

4.3
Poor

Overall

The overall score for this website.

5.2
Average

Accessibility

How accessible the website is to mobile and disabled users.

1.0
Very poor

Content

The quality of the content of this website.

3.3
Poor

Marketing

How well this website is marketed online.

5.3
Average

Technology

How well designed and built the website is.



Good / bad points

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

✘ No images have defined sizes

✘ This website does not appear optimised for printing

✘ Keywords and content are poorly matched for search engines

✘ This website is ranked 19,667,062nd in the world for popularity

✘ Very few websites appear to link to this website, making it extremely hard to find

✘ The website is not fully W3C compliant

✘ A small part of this website requires Flash

i This site appears to use 2 different page designs

i 15 webpages found

✔ URLs are well formatted

✔ No broken links were found

✔ This website appears fully spiderable

✔ This website is quick to use



Some of this site uses tables for layout

Recommendations

89 found

Importance ▼	Description	Test
★★★★☆	Develop more substantial content for this website, particularly content that would attract visitors.	Amount of content
★★★★☆	Consider starting a Twitter account, and post regular updates linking to content in this site.	Twitter
★★★★☆	Add Flash detection to handle users without Flash.	Flash
★★★★☆	Consider adding relevant, timely content. This is not always appropriate, but can be effective in promoting a website.	Freshness
★★★★☆	Add Flash detection to this page. www.transtrac.co.uk/	Flash
★★★★☆	Consider whether the keyword online accounting is viable. There is a lot of competition for this keyword (166,000,000 results).	Search ranking
★★★★☆	Consider submitting this site to web directories, news and affiliate websites. Many can be encouraged to link to you for free.	Incoming links
★★★★☆	Consider whether the keyword online ledger is viable. There is a fair amount of competition for this keyword (25,300,000 results).	Search ranking
★★★★☆	Consider whether the keyword invoice chasing software is viable. There is a fair amount of competition for this keyword (5,260,000 results).	Search ranking
★★★★☆	Add a meta description to this page. www.transtrac.co.uk/	Search engine results
★★★★☆	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
★★★★☆	Use URL rewriting wherever possible to simplify the URLs of key pages in the site.	URL format
★★★★☆	Specify a distinct hover CSS pseudo class for all links, wherever appropriate.	Link states
★★★★☆	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
★★★★☆	Consider redesigning this website to not require Flash.	Flash
★★★★☆	Check all contact details (5 emails, 3 phone numbers) are correct.	Contact details
★★★★☆	Move embedded and inline style definitions into external stylesheets where possible.	Stylesheets

Importance ▼	Description	Test
★★★★★	Review what people are saying about your website and brand on Twitter.	Twitter
★★★★★	Add a meta description to this page. www.transtrac.co.uk/video/?C=M;O=A	Search engine results
★★★★★	Consider making this page more visually interesting. www.transtrac.co.uk/video/?C=M;O=A	Visual interest
★★★★★	Cleanup the URL for this page, if at all possible. www.transtrac.co.uk/video/?C=S;O=A	URL format
★★★★★	Cleanup the URL for this page, if at all possible. www.transtrac.co.uk/video/?C=D;O=A	URL format
★★★★★	Cleanup the URL for this page, if at all possible. www.transtrac.co.uk/video/?C=M;O=A	URL format
★★★★★	Add a meta description to this page. www.transtrac.co.uk/video/?C=S;O=A	Search engine results
★★★★★	Consider making this page more visually interesting. www.transtrac.co.uk/video/?C=S;O=A	Visual interest
★★★★★	Add a meta description to this page. www.transtrac.co.uk/video/?C=D;O=A	Search engine results
★★★★★	Consider making this page more visually interesting. www.transtrac.co.uk/video/?C=D;O=A	Visual interest
★★★★★	Add a meta description to this page. www.transtrac.co.uk/video/?C=N;O=A	Search engine results
★★★★★	Rewrite this page to use CSS for layout instead of tables. www.transtrac.co.uk/video/?C=M;O=A	Stylesheets
★★★★★	Rewrite this page to use CSS for layout instead of tables. www.transtrac.co.uk/video/?C=S;O=A	Stylesheets
★★★★★	Rewrite this page to use CSS for layout instead of tables. www.transtrac.co.uk/video/?C=D;O=A	Stylesheets
★★★★★	Define an explicit size for images on this page. www.transtrac.co.uk/	Image usage
★★★★★	Fix the 0 W3C compliance issues on this page. www.transtrac.co.uk/	W3C compliance
★★★★★	Rewrite this page to use CSS for layout instead of tables. www.transtrac.co.uk/video/?C=N;O=A	Stylesheets
★★★★★	Add analytics onto this page. www.transtrac.co.uk/video/?C=M;O=A	Analytics
★★★★★	Add analytics onto this page. www.transtrac.co.uk/video/?C=S;O=A	Analytics
★★★★★	Add analytics onto this page. www.transtrac.co.uk/video/?C=D;O=A	Analytics
★★★★★	Add analytics onto this page. www.transtrac.co.uk/video/?C=N;O=A	Analytics
★★★★★	Consider rewriting the title of this page to be unique. www.transtrac.co.uk/video/?C=M;O=A	Search engine results

Importance ▼	Description	Test
★☆☆☆☆	Consider rewriting the title of this page to be unique. www.transtrac.co.uk/video/?C=S;O=A	Search engine results
★☆☆☆☆	Consider rewriting the title of this page to be unique. www.transtrac.co.uk/video/?C=D;O=A	Search engine results
★☆☆☆☆	Add one or more Headings onto this page (i.e. use a H1, H2 ... tag). www.transtrac.co.uk/contact/	Headings
★☆☆☆☆	Add a meta description to this page. www.transtrac.co.uk/video/?C=N;O=D	Search engine results
★☆☆☆☆	Consider rewriting the title of this page to be unique. www.transtrac.co.uk/video/?C=N;O=A	Search engine results
★☆☆☆☆	Define an explicit size for images on this page. www.transtrac.co.uk/video/?C=M;O=A	Image usage
★☆☆☆☆	Define an explicit size for images on this page. www.transtrac.co.uk/video/?C=S;O=A	Image usage
★☆☆☆☆	Define an explicit size for images on this page. www.transtrac.co.uk/video/?C=D;O=A	Image usage
★☆☆☆☆	Consider whether email addresses should be listed on your website, as they will be much more susceptible to spam.	Contact details
☆☆☆☆☆	Add a meta description to this page. www.transtrac.co.uk/video/	Search engine results
☆☆☆☆☆	Add a meta description to this page. www.transtrac.co.uk/contact/	Search engine results
☆☆☆☆☆	Rewrite this page to use CSS for layout instead of tables. www.transtrac.co.uk/video/?C=N;O=D	Stylesheets
☆☆☆☆☆	Define an explicit size for images on this page. www.transtrac.co.uk/video/?C=N;O=A	Image usage
☆☆☆☆☆	Add a meta description to this page. www.transtrac.co.uk/about/faqs.html	Search engine results
☆☆☆☆☆	Add a meta description to this page. www.transtrac.co.uk/about/learn.html	Search engine results
☆☆☆☆☆	Add a meta description to this page. www.transtrac.co.uk/articles/why-cash-flow-is-king....	Search engine results
☆☆☆☆☆	Add a meta description to this page. www.transtrac.co.uk/about/company.html	Search engine results
☆☆☆☆☆	Rewrite this page to use CSS for layout instead of tables. www.transtrac.co.uk/video/	Stylesheets
☆☆☆☆☆	Add a meta description to this page. www.transtrac.co.uk/video/?C=M;O=D	Search engine results
☆☆☆☆☆	Add a meta description to this page. www.transtrac.co.uk/video/?C=S;O=D	Search engine results
☆☆☆☆☆	Add a meta description to this page. www.transtrac.co.uk/video/?C=D;O=D	Search engine results
☆☆☆☆☆	Add analytics onto this page. www.transtrac.co.uk/video/?C=N;O=D	Analytics

Importance ▼	Description	Test
★★★★★	Rewrite this page to use CSS for layout instead of tables. www.transtrac.co.uk/video/?C=M;O=D	Stylesheets
★★★★★	Add analytics onto this page. www.transtrac.co.uk/video/	Analytics
★★★★★	Rewrite this page to use CSS for layout instead of tables. www.transtrac.co.uk/video/?C=S;O=D	Stylesheets
★★★★★	Rewrite this page to use CSS for layout instead of tables. www.transtrac.co.uk/video/?C=D;O=D	Stylesheets
★★★★★	Consider rewriting the title of this page to be unique. www.transtrac.co.uk/video/?C=N;O=D	Search engine results
★★★★★	Define an explicit size for images on this page. www.transtrac.co.uk/video/?C=N;O=D	Image usage
★★★★★	Add analytics onto this page. www.transtrac.co.uk/video/?C=M;O=D	Analytics
★★★★★	Add analytics onto this page. www.transtrac.co.uk/video/?C=S;O=D	Analytics
★★★★★	Add analytics onto this page. www.transtrac.co.uk/video/?C=D;O=D	Analytics
★★★★★	Define an explicit size for images on this page. www.transtrac.co.uk/video/	Image usage
★★★★★	Define an explicit size for images on this page. www.transtrac.co.uk/contact/	Image usage
★★★★★	Fix the 0 W3C compliance issues on this page. www.transtrac.co.uk/contact/	W3C compliance
★★★★★	Consider rewriting the title of this page to be unique. www.transtrac.co.uk/video/?C=M;O=D	Search engine results
★★★★★	Consider rewriting the title of this page to be unique. www.transtrac.co.uk/video/?C=S;O=D	Search engine results
★★★★★	Consider rewriting the title of this page to be unique. www.transtrac.co.uk/video/?C=D;O=D	Search engine results
★★★★★	Define an explicit size for images on this page. www.transtrac.co.uk/about/faqs.html	Image usage
★★★★★	Fix the 0 W3C compliance issues on this page. www.transtrac.co.uk/about/faqs.html	W3C compliance
★★★★★	Define an explicit size for images on this page. www.transtrac.co.uk/about/learn.html	Image usage
★★★★★	Fix the 0 W3C compliance issues on this page. www.transtrac.co.uk/about/learn.html	W3C compliance
★★★★★	Define an explicit size for images on this page. www.transtrac.co.uk/articles/why-cash-flow-is-king....	Image usage
★★★★★	Fix the 0 W3C compliance issues on this page. www.transtrac.co.uk/articles/why-cash-flow-is-king....	W3C compliance
★★★★★	Define an explicit size for images on this page. www.transtrac.co.uk/about/company.html	Image usage

Importance ▼	Description	Test
★★★★★	Fix the 0 W3C compliance issues on this page. www.transtrac.co.uk/about/company.html	W3C compliance
★★★★★	Define an explicit size for images on this page. www.transtrac.co.uk/video/?C=M;O=D	Image usage
★★★★★	Define an explicit size for images on this page. www.transtrac.co.uk/video/?C=S;O=D	Image usage
★★★★★	Define an explicit size for images on this page. www.transtrac.co.uk/video/?C=D;O=D	Image usage

89 found



Very poor

Content keywords

The content for this site does not match the desired keywords at all. The website will probably underperform on search engines for the desired keywords.

3 keywords ("**online accounting**", "**invoice chasing software**", "**online ledger**") appear to be targetted by this site, but are 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 does not contain enough text which matches 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.

The website also does not appear to emphasise keywords at all. Important keywords can be more effectively promoted by putting them in page titles, headings and links. This increases their prominence to search engines and is a critical first step in Search Engine Optimisation.

Desired keywords

3 found

Score ▼	Keyword	Frequency	Emphasis	Strength	Comment
0.0	online accounting	0.0	0.0	0.0	There is an extremely high amount of competition for this keyword (about 166,000,000 webpages)
0.0	invoice chasing software	0.0	0.0	0.0	There is a lot of competition for this keyword (about 5,260,000)

Score ▼	Keyword	Frequency	Emphasis	Strength	Comment
					webpages)
0.0	online ledger	0.0	0.0	0.0	There is a very high amount of competition for this keyword (about 25,300,000 webpages)

3 found

Most optimised keywords

100 found (only showing top 20)

Keyword	Frequency	Emphasis	Strength ▼
transtrac	5.7	3.0	17.7
index of video	1.2	3.0	13.2
flowplayer-3.0.5	1.2	1.2	6.0
cash flow	1.0	0.7	3.7
about transtrac	0.4	0.7	3.1
08-jul-2010 08	3.0	0.0	3.0
parent directory	0.6	0.6	3.0
08-jul-2010	3.0	0.0	3.0
flowplayer	0.6	0.6	3.0
controls-3.0.3	0.6	0.6	3.0
freelancer-invoice	0.6	0.6	3.0
08	3.0	0.0	3.0
why cash flow	0.3	0.5	2.1
faqs	0.4	0.4	2.0
flow is king	0.2	0.4	1.8
why cash flow is king	0.2	0.4	1.8
cash flow is king	0.2	0.4	1.8
learn more about	0.1	0.3	1.5
frequently asked questions	0.1	0.3	1.5
learn more about transtrac	0.1	0.3	1.5

100 found (only showing top 20)



Very poor

Image usage

No images 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

0%

0 of 70

Web-friendly images

100%

70 of 70



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.

Optimised for printing

0%

0 of 15



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

15 found

Page	Importance ▼
 www.transtrac.co.uk/	★★★★★
 www.transtrac.co.uk/video/?C=M;O=A	★★★★☆
 www.transtrac.co.uk/video/?C=S;O=A	★★★★☆
 www.transtrac.co.uk/video/?C=D;O=A	★★★★☆
 www.transtrac.co.uk/video/?C=N;O=A	★★★☆☆
 www.transtrac.co.uk/video/?C=N;O=D	★★★★☆
 www.transtrac.co.uk/video/	★★★★☆
 www.transtrac.co.uk/contact/	★★★★☆

Page	Importance ▼
 www.transtrac.co.uk/about/faqs.html	★☆☆☆☆
 www.transtrac.co.uk/about/learn.html	★☆☆☆☆
 www.transtrac.co.uk/articles/why-cash-flow-is-king.html	★☆☆☆☆
 www.transtrac.co.uk/about/company.html	★☆☆☆☆
 www.transtrac.co.uk/video/?C=M;O=D	★☆☆☆☆
 www.transtrac.co.uk/video/?C=S;O=D	★☆☆☆☆
 www.transtrac.co.uk/video/?C=D;O=D	★☆☆☆☆

15 found



Very poor

Search ranking

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 **online accounting** is viable. There is a lot of competition for this keyword (166,000,000 results).
- Consider whether the keyword **online ledger** is viable. There is a fair amount of competition for this keyword (25,300,000 results).
- Consider whether the keyword **invoice chasing software** is viable. There is a fair amount of competition for this keyword (5,260,000 results).

Rankings

9 found

Search eng...	Keyword	Rank	Number of results	Score ▼
 Yahoo > UK	online accounting	Not found	Unknown	0.0
 Bing > UK	online accounting	Not found	Bing won't say	0.0
 Google > UK	online ledger	Not found	25,300,000	0.0
 Yahoo > UK	online ledger	Not found	Unknown	0.0
 Bing > UK	online ledger	Not found	Bing won't say	0.0
 Google > UK	invoice chasing software	Not found	5,260,000	0.0
 Yahoo > UK	invoice chasing software	Not found	Unknown	0.0

Search eng...	Keyword	Rank	Number of results	Score ▼
 Bing > UK	invoice chasing software	Not found	Bing won't say	0.0
 Google > UK	online accounting	Not found	166,000,000	0.0

9 found



Very poor

Popularity

This website is ranked **19,667,062nd** 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

19,667,062nd

3 month change

No change



Very poor

Amount of content

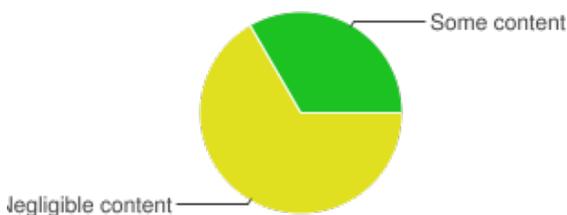
15 webpages were found and tested. 5 pages contain a meaningful amount of text content, 2,768 words in total.

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 more substantial content for this website, particularly content that would attract visitors.

Page breakdown



Pages with substantial content

0

Pages with some content

5

Pages with negligible content
10

Total words
2,768

Content by page

15 found

Page	Words	Importance ▼
www.transtrac.co.uk/	449	★★★★★
www.transtrac.co.uk/video/?C=M;O=A	50	★★★★☆
www.transtrac.co.uk/video/?C=S;O=A	50	★★★★☆
www.transtrac.co.uk/video/?C=D;O=A	50	★★★★☆
www.transtrac.co.uk/video/?C=N;O=A	50	★★★☆☆
www.transtrac.co.uk/video/?C=N;O=D	50	★★☆☆☆
www.transtrac.co.uk/video/	50	★★☆☆☆
www.transtrac.co.uk/contact/	73	★★☆☆☆
www.transtrac.co.uk/about/faqs.html	726	★★☆☆☆
www.transtrac.co.uk/about/learn.html	101	★★☆☆☆
www.transtrac.co.uk/articles/why-cash-flow-is-king.html	789	★★☆☆☆
www.transtrac.co.uk/about/company.html	180	★★☆☆☆
www.transtrac.co.uk/video/?C=M;O=D	50	★★☆☆☆
www.transtrac.co.uk/video/?C=S;O=D	50	★★☆☆☆
www.transtrac.co.uk/video/?C=D;O=D	50	★★☆☆☆

15 found



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.

Search Engine Results

15 found

-	Search Engine Result	Issues	Importance ▼
	Transtrac - Online Invoices, Statements, Credit Control and ...	No description. Title is too long.	★★★★★

-	Search Engine Result	Issues	Importance ▼
	www.transtrac.co.uk/		
	Index of /video www.transtrac.co.uk/video/?C=M;O=A	No description.	★★★★☆
	Index of /video www.transtrac.co.uk/video/?C=S;O=A	No description.	★★★★☆
	Index of /video www.transtrac.co.uk/video/?C=D;O=A	No description.	★★★★☆
	Index of /video www.transtrac.co.uk/video/?C=N;O=A	No description.	★★★☆☆
	Index of /video www.transtrac.co.uk/video/?C=N;O=D	No description.	★★★★☆
	Index of /video www.transtrac.co.uk/video/	No description.	★★★★☆
	Contact Transtrac www.transtrac.co.uk/contact/	No description.	★★★★☆
	Frequently Asked Questions about Transtrac www.transtrac.co.uk/about/faqs.html	No description.	★★★★☆
	Learn More about Transtrac www.transtrac.co.uk/about/learn.html	No description.	★★★★☆
	Why Cash Flow is King www.transtrac.co.uk/articles/why-cash-flow-is-king.html	No description.	★★★★☆
	Transtrac Corporate Information www.transtrac.co.uk/about/company.html	No description.	★★★★☆
	Index of /video www.transtrac.co.uk/video/?C=M;O=D	No description.	★★★★☆
	Index of /video www.transtrac.co.uk/video/?C=S;O=D	No description.	★★★★☆

-	Search Engine Result	Issues	Importance ▼
	Index of /video www.transtrac.co.uk/video/?C=D;O=D	No description.	★☆☆☆☆

15 found

Use titles

Proportion of pages with titles.

100% (15 of 15)

Use weak titles

Proportion of page titles that could be clearly improved.

0% (0 of 15)

Use descriptions

Proportion of pages with meta descriptions.

0% (0 of 15)



Very poor

Link states

Links change appearance when they are hovered over 29% 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

29%
distinct

Visited links

0%
distinct

Focused links

0%
distinct

Active links

0%
distinct

Link state distinctions



Very poor

Visual interest

Overall this site has very limited 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

43.2%

Least interesting score

0.6%

Page visual interest

15 found

Page	Visual interest	Uniqueness	Importance ▼
www.transtrac.co.uk/	48%	43%	★★★★★
www.transtrac.co.uk/video/?C=M;...	2%	0%	★★★★☆
www.transtrac.co.uk/video/?C=S;...	2%	0%	★★★★☆
www.transtrac.co.uk/video/?C=D;...	2%	0%	★★★★☆
www.transtrac.co.uk/video/?C=N;...	2%	0%	★★★★☆
www.transtrac.co.uk/video/?C=N;...	2%	0%	★★★☆☆
www.transtrac.co.uk/video/	2%	2%	★★★☆☆
www.transtrac.co.uk/contact/	2%	0%	★★★☆☆
www.transtrac.co.uk/about/faqs.h...	1%	0%	★★★☆☆
www.transtrac.co.uk/about/learn....	2%	0%	★★★☆☆
www.transtrac.co.uk/articles/why-...	1%	0%	★★★☆☆
www.transtrac.co.uk/about/compa...	1%	0%	★★★☆☆
www.transtrac.co.uk/video/?C=M;...	2%	0%	★★★☆☆
www.transtrac.co.uk/video/?C=S;...	2%	0%	★★★☆☆
www.transtrac.co.uk/video/?C=D;...	2%	0%	★★★☆☆

15 found



Very poor

Twitter

This website has been linked to 2 times recently on Twitter, 2 times during the last month.

This suggests a very limited amount of interest in this online brand.

This website doesn't have a Twitter account (or this report hasn't been told about it). Having a dedicated Twitter account can be an effective means of promoting a website, and interacting with customers. At a minimum, a Twitter

account can notify subscribers when your website has been updated.

You can review what people are saying about this website below, and who the most influential commentators are.

Recommendations

- Consider starting a Twitter account, and post regular updates linking to content in this site.
- Review what people are saying about your website and brand on Twitter.

How often is this website tweeted about?

2.0 times / month

How often do the owners tweet?

No Twitter account

Most popular pages

One found

Page	Sample t...	Tweeted	Hits	Score ▼	Clickthrough
Why Cash Flow is King	Why Cash Flow is King	2	3	9.87	200.0%

One found



Poor

Incoming links

About 18 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.

Recommendations

- Consider submitting this site to web directories, news and affiliate websites. Many can be encouraged to link to you for free.

Google™

0

pages link to this website

YAHOO!

18

pages link to this website



Poor

Analytics

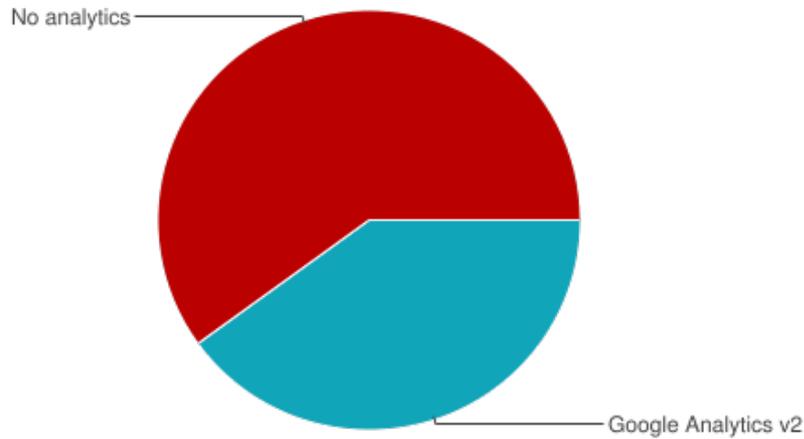
40.0% of this website is using Google Analytics v2.

It is still possible to gather a great deal of information for the other 60% of pages 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.

Analytics used



Page breakdown

15 found

-	Page	Analytics	Importance ▼
✓	www.transtrac.co.uk/	Google Analytics v2	★★★★★
✗	www.transtrac.co.uk/video/?C=M;O=A	None found	★★★★☆
✗	www.transtrac.co.uk/video/?C=S;O=A	None found	★★★★☆
✗	www.transtrac.co.uk/video/?C=D;O=A	None found	★★★★☆
✗	www.transtrac.co.uk/video/?C=N;O=A	None found	★★★★☆
✗	www.transtrac.co.uk/video/?C=N;O=D	None found	★★★☆☆
✗	www.transtrac.co.uk/video/	None found	★★★☆☆
✓	www.transtrac.co.uk/contact/	Google Analytics v2	★★★☆☆
✓	www.transtrac.co.uk/about/faqs.html	Google Analytics v2	★★★☆☆
✓	www.transtrac.co.uk/about/learn.html	Google Analytics v2	★★★☆☆
✓	www.transtrac.co.uk/articles/why-cash-f...	Google Analytics v2	★★★☆☆
✓	www.transtrac.co.uk/about/company.html	Google Analytics v2	★★★☆☆
✗	www.transtrac.co.uk/video/?C=M;O=D	None found	★★★☆☆
✗	www.transtrac.co.uk/video/?C=S;O=D	None found	★★★☆☆

- Page	Analytics	Importance ▼
 www.transtrac.co.uk/video/?C=D;O=D	None found	★☆☆☆☆

15 found

Using analytics

Proportion of pages using any form of analytics.

40.0% (6 of 15)



Poor

Stylesheets

60.0% of this website appears to use tables for layout (an outdated technique for implementing webpages) in places.

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.

40.0% of pages use external stylesheets. External stylesheets are considered best practice for ensuring sites are maintainable and quick to load.

Recommendations

- Move embedded and inline style definitions into external stylesheets where possible.



Pages with issues

9 found

- ▼ Page	Issue
 www.transtrac.co.uk/video/?C=S;O=D	Uses tables for layout
 www.transtrac.co.uk/video/?C=D;O=D	Uses tables for layout
 www.transtrac.co.uk/video/?C=M;O=D	Uses tables for layout
 www.transtrac.co.uk/video/?C=N;O=A	Uses tables for layout
 www.transtrac.co.uk/video/?C=S;O=A	Uses tables for layout
 www.transtrac.co.uk/video/?C=D;O=A	Uses tables for layout
 www.transtrac.co.uk/video/?C=M;O=A	Uses tables for layout

- ▼ Page	Issue
 www.transtrac.co.uk/video/?C=N;O=D	Uses tables for layout
 www.transtrac.co.uk/video/	Uses tables for layout

9 found



Readability

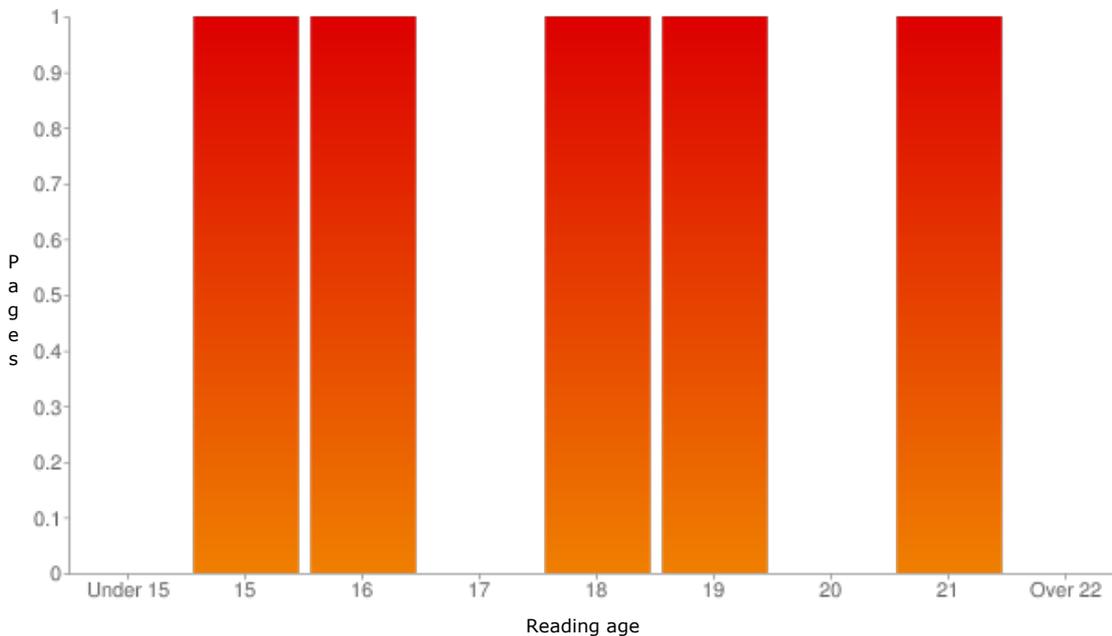
This website has an average reading age of 18. Visitors need to have been formally educated to around age 18 to understand this site.

In developed countries the average reading age of adults is around 14-16.

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

Reading age
18

Pages by reading age



Page readability

5 found

Page	Reading age	Score	Importance ▼
www.transtrac.co.uk/	19.7	3.6	★★★★★
www.transtrac.co.uk/about/faqs.html	18.0	5.5	★☆☆☆☆

Page	Reading age	Score	Importance ▼
www.transtrac.co.uk/about/learn.html	15.7	8.1	★★★★★
www.transtrac.co.uk/articles/why-cash-flow...	16.5	7.2	★★★★★
www.transtrac.co.uk/about/company.html	21.3	1.9	★★★★★

5 found



URL format

Overall, URLs are 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.

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. www.transtrac.co.uk/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.transtrac.co.uk/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

15 found

Score	URL	Recommendations	Importance ▼
10	www.transtrac.co.uk/		★★★★★
2.5	www.transtrac.co.uk/video/?C=...	Only use lowercase characters, avoid or minimise query parameters where possible, avoid obscure characters people can't easily type or describe.	★★★★★

Score	URL	Recommendations	Importance ▼
2.5	www.transtrac.co.uk/video/?C=S...	Only use lowercase characters, avoid or minimise query parameters where possible, avoid obscure characters people can't easily type or describe.	★★★★☆
2.5	www.transtrac.co.uk/video/?C=...	Only use lowercase characters, avoid or minimise query parameters where possible, avoid obscure characters people can't easily type or describe.	★★★★☆
2.5	www.transtrac.co.uk/video/?C=...	Only use lowercase characters, avoid or minimise query parameters where possible, avoid obscure characters people can't easily type or describe.	★★★☆☆
2.5	www.transtrac.co.uk/video/?C=...	Only use lowercase characters, avoid or minimise query parameters where possible, avoid obscure characters people can't easily type or describe.	★★★★☆
10	www.transtrac.co.uk/video/		★★★★☆
9.9	www.transtrac.co.uk/contact/		★★★★☆
9.0	www.transtrac.co.uk/about/faqs...	Avoid file extensions where possible.	★★★★☆
9.0	www.transtrac.co.uk/about/learn...	Avoid file extensions where possible.	★★★★☆
8.7	www.transtrac.co.uk/articles/wh...	Avoid file extensions where possible.	★★★★☆
8.9	www.transtrac.co.uk/about/com...	Avoid file extensions where possible.	★★★★☆
2.5	www.transtrac.co.uk/video/?C=...	Only use lowercase characters, avoid or minimise query parameters where possible, avoid obscure characters people can't easily type or describe.	★★★★☆
2.5	www.transtrac.co.uk/video/?C=S...	Only use lowercase characters, avoid or minimise query parameters where possible, avoid obscure characters people can't easily type or describe.	★★★★☆

Score	URL	Recommendations	Importance ▼
2.5	www.transtrac.co.uk/video/?C=...	Only use lowercase characters, avoid or minimise query parameters where possible, avoid obscure characters people can't easily type or describe.	★☆☆☆☆

15 found



Good

Spelling

Some pages (40.0%) 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.

Note that I had to skip 9 pages as they contain text in a language I can't spell check.

Possible misspelt words

Languages: -

- Clairs
- Droxford
- Kensington
- Latham
- multicurrency
- scaleable
- Transtrac
- Transtrac's
- ttdemo
- Wickham

Clairs

1 page

Select all

Add to dictionary

Undo

Next word

Pages with possible misspellings

15 found

Page	Word	Extract
 www.transtrac.co.uk/contact/	Clairs	... The Roundel, St Clairs Farm, ...
 www.transtrac.co.uk/contact/	Droxford	... Wickham Road. Droxford Hamp: SO32 3PW ...

Page	Word	Extract
 www.transtrac.co.uk/about/comp... Kensington	Kensington	... Registered office: 136 Kensington Church Street, London W8 4BH ...
 www.transtrac.co.uk/about/comp... Latham	Latham	... Sven Latham Sven Latham runs : company ...
 www.transtrac.co.uk/about/faqs.... multicurrency	multicurrency	... Transtrac is working on a multicurrency enhancement. The objective is to ...
 www.transtrac.co.uk/ scaleable	scaleable	... Our services are ful scaleable e a can be customised to suit your ...
 www.transtrac.co.uk/contact/ Transtrac	Transtrac	... Existing user? Log in Transtrac Existing user? Log in ...
 www.transtrac.co.uk/articles/why... Transtrac	Transtrac	... a useful business tool called Transtrac to help with this problem you ...
 www.transtrac.co.uk/about/faqs.... Transtrac	Transtrac	... Asked Questions about Transt Transtrac Existing user? Log in ...
 www.transtrac.co.uk/about/learn... Transtrac	Transtrac	... Existing use Transtrac Existing u Log in ...
 www.transtrac.co.uk/about/comp... Transtrac	Transtrac	... Existin Transtrac Corporate Information ...
 www.transtrac.co.uk/ Transtrac	Transtrac	... - Online Invoices, Statements Transtrac - Online Invoices, Statements, Credit ...
 www.transtrac.co.uk/ Transtrac's	Transtrac's	... the chasing and follow-up calls. \ Transtrac's powerful add-on, your system is ...
 www.transtrac.co.uk/about/faqs.... ttdemo	ttdemo	... as demo@transtrac.co.uk, passw ttdemo If you would like to add son
 www.transtrac.co.uk/contact/ Wickham	Wickham	... The Roundel, St Clairs Farm, Wickham Road. ...

15 found

Languages found

One found

Language	Can spell check?	Pages ▼
English (en)	yes	15

One found

Pages checked

6

Pages skipped

9



W3C compliance

A large portion (40.0%) of pages are not 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
60.0%
9 of 15



HTML 3.2

60% of this website is written using HTML 3.2.

XHTML 1

40% of this website is written using XHTML 1.

[XHTML 1](#) is a widely supported, extensible standard for coding webpages. It is safe for general purpose use on all websites.

Page breakdown

15 found

-	Page	Language	Importance ▼
	www.transtrac.co.uk/	XHTML 1	★★★★★
	www.transtrac.co.uk/video/?C=M;O=A	HTML 3.2	★★★★☆
	www.transtrac.co.uk/video/?C=S;O=A	HTML 3.2	★★★★☆
	www.transtrac.co.uk/video/?C=D;O=A	HTML 3.2	★★★★☆
	www.transtrac.co.uk/video/?C=N;O=A	HTML 3.2	★★★★☆
	www.transtrac.co.uk/video/?C=N;O=D	HTML 3.2	★★★★☆
	www.transtrac.co.uk/video/	HTML 3.2	★★★★☆
	www.transtrac.co.uk/contact/	XHTML 1	★★★★☆
	www.transtrac.co.uk/about/faqs.html	XHTML 1	★★★★☆
	www.transtrac.co.uk/about/learn.html	XHTML 1	★★★★☆
	www.transtrac.co.uk/articles/why-cash-flow...	XHTML 1	★★★★☆
	www.transtrac.co.uk/about/company.html	XHTML 1	★★★★☆

-	Page	Language	Importance ▼
✓	www.transtrac.co.uk/video/?C=M;O=D	HTML 3.2	★☆☆☆☆
✓	www.transtrac.co.uk/video/?C=S;O=D	HTML 3.2	★☆☆☆☆
✓	www.transtrac.co.uk/video/?C=D;O=D	HTML 3.2	★☆☆☆☆

15 found



Good

Flash

Flash is used on 6.7% of pages and is required to view all of them properly.

Search engines and users without Flash may not be able to make full use of this website. In particular, iPad and iPhone users will be unable to use some of this website.

Flash detection was not found on this website.

Adding Flash detection would allow the website to handle users who don't have access to Flash, such as iPad or most mobile users.

Recommendations

- Add Flash detection to handle users without Flash.
- Consider redesigning this website to not require Flash.

Pages by Flash usage



Pages needing Flash

0%
0 of 15

Pages broken without Flash

6.7%
1 of 15

Pages using Flash safely

0%
0 of 15

Pages without Flash

93.3%
14 of 15

Flash in use

One found

-	Page	Detects?	Type	Flash used	Importance ▼
---	------	----------	------	------------	--------------

-	Page	Detects?	Type	Flash used	Importance ▼
	www.transtra...	no	Need Flash	flowplayer-3.0.5.swf	★★★★★

One found



Very good

Headings

A small number (6.7%) 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

93.3%

14 of 15

Bad Headings

0%

0 of 39

Pages with no Headings

One found

Page	Importance
www.transtrac.co.uk/contact/	★★★★★

One found

Headings in use

39 found (only showing top 20)

-	H	Heading	Page	Issue	Importance ▼
	H1	Online invoicing, statements, and credit control	www.transtrac.co...		★★★★★
	H2	Enterprise	www.transtrac.co...		★★★★★
	H2	Small Business	www.transtrac.co...		★★★★★
	H2	Freelancer	www.transtrac.co...		★★★★★
	H1	Articles	www.transtrac.co...		★★★★★
	H1	Latest News	www.transtrac.co...		★★★★★
	H1	Index of /video	www.transtrac.co...		★★★★☆
	H1	Index of /video	www.transtrac.co...		★★★★☆

-	H	Heading	Page	Issue	Importance ▼
	H1	Index of /video	www.transtrac.co...		★★★★☆
	H1	Index of /video	www.transtrac.co...		★★★★☆
	H1	Index of /video	www.transtrac.co...		★★★★☆
	H1	Index of /video	www.transtrac.co...		★★★★☆
	H2	How is the information uploaded to Transtrac?	www.transtrac.co...		★★★★☆
	H2	How secure is Transtrac?	www.transtrac.co...		★★★★☆
	H2	Who uploads information to Transtrac?	www.transtrac.co...		★★★★☆
	H2	What information will a User see?	www.transtrac.co...		★★★★☆
	H2	How does an organisation or individual use Transtrac?	www.transtrac.co...		★★★★☆
	H2	What is Transtrac?	www.transtrac.co...		★★★★☆
	H1	Frequently Asked Questions	www.transtrac.co...		★★★★☆
	H2	What is Freelancer?	www.transtrac.co...		★★★★☆

39 found (only showing top 20)



Perfect

Alternative text

All images were found to have an appropriate text equivalent.

This will help search engines and users with visual disabilities understand the website.

Valid alternative text

100%

70 of 70

Invalid pages

0%

0 of 15

Valid but weak alternative text

Proportion of alternative text with weak descriptions.

0% (0 of 70)

Excluded images

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

0



10

Perfect

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

Pages with broken links

0



10

Perfect

Domain name

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

16 found

-	Domain name	Status
	www.transtrac.co.uk	This website
	www.tarnstrac.co.uk	Domain not registered
	www.transtarc.co.uk	Domain not registered
	www.transtrca.co.uk	Domain not registered
	www.transrtac.co.uk	Domain not registered
	www.trantsrac.co.uk	Domain not registered
	www.trnastrac.co.uk	Domain not registered
	www.trastrac.co.uk	Domain not registered
	www.transrac.co.uk	Domain not registered
	www.transtrc.co.uk	Domain not registered
	www.transtra.co.uk	Domain not registered
	www.trnstrac.co.uk	Domain not registered
	www.transtac.co.uk	Domain not registered
	www.tanstrac.co.uk	Domain not registered

-	Domain name	Status
	www.trasntrac.co.uk	Domain not registered
	www.trantrac.co.uk	Domain not registered

16 found

About this domain name



10

Perfect

Links

Every link tested appears to be well defined.

Links contain appropriate descriptive text and don't link repeatedly to separate locations with identical text.

Links
157

Duplicate text links
0

Weak links
0

Too long links
0



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 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.

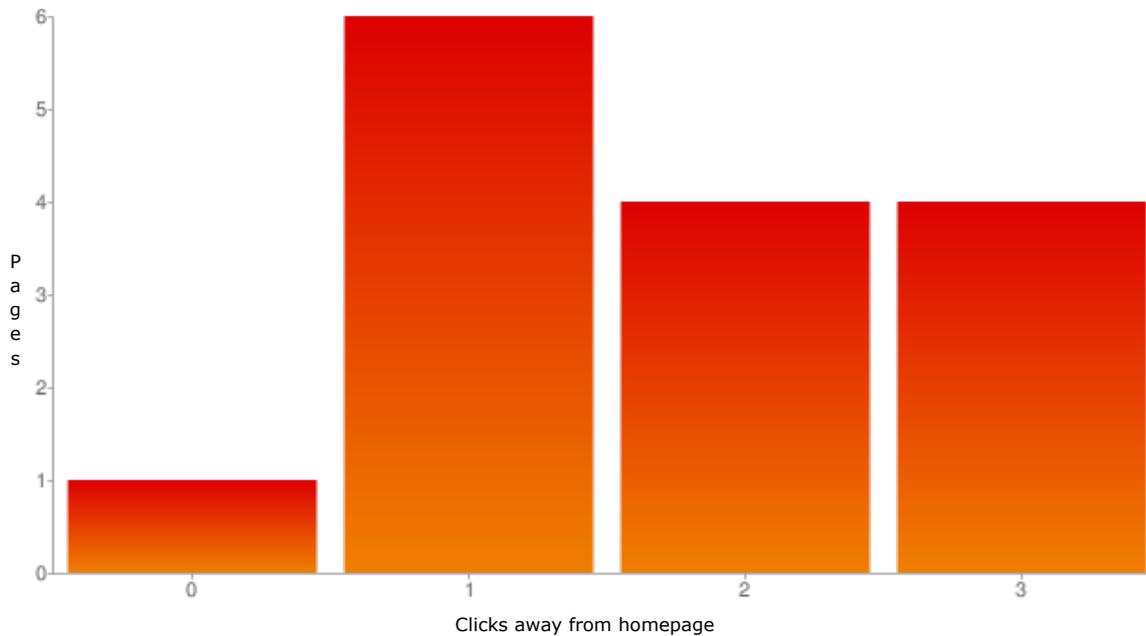
Average distance

1.7
clicks

Maximum distance

3
clicks

Click distance



Pages by path

3 found

Path	Pages ▼
www.transtrac.co.uk/	15
www.transtrac.co.uk/video	9
www.transtrac.co.uk/about	3

3 found

Page depth

15 found

Page	Depth ▲
 www.transtrac.co.uk/	0
 www.transtrac.co.uk/video/	1
 www.transtrac.co.uk/contact/	1
 www.transtrac.co.uk/articles/why-cash-flow-is-king.html	1
 www.transtrac.co.uk/about/faqs.html	1
 www.transtrac.co.uk/about/learn.html	1
 www.transtrac.co.uk/about/company.html	1
 www.transtrac.co.uk/video/?C=N;O=D	2

Page	Depth ▲
 www.transtrac.co.uk/video/?C=M;O=A	2
 www.transtrac.co.uk/video/?C=S;O=A	2
 www.transtrac.co.uk/video/?C=D;O=A	2
 www.transtrac.co.uk/video/?C=N;O=A	3
 www.transtrac.co.uk/video/?C=M;O=D	3
 www.transtrac.co.uk/video/?C=D;O=D	3
 www.transtrac.co.uk/video/?C=S;O=D	3

15 found

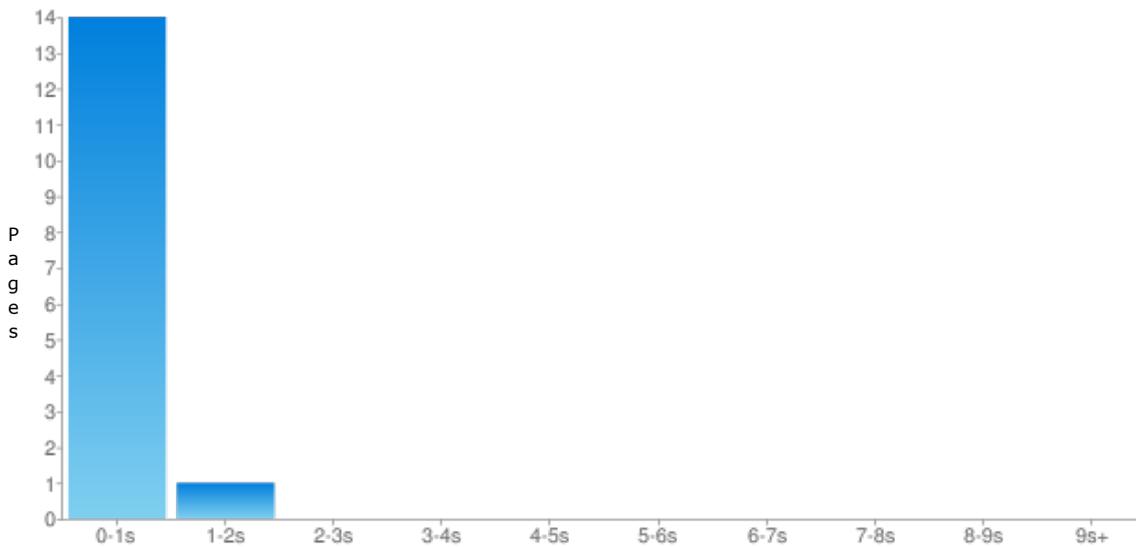


Speed

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

On average pages take 0.3 seconds to download on a 2Mb broadband connection.

Time to download



Pages by filesize

15 found (only showing top 8)

Transfer	Size	Files	Est. seconds	Importance ▼	Recommendations
163.1k	163.1k	13	1.2	★★★★★	Merge 4 Javascript files, merge 2 CSS files.
2.8k	2.8k	6	0.1	★★★★☆	
2.8k	2.8k	6	0.1	★★★★☆	
2.8k	2.8k	6	0.1	★★★★☆	
2.8k	2.8k	6	0.1	★★★☆☆	
2.8k	2.8k	6	0.1	★★☆☆☆	
2.8k	2.8k	6	0.1	★☆☆☆☆	

Transfer	Size	Files	Est. seconds	Importance ▼	Recommendations
23.8k	23.8k	7	0.3	★★★★★	Merge 3 Javascript files, merge 2 CSS files.

15 found (only showing top 8)

Files used

33 found (only showing top 8)

- ▼	Transfer	Size	Pages	Type	Recommendations
	.. 90.2k	90.2k	1	Flash	Enable HTTP compression
	.. 18.9k	18.9k	1	Javascript	Enable HTTP compression
	.. 10.9k	10.9k	1	HTML page	Enable HTTP compression
	.. 9.7k	9.7k	1	Stylesheet	Enable HTTP compression
	.. 8.5k	8.5k	1	HTML page	Enable HTTP compression
	.. 8.4k	8.4k	1	HTML page	Enable HTTP compression
	.. 5.0k	5.0k	1	HTML page	Enable HTTP compression
	.. 4.5k	4.5k	1	HTML page	Enable HTTP compression

33 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.

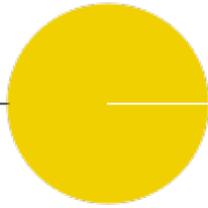
It is possible that some part of this website is non-spiderable, but that the means used to access that content is beyond my ability to detect it. (For example, a login area that I don't have details for). You can optionally choose to add these sections yourselves.

Spiderability

Spiderable pages

100%

Spiderable



Perfect

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

4 found

- ▼	Path	HTTP code	Issue
	www.transtrac.co.uk/video	301	
	www.transtrac.co.uk/contact	301	
	www.transtrac.co.uk/articles	301	
	www.transtrac.co.uk/about	301	

4 found

Broken paths

Number of reduced paths which report errors.

0% (0 of 4)



Not scored

Contact details

5 different email addresses were found in this website. 3 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 (5 emails, 3 phone numbers) are correct.
- Consider whether email addresses should be listed on your website, as they will be much more susceptible to spam.

Contacts

8 found

Type ▲	Details	Pages
 Email	contact@transtrac.co.uk	2
 Email	demo@transtrac.co.uk	1
 Email	sales@transtrac.co.uk	1
 Email	info@transtrac.co.uk	1
 Email	robin@transtrac.co.uk	1
 Phone	01489 878268	1
 Phone	+44 1489 878268	1
 Phone (?)	2010 08	45

8 found

Contact pages

53 found (only showing top 20)

URL	Type	Details
www.transtrac.co.uk/video/?C=S...	Phone (?)	2010 08
www.transtrac.co.uk/video/?C=S...	Phone (?)	2010 08
www.transtrac.co.uk/video/?C=S...	Phone (?)	2010 08
www.transtrac.co.uk/video/?C=S...	Phone (?)	2010 08
www.transtrac.co.uk/video/?C=S...	Phone (?)	2010 08
www.transtrac.co.uk/video/?C=D...	Phone (?)	2010 08
www.transtrac.co.uk/video/?C=D...	Phone (?)	2010 08
www.transtrac.co.uk/video/?C=D...	Phone (?)	2010 08
www.transtrac.co.uk/video/?C=D...	Phone (?)	2010 08
www.transtrac.co.uk/video/?C=D...	Phone (?)	2010 08
www.transtrac.co.uk/video/?C=...	Phone (?)	2010 08
www.transtrac.co.uk/video/?C=...	Phone (?)	2010 08
www.transtrac.co.uk/video/?C=...	Phone (?)	2010 08
www.transtrac.co.uk/video/?C=...	Phone (?)	2010 08
www.transtrac.co.uk/video/?C=...	Phone (?)	2010 08
www.transtrac.co.uk/video/?C=N...	Phone (?)	2010 08
www.transtrac.co.uk/video/?C=N...	Phone (?)	2010 08
www.transtrac.co.uk/video/?C=N...	Phone (?)	2010 08
www.transtrac.co.uk/video/?C=N...	Phone (?)	2010 08

URL	Type	Details
www.transtrac.co.uk/video/?C=N...	Phone (?)	2010 08

53 found (only showing top 20)



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.

Different designs

2 found

Screenshot	Example	Name	Pages ▼	%
	www.transtrac.co.uk...	Design #2	9	60.0%
	www.transtrac.co.uk/	Design #1	6	40.0%

2 found



Not scored

Freshness

No part of this website could be dated.

This test looks for evidence that the website has been kept up-to-date, for example with news articles or blog content. No such content was identified for this website.

This can be appropriate for some types of websites, where current content is not important.

Recommendations

- Consider adding relevant, timely content. This is not always appropriate, but can be effective in promoting a website.



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

15 found

Page	Importance ▼
www.transtrac.co.uk/	★★★★★
www.transtrac.co.uk/video/?C=M;O=A	★★★★☆
www.transtrac.co.uk/video/?C=S;O=A	★★★★☆
www.transtrac.co.uk/video/?C=D;O=A	★★★★☆
www.transtrac.co.uk/video/?C=N;O=A	★★★☆☆
www.transtrac.co.uk/video/?C=N;O=D	★★☆☆☆
www.transtrac.co.uk/video/	★★☆☆☆
www.transtrac.co.uk/contact/	★★☆☆☆
www.transtrac.co.uk/about/faqs.html	★★☆☆☆
www.transtrac.co.uk/about/learn.html	★★☆☆☆
www.transtrac.co.uk/articles/why-cash-flow-is-king.html	★★☆☆☆
www.transtrac.co.uk/about/company.html	★★☆☆☆
www.transtrac.co.uk/video/?C=M;O=D	★★☆☆☆
www.transtrac.co.uk/video/?C=S;O=D	★★☆☆☆
www.transtrac.co.uk/video/?C=D;O=D	★★☆☆☆

15 found



Not scored

Metadata

The majority (60.0%) 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

6 found

Page ▲	Name	Scheme	Content
www.transtrac.co.uk/ab...	verify-v1		HCXU+ttuEp5ihgq7bVvk9...
www.transtrac.co.uk/co...	verify-v1		HCXU+ttuEp5ihgq7bVvk9...
www.transtrac.co.uk/arti...	verify-v1		HCXU+ttuEp5ihgq7bVvk9...
www.transtrac.co.uk/ab...	verify-v1		HCXU+ttuEp5ihgq7bVvk9...
www.transtrac.co.uk/	verify-v1		HCXU+ttuEp5ihgq7bVvk9...
www.transtrac.co.uk/ab...	verify-v1		HCXU+ttuEp5ihgq7bVvk9...

6 found

Use Meta tags

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

40.0% (6 of 15)

Use Keywords

Proportion of pages using meta keywords.

0% (0 of 15)

Use Description

Proportion of pages using a meta description of any kind.

0% (0 of 15)

Use Dublin Core

Proportion of pages using Dublin Core (DCMI) metadata.

0% (0 of 15)

Use e-GMS

Proportion of pages using e-GMS metadata.

0% (0 of 15)



Not scored

Outgoing links

5 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.

Outgoing domains

2 found

Site	Pages ▼	%
 www.transtrac.co.uk	9	60.0%
 www.creditmanagement.org.uk	1	6.7%

2 found

Outgoing links

5 found

URL	Pages ▼	%
 www.transtrac.co.uk/video/LICENSE.txt	9	60.0%
 www.transtrac.co.uk/video/flowplayer-3.0.5.min.js	9	60.0%
 www.transtrac.co.uk/video/flowplayer-3.0.5.swf	9	60.0%
 www.transtrac.co.uk/video/flowplayer.controls-3.0.3.swf	9	60.0%
 www.creditmanagement.org.uk/berrguides.htm	1	6.7%

5 found

Number of outgoing links

Number of outgoing links in this website.

37

Number of unique outgoing links

Number of unique outgoing links in this website.

5

Appendix: Summaries

How summary scores for this report were calculated.



Very poor

Content Score

The quality of the content of this website.

This includes the quality and volume of text and imagery used by this website and whether it is kept up to date. This test specifically focuses on content which is often the responsibility of distinct individuals from the technology.

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

10 found

Score	Test	Penalty	Weight
0.8	Amount of content	-2.6: Sites with insufficient content underperform with search engines and users	2
1.0	Search engine results		1
1.4	Visual interest	-0.1: Such a lack of visual interest will turn off some users	1.5
4.5	Readability		1.5
6.0	Spelling		1
8.9	Headings		0.25
10	Broken links		0.5
10	Links		0.5
10	Site structure		0.25
10	Alternative text		0.25

10 found



Poor

Marketing Score

How well this website is marketed online.

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

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

20 found

Score	Test	Penalty	Weight
0.0	Search ranking		2
0.0	Content keywords	-0.6: Content and keywords are so badly aligned that SEO performance will suffer heavily	2
0.3	Popularity		2
0.8	Amount of content	-0.1	2
1.0	Search engine results		1.5
2.9	Twitter		1.5
3.1	Incoming links		2
3.9	Analytics		1
3.9	Stylesheets		0.25
4.5	Readability		0.5
5.6	URL format		1.5
6.1	W3C compliance		0.25
8.9	Headings		1
10	Links		1
10	Redirections		1
10	Speed		0.5
10	Broken links		0.5
10	Spiderability		1
10	URL chopping		0.25
10	Alternative text		1

20 found



Accessibility Score

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

Accessible websites are a legal requirement for organisations in some countries, and poor

accessibility leaves a website open to bad press and potential legal action.

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	Penalty	Weight
0.0	Image usage		1
0.8	Amount of content		1
1.0	Search engine results		0.5
1.0	Link states	-0.6: Poor use of link states hinders accessibility	2
3.9	Stylesheets	-0.5: Table based layouts are less accessible and unnecessary	1
4.5	Readability		1
5.6	URL format		0.9
6.1	W3C compliance		1
6.6	Flash		2
8.9	Headings		1
10	Redirections		0.75
10	Site structure		0.5
10	Links		1
10	Speed		0.8
10	Broken links		1
10	Spiderability		2
10	Alternative text		2

17 found



Overall Score

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.

Derived from

27 found

Score	Test	Penalty	Weight
0.0	Content keywords		1
0.0	Printability		1
0.0	Search ranking		1
0.0	Image usage		0.5
0.3	Popularity		1.25
0.8	Amount of content	-0.7: Sites with insufficient content underperform with search engines and users	1
1.0	Search engine results		1
1.0	Link states		0.75
1.4	Visual interest	-0.1: Such a lack of visual interest will turn off some users	1
2.9	Twitter		0.5
3.1	Incoming links		1
3.9	Stylesheets		1
3.9	Analytics		0.5
4.5	Readability		1
5.6	URL format		0.8
6.0	Spelling		0.25
6.1	W3C compliance		1
6.6	Flash		1.5
8.9	Headings		1
10	Redirections		1
10	Site structure		0.5
10	Links		1
10	Speed		2
10	Broken links		1
10	Spiderability		1
10	URL chopping		0.25

Score	Test	Penalty	Weight
10	Alternative text		1

27 found



Technology Score

How well designed and built the website is.

This focuses on the purest technology aspects of this website, independently of the content or design of the website, which are often the responsibility of distinct individuals.

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	Penalty	Weight
0.0	Printability	-0.6: Webpages should be designed specifically for easy printing by end users	1
0.0	Image usage		1
1.0	Search engine results		0.5
1.0	Link states		1
3.9	Analytics		0.5
3.9	Stylesheets	-0.5: Table based layouts are an outdated and ineffective practice for web design	0.75
5.6	URL format		0.5
6.1	W3C compliance		1
6.6	Flash		1
8.9	Headings		1
10	URL chopping		0.25
10	Broken links		1
10	Redirections		0.75
10	Spiderability		1
10	Links		0.5

Score	Test	Penalty	Weight
10	Speed		2
10	Site structure		0.5
10	Alternative text		0.5

18 found