

Example - A safe pair of hands 12th October 2011

0.9

Very poor

Overall

The overall score for this website.

0.0

Very poor

Accessibility

How accessible the website is to mobile and disabled users.

2.1

Very poor

Content

The quality of the content of this website.

0.8

Very poor

Marketing

How well this website is marketed online.

0.8

Very poor

Technology

How well designed and built the website is.



Key points



Not shared socially

Facebook and Twitter can contribute to traffic and brand awareness.



Quick to load

Slow pages put off users and lower search engine rankings.



Not much content

Search engines judge you heavily on your content, more content helps your search ranking.



Appears very rarely visited

Or this website could be very new. No popularity data was available.



No Analytics is used

Analytics allow for detailed analysis of visitor behaviour.



No alternative text is used

Alternative text tells blind users what your images contain.

Recommendations

34 found

Importance ▼	Description	Test
★★★★★	Develop some substantial content for this website, particular content that would attract visitors.	Amount of content
★★★★☆	Consider using a leading website analytics solution, such as Google Analytics or WebTrends. This will allow you to monitor visitor behaviour in detail.	Analytics
★★★★☆	Consider submitting this site to web directories, news and affiliate websites. Many can be encouraged to link to you for free.	Incoming links
★★★★☆	Add one or more headings onto this page (i.e. use a H1, H2 ... tag). www.asafepairofhands.co.uk/	Headings
★★★★☆	Add one or more headings onto this page (i.e. use a H1, H2 ... tag). www.asafepairofhands.co.uk/index-2.html	Headings
★★★★☆	Add one or more headings onto this page (i.e. use a H1, H2 ... tag). www.asafepairofhands.co.uk/prices.html	Headings
★★★★☆	Add one or more headings onto this page (i.e. use a H1, H2 ... tag). www.asafepairofhands.co.uk/about.html	Headings
★★★★☆	Specify a distinct visited CSS pseudo class for all links, wherever appropriate.	Link states
★★★★☆	Specify a distinct focus CSS pseudo class for all links, wherever appropriate.	Link states
★★★★☆	Add one or more headings onto this page (i.e. use a H1, H2 ... tag). www.asafepairofhands.co.uk/contact/index.php	Headings
★★★★☆	Add a <i>unique</i> meta description to this page. www.asafepairofhands.co.uk/index-2.html	Search engine results
★★★★☆	Add a <i>unique</i> meta description to this page. www.asafepairofhands.co.uk/prices.html	Search engine results
★★★★☆	Add a <i>unique</i> meta description to this page. www.asafepairofhands.co.uk/about.html	Search engine results
★★★★☆	Add a <i>unique</i> meta description to this page. www.asafepairofhands.co.uk/contact/index.php	Search engine results
★★★★☆	Ensure that all links either use appropriate link text, or specify appropriate text in the <code>title</code> attribute for the link where this is not appropriate.	Links
★★★★☆	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.	Internal links
★★★★☆	Add print-specific stylesheets for all pages, wherever possible. In most cases, one shared print stylesheet can cover the whole website.	Printability

Importance ▼	Description	Test
★★★★★	Check all contact details (1 email, 1 phone number) are correct.	Contact details
★★★★★	Consider whether the website would benefit from showing when content was updated, e.g. including a "Last updated" note on relevant pages.	Freshness
★★★★★	Specify a distinct hover CSS pseudo class for all links, wherever appropriate.	Link states
★★★★★	Consider rewriting the title of this page to be unique. www.asafepairofhands.co.uk/index-2.html	Search engine results
★★★★★	Consider rewriting the title of this page to be unique. www.asafepairofhands.co.uk/prices.html	Search engine results
★★★★★	Consider rewriting the title of this page to be unique. www.asafepairofhands.co.uk/about.html	Search engine results
★★★★★	Consider rewriting the title of this page to be unique. www.asafepairofhands.co.uk/contact/index.php	Search engine results
★★★★★	Fix the 23 W3C compliance issues on this page. www.asafepairofhands.co.uk/index-2.html	W3C compliance
★★★★★	Fix the 8 W3C compliance issues on this page. www.asafepairofhands.co.uk/prices.html	W3C compliance
★★★★★	Fix the 7 W3C compliance issues on this page. www.asafepairofhands.co.uk/about.html	W3C compliance
★★★★★	Add one or more headings onto this page (i.e. use a H1, H2 ... tag). www.asafepairofhands.co.uk/admin.html	Headings
★★★★★	Fix the 8 W3C compliance issues on this page. www.asafepairofhands.co.uk/contact/index.php	W3C compliance
★★★★★	Add a meta description to this page. www.asafepairofhands.co.uk/admin.html	Search engine results
★★★★★	Rewrite the meta description of this page to less than 155 characters. www.asafepairofhands.co.uk/	Search engine results
★★★★★	Consider whether email addresses should be listed on your website, as they will be much more susceptible to spam.	Contact details
★★★★★	Consider rewriting the title of this page to be unique. www.asafepairofhands.co.uk/admin.html	Search engine results
★★★★★	Fix the 6 W3C compliance issues on this page. www.asafepairofhands.co.uk/admin.html	W3C compliance

34 found



Very poor

Alternative text

No images have alternative text specified for search engines or users with visual disabilities.

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

Valid alternative text

0%

0 of 24

Invalid pages

100%

6 of 6

Valid but weak alternative text

Proportion of alternative text with weak descriptions.

∞ (0 of 0)




















Excluded images

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

0

Detail

24 found (only showing top 20)

- ▼ Page	Issue
 www.asafepairofhands.co.uk/admin.html	Missing ALT tag for homeimg.jpg
 www.asafepairofhands.co.uk/index-2.html	Missing ALT tag for leftbar.gif
 www.asafepairofhands.co.uk/index-2.html	Missing ALT tag for homeimg.jpg
 www.asafepairofhands.co.uk/index-2.html	Missing ALT tag for logo.gif
 www.asafepairofhands.co.uk/	Missing ALT tag for botbar.gif
 www.asafepairofhands.co.uk/	Missing ALT tag for rightbar.gif
 www.asafepairofhands.co.uk/	Missing ALT tag for dashed2.gif
 www.asafepairofhands.co.uk/	Missing ALT tag for dashed2.gif
 www.asafepairofhands.co.uk/	Missing ALT tag for dashed2.gif
 www.asafepairofhands.co.uk/	Missing ALT tag for dashed2.gif
 www.asafepairofhands.co.uk/	Missing ALT tag for leftbar.gif
 www.asafepairofhands.co.uk/	Missing ALT tag for homeimg.jpg
 www.asafepairofhands.co.uk/index-2.html	Missing ALT tag for dashed2.gif
 www.asafepairofhands.co.uk/index-2.html	Missing ALT tag for dashed2.gif
 www.asafepairofhands.co.uk/admin.html	Missing ALT tag for logo.gif
 www.asafepairofhands.co.uk/contact/ind...	Missing ALT tag for otherimg.jpg
 www.asafepairofhands.co.uk/contact/ind...	Missing ALT tag for logo.gif
 www.asafepairofhands.co.uk/about.html	Missing ALT tag for otherimg.jpg
 www.asafepairofhands.co.uk/about.html	Missing ALT tag for logo.gif

- ▼ Page	Issue
 www.asafepairofhands.co.uk/prices.html	Missing ALT tag for otherimg.jpg
 www.asafepairofhands.co.uk/prices.html	Missing ALT tag for logo.gif

24 found (only showing top 20)



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.

Pages using analytics

0%

0 of 6

Pages with no analytics

100%

6 of 6



Very poor

Facebook

This website does not appear to be on Facebook, as no link to a Facebook page was found in this website.

If this website does have a Facebook page, it should be linked to by this website.

Not every organisation benefits from a Facebook page, but nearly all should consider one. A Facebook page is free, and provides a popular channel for communicating with your fans and customers.

0

People like this page

Facebook pages

One found

#	Name	Likes ▼	Comments
1st	 Off Limits Corporate Events Page www.act	100	Using a Facebook page, as recommended. Doesn't link to their website.

One found



Very poor

Headings

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

Pages with headings

0%

0 of 6

Bad headings

∞

0 of 0

Pages with no headings

6 found

Page	Importance
 www.asafepairofhands.co.uk/admin.html	☆☆☆☆☆
 www.asafepairofhands.co.uk/contact/index.php	☆☆☆☆☆
 www.asafepairofhands.co.uk/about.html	☆☆☆☆☆
 www.asafepairofhands.co.uk/prices.html	☆☆☆☆☆
 www.asafepairofhands.co.uk/index-2.html	☆☆☆☆☆
 www.asafepairofhands.co.uk/	☆☆☆☆☆

6 found



Very poor

Incoming links

No other websites were found linking to this website. (Note: If the website is less than a month old, links are unlikely to have been detected yet).

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.

Recommendations

- Consider submitting this site to web directories, news and

affiliate websites. Many can be encouraged to link to you for free.

0
links to this website

0
sites link to this website

Incoming links comparison

6 found

#	Site	Links ▼	Sites linking	MozRank
1	www.eastsussex.gov.uk	20,342	1,099	5.2
2	www.actiondays.co.uk	6,362	940	4.5
3	www.optimum.uk.com	89	5	1.8
4	www.amazonoutdoor.co.uk	11	10	2.7
5	www.alliancing.co.uk	3	3	2.0
6	www.asafepairofham.gov.uk	0	0	0.0

6 found

Source: [SEOMoz](#).



Links

A large amount (38.3%) of links in this site could be defined better.

18 links use text that is too long. Links should describe what they link to *briefly*. Linking a long block of text usually indicates an attempt to trick search engines into ranking those keywords highly (a strategy which does not work). Long linked blocks of text are also harder for people to scan.

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
47




Duplicate text links
0

Weak links
0





Too long links
18





List of links

16 found

- ▼	Page	Link text	Links to	Issue
	www.asafepairofh...	TEAM BUILDINGTEAM BUILDINGEspecial... new teams, in a workshop environment, not yomping in SnowdoniaPricesC... are on a per diem basis, and include event planning, management (but NOT accommodation)	www.asafepairofh...	Link text is too long
	www.asafepairofh...	CLOSE THE GAPCLOSE THE GAPQ3/Q4 panic on! Plan sure footed activities to close the gap on budget targets. Can be as short as 2-3 hour session, depending on participants commitment.Price... are on	www.asafepairofh...	Link text is too long
	www.asafepairofh...	TEAM BUILDINGTEAM BUILDINGEspecial... new teams, in a workshop environment, not yomping in SnowdoniaPricesC... are on a per diem basis, and include event planning, management (but NOT accommodation)	www.asafepairofh...	Link text is too long

- ▼	Page	Link text	Links to	Issue
	www.asafepairofh...	CLOSE THE GAPCLOSE THE GAPQ3/Q4 panic on! Plan sure footed activities to close the gap on budget targets. Can be as short as 2-3 hour session, depending on participants commitment.Price... are on	www.asafepairofh...	Link text is too long
	www.asafepairofh...	ACCOUNT PLANNINGACCOU... PLANNINGTeam strategy resource planning over 12-18 months to meet anticipated targets (and client needs); gets 'virtual' team buy in; provides basis for Business Case/sPricesCh	www.asafepairofh...	Link text is too long
	www.asafepairofh...	CLIENT FOCUSCLIENT FOCUSMarket fact-based proposition strategy building workshops with/without clientsPricesCharg... are on a per diem basis, and include event planning, management (but NOT accommodati	www.asafepairofh...	Link text is too long
	www.asafepairofh...	(TEAM) CONFERENCE(TE... CONFERENCEHigh profiling of new business leadership, communicating change, strategic team building. Takes a lot of planning with appropriate resources.PricesC... are on a pe	www.asafepairofh...	Link text is too long
	www.asafepairofh...	GLOBAL CLIENT MANAGEMENTGL... CLIENT	www.asafepairofh...	Link text is too long

- ▼ Page	Link text	Links to	Issue
	MANAGEMENTStr... planning of global relationships whether centralised or distributed organisations. Overnight events facilitate 'bonding' of the global virtual		
	www.asafepairofh... TECHNOLOGY GRABTECHNOLOGY GRABBusiness- changing technologies examined and strategy developed to leverage these changes in the market place e.g. 'the digital oilfield'.PricesCha... are on a per diem b	www.asafepairofh...	Link text is too long
	www.asafepairofh... JOINT PROPOSITIONSJO... PROPOSITIONSW... that bring together disparate organisations for a common causePricesCharges are on a per diem basis, and include event planning, management (but NOT accom	www.asafepairofh...	Link text is too long
	www.asafepairofh... CLIENT FOCUSCLIENT FOCUSMarket fact-based proposition strategy building workshops with/without clientsPricesCharg... are on a per diem basis, and include event planning, management (but NOT accommodati	www.asafepairofh...	Link text is too long
	www.asafepairofh... (TEAM) CONFERENCE(TE... CONFERENCEHigh profiling of new business leadership, communicating change, strategic	www.asafepairofh...	Link text is too long

- ▼ Page	Link text	Links to	Issue
	<p>team building. Takes a lot of planning with appropriate resources.PricesC... are on a pe</p>		
	<p>ACCOUNT PLANNINGACCOU... PLANNINGTeam strategy resource planning over 12-18 months to meet anticipated targets (and client needs); gets 'virtual' team buy in; provides basis for Business Case/sPricesCh</p>	<p>www.asafepairofh...</p>	<p>Link text is too long</p>
	<p>GLOBAL CLIENT MANAGEMENTGL... CLIENT MANAGEMENTStr... planning of global relationships whether centralised or distributed organisations. Overnight events facilitate 'bonding' of the global virtual</p>	<p>www.asafepairofh...</p>	<p>Link text is too long</p>
	<p>JOINT PROPOSITIONSJO... PROPOSITIONSW... that bring together disparate organisations for a common causePricesCharges are on a per diem basis, and include event planning, management (but NOT accom</p>	<p>www.asafepairofh...</p>	<p>Link text is too long</p>
	<p>TECHNOLOGY GRABTECHNOLOGY GRABBusiness- changing technologies examined and strategy developed to leverage these changes in the market place e.g. 'the digital oilfield'.PricesCha... are on a per diem b</p>	<p>www.asafepairofh...</p>	<p>Link text is too long</p>

16 found



Very poor

Popularity

This website is not sufficiently popular to identify a world ranking.

If the website is less than 3 months old, there will not be enough information to obtain a ranking yet. Otherwise, this strongly suggests this website is outside of the top 15 million most popular websites.

Popularity rank

Too low to detect

3 month change

No change

Relative popularity

6 found

#	Site	Rank	3 month change
1	www.eastsussex.gov.uk	263,560 th	Up 2%
2	www.actiondays.co.uk	1,104,882 nd	Down 20%
3	www.optimum.uk.com	21,176,560 th	Down 20%
4	www.amazonoutdoorevents	25,310,049 th	Down 70%
5	www.alliancing.co.uk	26,074,280 th	No change
6	www.asafepairofhands.co.u	Too low to detect	

6 found

All figures are best estimates for the whole domain shown. Source: [Alexa](#).



Very poor

Printability

None 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.

Print preview

Optimised for printing
0%
0 of 6

 **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).

Not printable

6 found

Page	Importance ▼
 www.asafepairofhands.co.uk/	★★★★★
 www.asafepairofhands.co.uk/index-2.html	★★★★★
 www.asafepairofhands.co.uk/prices.html	★★★★★
 www.asafepairofhands.co.uk/about.html	★★★★★
 www.asafepairofhands.co.uk/contact/index.php	★★★★☆
 www.asafepairofhands.co.uk/admin.html	★☆☆☆☆

6 found



Search ranking

Very poor

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.

Website comparison

369 found (only showing top 20)

Website	Ranks highly for
1st actiondays.co.uk	team building sussex, team building, team building hampshire





















	Website	Ranks highly for
2nd	hotfrog.co.uk	business consultancy hampshire, business planning hampshire, business planning sussex, team building hampshire, business consultancy sussex
3rd	teambuilding.co.uk	team building hampshire, team building
4th	kdmevents.co.uk	team building sussex, team building hampshire, team building
5th	sussexbusinessadvisors.com	business consultancy sussex, business planning sussex
6th	yell.com	business planning hampshire, business planning sussex, business consultancy sussex, business consultancy hampshire
7th	businessballs.com	business planning, team building
8th	fs-em.co.uk	team building hampshire, team building sussex
9th	chillisauce.co.uk	team building hampshire, team building sussex
10th	freshtracks.co.uk	team building hampshire, team building, team building sussex
11th	uksmallbusinessdirectory.co.uk	business consultancy sussex, business consultancy hampshire, business planning hampshire
12th	accessplace.com	business consultancy sussex, business consultancy, business consultancy hampshire
13th	b2bmanagement.org.uk	business consultancy hampshire, business consultancy sussex
14th	sandstone.co.uk	team building sussex, team building hampshire
15th	accolade-corporate-events.com	team building sussex, team building
16th	businesslook.co.uk	business consultancy sussex, business consultancy hampshire, business planning hampshire
17th	teambuildevents.co.uk	team building sussex, team building hampshire
18th	people4business.com	business consultancy hampshire, business consultancy sussex
19th	teambuildingsouthern.co.uk	team building hampshire, team building
20th	brightonbusinessconsultants.co.uk	business consultancy sussex, business planning sussex











369 found (only showing top 20)



Keywords

30 found

	Search eng...	Keyword	Rank	Number of results	Score ▼
	Bing UK	Example - A safe pair of hands	Not found	Unknown	0.0
	Yahoo UK	Example - A safe pair of hands	Not found	Unknown	0.0
	Google UK	Example - A safe pair of hands	Not found	53,800,000	0.0
	Bing UK	team building	Not found	Unknown	0.0
	Yahoo UK	team building	Not found	Unknown	0.0
	Yahoo UK	business planning	Not found	Unknown	0.0
	Bing UK	business planning	Not found	Unknown	0.0
	Google UK	team building	Not found	471,000,000	0.0
	Google UK	business planning	Not found	243,000,000	0.0
	Google UK	business consultancy	Not found	19,600,000	0.0
	Yahoo UK	business consultancy	Not found	Unknown	0.0
	Bing UK	business consultancy	Not found	Unknown	0.0
	Yahoo UK	team building hampshire	Not found	Unknown	0.0
	Bing UK	team building hampshire	Not found	Unknown	0.0
	Yahoo UK	business planning hampshire	Not found	Unknown	0.0
	Bing UK	business planning hampshire	Not found	Unknown	0.0
	Google UK	team building hampshire	Not found	5,070,000	0.0
	Google UK	business planning hampshire	Not found	73,100,000	0.0
	Google UK	business consultancy hampshire	Not found	55,600,000	0.0
	Yahoo UK	business consultancy	Not found	Unknown	0.0

Search eng...	Keyword	Rank	Number of results	Score ▼
	hampshire			
 Bing UK	business consultancy hampshire	Not found	Unknown	0.0
 Yahoo UK	team building sussex	Not found	Unknown	0.0
 Bing UK	team building sussex	Not found	Unknown	0.0
 Google UK	team building sussex	Not found	2,310,000	0.0
 Bing UK	business planning sussex	Not found	Unknown	0.0
 Bing UK	business consultancy sussex	Not found	Unknown	0.0
 Google UK	business planning sussex	Not found	4,400,000	0.0
 Yahoo UK	business planning sussex	Not found	Unknown	0.0
 Google UK	business consultancy sussex	Not found	15,900,000	0.0
 Yahoo UK	business consultancy sussex	Not found	Unknown	0.0

30 found



Very poor

Social interest

None of this website appears to have been shared socially.

Both Facebook and Twitter were tested, the two most popular social networks worldwide.



0

Likes for pages in this site



0

Tweets linking to this site



Very poor

Spelling

37 potential spelling errors were found on this website. All pages appear to contain at least one spelling error.

You can review possible misspelt words below.

Pages checked
6

Pages skipped
0

Possible misspelt words

Language: British English -

Asafepairofhands
 Benenden
 Eastlands
 Emilion
 Griffiths
 Hurstpierpoint
 Jr
 Malthouse
 Minitel
 Pomerol
 primeur
 Snowdonia
 yomping

Asafepairofhands - Strategic Planning Facilitation

Found in the page title

www.asafepairofhands.co.uk/contact/index.php
and 6 other pages

Select all

Add to dictionary










Undo








Next word

Pages with possible misspellings

37 found (only showing top 20)

Page	Word	Extract
www.asafepairofhands.co.uk/pric...	Asafepairofhands	Asafepairofhands - Strategic Planni Facilitation
www.asafepairofhands.co.uk/abo...	Asafepairofhands	Asafepairofhands - Strategic Planni Facilitation
www.asafepairofhands.co.uk/ad...	Asafepairofhands	Asafepairofhands - Strategic Planni Facilitation
www.asafepairofhands.co.uk/ind...	Asafepairofhands	Asafepairofhands - Strategic Planni Facilitation

Page	Word	Extract
 www.asafepairofhands.co.uk/	Asafepairofhands	Asafepairofhands - Strategic Planni Facilitation
 www.asafepairofhands.co.uk/con...	Asafepairofhands	Asafepairofhands - Strategic Planni Facilitation
 www.asafepairofhands.co.uk/abo...	Benenden	... Plan Trustee and Committee of Management member - the equival Non Executive Director (NED) of Benenden Healthcare Society Ltd., NFPO Friendly Society of some one million members paying 1.10 a wee
 www.asafepairofhands.co.uk/	Eastlands	... +44 (0)7802 15 84 69 e-mail: peter.a.d.griffiths@btinternet.com Company No. 5301790 Registered a Eastlands Farmhouse, Malthouse L Hurstpierpoint, W Sussex BN6 9LA SITE ADMIN
 www.asafepairofhands.co.uk/pric...	Eastlands	... +44 (0)7802 15 84 69 e-mail: peter.a.d.griffiths@btinternet.com Company No. 5301790 Registered a Eastlands Farmhouse, Malthouse L Hurstpierpoint, W Sussex BN6 9LA
 www.asafepairofhands.co.uk/ind...	Eastlands	... +44 (0)7802 15 84 69 e-mail: peter.a.d.griffiths@btinternet.com Company No. 5301790 Registered a Eastlands Farmhouse, Malthouse L Hurstpierpoint, W Sussex BN6 9LA SITE ADMIN
 www.asafepairofhands.co.uk/abo...	Eastlands	... +44 (0)7802 15 84 69 e-mail: peter.a.d.griffiths@btinternet.com Company No. 5301790 Registered a Eastlands Farmhouse, Malthouse L Hurstpierpoint, W Sussex BN6 9LA
 www.asafepairofhands.co.uk/ad...	Eastlands	... +44 (0)7802 15 84 69 e-mail: peter.a.d.griffiths@btinternet.com Company No. 5301790 Registered a Eastlands Farmhouse, Malthouse L Hurstpierpoint, W Sussex BN6 9LA SITE ADMIN
 www.asafepairofhands.co.uk/con...	Eastlands	Email: peter.a.d.griffiths@btinternet.com Eastlands Farmhouse Malthouse Lane Hurstpierpoint

Page	Word	Extract
 www.asafepairofhands.co.uk/abo...	Emilion	... business experience with highs st as introducing Robert Parker Jr to : number Pomerol and St Emilion wi 'en primeur' and lows like the frost 1984. During these five years, I, wit amazing ...
 www.asafepairofhands.co.uk/abo...	Griffiths	About Us Peter AD Griffiths I am enjoying my fourth "career" at present, serving the community as : County Councillor and as a ...
 www.asafepairofhands.co.uk/abo...	Hurstpierpoint	... Company No. 5301790 Registere Eastlands Farmhouse, Malthouse L Hurstpierpoint , W Sussex BN6 9LA
 www.asafepairofhands.co.uk/	Hurstpierpoint	... Company No. 5301790 Registere Eastlands Farmhouse, Malthouse L Hurstpierpoint , W Sussex BN6 9LA SITE ADMIN
 www.asafepairofhands.co.uk/ind...	Hurstpierpoint	... Company No. 5301790 Registere Eastlands Farmhouse, Malthouse L Hurstpierpoint , W Sussex BN6 9LA SITE ADMIN
 www.asafepairofhands.co.uk/ad...	Hurstpierpoint	... Company No. 5301790 Registere Eastlands Farmhouse, Malthouse L Hurstpierpoint , W Sussex BN6 9LA SITE ADMIN
 www.asafepairofhands.co.uk/con...	Hurstpierpoint	Eastlands Farmhouse Malthouse Lane Hurstpierpoint W Sussex BN6 9LA

37 found (only showing top 20)



Very poor

Twitter

This website does not appear to be on Twitter, as no link to a Twitter account was found in this website.





If this website does have a Twitter account, it should be linked to by this website.

Not every organisation benefits from a Twitter account, but nearly all should consider one. A Twitter account is free, and provides a popular channel for communicating

with your fans and customers.

Twitter accounts

5 found

#	...	Followers	Following	Tweets	Influence ▼
1st		Ea 1,455 for 1	55	Daily	7.8
2nd		Off 198 for 1	118	Weekly	4.9
3rd		An 10 for 1	1	Monthly	1.0
4th		JC 2 for 1	0	Monthly	0.2
5th		No 0 Twi acc fou for	0	-	0.0

5 found



Very poor

W3C compliance

No pages are W3C compliant. W3C compliance is a widely used standard for measuring code quality, accessibility and browser compatibility.

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 6



HTML 4







Every page of this website is written using HTML 4.

[HTML 4](#) is the oldest mainstream standard for developing webpages. It is widely supported but more dated than XHTML

and HTML 5.

Page breakdown

6 found

-	Page	Language	Importance ▼
	www.asafepairofhands.co.uk/	HTML 4	★★★★★
	www.asafepairofhands.co.uk/index-2.html	HTML 4	★★★★★
	www.asafepairofhands.co.uk/prices.html	HTML 4	★★★★★
	www.asafepairofhands.co.uk/about.html	HTML 4	★★★★★
	www.asafepairofhands.co.uk/contact/index....	HTML 4	★★★★☆
	www.asafepairofhands.co.uk/admin.html	HTML 4	★☆☆☆☆

6 found



Very poor

Broken links

One link appears to point to a page which does not exist.

Note that some of these pages may not appear to be broken to the average web browser, but they are incorrectly reporting themselves as missing.

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

Broken links


1

Pages with broken links

1

Detail

One found

- ▼	Page	Links to	HTTP code	Type
	www.asafepairofhan...	www.asafepairofhan...	404	Page not found (graceful)

One found



Very poor

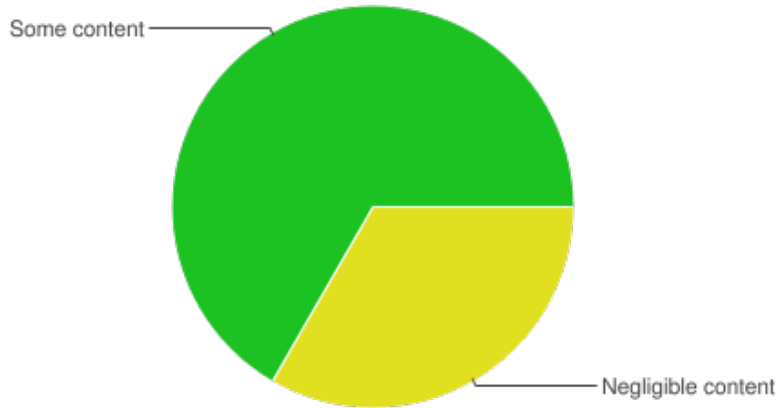
Amount of content

4 pages contain a meaningful amount of text content, 1,006 words in total.

Recommendations

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

Page breakdown



Total words
1,006

Pages with substantial content
0

Pages with some content
4

Pages with negligible content
2

Content by page

6 found

Page	Words	Importance ▼
www.asafepairofhands.co.uk/	131	★★★★★
www.asafepairofhands.co.uk/index-2.html	131	★★★★★
www.asafepairofhands.co.uk/prices.html	248	★★★★★
www.asafepairofhands.co.uk/about.html	372	★★★★★
www.asafepairofhands.co.uk/contact/index.php	87	★★★★☆
www.asafepairofhands.co.uk/admin.html	37	★☆☆☆☆

6 found



Very poor

Link states

Links change appearance when they are hovered over 81.5% of the time. This can aid usability by clarifying what areas of the screen are clickable.

Links do not change appearance when they have been visited. 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 **visited** CSS pseudo class for all links, wherever appropriate.
- Specify a distinct **focus** CSS pseudo class for all links, wherever appropriate.
- Specify a distinct **hover** CSS pseudo class for all links, wherever appropriate.

Hovered-over links

81.5%
distinct

Visited links

0%
distinct

Focused links

0%
distinct

Active links

0%
distinct

Link state distinctions



Search engine results







Only some of the pages in 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.

Search Engine Results

6 found

-	Search Engine Result	Issues	Importance ▼
---	----------------------	--------	--------------

-	Search Engine Result	Issues	Importance ▼
	Asafepairofhands - Strategic Planning Facilitation safe pair of hands Limited helps Directors and Senior Managers build consensus and gain commitment for strategic, business impacting plans to deliver ... www.asafepairofhands.co.uk/	Description is too long.	★★★★★
	Asafepairofhands - Strategic Planning Facilitation safe pair of hands Limited helps Directors and Senior Managers build consensus and gain commitment for strategic, business impacting plans to deliver ... www.asafepairofhands.co.uk/index-2.html	Description duplicated elsewhere, will be ignored.	★★★★★
	Asafepairofhands - Strategic Planning Facilitation safe pair of hands Limited helps Directors and Senior Managers build consensus and gain commitment for strategic, business impacting plans to deliver ... www.asafepairofhands.co.uk/prices.html	Description duplicated elsewhere, will be ignored.	★★★★★
	Asafepairofhands - Strategic Planning Facilitation safe pair of hands Limited helps Directors and Senior Managers build consensus and gain commitment for strategic, business impacting plans to deliver ... www.asafepairofhands.co.uk/about.html	Description duplicated elsewhere, will be ignored.	★★★★★
	Asafepairofhands - Strategic Planning Facilitation safe pair of hands Limited helps Directors and Senior Managers build consensus and gain commitment for strategic, business impacting plans to deliver ... www.asafepairofhands.co.uk/contact/index.php	Description duplicated elsewhere, will be ignored.	★★★★☆
	Asafepairofhands - Strategic Planning Facilitation www.asafepairofhands.co.uk/admin.html	No description.	★☆☆☆☆

6 found



Good

Visual interest

Overall this site has a high level of visual interest. Pages look very similar to each other.

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

important and competitive concern.

Most interesting score

91%

Least interesting score

50.7%

Page visual interest

6 found

Page	Visual interest	Uniqueness	Importance ▼
www.asafepairofhands.co.uk/	56%	51%	★★★★★
www.asafepairofhands.co.uk/inde...	51%	0%	★★★★★
www.asafepairofhands.co.uk/price...	75%	22%	★★★★★
www.asafepairofhands.co.uk/abou...	66%	0%	★★★★★
www.asafepairofhands.co.uk/cont...	86%	0%	★★★★☆
www.asafepairofhands.co.uk/admi...	91%	0%	★★★☆☆

6 found



6.8

Good

Readability

This website has an average reading age of 16.

Readers need to have been educated to around age 16 to understand this site.

In developed countries the average reading age of adults is about 14.

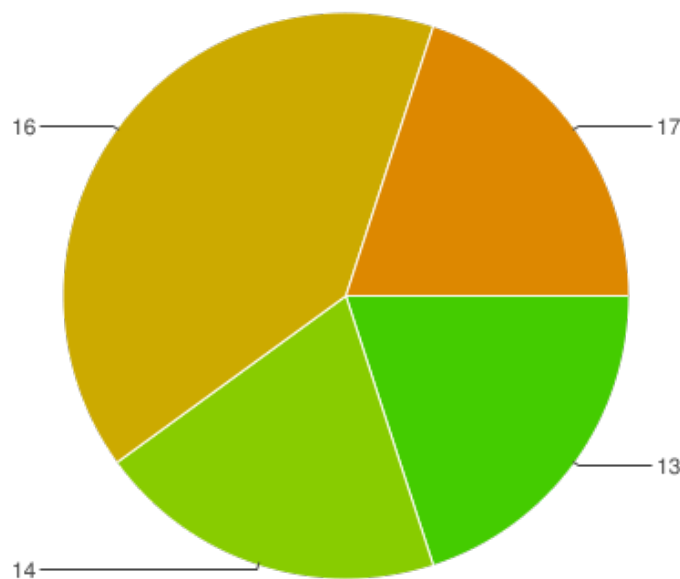
Reading age

16

Example sentence

“A safe pair of hands Limited helps Directors and Senior Managers build consensus and gain commitment for strategic, business impacting plans to deliver their desired business performance.”

Pages by reading age



Page readability

5 found

Page	Reading age ▼	Hard to read example	Importance
www.asafepairofhands.co.u...	17	I am a Pension Plan Trustee and Committee of Management member - the equivalent a Non Executive Director (NED) of Benenden Healthcare Society Ltd., - a NFPO Friendly Society of some one million members paying 1.10 a week for back	★★★★★

Page	Reading age ▼	Hard to read example	Importance
		up to NHS services on ...	
www.asafepairofhands.co.u...	16	A safe pair of hands Limited helps Directors and Senior Managers build consensus and gain commitment for strategic, business impacting plans to deliver their desired business performance.	★★★★★
www.asafepairofhands.co.u...	16	A safe pair of hands Limited helps Directors and Senior Managers build consensus and gain commitment for strategic, business impacting plans to deliver their desired business performance.	★★★★★
www.asafepairofhands.co.u...	14		★★★★★
www.asafepairofhands.co.u...	13		★★★★★

5 found



Content keywords

This content of this website appears well matched to the keywords it is aiming to rank for in search engines.

3 desired keywords (business planning hampshire, business consultancy hampshire, team building hampshire) are not mentioned anywhere in this website at all. To rank competitively for a keyword, this site needs to include content about it.

Content for each keyword

9 found







Keyword	Pages	Emphasis ▼
team building	3	<input type="text"/>
business planning	4	<input type="text"/>
business consultancy	1	<input type="text"/>
team building sussex	3	<input type="text"/>
business planning sussex	4	<input type="text"/>
business consultancy sussex	1	<input type="text"/>
team building hampshire	0	No content
business consultancy hampshire	0	No content

Keyword	Pages	Emphasis ▼
business planning hampshire	0	No content

9 found

Page analysis

6 found

Page	Includes keywords
 www.asafepairofhands.co.uk/admin.html	
 www.asafepairofhands.co.uk/contact/inde...	
 www.asafepairofhands.co.uk/about.html	business planning, business consultancy, business planning sussex, business consultancy sussex
 www.asafepairofhands.co.uk/prices.html	team building , business planning, team building sussex, business planning sussex
 www.asafepairofhands.co.uk/index-2.html	team building , business planning, team building sussex, business planning sussex
 www.asafepairofhands.co.uk/	team building , business planning, team building sussex, business planning sussex

6 found



URL format

Overall, URLs are very well formatted.

(A URL is the technical name for a web address).

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.



Good web addresses

e.g. www.example.com/section/example-page

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



Bad web addresses

e.g. www.example.com/example_pg.jsp?id=124

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

URLs

6 found

Score	URL	Recommendations	Importance ▼
9.9	www.asafepairofhands.co.uk/		★★★★★
8.9	www.asafepairofhands.co.uk/ind...	Avoid file extensions where possible.	★★★★★
8.9	www.asafepairofhands.co.uk/pric...	Avoid file extensions where possible.	★★★★★
8.9	www.asafepairofhands.co.uk/abo...	Avoid file extensions where possible.	★★★★★
8.8	www.asafepairofhands.co.uk/con...	Avoid file extensions where possible.	★★★★☆
8.9	www.asafepairofhands.co.uk/ad...	Avoid file extensions where possible.	★★★☆☆

6 found



Typosquatting

There are no apparent signs that this domain name is being abused by domain squatters.

If this website attracts high volumes of traffic, you may wish to pre-emptively register potential mis-spellings of your domain names. For most websites, this is not a practical concern.

Possible domain typos

31 found (only showing top 30)

-	Domain name	Status
	www.asafepairofhands.co.uk	This website
	www.aasfepairofhands.co.uk	Not used
	www.asafepairohfands.co.uk	Not used
	www.asafepairofahnds.co.uk	Not used
	www.asafepairofhnads.co.uk	Not used
	www.asafepairofhadns.co.uk	Not used
	www.aafepairofhands.co.uk	Not used
	www.asafepairofhands.co.uk	Not used
	www.asafepairfohands.co.uk	Not used
	www.asafepaiorfhands.co.uk	Not used

-	Domain name	Status
	www.asaefpairofhands.co.uk	Not used
	www.asfaepairofhands.co.uk	Not used
	www.asafpeairofhands.co.uk	Not used
	www.asafeapirofhands.co.uk	Not used
	www.asafepariofhands.co.uk	Not used
	www.asafepiarofhands.co.uk	Not used
	www.asfepairofhands.co.uk	Not used
	www.asaepairofhands.co.uk	Not used
	www.asafepairofhnds.co.uk	Not used
	www.asafepairofhads.co.uk	Not used
	www.asafepairofhans.co.uk	Not used
	www.asafepairufhands.co.uk	Not used
	www.asafepairofhand.co.uk	Not used
	www.asafepairofands.co.uk	Not used
	www.asafepaiofhands.co.uk	Not used
	www.asafepairfhands.co.uk	Not used
	www.asafeparofhands.co.uk	Not used
	www.asafeairofhands.co.uk	Not used
	www.asafpairofhands.co.uk	Not used
	www.asafepairohands.co.uk	Not used

31 found (only showing top 30)



Error pages

No error pages were found.

This doesn't mean there is nothing wrong with this website, but no clear error messages were found.

All errors

Dangerous errors

0

0



10

Perfect

Image usage

All images have correctly defined sizes and 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.

Images with size

100%

24 of 24

Web-friendly images

100%

24 of 24



10

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



10

Perfect

Site structure

This website has a very shallow page structure. The average page is 0.8 clicks away from the homepage.

The deepest pages are just one step 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.

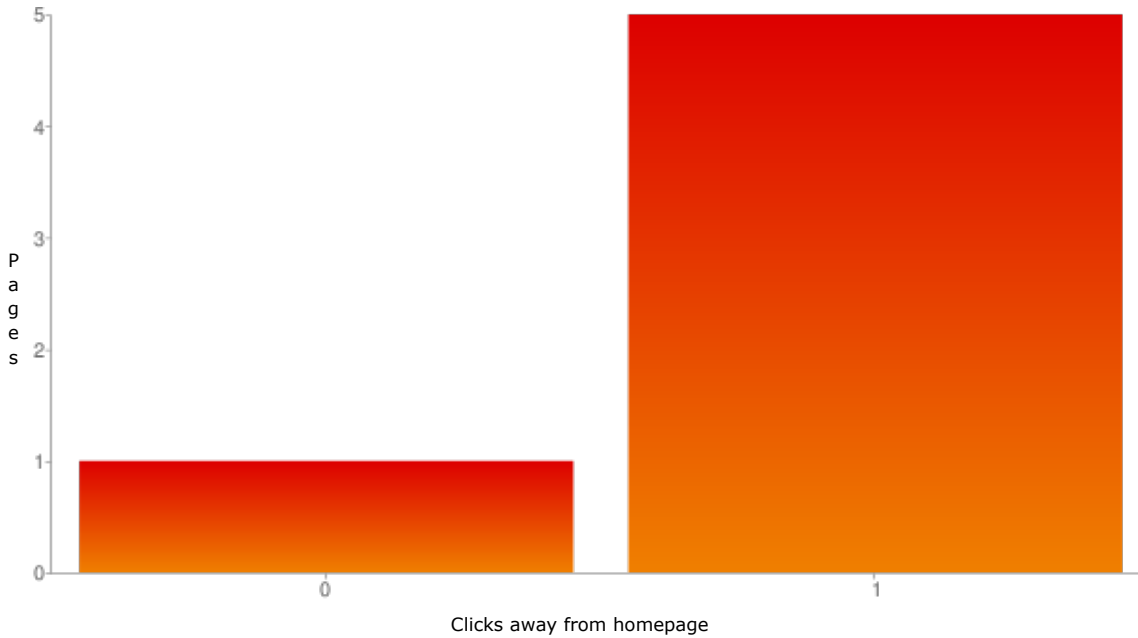
Average distance

0.8
clicks

Maximum distance

1
clicks

Click distance



Pages by path

One found

Path	Pages ▼
www.asafepairofhands.co.uk/	6

One found

Page depth

6 found

Page	Depth ▲
 www.asafepairofhands.co.uk/	0
 www.asafepairofhands.co.uk/index-2.html	1
 www.asafepairofhands.co.uk/prices.html	1
 www.asafepairofhands.co.uk/about.html	1
 www.asafepairofhands.co.uk/contact/index.php	1
 www.asafepairofhands.co.uk/admin.html	1

6 found

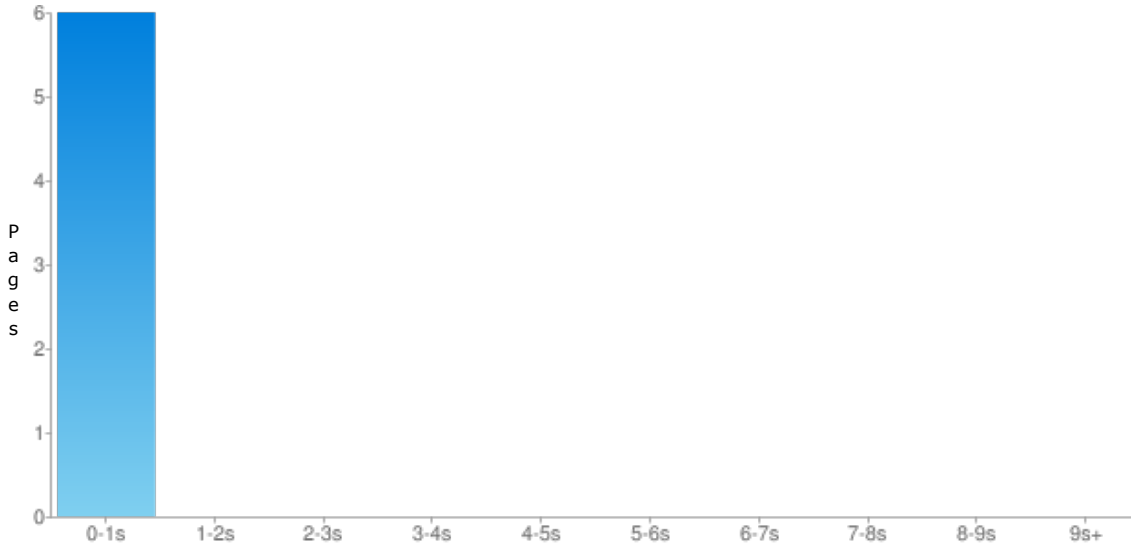


Speed

This website is quick to load.

On average pages take 0.5 seconds to download on a 4Mb broadband connection.

Time to download



Pages by filesize

6 found

Transfer	Size	Files	Est. seconds	Importance ▼	Recommendations
147.1k	147.1k	9	0.6	★★★★★	
147.1k	147.1k	9	0.6	★★★★★	
138.3k	138.3k	5	0.5	★★★★★	
136.6k	136.6k	5	0.5	★★★★★	
136.4k	136.4k	5	0.5	★★★★★	
125.2k	125.2k	5	0.5	★☆☆☆☆	

6 found

Files used

15 found (only showing top 8)

- ▼	Transfer	Size	Pages	Type	Recommendations
	.. 21.5k	21.5k	1	HTML page	Enable HTTP compression
	.. 21.5k	21.5k	1	HTML page	Enable HTTP compression
	.. 6.4k	6.4k	1	HTML page	Enable HTTP compression
	.. 4.7k	4.7k	1	HTML page	Enable HTTP compression

- ▼	Transfer	Size	Pages	Type	Recommendations
	.. 4.7k	4.7k	1	Stylesheet	Enable HTTP compression
	.. 4.5k	4.5k	1	HTML page	Enable HTTP compression
	.. 2.5k	2.5k	1	HTML page	Enable HTTP compression
	.. 79.0k	79.0k	1	JPEG Image	

15 found (only showing top 8)



Perfect

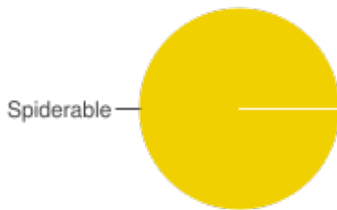
Spiderability

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.

Spiderability



Spiderable pages

100%

6 of 6



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%
6 of 6

External stylesheets
100%
6 of 6




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.

Chopped URLs

One found

- ▼ Path	HTTP code	Issue
 www.asafepairofhands.co.uk/contact	301	

One found

Broken paths

Number of reduced paths which report errors.

0% (0 of 1)



Contact details

**One unique email address was found in this website.
One unique phone number was 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 (1 email, 1 phone number) are correct.
- Consider whether email addresses should be listed on your website, as they will be much more susceptible to spam.

Contact details

2 found

Type ▲	Details	Pages
 Email	peter.a.d.griffiths@btinternet.com	6
 Phone	+44 (0) 7802 15 84 69	7

2 found

Contact pages

13 found

URL	Type	Details
www.asafepairofhands.co.uk/ad...	Phone	+44 (0) 7802 15 84 69
www.asafepairofhands.co.uk/ad...	Email	peter.a.d.griffiths@btinternet.com
www.asafepairofhands.co.uk/con...	Phone	+44 (0) 7802 15 84 69
www.asafepairofhands.co.uk/con...	Phone	+44 (0) 7802 15 84 69
www.asafepairofhands.co.uk/con...	Email	peter.a.d.griffiths@btinternet.com
www.asafepairofhands.co.uk/abo...	Phone	+44 (0) 7802 15 84 69
www.asafepairofhands.co.uk/abo...	Email	peter.a.d.griffiths@btinternet.com
www.asafepairofhands.co.uk/pric...	Phone	+44 (0) 7802 15 84 69
www.asafepairofhands.co.uk/pric...	Email	peter.a.d.griffiths@btinternet.com
www.asafepairofhands.co.uk/ind...	Phone	+44 (0) 7802 15 84 69
www.asafepairofhands.co.uk/ind...	Email	peter.a.d.griffiths@btinternet.com
www.asafepairofhands.co.uk/	Phone	+44 (0) 7802 15 84 69
www.asafepairofhands.co.uk/	Email	peter.a.d.griffiths@btinternet.com

13 found



Not scored


Design variations

One page design was detected. All pages appear to have the same consistent design.

This does not mean all pages look exactly the same, only that all pages appear to have a consistent appearance. You can monitor this test to check for unexpected variations in design, for example if a page is broken, or not updated following a redesign.

Different designs

One found

Screenshot	Example	Name	Pages ▼	%
	www.asafepairofhan...	Design #1	6	100.0%

One found



Not scored

Freshness

Not enough evidence could be found to date this website.

This test looks for evidence that the website has been kept up-to-date, for example with news articles or blog content. Not enough was identified to date this website.

Not all websites need to have dated content, so this does not necessarily signify a problem.

Recommendations

- Consider whether the website would benefit from showing when content was updated, e.g. including a "Last updated" note on relevant pages.



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.

Key pages

6 found

Page	Importance ▼
www.asafepairofhands.co.uk/	★★★★★
www.asafepairofhands.co.uk/index-2.html	★★★★★
www.asafepairofhands.co.uk/prices.html	★★★★★
www.asafepairofhands.co.uk/about.html	★★★★★
www.asafepairofhands.co.uk/contact/index.php	★★★★☆
www.asafepairofhands.co.uk/admin.html	★☆☆☆☆

6 found



Not scored

Internal search

None of this site appears to include a search facility.

As this website has only 6 pages, a search facility isn't necessary, but should be considered if the website grows to around 100 pages.



Not scored

Languages

This website appears to be in one consistent language.

This test does not effect the score for this website.

Language summary

One found

Language	Characters ▼	Sample
British English	13,057	I am a Pension Plan Trustee and Committee of Management member - the equivalent a Non Executive Director (NED) of Benenden Healthcare Society Ltd., - a NFPO Friendly Society of some one million me ...

One found



Not scored

Metadata

A small number (16.7%) 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.

Metadata used

30 found (only showing top 20)

Page ▲	-	Name	Scheme	Content
--------	---	------	--------	---------

Page ▲	- Name	Scheme	Content
www.asafepairofhands.c...	language		EN
www.asafepairofhands.c...	rating		general
www.asafepairofhands.c...	Robots		index, follow
www.asafepairofhands.c...	revisit-after		1 Week
www.asafepairofhands.c...	Keywords		a safe pair of hands,Strategic Planning Facilitation, strategic planning, business planning,Account planning experienced, facilitation, Facilitator, workshop, workshops
www.asafepairofhands.c...	Description		safe pair of hands Limited helps Directors and Senior Managers build consensus and gain commitment for strategic, business impacting plans to deliver their desired business performance. Management teams from Boardroom to Account Teams that face new challenges in particular, benefit from these strategic planning events
www.asafepairofhands.c...	language		EN
www.asafepairofhands.c...	rating		general
www.asafepairofhands.c...	Robots		index, follow
www.asafepairofhands.c...	revisit-after		1 Week
www.asafepairofhands.c...	Description		safe pair of hands Limited helps Directors and Senior Managers build consensus and gain commitment for strategic, business impacting plans to deliver their desired business performance. Management teams from Boardroom to Account Teams that face new challenges in particular, benefit from these strategic planning events
www.asafepairofhands.c...	Keywords		a safe pair of hands,Strategic Planning Facilitation, strategic planning, business planning,Account planning experienced, facilitation, Facilitator, workshop, workshops
www.asafepairofhands.c...	language		EN

Page ▲	Name	Scheme	Content
www.asafepairofhands.c...	rating		general
www.asafepairofhands.c...	Robots		index, follow
www.asafepairofhands.c...	revisit-after		1 Week
www.asafepairofhands.c...	Keywords		a safe pair of hands, Strategic Planning Facilitation, strategic planning, business planning, Account planning experienced, facilitation, Facilitator, workshop, workshops
www.asafepairofhands.c...	Description		safe pair of hands Limited helps Directors and Senior Managers build consensus and gain commitment for strategic, business impacting plans to deliver their desired business performance. Management teams from Boardroom to Account Teams that face new challenges in particular, benefit from these strategic planning events
www.asafepairofhands.c...	language		EN
www.asafepairofhands.c...	rating		general

30 found (only showing top 20)

Use Meta tags

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

83.3% (5 of 6)

Use Keywords

Proportion of pages using meta keywords.

83.3% (5 of 6)

Use Description

Proportion of pages using a meta description of any kind.

83.3% (5 of 6)

Use Dublin Core

Proportion of pages using Dublin Core (DCMI) metadata.

0% (0 of 6)

Use e-GMS

Proportion of pages using e-GMS metadata.

0% (0 of 6)



Outgoing links

No outgoing links were found in this website.

Not scored

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.

Outgoing sites

Outgoing links

Appendix: Summaries

How summary scores for this report were calculated.



Very poor

Content summary

The quality of the content of this website.

Key points



Writing is quite hard to understand

Easy-to-understand text benefits users and search engines.



Not shared socially

Lack of sharing suggests content lacks appeal.



Very similar looking pages

All pages look very similar. Greater variety might improve visitor interest.



Content matches keywords well

To rank competitively in search engines, content must match desired keywords



Quite visually interesting

High visual interest helps to retain visitors.



Includes contact details

You should check these details are correct and appropriate.

Derived from

6 found

Score	Test	Penalty	Weight
0.0	Spelling		1.5
1.6	Amount of content	-2: Sites with insufficient content underperform with search engines and users	2.5
4.9	Search engine results		1
6.7	Visual interest		1.2
6.8	Readability		2.5
7.5	Content keywords		1

6 found



Very poor

Marketing summary

How well this website is marketed online.

This includes Search Engine Optimisation (SEO) and social marketing.

Key points



Does not rank in search engines

Ranking highly in search engines brings relevant visitors to your website.



Content matches keywords well

To rank competitively in search engines, content must match desired keywords



No incoming links

Sites with more incoming links rank higher in search engines.



Quick to load

Slow pages put off users and lower search engine rankings.



Not shared socially

Facebook and Twitter can contribute to traffic and brand awareness.



URLs are clear

Simple URLs help users share webpages.



Not much content

Search engines judge you heavily on your content, more content helps your search ranking.



Appears very rarely visited

Or this website could be very new. No popularity data was available.

Derived from

21 found

Score	Test	Penalty	Weight
0.0	Alternative text	-0.6: Alternative text is an easy win and fundamental step for SEO with no side effects	1
0.0	Analytics		1
0.0	Facebook		1.75
0.0	Headings	-0.6: Headings are an easy win and fundamental step for SEO with no side effects	1
0.0	Incoming links		2
0.0	Links	-0.6: Poor use of link text compromises the natural SEO benefits of content in this site	1
0.0	Popularity		2
0.0	Search ranking		2.5
0.0	Twitter		1.5
0.0	Social interest		2.5

Score	Test	Penalty	Weight
1.1	Broken links		0.25
1.6	Amount of content		2
4.9	Search engine results		1.5
6.8	Readability		0.5
7.5	Content keywords		2.5
9.1	URL format		1.5
10	Stylesheets		0.25
10	Spiderability		1
10	Error pages		1
10	Speed		0.75
10	URL chopping		0.2

21 found



Very poor

Accessibility summary

How accessible the website is to people with disabilities, users on mobile phones and other devices.

Key points



No alternative text is used

Alternative text tells blind users what your images contain.



Uses CSS for layout

CSS is the preferred technology for building webpages (compared with tables).



Not W3C compliant

Compliant pages are generally more accessible and compatible with more browsers



URLs are clear

Simple URLs help users share webpages.



Headings are not defined

Properly defined headings help disabled users navigate your content.



Writing is quite hard to understand

Easy-to-understand text benefits users and search engines.



Link styles could be improved

Links should change appearance when hovered over, visited and

selected.

Derived from

16 found

Score	Test	Penalty	Weight
0.0	W3C compliance		1
0.0	Headings	-1.2: Headings are a fundamental requirement for accessibility that is easy to implement with no side effects	1
0.0	Links	-1.2: Poor quality links make navigating a site extremely difficult for many users	1
0.0	Alternative text	-2.4: Alternative text is a fundamental requirement for accessibility that is easy to implement with no side effects	2
1.1	Broken links		1
1.6	Amount of content		1
2.7	Link states	-0.3: Poor use of link states hinders accessibility	2
4.9	Search engine results		0.5
6.8	Readability		1
9.1	URL format		0.9
10	Image usage		0.5
10	Stylesheets		1
10	Spiderability		2
10	Redirections		0.75
10	Site structure		0.5
10	Speed		0.8

16 found



Very poor

Overall summary

The overall score for this website.

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

Key points



Not shared socially

Facebook and Twitter can contribute to traffic and brand awareness.



Quick to load

Slow pages put off users and lower search engine rankings.



Not much content

Search engines judge you heavily on your content, more content helps your search ranking.



Appears very rarely visited

Or this website could be very new. No popularity data was available.



No Analytics is used

Analytics allow for detailed analysis of visitor behaviour.



No alternative text is used

Alternative text tells blind users what your images contain.

Derived from

28 found

Score	Test	Penalty	Weight
0.0	W3C compliance		1
0.0	Analytics		0.5
0.0	Facebook		0.75
0.0	Headings	-0.8: Headings are crucial for accessibility and search engine placement	1
0.0	Incoming links		1
0.0	Links		1
0.0	Popularity		1.25
0.0	Printability		1
0.0	Search ranking		1
0.0	Alternative text	-0.8: Alternative text is crucial for accessibility and search engine placement	1
0.0	Twitter		0.5

Score	Test	Penalty	Weight
0.0	Social interest		1
1.1	Broken links	-0.7: Broken links create a poor experience for users	1
1.6	Amount of content	-0.5: Sites with insufficient content underperform with search engines and users	1
2.7	Link states		0.75
4.9	Search engine results		1
6.7	Visual interest		1
6.8	Readability		1
7.5	Content keywords		1
9.1	URL format		0.8
10	Error pages		0.5
10	URL chopping		0.25
10	Image usage		0.5
10	Stylesheets		1
10	Spiderability		1
10	Speed		2
10	Redirections		0.2
10	Site structure		0.5

28 found



Very poor

Technology summary

How well designed and built the website is.

Key points



No Analytics is used

Analytics allow for detailed analysis of visitor behaviour.



No alternative text is used

Alternative text tells blind users what your images contain.



Not W3C compliant

Compliant pages are generally more



Uses CSS for layout

CSS is the preferred technology for building webpages (compared with tables).



Quick to load

Slow pages put off users and lower search engine rankings.

accessible and compatible with more browsers



URLs are clear

Simple URLs help users share webpages.



Headings are not defined

Properly defined headings are fundamental to basic SEO.



Not optimised for printing

Based on the absence of any print-specific styles.

Derived from

17 found

Score	Test	Penalty	Weight
0.0	W3C compliance		1
0.0	Analytics	-0.2: Analytics is immensely valuable, easy to implement and even available for free	0.5
0.0	Headings	-1.8: Headings are easy to implement and crucial for search engine placement and accessibility	1
0.0	Links		0.5
0.0	Printability	-0.6: Webpages should be designed specifically for easy printing by end users	1
0.0	Alternative text	-0.6: Alternative text is easy to implement and crucial for search engine placement and accessibility	0.5
1.1	Broken links	-1	1
2.7	Link states		1
4.9	Search engine results		0.5
9.1	URL format		0.5
10	Error pages		1
10	URL chopping		0.25
10	Image usage		1
10	Stylesheets		0.75
10	Spiderability		1
10	Redirections		0.75

Score	Test	Penalty	Weight
10	Speed		2

17 found