COMPLETE HOLIDAY PARK SOLUTIONS
Supporting Tourism, Delivering Dreams

Complete Holiday Park Solutions
Viscount House, River Lane
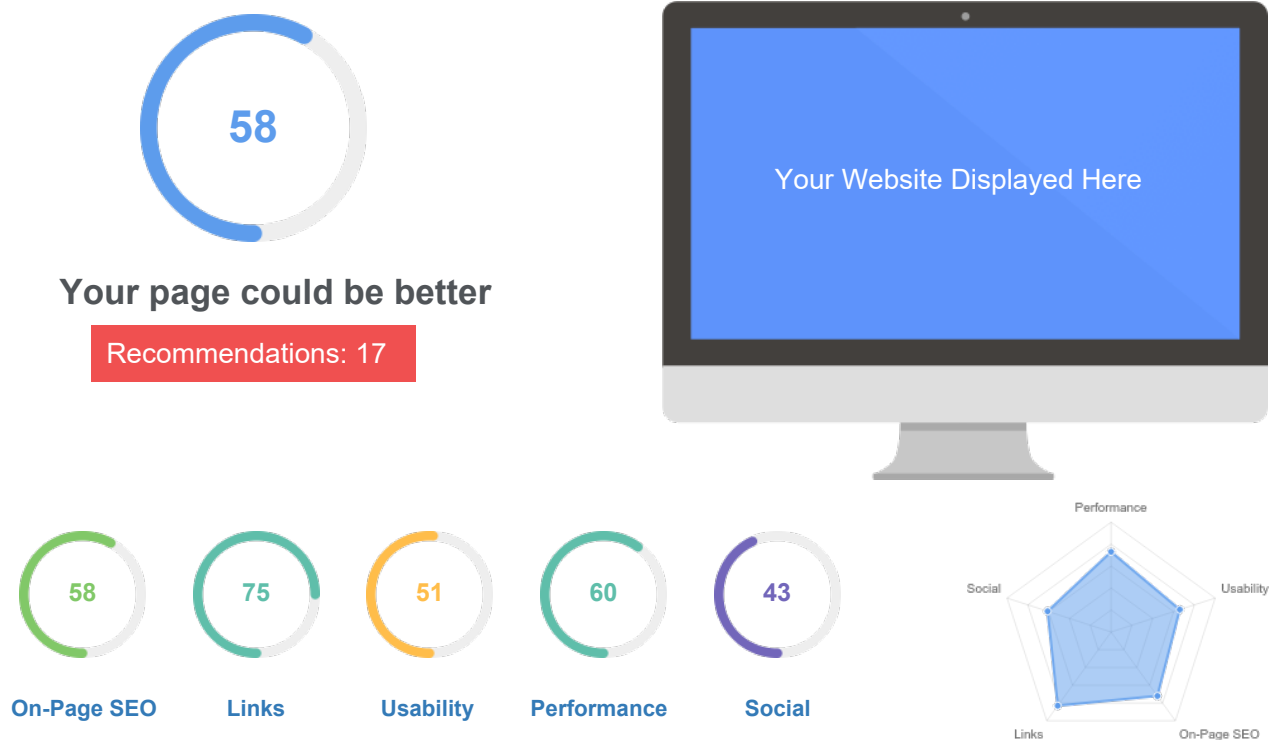**01244 261391**
www.completeholidayparksolutions.co.uk

Website Report

This report grades your website on the strength of a range of important factors such as on-page SEO optimization, off-page backlinks, social, performance, security and more. The overall grade is on a A+ to F-scale, with most major industry leading websites in the A range. Improving a website's grade is recommended to ensure a better website experience for your users and improved ranking and visibility by search engines.

Audit Results

58

Your page could be better

Recommendations: 17

Your Website Displayed Here

58	75	51	60	43
On-Page SEO	**Links**	**Usability**	**Performance**	**Social**

Performance

Social

Usability

Links

On-Page SEO

Recommendations

Include a meta description tag	On-Page SEO	High Priority
Add H1 Header Tag	On-Page SEO	Medium Priority
Optimize your images to reduce their file size	Performance	Low Priority

Update Link URLs to be more human and Search Engine readable	Links	Low Priority
Add Alt attributes to all images	On-Page SEO	Low Priority
Use your main keywords across the important HTML tags	On-Page SEO	Low Priority
Improve the size of tap targets	Usability	Low Priority
Add Schema Markup	On-Page SEO	Low Priority
Please add Facebook Open Graph Tags	Social	Low Priority
Add Twitter Cards	Social	Low Priority
Review and Increase Font Sizes across devices	Usability	Low Priority
Setup & Install a Facebook Pixel	Social	Low Priority
Remove inline styles	Performance	Low Priority
Resolve JavaScript errors	Performance	Low Priority
Remove clear text Email Addresses	Usability	Low Priority
Create and link associated Instagram profile	Social	Low Priority
Create and link an associated LinkedIn profile	Social	Low Priority

On-Page SEO Results

58

Your On-Page SEO could be better

Your page has some level of On-Page SEO optimization but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

Title Tag

You have a title tag of optimal length (between 10 and 70 characters).

Country Holiday Park

Length : 34

Meta Description Tag

Your page appears to be missing a meta description tag.

A meta description is important for search engines to understand the content of your page, and is often shown as the description text blurb in search results.

H1 Header Tag Usage

Your page does not have an H1 Header Tag.

The H1 Header Tag is an important way of signaling to search engines what your content is about, and subsequently the keywords it should rank for.

H2-H6 Header Tag Usage

Your page is making use multiple levels of Header Tags.

Header Tag	Frequency	
H2	7	
H3	0	
H4	0	
H5	3	
H6	0	

Keyword Consistency

Your page's main keywords are not distributed well across the important HTML tags.

Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
site	✗	✗	✗	66	
ago	✗	✗	✗	61	
very	✗	✗	✗	50	
months	✗	✗	✗	48	
lovely	✗	✗	✗	32	
staff	✗	✗	✗	28	
clean	✗	✗	✗	20	
shop	✗	✗	✗	19	

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
months ago	✗	✗	✗	48	
ago lovely	✗	✗	✗	14	
months ago lovely	✗	✗	✗	12	
lovely site	✗	✗	✗	12	
days ago	✗	✗	✗	11	
dog walking	✗	✗	✗	10	
tv signal	✗	✗	✗	8	
friendly and helpfu l	✗	✗	✗	6	

Amount of Content   ✔

Your page has a good level of textual content, which will assist in it's ranking potential.

Word Count: 3434

Image Alt Attributes   ✗

You have images on your page that are missing Alt attributes.

We found 122 images on your page and 49 of them are missing the attribute.

Alt attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results.

Noindex Tag Test

Your page is not using the Noindex Tag which prevents indexing.

✓

Noindex Header Test

Your page is not using the Noindex Header which prevents indexing.

✓

SSL Enabled

Your website has SSL enabled.

✓

HTTPS Redirect

Your page successfully redirects to a HTTPS (SSL secure) version.

✓

Robots.txt

Your website appears to have a robots.txt file.

✓

XML Sitemaps

Your website appears to have an XML sitemap.

✓

https://demo.co.uk/wp-sitemap.xml

Analytics

Your page is using an analytics tool.

✓

🔶 Google Analytics

Schema.org Structured Data

We have not detected any usage of Schema.org on your page.

✗

Schema.org is a structured data markup for webpages which helps Search Engines understand your site better and provide rich snippets directly in their search results.

Rankings

Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country	Position	Total Searches	Estimated Traffic	
haven ownership	🇬🇧 EN	63	18,100	38	▪
hay markets	🇬🇧 EN	67	18,100	38	▪
willerby avonmore 2021	🇬🇧 EN	1	110	33	▪
railway garden centre	🇬🇧 EN	7	880	22	▪
holiday home sales	🇬🇧 EN	39	8,100	17	▪
holiday homes for sale	🇬🇧 EN	66	8,100	17	▪
swift bordeaux 2022	🇬🇧 EN	3	170	16	▪
abergavenny market	🇬🇧 EN	14	2,900	16	▪

Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings

1,201
Monthly
Traffic
Volume

Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords	
Position 1	8	
Position 2-3	2	
Position 4-10	40	
Position 11-20	83	
Position 21-30	87	
Position 31-100	511	

Links

Number of Backlinks   ✔

You have a strong level of backlink activity to this page.

Backlink data provided by MOZ

1.9k	366	25
External Backlinks	Referring Domains	Moz Domain Authority

Top Backlinks

These are the highest value external pages we have found linking to your site.

Domain Authority	URL
89	directory.walesonline.co.uk/company/4382672768
78	www.prlog.org/12905-herefordshire-holiday-park-keeps-the-green-flag-flying.html
74	directory.gloucestershirelive.co.uk/company/4387872768
72	directory.stokesentinel.co.uk/company/4382672768
72	topwebdirectoy.com/website-list-237/
72	best-seo-domains.com/19a1ce710e66a133c4df200d81949dbe1bcb1458/725fe480b23d7c57c0
72	best-seo-domains.com/2c3362948c3743779ec566a17c599a7ff8fa2cef/01ad8c68b1f80e2c2af3a558
71	directory.somersetlive.co.uk/company/438262768
67	worldwidetopsite.com/website-list-27/
66	www.visitengland.com/visitengland-awards-excellence-2016-winners

On-Page Link Structure

We found 140 total links. 56% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to those destination pages.

Friendly Links ✖

Some of your link URLs do not appear friendly to humans or search engines.

We would recommend making URLs as readable as possible by reducing length, file names, code strings and special characters.

Usability

Your usability could be better

51

Your page is OK but could be more usable across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

Device Rendering

i

This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.

Your Website Displayed Here

Your Website Displayed Here
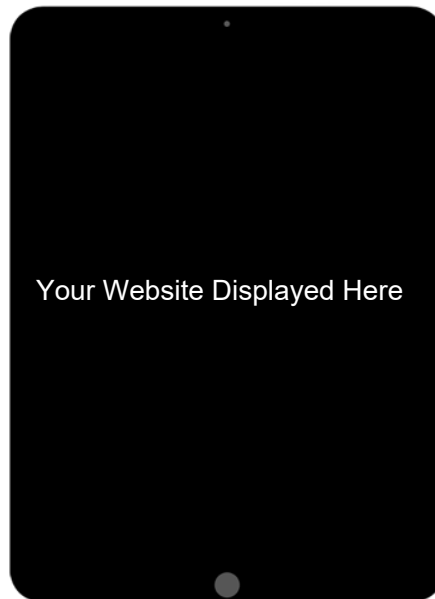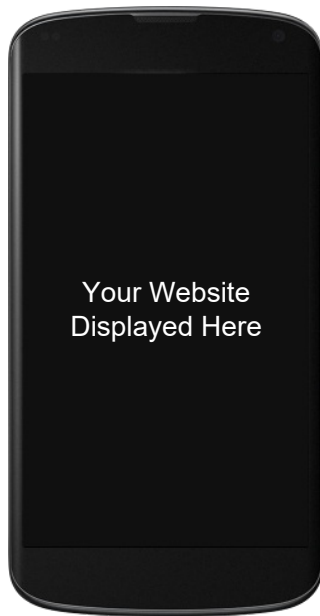
Google's Core Web Vitals

i

Google is indicating that they do not have 'sufficient real-world speed data for this page' in order to make a Core Web Vitals assessment. This can occur for smaller websites or those that are not crawl-able by Google.

Use of Mobile Viewports

✓

Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.

Flash Used?

✓

No Flash content has been identified on your page.

iFrames Used?

✓

There are no iFrames detected on your page.

Favicon

✓

Your page has specified a favicon.

Email Privacy

✗

Email addresses have been found in plain text.

We recommend removing any plain text email addresses and replacing them with images or contact forms. Plain text email addresses can be susceptible to scrapers and email spammers.

Legible Font Sizes

Legible Font Sizes ✖

There is some text on your page that is small and may not be legible enough for particular users.

We recommend reviewing all text on your page in different devices to ensure that it is of appropriate size.

Tap Target Sizing ✖

Some of the links or buttons on your page may be too small for a user to easily tap on a touchscreen.

Consider making these tap targets larger to provide a better user experience.

Performance Results

60

Your performance could be better

Your page's performance has some issues and room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

Page Speed Info ✔

Your page's server response time is reasonably low which is good for load speed and user experience.
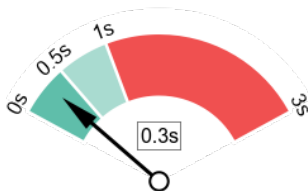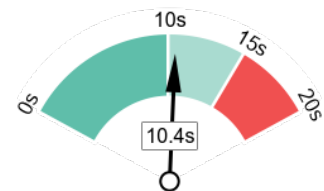
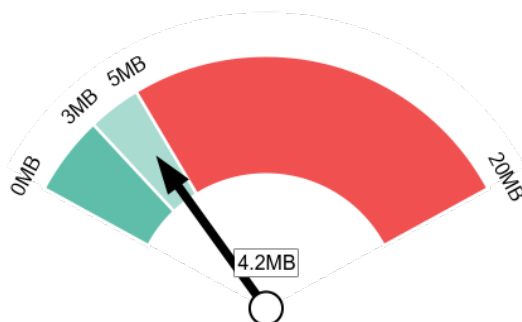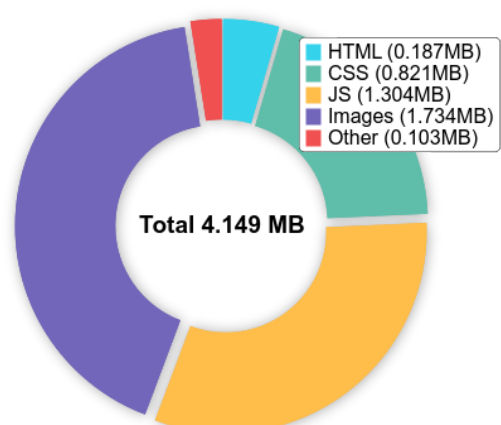| Server Response	All Page Content Loaded	All Page Scripts Complete
0.3s	4.8s	10.4s
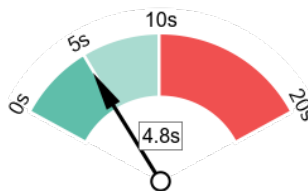
Page Size Info ✔

Your page's file size is reasonably low which is good for Page Load Speed and user experience.

Total Page Size

4.2MB

Page Size Breakdown

- HTML (0.187MB)
- CSS (0.821MB)
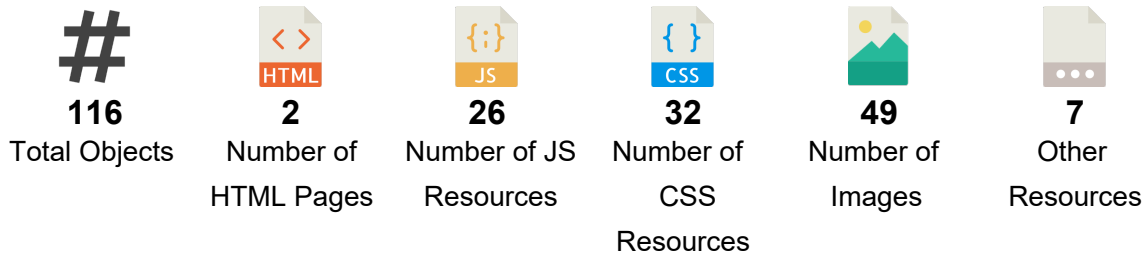- JS (1.304MB)
- Images (1.734MB)
- Other (0.103MB)

Total 4.149 MB

Number of Resources

This check displays the total number of files that need to be retrieved from web servers to load your page. As a general rule, having more files to retrieve increases the number of server requests and can subsequently increase page load time. It is a good idea to removing unnecessary files or consolidate files like styles and scripts where possible.

#	HTML	JS	CSS		
116	**2**	**26**	**32**	**49**	**7**
Total Objects	Number of HTML Pages	Number of JS Resources	Number of CSS Resources	Number of Images	Other Resources

Google Accelerated Mobile Pages (AMP)

This page does not appear to have AMP Enabled.

JavaScript Errors

Your page is reporting JavaScript errors during load.

This could indicate that some required functionality on your page is failing or scripts may have coding problems.

GZIP Compression

Your website is using GZIP compression.

Optimize Images

Your page appears to include images which are poorly optimized.

Properly formatting and compressing images can have a significant impact on page load performance.

Minification

All your JavaScript and CSS files appear to be minified.

Deprecated HTML

No deprecated HTML tags have been found within your page.

Inline Styles

Your page appears to be using inline styles.

Inline styles are an older coding practice and discouraged in favor of using CSS style sheets, due to their ability to degrade page load performance and unnecessarily complicate HTML Code.

Social Results

Your social could be better

43

You do not appear to have a strong social presence or level of social activity (or we may just not be able to see your profiles!). Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to your website. We recommend that you have all of your profiles listed on your page for visibility, and work to build a following on those networks.

Facebook Connected ✓

Your page has a link to a Facebook Page.

Facebook Open Graph Tags ✗

We have not found Facebook Open Graph Tags on your page.

Facebook Open Graph Tags are a type of structured data that can be placed on your page to control what content is shown when a page is shared on Facebook.

Facebook Pixel ✗

We have not detected a Facebook Pixel on your page.

Facebook's Pixel is a useful piece of analytics code that allows you to retarget visitors if you decide to run Facebook Ads in future.

Twitter Connected ✓

Your page has a link to a Twitter profile.

Twitter Activity ✓

You have a strong following on Twitter.

426
Followers

Twitter Cards ✗

We have not detected Twitter Cards on your page.

Twitter Cards are a type of structured data that can be placed on your page to control what content is shown when a page is shared on Twitter.

Instagram Connected ✗

No associated Instagram profile found linked on your page

YouTube Connected ✔

Your page has a link to a YouTube channel.

YouTube Activity ✔

You have a good number of YouTube channel subscribers

311
Followers

208,645
View Count

LinkedIn Connected ✘

No associated LinkedIn profile found linked on your page.

Technology Results

Technology List *i*

These software or coding libraries have been identified on your page.

	Technology Version	
	Font Awesome	
	Google Analytics	
	Google Font API	
	jQuery	3.6.0
	jQuery Migrate	
	Lightbox	
	LiteSpeed	
	MySQL	
php	PHP	7.4.29
	reCAPTCHA	
	Underscore.js	1.13.1
	WordPress	