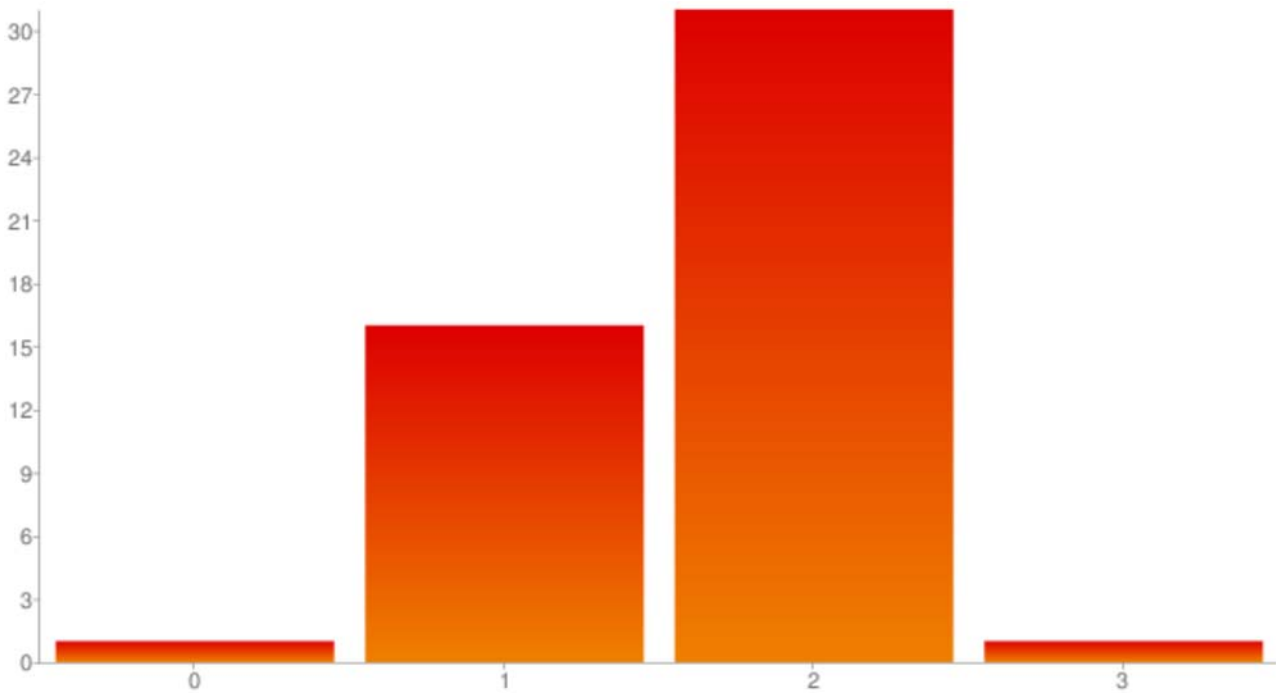
Average distance

1.7
clicks

Maximum distance

3
clicks

Click distance





Perfect

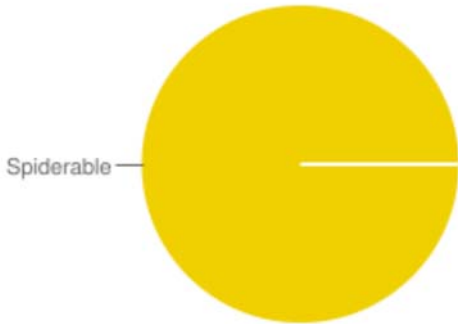
Spiderability

This website appears fully spiderable via conventional methods.

This is a crucial first step for any website, as it ensures search engines, users with disabilities and users without Javascript enabled can access all of the pages. This will help search engine rankings and accessibility.

It is possible that some part of this website is non-spiderable, but that the means used to access that content is beyond my ability to detect it. (For example, a login area that I don't have details for). You can optionally choose to add these sections yourselves. Read the Help for more information.

Spiderability



Spiderable pages
100% (49 of 49)





URL chopping

This website handles 'chopped' URLs correctly.

A chopped URL is where part of an address is cut off at a forward slash, for example reducing **www.example.com/news/article1/** to **www.example.com/news/**. Handling these chopped addresses will aid both users and search engines visiting this website. Users may experiment with chopping parts of the URL out manually, particularly if they are using a popular plugin like Google Toolbar, which allows them to do this with a single mouse click. Some search engines also experiment with chopping up URLs to explore more pages.

Broken paths

Number of reduced paths which report errors.

0% (0 of 21)





Not scored

Contact details

4 different email addresses were found in this website. 11 different phone numbers were found in this website.

No postal addresses were found in this website.

Because these contact details were detected automatically by software, it is possible some other details have not been identified. This test can only find contact details written in the text of pages, not those inside images.

Recommendations

- Check all contact details (4 emails, 11 phone numbers) are correct.
- Consider whether email addresses should be listed on your website, as they will be much more susceptible to spam.

Contacts

Contact pages





Not scored

Cookies

A single cookie is used by this website on 2.0% of pages.

As there is no explicit policy against cookies, this is perfectly acceptable. Bear in mind some users will disable cookies, and that search engines do not tend to persist state by supporting them. Therefore ensure the website is usable without them wherever possible.

Number of cookies

1

Pages using cookies

2.0% (1 of 49)





Not scored

Design variations

2 page designs were detected. You should check that all of these designs are appropriate.

Sometimes a different design occurs because out of date pages are still on a website, or when error pages are found.

No of designs

2

Design distribution





Not scored

Internal links

The most important pages in this website - as they will appear to search engines - are listed below in descending order.

Pages which are linked to frequently and prominently are given higher weight in search engines, and are more likely to be visited by users. You should ensure that your most important marketing pages rank highly here, or reconsider your internal linking strategy.

Note that not all links have equal value. Links from higher ranking pages are worth more, links higher up in a page are more valuable than footer links, if a page contains a large number of links those links are individually less valuable.

Recommendations

- Ensure that key pages you wish to rank highly in search engines are well linked to within your site. Avoid simply linking to every page equally or any positive effect will be lost.





Not scored

Metadata

A very small number (6.1%) of pages do not include any metadata. You can review this metadata for correctness below.

Metadata provide invisible information about the content of a page, and has a wide range of applications, particularly for search engines and website compliance. Public sector websites in particular usually have to adhere to one or more metadata standards.

This website doesn't make use of **Dublin Core** or **e-GMS** metadata. This is not a problem, unless this website specifically has to adhere to these standards.

Use Meta tags

Proportion of pages using any non HTTP-equiv meta tags.

93.9% (46 of 49)

Use Keywords

Proportion of pages using meta keywords.

93.9% (46 of 49)

Use Description

Proportion of pages using a meta description of any kind.

93.9% (46 of 49)

Use Dublin Core

Proportion of pages using Dublin Core (DCMI) metadata.

0% (0 of 49)

Use e-GMS

Proportion of pages using e-GMS metadata.

0% (0 of 49)





Not scored

Outgoing links

259 unique outgoing links were found in this website.

There is nothing wrong with linking to external websites, but knowing what websites you link to can be useful. Some search engines may penalise your site if you link to particularly bad material (e.g. [badware](#)).

If you own a network of sites, there can be some benefit in linking between them.

Number of outgoing links

Number of outgoing links in this website.
302

Number of unique outgoing links

Number of unique outgoing links in this website.
259





Technology Score

How well designed and built the website is.

This is a summary score, comprised of other tests weighted for importance. It can be useful as a quick, rough indicator of the quality of this website - however for a full understanding you should review the individual tests listed below.

Derived from

18 found

Score	Test	Extra penalty*	Weight
0.0	Analytics	-0.2: Analytics is immensely valuable, easy to implement and even available for free	0.5
0.0	W3C compliance		1
0.0	Headings	-1.8: Headings are easy to implement and crucial for search engine placement and accessibility	1
0.3	Image usage		1
1.4	Search engine results		0.5
1.4	Link states		1
5.8	Links		0.5
7.3	Alternative text		0.5
7.9	URL format		0.5
9.9	Printability		1
10	Broken links		1
10	Flash usage		1
10	URL chopping		0.25
10	Spiderability		1
10	Site structure		0.5
10	Speed		2
10	Redirections		0.75
10	Stylesheets		0.75



1.4

Very poor

Marketing Score

How well this website is marketed online.

This is a summary score, comprised of other tests weighted for importance. It can be useful as a quick, rough indicator of the Internet Marketing of this website - however for a full understanding you should review the individual tests listed below.

Derived from

19 found

Score	Test	Extra penalty*	Weight
0.0	Headings	-2.4: Headings are an easy win and fundamental step for SEO with no side effects	1
0.0	Twitter		1.5
0.0	W3C compliance		0.25
0.3	Popularity		2
0.6	Search placement		2
1.4	Search engine results		1.5
1.7	Freshness		2
3.1	Amount of content		2
3.1	Incoming links		2
5.8	Links		1
7.3	Alternative text		1
7.6	Content keywords		2
7.9	URL format		1.5
10	URL chopping		0.25
10	Spiderability		1
10	Speed		0.5
10	Stylesheets		0.25
10	Broken links		0.5
10	Redirections		1





Very poor

Content Score

The quality of the content of this website.

This is a summary score, comprised of other tests weighted for importance. It can be useful as a quick, rough indicator of the quality of this website - however for a full understanding you should review the individual tests listed below.

Derived from

12 found

Score	Test	Extra penalty*	Weight
0.0	Headings		0.25
0.4	Spelling		1
1.4	Search engine results		1
1.7	Freshness	-0.5: Sites that are rarely updated underperform with search engines and users	2.5
2.7	Readability		1.5
3.1	Amount of content	-1: Sites without insufficient content underperform with search engines and users	2
5.8	Links		0.5
7.3	Alternative text		0.25
7.8	Visual interest		1.5
10	Site structure		0.25
10	Broken links		0.5
info	Contact details		0.8

* An **Extra penalty** is applied where a particular test score is so bad, that it has a far greater impact on a website than the **Weight** usually allows. You should read about each individual test to discover more.





Accessibility Score

How accessible the website is to mobile and disabled users.

This is a summary score, comprised of other tests weighted for importance. It can be useful as a quick, rough indicator of the accessibility of this website - however for a full understanding you should review the individual tests listed below.

Derived from

17 found

Score	Test	Extra penalty*	Weight
0.0	Headings	-1.2: Headings are a fundamental requirement for accessibility that is easy to implement with no side effects	1
0.0	W3C compliance		1
0.3	Image usage		1
1.4	Link states	-0.5: Poor use of link states hinders accessibility	2
1.4	Search engine results		0.5
2.7	Readability		1
3.1	Amount of content		1
5.8	Links	-0.2: Poor quality links make navigating a site extremely difficult for many users	1
7.3	Alternative text		2
7.9	URL format		0.9
10	Spiderability		2
10	Site structure		0.5
10	Stylesheets		1
10	Redirections		0.75
10	Broken links		1
10	Speed		0.8
10	Flash usage		2

* An **Extra penalty** is applied where a particular test score is so bad, that it has a far greater

