

Review of [Dailymail.co.uk](https://www.dailymail.co.uk)

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Introduction

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

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

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

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

Please contact us for more information.

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Search Engine Optimization

Mobile

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Technologies

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Good



To Improve



Errors



Not Important



Hard to solve



Little tough to solve



Easy to solve



No action necessary



Title Tag



UK Home | Daily Mail Online

Length: 27 character(s)

Ideally, your title tag should contain between 10 and 70 characters (spaces included).

Make sure your title is explicit and contains your most important keywords.

Be sure that each page has a unique title.



Meta Description



MailOnline - get the latest breaking news, showbiz & celebrity photos, sport news & rumours, viral videos and top stories from MailOnline, Daily Mail and Mail on Sunday newspapers.

Length: 180 character(s)

Meta descriptions contains between 100 and 300 characters (spaces included).

It allow you to influence how your web pages are described and displayed in search results.

Ensure that all of your web pages have a unique meta description that is explicit and contains your most important keywords (these appear in bold when they match part or all of the user's search query).

A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize click-through rate.



Meta Keywords



Sudoku, horoscopes, political analysis, news, Don't Miss, pictures, comment, Daily Mail, Mail on Sunday newspapers, sport, Westminster, opinion

Meta Keywords are a specific type of meta tag that appear in the HTML code of a Web page and help tell search engines what the topic of the page is.

However, google can't use meta keywords.

[UK Home | Daily Mail Online](#)

[dailymail.co.uk/](#)

MailOnline - get the latest breaking news, showbiz & celebrity photos, sport news & rumours, viral videos and top stories from MailOnline, Daily Mail and Mail on Sunday newspapers.

This is an example of what your Title Tag and Meta Description will look like in Google search results.

While Title Tags & Meta Descriptions are used to build the search result listings, the search engines may create their own if they are missing, not well written, or not relevant to the content on the page.

Title Tags and Meta Descriptions are cut short if they are too long, so it's important to stay within the suggested character limits.

✓ **Headings**
⚙⚙⚙

<H1>	<H2>	<H3>	<H4>	<H5>	<H6>
1	118	3	0	0	28

<H1> Home </H1>

<H2> LIVE Trump sensationally calls for Iranian regime change as he holds crisis talks with UK prime minister Keir Starmer amid Tehran threats to unleash revenge </H2>

<H2> How Operation 'Midnight Hammer' fell: Mission was built on deception and surprise... with not a shot fired back </H2>

<H2> ANDREW NEIL: Iran's brutal regime is out of options.. the end of days beckons </H2>

<H2> Russia gives Trump ominous nuclear warning: Ex-president Dmitry Medvedev says 'number of countries' are now queuing up to hand the weapons to Iran </H2>

<H2> Experts warn of 'new era' of terrorism and say the risks of Trump's military strategy in Iran 'are incalculably high' </H2>

<H2> Iran 'threatened Trump with sleeper-cell revenge terrorist attacks inside US' days before nuclear strikes </H2>

<H2> Kelsey Parker reveals tragic loss of her third child who was 'born sleeping' in heartbreaking post just a week before her due date </H2>

<H2> Nigel Farage unveils plans to charge non-doms a one-off £250,000 fee in exchange for tax breaks... with the money distributed to Britain's lowest earning 10 per cent of workers </H2>

<H2> EXCLUSIVE The most evil Nigerian love scam ever that ended with a disabled woman taking 'horrific' selfies that will scar her daughter for life </H2>

<H2> Confessions of a billionaire's PA: I earned £100k catering to the ultra rich. They're not like you or I. This is the truth about what they buy, the bizarre bedroom status symbol and their degrading demands: ALEXANDRA GILMORE </H2>

<H2> Labour's own voters think biggest burden on NHS is migration... as 1,000 more arrive in small boats in just two days </H2>

<H2> British rising star makes shock appearance among front runners for James Bond takeover amid ongoing speculation over who will be next 007 </H2>

<H2> The surprising detail hidden on Meghan Markle's latest post promoting her As Ever brand </H2>

<H2> EXCLUSIVE Life on the once respectable middle-class street now ravaged by crime and drugs... where house prices have plunged by SEVENTY PER CENT </H2>

<H2> DEAR JANE: My boyfriend is furious with me for giving him an 'incurable sickness'... but everyone I know suffers from it too </H2>

<H2> Elizabeth Hurley shares 'proud parents' snap of son Damian and Miley Cyrus as she and boyfriend Billy-Ray unite their families for London premiere </H2>

<H2> EXCLUSIVE I was hit by a Range Rover while riding an e-scooter... and it turned out to be the LUCKIEST day of my life </H2>

<H2> Ancient 'lost city' found at bottom of the Atlantic Ocean holds clue to origins of life </H2>

<H2> Mother-of-three branded 'candy toes' by sexist boss has only received half of her £100,000 payout 18 months on </H2>

<H2> Screaming churchgoers and children run for their lives as gunman opens fire on congregation in Michigan </H2>

<H2> Bride, 27, dead and child among the injured after group gunned down at wedding party in France </H2>

<H2> EXCLUSIVE I was branded Britain's most hated woman for buying twin babies online for £8k in 'cash for babies scandal'... here's what happened next </H2>

<H2> EXCLUSIVE 'We'll never forget the horror': What really happened inside London nursery where babies were tortured by vaping Polish worker as furious parents reveal the signs that were missed </H2>

<H2> EXCLUSIVE The most obnoxious celebrities I've ever met, by KATIE HIND: One sent vile sexual texts. One said she'd slap me. And one called me a c*** w****. Now I've had enough and am naming names - you need to know the truth </H2>

<H2> JK Rowling hails newsreader Martine Croxall after she rolls her eyes and overrules BBC autocue's 'pregnant people' line to defiantly say 'women' </H2>

<H2> EXCLUSIVE Family blast 'jealous' neighbours who reported them to council over 'monstrosity' extension...but their new plans could make locals even angrier </H2>

<H2> EXCLUSIVE The three near-death experiencers who came back with the SAME message from the afterlife </H2>

<H2> EXCLUSIVE Inside the anti-depressant capital of Britain: The miserable northern suburb where one in three people beg their doctor for medication </H2>

<H2> Kanye's new arm candy! West's wife Bianca Censori shocks again with EDIBLE lingerie </H2>

<H2> Russia warns Trump he has opened 'Pandora's box' with strike on Iran as regime holds talks in Moscow and fears grow that the UK will now face terror backlash </H2>

<H2> Suicide bomber 'kills 22 and injures 63' in attack on church full of worshipers in Syria </H2>

<H2> DAVID PATRIKARAKOS: The US strikes in Iran leave the world in a new political reality. The question now is: What next? </H2>

<H2> US airstrikes against Iran were so precise they 'hit a target the size of a washing machine' </H2>

<H2> Shocking new satellite images show damage to Iranian nuclear sites after US's precision attacks on facility </H2>

<H2> PETER HITCHENS: Don't celebrate this ultra-violence. Trump's broken all the rules and plunged us into a forever war </H2>

<H2> Iran poised to SHUT Strait of Hormuz closing off 20% of global oil and gas </H2>

<H2> Flights to Dubai and Doha are grounded as British airlines hold their breath after US attack on Iran's nuclear sites </H2>

<H2> MARK ALMOND: Iran now has Britain in its sights. The gloves have come off </H2>

<H2> Moment huge fight explodes on Broadstairs beach AFTER police issued dispersal order to try deter anti-social behaviour </H2>

<H2> JANA HOCKING: Vile subconscious trick used by pickup artists that's so irresistible to women... even I was fooled </H2>

<H2> The most dangerous airports in the world revealed - including popular European holiday destination and runway where only eight pilots are allowed to land </H2>

<H2> Simon Cowell shocks fans as he's spotted getting 'lost' during ride through London on his £8K e-bike - five years after breaking his back in horror cycle crash </H2>

<H2> Cruz Beckham appears to take yet another swipe at estranged brother Brooklyn and declares the 'truth will unfold' as bitter family feud continues to rumble on </H2>

<H2> EXCLUSIVE Jealous lawyer branded her estranged husband's new girlfriend 'scruffy' and 'trampy' and had him arrested over unfounded assault claims </H2>

<H2> Twelve people are arrested after 145 people report being pricked by SYRINGES across international music festival </H2>

<H2> EXCLUSIVE I'm a single mother diagnosed with Alzheimer's at 48, so I'm choosing to end my life. But I won't tell my daughter... </H2>

<H2> Music festival halted after band member 'collapses on stage' in front of horrified crowd </H2>

<H2> NHS worker reveals the most bizarre thing she's ever seen in A&E - and it's not for the faint-hearted </H2>

<H2> You're making your sandwiches WRONG! Scientists reveal why you should never use grated cheese </H2>

<H2> EXCLUSIVE Helen Skelton's romance with Gethin Jones heats up as she sells one of two homes she had with ex husband </H2>

<H2> EXCLUSIVE I quit the UK for a lower salary in Italy because my high-flying job was going to kill me - why I'll never go back </H2>

<H2> EXCLUSIVE Friends pick sides in Kevin Costner's ugly split... and declare boycott of ex-Christine Baumgartner's lavish wedding </H2>

<H2> EXCLUSIVE Life on seaside town estate where locals are plagued by cannabis smoking louts and where 'most

people have been to prison or been robbed' </H2>

<H2> Struggling with crepey lids? The £35 matte eyeshadow mature women are calling 'perfect on older skin': 'I've had compliments galore!' </H2>

<H2> Disney+ launches its best-ever deal offering FOUR months of streaming for just £1.99 a month - but hurry, this offer ends soon! </H2>

<H2> Amazon is giving away four months of FREE Music Unlimited streaming in early Prime Day deal - enjoy music, podcasts, and more </H2>

<H2> The 'game-changing' £21 item that sells every two minutes has shoppers floored with incredible results: 'This is brilliant - no more shaving' </H2>

<H2> Five-bedroom detached house on sale for £700k has 'incredibly trashy' feature </H2>

<H2> EXCLUSIVE 70s rock legend played by Dakota Fanning is still platinum blonde at 65... can you guess who she is? </H2>

<H2> Three in hospital after exploding vape left charging on a bed blows up four terraced houses </H2>

<H2> EXCLUSIVE Inside Ireland's unmarried mothers house of horrors - by historian whose discovery shocked the world: Church-run home 'didn't value illegitimate children', fed them 'bare minimum to survive' and 'dumped bodies in sewage system' </H2>

<H2> British plasterer is kicked out of Dubai over facial tattoos reading 'blessed', 'family' and 'crazy life' </H2>

<H2> Wildfires ravage Greek holiday island as fire crews battle blazes and dozens are evacuated </H2>

<H2> EXCLUSIVE Serial rapist who attacked young mothers as their babies lay beside them and served time alongside Ian Huntley in Monster Mansion is found dead in jail </H2>

<H2> EXCLUSIVE Experts reveal what 30-year-olds should look like now... and why it's changed </H2>

<H2> EXCLUSIVE Trump prepares to jet to NATO as poll reveals Americans think White House backs Russia over Ukraine </H2>

<H2> JD Vance warns Iran that US will hit back with 'overwhelming force' if it tries to retaliate after Operation Midnight Hammer </H2>

<H2> EXCLUSIVE Defense Secretary Pete Hegseth's 'mysterious' visit to Area 51 marks 'milestone' in next-generation weapon that would change history </H2>

<H2> This nepo baby enjoying a glam day out at Royal Ascot is the daughter of two huge Hollywood A-listers - but can you guess who it is? </H2>

<H2> Netflix fans rave over gore-filled revenge thriller with 'the female John Wick' - insisting 'they could make 100 more and I'd watch every one!' </H2>

<H2> EXCLUSIVE The common mistakes that always lead to 'Ozempic rebound' weight gain - and the advice I give to my patients after their last jab: DR HARSH SHETH </H2>

<H2> The ultimate guide to anti-ageing your summer wardrobe, by fashion editor SHANE WATSON: From the trendy alternative to the jacket that's adding decades to the faux pas beach cover-up, here's what to ditch - and what to replace it with </H2>

<H2> Wes Streeting warns there is no money in the NHS for assisted dying and helping people to end their lives will mean cuts to treatment for the living </H2>

<H2> Dame Joan Collins, 92, shares a rare picture with her daughter Katy, 53, as she celebrates her youngest child's birthday with sweet tribute </H2>

<H2> EXCLUSIVE Hero schoolboy tells how he saved girlfriend when her Muslim parents tried to strangle her in 'honour killing' </H2>

<H2> MAUREEN CALLAHAN: There's a savage truth of JFK Jr and Carolyn Bessette's marriage... that America's legacy media STILL refuses to admit </H2>

<H2> Woman says she lost 10st in two years - without Ozempic - by doing one daily exercise </H2>

<H2> Ashley Walters, 42, reflects on 'isolating' battle with alcoholism and admits he 'thought it would cure the biggest problem he had' as he poses shirtless for Men's Health UK shoot </H2>

<H2> Loose Women star set to become a grandmother for the third time as her daughter announces pregnancy </H2>

<H2> 'Nobody likes you!': Seething tennis stars have heated row after match, with Yulia Putintseva again involved months after she 'humiliated' ball girl </H2>

<H2> Antonio Rudiger accuses Club World Cup opponent of racist insult as Real Madrid star is left fuming and referee activates new protocol </H2>

<H2> The horrifying truth about why you should NEVER use your phone on the toilet </H2>

<H2> Zara Phillips cuts a stylish figure at Royal Windsor Cup Final as she takes on new role </H2>

<H2> Duchess Sophie's go-to sandals are a summer essential - and they're flying off shelves </H2>

<H2> Kate's mini-me: Nine times the Waleses won at twinning as pictures show a masterclass in mother-daughter style </H2>

<H2> Relive Lauren Sanchez's shocking transformation from failed journalist to Mrs. Jeff Bezos </H2>

<H2> Students will spend 25 YEARS on their phones if screen habits don't change, study finds </H2>

<H2> Shocking moment golf star narrowly avoids disaster after throwing his club and nearly hitting a volunteer in head </H2>

<H2> British woman missing after hiring a boat on the paradise island of Formentera on Tuesday found ALIVE four days later adrift at sea </H2>

<H2> 'It's tough when people are saying things that don't align with your character and your values': Romeo Beckham's ex Kim Turnbull speaks out on rumours and lies after denying she ever dated Brooklyn </H2>

<H2> Families in seaside town dubbed Chelsea-on-Sea celebrate after developer loses bid to scrap rule new builds should be sold to locals only </H2>

<H2> Flaming June is OVER! British families make the most of the sun as Saturday's 33.2C high plummets toward RAIN and 'fresh and breezy' temperatures this week </H2>

<H2> 'Great Wall of Devon' landowner wages war with neighbours AGAIN after building six foot concrete barrier to block locals </H2>

<H2> 'Extremely qualified' chief engineer onboard a £50million superyacht died when he failed to isolate the power during repairs, inquest told </H2>

<H2> I worked on A Place In The Sun - people think it's a dream job but it's seriously difficult and there's even a strict dress code with two sorely-needed items BANNED </H2>

<H2> Meet the Club World Cup WAGs: Love Island host Maya Jama is cheering on Ruben Dias from Spain, while Erling Haaland's girlfriend is at home with their newborn baby - as Man City and Chelsea go for glory in the US </H2>

<H2> Cheapskate holidaymakers jetting from Stansted Airport are parking on our road and clogging it up for WEEKS... the council won't do a thing </H2>

<H2> How DOES Sir Rod Stewart still do it at 80? Secrets behind Maggie May rocker's eternal vitality (and how he maintains THAT hair) as he's set to take Glastonbury </H2>

<H2> British nationals' remains are among the unidentified more than a week after Air India crash as death toll continues to climb </H2>

<H2> Kate Lawler, 45, reveals battle with secret health condition that left her 'in the worst pain of her life' before being rushed to hospital in Greece </H2>

<H2> What REALLY goes on at Fire Island: New York's 'gay Disneyland' where cars are banned is home to raunchy underwear parties in the summer, 'wild amounts' of very public sex and 'orgies with 200 people' </H2>

<H2> Wyoming man arrested for causing thousand-person stampede at high school debate tournament </H2>

<H2> Dame Joan Collins, 92, furiously lashes out at London's 'loutish' Lime bike users in scathing Instagram post </H2>

<H2> The incredible crane that will carry Bayesian: Specially constructed lifter will slowly take £25 million superyacht to safety </H2>

<H2> Jobe Bellingham opens up on £32m Borussia Dortmund move, why he only has first name on shirt and the Premier League legends who inspire him - after scoring his first goal for the club </H2>

<H2> Britain then and now: Footage and photos reveal the decline of some of UK's most famous cities and towns - from Blackpool to Coventry </H2>

<H2> Love Island star shares video of 'chaotic' hot air balloon landing as she addresses terrifying ordeal amid Brazil disaster that's claimed eight lives </H2>

<H2> EXCLUSIVE Professional homemaker who offers £200 workshops in cooking and cleaning has followers as young as 10 years old - but insists she's NOT a tradwife </H2>

<H2> Baby black bear with plastic lid stuck on its neck for TWO YEARS is finally freed </H2>

<H2> The most stomach-churning photos from the infamous poop cruise stuck at sea for days on end </H2>

<H2> Tyra Banks reveals the incredible amount of ice cream she eats in a day - after sharing how much weight she's gained since modelling heyday </H2>

<H2> Three football fans dead and 70 injured in horror of Algeria stadium disaster - as supporters fall from stand after barrier breaks amid title celebrations </H2>

<H2> Inside the 'hidden gem' country with an eerie prediction about its future - would YOU travel there? </H2>

<H2> EXCLUSIVE Steps star Ian H Watkins admits the band were 'exhausted' and 'treated like puppets' at the height of their fame but reveals why the five piece DIDN'T fall victim to the pop band curse </H2>

<H2> Royal Ascot revellers reveal the VERY surprising budget brands behind their vibrant outfits - and the prices will shock you </H2>

<H2> It's the number one attraction in the world but dissatisfied customers share hilarious and scathing reviews </H2>

<H2> Fame Academy's Alistair Griffin looks unrecognisable 22 years after show as he continues music career gigging around England </H2>

<H2> Chilling moment fisherman comes face to face with huge great white shark: 'I'm dealing with a beast' </H2>

<H3> DON'T MISS </H3>

<H3> MORE DON'T MISS </H3>

<H3> TOP SPORT STORIES </H3>

<H6> TRUMP ATTACKS IRAN </H6>

<H6> TRUMP ATTACKS IRAN </H6>

Use your keywords in the headings and make sure the first level (H1) includes your most important keywords. Never duplicate your title tag content in your header tag.

While it is important to ensure every page has an H1 tag, never include more than one per page. Instead, use multiple H2 - H6 tags.

Keywords Cloud

after 130 shares 80 star 67 exclusive 60 reveals 52
share 47 will 33 love 32 fans 30 island 29
they 28 years 28 have 27 while 26 world 25

This Keyword Cloud provides an insight into the frequency of keyword usage within the page.

It's important to carry out keyword research to get an understanding of the keywords that your audience is using. There are a number of keyword research tools available online to help you choose which keywords to target.

Keyword Consistency

Keywords	Freq	Title	Desc	<H>
after	130	✗	✗	✓
shares	80	✗	✗	✓
star	67	✗	✗	✓
exclusive	60	✗	✗	✓
reveals	52	✗	✗	✓
share	47	✗	✗	✓
will	33	✗	✗	✓
love	32	✗	✗	✓
fans	30	✗	✗	✓
island	29	✗	✗	✓
they	28	✗	✗	✓
years	28	✗	✗	✓
have	27	✗	✗	✓
while	26	✗	✗	✓
world	25	✗	✗	✓

This table highlights the importance of being consistent with your use of keywords.

To improve the chance of ranking well in search results for a specific keyword, make sure you include it in some or all of the following: page URL, page content, title tag, meta description, header tags, image alt attributes, internal link anchor text and backlink anchor text.



Alt Attribute



We found 0 images on this web page
✔ No ALT attributes are empty or missing.

Alternative text is used to describe images to give the search engine crawlers (and the visually impaired).

Also, more information to help them understand images, which can help them to appear in Google Images search results.



Text/HTML Ratio



HTML to Text Ratio is: **9%**

Text content size 100383 bytes

Total HTML size 1115688 bytes

Code to text ratio represents the percentage of actual text on a web page compared to the percentage of HTML code, and it is used by search engines to calculate the relevancy of a web page.

A higher code to text ratio will increase your chances of getting a better rank in search engine results.



GZIP compression



Wow! It's GZIP Enabled.

✔ Your webpage is compressed from 1089 KB to 198 KB (81.8 % size savings)

Gzip is a method of compressing files (making them smaller) for faster network transfers.

It allows to reduce the size of web pages and any other typical web files to about 30% or less of its original size before it transfer.

 **IP Canonicalization** No your domain IP 95.101.148.168 does not redirect to dailymail.co.uk
  

To check this for your website, enter your IP address in the browser and see if your site loads with the IP address.
Ideally, the IP should redirect to your website's URL or to a page from your website hosting provider.
If it does not redirect, you should do an htaccess 301 redirect to make sure the IP does not get indexed.

 **URL Rewrite** Good, all URLs look clean and friendly
  

Your site's URLs contain unnecessary elements that make them look complicated.
A URL must be easy to read and remember for users. Search engines need URLs to be clean and include your page's most important keywords.
Clean URLs are also useful when shared on social media as they explain the page's content.

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

Great, you are not using ?underscores (these_are_underscores) in your URLs.
While Google treats hyphens as word separators, it does not for underscores.

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



Redirecting requests from a non-preferred domain is important because search engines consider URLs with and without "www" as two different websites.

✓ **XML Sitemap** Good, you have XML Sitemap file!



<http://dailymail.co.uk/sitemap.xml>

A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.

You can check for errors in your robots.txt file using Google Search Console (formerly Webmaster Tools) by selecting 'Robots.txt Tester' under 'Crawl'. This also allows you to test individual pages to make sure that Googlebot has the appropriate access.

✓ **Robots.txt** Good, you have Robots.txt file!



<http://dailymail.co.uk/robots.txt>

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.

We recommend that you generate an XML sitemap for your website and submit it to both Google Search Console and Bing Webmaster Tools. It is also good practice to specify your sitemap's location in your robots.txt file.



Embedded Objects

Perfect, no embedded objects has been detected on this page



Embedded Objects such as Flash. It should only be used for specific enhancements.
Although Flash content often looks nicer, it cannot be properly indexed by search engines.
Avoid full Flash websites to maximize SEO.



Iframe

Perfect, no Iframe content has been detected on this page



Frames can cause problems on your web page because search engines will not crawl or index the content within them.
Avoid frames whenever possible and use a NoFrames tag if you must use them.



Domain Registration

Exactly how many years and months



Domain Age: 28 Years, 326 Days

Created Date: 1st-Aug-1996

Updated Date: 15th-Feb-2019

Expiry Date: 17th-Jun-2028

Domain age matters to a certain extent and newer domains generally struggle to get indexed and rank high in search results for their first few months (depending on other associated ranking factors). Consider buying a second-hand domain name.
Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.



Indexed Pages



Indexed pages in search engines

0 Page(s)

This is the number of pages that we have discovered on your website.

A low number can indicate that bots are unable to discover your webpages, which is a common cause of a bad site architecture & internal linking, or you're unknowingly preventing bots and search engines from crawling & indexing your pages.



Backlinks Counter



Number of backlinks to your website

0 Backlink(s)

Backlinks are links that point to your website from other websites. They are like letters of recommendation for your site.

Since this factor is crucial to SEO, you should have a strategy to improve the quantity and quality of backlinks.



URL



<http://dailymail.co.uk>

Length: 9 characters

Keep your URLs short and avoid long domain names when possible.

A descriptive URL is better recognized by search engines.

A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g., <http://www.mysite.com/en/products>).



Favicon



 Great, your website has a favicon.

Favicons improve a brand's visibility.

As a favicon is especially important for users bookmarking your website, make sure it is consistent with your brand.



Custom 404 Page



Bad, your website has no custom 404 error page.

When a visitor encounters a 404 File Not Found error on your site, you're on the verge of losing the visitor that you've worked so hard to obtain through the search engines and third party links.

Creating your custom 404 error page allows you to minimize the number of visitors lost that way.



Page Size

1089 KB (World Wide Web average is 320 Kb)



Two of the main reasons for an increase in page size are images and JavaScript files.

Page size affects the speed of your website; try to keep your page size below 2 Mb.

Tip: Use images with a small size and optimize their download with gzip.



Load Time

0.39 second(s)



Site speed is an important factor for ranking high in Google search results and enriching the user experience.

Resources: Check out Google's developer tutorials for tips on how to make your website run faster.



Language

Oh no, you have not declared your language
Declared Language: Unknown



Make sure your declared language is the same as the language detected by Google

Also, define the language of the content in each page's HTML code.

Domain Availability

Domains (TLD)	Status
dailymail.com	Already Registered
dailymail.net	Already Registered
dailymail.org	Already Registered
dailymail.biz	Already Registered
dailymail.us	Already Registered

Register the various extensions of your domain to protect your brand from cybersquatters.

Typo Availability

Domains (TLD)	Status
xailymail.uk	Available
sailymail.uk	Available
wailymail.uk	Available
eailymail.uk	Available
railymail.uk	Available

Register the various typos of your domain to protect your brand from cybersquatters.



Email Privacy



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

We don't recommend adding plain text/linked email addresses to your webpages.

As malicious bots scrape the web in search of email addresses to spam. Instead, consider using a contact form.



Safe Browsing



The website is not blacklisted and looks safe to use.

Safe Browsing to identify unsafe websites and notify users and webmasters so they can protect themselves from harm.



Mobile Friendliness



Oh No! This page is not mobile-friendly.
Your mobile friendly score is 0/100

Mobile Friendliness refers to the usability aspects of your mobile website, which Google uses as a ranking signal in mobile search results.



Mobile Compatibility



Perfect, no embedded objects detected.

Embedded Objects such as Flash, Silverlight or Java. It should only be used for specific enhancements.

But avoid using Embedded Objects, so your content can be accessed on all devices.

Mobile View

⚙ ⚙ ⚙

The number of people using the Mobile Web is huge; over 75 percent of consumers have access to smartphones. ??

Your website should look nice on the most popular mobile devices.

Tip: Use an analytics tool to track mobile usage of your website.

Server IP



Server IP	Server Location	Service Provider
2.21.100.251	Not Available	Not Available

Your server's IP address has little impact on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors.

Search engines take the geolocation of a server into account as well as the server speed.

Speed Tips



Tips for authoring fast-loading HTML pages:

-  Too bad, your website has too many CSS files.
-  Too bad, your website has too many JavaScript files.
-  Perfect, your website doesn't use nested tables.
-  Too bad, your website is using inline styles.

Website speed has a huge impact on performance, affecting user experience, conversion rates and even rankings.

By reducing page load-times, users are less likely to get distracted and the search engines are more likely to reward you by ranking your pages higher in the SERPs.

Conversion rates are far higher for websites that load faster than their slower competitors.

Analytics



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

Web analytics let you measure visitor activity on your website.

You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.



Doc Type

Your Web Page doctype is



The Doctype is used to instruct web browsers about the document type being used.

For example, what version of HTML the page is written in.

Declaring a doctype helps web browsers to render content correctly.



W3C Validity

W3C not validated



W3C is a consortium that sets web standards.

Using valid markup that contains no errors is important because syntax errors can make your page difficult for search engines to index.

Run the W3C validation service whenever changes are made to your website's code.



Encoding

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



Specifying language/character encoding can prevent problems with the rendering of special characters.

Social Data

Your social media status

 Facebook:  DailyMail

 Twitter: 

 Instagram: 

Social data refers to data individuals create that is knowingly and voluntarily shared by them.

Cost and overhead previously rendered this semi-public form of communication unfeasible.

But advances in social networking technology from 2004-2010 has made broader concepts of sharing possible.

Traffic Rank

No Global Rank

A low rank means that your website gets a lot of visitors.

Your Alexa Rank is a good estimate of the worldwide traffic to your website, although it is not 100 percent accurate.

Visitors Localization

Your website is popular on following countries:

Popularity at	None
Regional Rank	None

We recommend that you book the domain names for the countries where your website is popular.

This will prevent potential competitors from registering these domains and taking advantage of your reputation in such countries.

Estimated Worth

\$10 USD

Just a estimated worth of your website based on Alexa Rank.

In-Page Links

We found a total of 0 links including both internal & external links of your site

Anchor	Type	Follow
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While there's no exact limit to the number of links you should include on a page, best practice is to avoid exceeding 200 links. Links pass value from one page to another, but the amount of value that can be passed is split between all of the links on a page. This means that adding unnecessary links will dilute the potential value attributed to your other links.

Using the Nofollow attribute prevents value from being passed to the linking page, but it's worth noting that these links are still taken into account when calculating the value that is passed through each link, so Nofollow links can also dilute pagerank.



Broken Links



No broken links were found on this web page

Broken links send users to non-existing web pages. They are bad for your site's usability, reputation and SEO. If you find broken links in the future, take the time to replace or remove each one.