



# Review of [Mirror.co.uk](https://www.mirror.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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## Iconography

 Good

 To Improve

 Errors

 Not Important

 Hard to solve

 Little tough to solve

 Easy to solve

 No action necessary

✔ **Title Tag** ⚙️⚙️⚙️ The Mirror: News, Sport, Celebrity & Entertainment  
**Length:** 50 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** ⚙️⚙️⚙️ Get the latest news, politics, sport, celebrity, TV and lifestyle from The Mirror. Big stories with a big heart, always with you in mind.  
**Length:** 137 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** ⚙️⚙️⚙️ No Keywords

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.

● **Google Preview**  
⚙⚙⚙

[The Mirror: News, Sport, Celebrity & Entertainment](#)

[mirror.co.uk/](#)

Get the latest news, politics, sport, celebrity, TV and lifestyle from The Mirror. Big stories with a big heart, always with you in mind.

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.

| <H1> | <H2> | <H3> | <H4> | <H5> | <H6> |
|------|------|------|------|------|------|
| 0    | 162  | 0    | 0    | 0    | 0    |

<H2> 'BORN SLEEPING, FOREVER LOVED': Kelsey Parker announces tragic loss of third child in heartbreaking post as she says 'precious boy' was 'so longed for, yet not alive' </H2>

<H2> Kelsey Parker's statement in full as she shares 'earth-shattering' loss of baby son </H2>

<H2> UK aircraft vanishes after mayday distress signal - live updates </H2>

<H2> BREAKING: Major motorway CLOSED amid 'police incident' with traffic at a standstill </H2>

<H2> Three football fans dead and more than 80 injured in stadium disaster </H2>

<H2> ATTACK AFTERMATH: What Trump's 'Midnight Hammer' raids mean for the UK - from 'rocketing risk' of terrorism in the West to RAF Typhoon jets in the region </H2>

<H2> 'We tested Curlsmith's viral leave in cream and it left both our hairs' weightless' </H2>

<H2> BREAKING: Suicide bomber 'kills at least 13' after detonating device in church </H2>

<H2> 'We drank to excess and had debauched sex parties - but one drug split the band' </H2>

<H2> 10 breathtaking photos that will inspire your next holiday </H2>

<H2> Exploding vape causes major fire as blaze tears through four terraced homes </H2>

<H2> 10 breathtaking photos that will inspire your next holiday </H2>

<H2> 'Lies, bombs, broken promises: Trump's reckless lurch to war puts UK in firing line - here's what to expect next' </H2>

<H2> UK flights AXED to hotspots including Dubai after Trump attacks Iran </H2>

<H2> Coronation Street actor died penniless and on benefits after soap stint </H2>

<H2> Antiques Road Trip star details family struggle as he says 'I've found it hard' </H2>

<H2> 'Struggling' mum ditches regular diets to lose 4 stone with 3 children under five </H2>

<H2> 'Struggling' mum ditches regular diets to lose 4 stone with 3 children under five </H2>

<H2> FINDING LOVE AGAIN: Dame Deborah James' husband 'very much in love' three years after her death </H2>

<H2> 'I HEARD A WORRYING CLICK': Terrifying moment woman catapulted from UK fairground ride at 60mph </H2>

<H2> Trump team issue chilling warning to Iran as bombing blitz 'obliterates' nuke programme </H2>

<H2> Loose Women star expecting third grandchild as daughter announces pregnancy </H2>

<H2> Channel 4 makes huge shake-up to Sunday Brunch as viewers hail change </H2>

<H2> 'Gary Lineker stole my job at the BBC - we haven't spoken since' </H2>

<H2> 'I ditched my dogs' food for a subscription, now I save £204 and it's so much easier' </H2>

<H2> 'I ditched my dogs' food for a subscription, now I save £204 and it's so much easier' </H2>

<H2> Inside horror London nursery where babies were terrorised by 'evil' vaping abuser </H2>

<H2> Remains of missing doctor who vanished while walking alone found 12 years on </H2>

<H2> Inside Emily Atack's sun-soaked party to celebrate first birthday of baby son Barney </H2>

<H2> Rita Ora slammed for 'blatant lie' in 'cringe' TikTok video as they call out huge blunder </H2>

<H2> Perrie Edwards shares adorable family snaps with young son on lavish holiday </H2>

<H2> Kanye West spotted shopping in Magaluf as onlookers completely stunned </H2>

<H2> 'I was on ITV's 1% Club with Lee Mack and was shocked by the scenes we had to fake' </H2>

<H2> Lauren Goodger's BBL surgery regret as she looks worlds away from TOWIE debut </H2>

<H2> Jean Charles de Menezes' killer apologises to family with desperate plea </H2>

<H2> Disturbing text sent by former Olympic athlete before he strangled wife and hid body underwater </H2>

<H2> ACID ATTACKER JABBED: Ferne McCann's ex 'injected with steroids in jail' after major drugs plot probe </H2>

<H2> Cruz Beckham's very cryptic message will 'hurt' Brooklyn amid ongoing family feud </H2>

<H2> Sunday Brunch fans all say the same thing about Tim Lovejoy's replacement </H2>

<H2> Stephen Mulhern confirms ITV Deal or No Deal future after Butlin's contract ends </H2>

<H2> 'My mum left us to live in Kenyan hut with toyboy Masai warrior - I'll never forgive her' </H2>

<H2> Christine McGuinness strips topless in sexy bedroom snaps </H2>

<H2> Gogglebox star Mary Killen admits she's addicted to vaping - despite never smoking </H2>

<H2> Andy Carroll and Lou Teasdale 'disappointed' after police called over restaurant row </H2>

<H2> Heartbroken family's tribute to 'truly wonderful' mum found stabbed to death in blaze </H2>

<H2> ITV viewers issue same complaint about Capital's Summertime Ball coverage </H2>

<H2> How I brought down one of the UK's most powerful crime lords' </H2>

<H2> Rare look inside top-secret Situation Room where Trump approved US strikes on Iran </H2>

<H2> Reality TV star forced to deny she is involved in shocking murder case </H2>

<H2> Brooklyn Beckham's wife Nicola Peltz's pals say 'attacks' are 'out of hand' after she's branded 'spoiled' </H2>

<H2> Machine Gun Kelly's daughter makes rare public appearance as fans say 'she's a natural' </H2>

<H2> Love Island star admits 'I lost everything' including flat after blowing money </H2>

<H2> Max Branning's EastEnders 'return storyline sealed' - as fans 'rumble' Oscar's involvement </H2>

<H2> The pretty town with UK's best high street bursting with 170 independent shops </H2>

<H2> Dame Prue Leith's son blasted as 'condescending' after rude remark about famous mum </H2>

<H2> Alarming hidden health risks of alcohol-free beer and wine as experts issue warning </H2>

<H2> Love Island winner Jess Harding hits out at 'b\*\*chy' 2025 contestant - and fans are divided </H2>

<H2> Golden Girls star dies as devastated family pay tribute </H2>

<H2> Dua Lipa 'overwhelmed' after Wembley shows as fans left gobsmacked by special guest </H2>

<H2> I tried a £449 Dyson fan in the UK heatwave - it's cool, but that price is a problem </H2>

<H2> Putin hardliners call for Russia to 'take up arms' for Iran after US strikes </H2>

<H2> Meghan Markle 'terrified' as Prince Harry's decision over UK return 'sealed' </H2>

<H2> Transfer news LIVE: Zubimendi announcement update, Liverpool 'deal done', Guehi decision </H2>

<H2> Coronation Street icon addresses speculation she'll play the Doctor in Doctor Who spin-off </H2>

<H2> Mystery crop circle with Joker face appears in field near Stonehenge </H2>

<H2> US Cuba has only one McDonald's - and it's very different from every other Maccies </H2>

<H2> Ninja's 'so quick and easy' pizza oven that 'cooks perfectly every time' now £110 off </H2>

<H2> Non-greasy SPF that's 'anti-blemish' gives clearer skin and 'more confidence' </H2>

<H2> Stanley lightweight water bottle 'brilliant' at keeping drinks cold is £22 with deal stack </H2>

<H2> 'Cooling' mattress and pillows for 30C heat leaves shoppers 'sleeping like a dream' </H2>

<H2> 'I bought a Meaco air conditioner and it's saving me from the heatwave' </H2>

<H2> Shark FlexBreeze Fan kept my dormer office cool in heatwave without soaking my desk </H2>

<H2> Man vomits before he lets his girlfriend sleep with another man in bizarre experiment </H2>

<H2> Blind man stabbed flatmate to death after TV remote row got out of hand </H2>

<H2> Flight attendant shares five things you should 'never' wear on a plane </H2>

<H2> Iran responds after US launches 'successful' strikes on nuclear sites </H2>

<H2> New UK law change for everyone who parks a car on a driveway - with added income boost </H2>

<H2> Results from the latest huge Boots health survey are in </H2>

<H2> 'World's best theme park' is just hours away from UK but has no rides </H2>

<H2> Rylan Clark says 'they won't listen' as he questions 'decision' by BBC bosses </H2>

<H2> Love Island's Harry thought he 'had a chance' with A-list Hollywood star after encounter </H2>

<H2> Noel Gallagher's daughter reveals brutal advice Oasis star gave her over music career </H2>

<H2> Chelsea legend quits as boss of side on brink of Champions League qualification </H2>

<H2> Oasis fans offered tips to avoid travel chaos when getting home from Murrayfield </H2>

<H2> Worst plane passengers EVER from hair-pulling catfight to reckless emergency door act </H2>

<H2> Famous Brit singer begs strangers to take selfies - but they don't recognise him </H2>

<H2> Keir Starmer responds to US bombs hitting Iranian nuclear targets </H2>

<H2> Inside Trump's attack on Iran nuke bases with 'bunker buster' bombs and missiles </H2>

<H2> 'I was on The Chase Celebrity Special - you're thrust into an alien environment' </H2>

<H2> My Egyptian toyboy husband swore me off sex at 86... but I'm not going to divorce him' </H2>

<H2> Vicky Pattison says 'I'm not proud of it' as she opens up on 'turning point' </H2>

<H2> Liverpool agree £35m transfer after cutting deal to include buy-back clause </H2>

<H2> Health Secretary Wes Streeting says there 'isn't a budget' in NHS for assisted dying law </H2>

<H2> 'Lies, bombs, broken promises: Trump's reckless lurch to war puts UK in firing line' </H2>

<H2> Donald Trump moans he 'won't get Nobel Prize' as he claims to end 'violent war' </H2>

<H2> Elon Musk unveils chilling plan to rewrite history and people are saying the same thing </H2>

<H2> MIKEY SMITH: 7 chilling Donald Trump moments as President warns: 'You are in danger' </H2>

<H2> Assisted dying law PASSES Commons in historic moment - see how your MP voted </H2>

<H2> UK working to set up charter flights for Brits escaping Israel </H2>

<H2> 'I'm a UK sex surrogate therapist - I've had grown men cry when they're with me' </H2>

<H2> 'I was drinking four bottles of wine a day until moment police were called' </H2>

<H2> 17 women and girls in hospital after 'being stung by man with syringe' at festival </H2>

<H2> Brit 'devastated' after being kicked out of Dubai for having face tattoos </H2>  
<H2> FedEx founder Fred Smith dies aged 80 as billionaire leaves behind 10 children </H2>  
<H2> Just Eat delivery man branded 'hero' after 'rescuing' stranded train passengers </H2>  
<H2> Duffy 'secretly working on new music' after terrifying kidnap and rape plot </H2>  
<H2> Brits trapped in Israel to be evacuated 'in hours not days' amid US attacks on Iran </H2>  
<H2> 'Why I think we need Prince William's help more than ever' </H2>  
<H2> Results from the latest huge Boots health survey are in </H2>  
<H2> Vogue Williams almost didn't marry 'sociopath' Spencer Matthews for one reason </H2>  
<H2> Horror rampage as gang of gunmen open fire at French wedding killing bride </H2>  
<H2> Donald Trump's presidential address IN FULL after US bomb Iran's nuclear sites </H2>  
<H2> 'Wave of terror could follow US attacks on Iran as effects to echo for decades' </H2>  
<H2> 'My hairdresser told me I had cancer - what happened next changed my life' </H2>  
<H2> Meghan Markle 'viewed as irrelevant' by royals amid explosive new swipe at Firm </H2>  
<H2> 'I gained 10st due to a rare condition - I lost it again by doing a simple daily exercise' </H2>  
<H2> 'I told Declan Rice to join Premier League rival of Arsenal - he'd have a trophy by now' </H2>  
<H2> Love Island's Malin Andersson demands show is axed after being 'treated like trash' </H2>  
<H2> COOLING OFF: Billi Mucklow posts incredible revenge snaps in swipe at ex-husband Andy Carroll </H2>  
<H2> Pete Townshend fears he will be fired from The Who if he comments about Roger Daltrey </H2>  
<H2> Michael Schumacher's close friend offers heartbreaking update on F1 legend </H2>  
<H2> Nicola Peltz's parents have 'spoilt' her and Brooklyn Beckham with latest move </H2>  
<H2> Jack Betts dead: Friends and Spider-Man actor dies at home in his sleep, family announce </H2>  
<H2> Princess Andre's celebrates 18th birthday in stunning shoot - see all the pics </H2>  
<H2> Claudia Winkleman ditches her trademark eyeliner as she recovers from surgery </H2>  
<H2> Pete Doherty pays tribute to Babushambles bandmate Patrick Walden after his death at 46 </H2>  
<H2> England star pays tribute to Young Lions after Euro U21 clash with Spain ends in chaos </H2>  
<H2> Art Attack's Neil Buchanan looks completely unrecognisable after huge career change </H2>  
<H2> Princess Diana's frank admission over Prince William's 'reluctance to be King' </H2>  
<H2> BREAKING: Love Island's Shaughna Phillips pregnant and says daughter will be 'best big sister' </H2>  
<H2> Police officer dies on duty as force left 'devastated' by 'unexplained' death </H2>  
<H2> Pep Guardiola opens door to Ilkay Gundogan transfer exit to HELP Man City dressing room </H2>  
<H2> 'Influencer' refuses to pay for lash appointment - then staff make wild discovery </H2>  
<H2> Jeremie Frimpong's two-word comment speaks volumes after £150m Liverpool reunion </H2>  
<H2> Olivia Attwood fumes 'too little too late' after Kylie Jenner's surgery admission </H2>  
<H2> Teenage girl sexually assaulted in shower at public swimming pool </H2>  
<H2> Welcome to Ekiden: UK's most-gruelling race as Olympic stars beaten and winners disqualified </H2>  
<H2> 'I thought I was happily married, then Alexa tore my world apart' </H2>  
<H2> Graham Lee reveals 'glimmer of light' that has given the paralysed jockey hope </H2>  
<H2> Countyfile's Matt Baker opens up on being 'apart' from wife as he issues family update </H2>  
<H2> Princess Charlotte 'hands back' lavish gift worth eye-watering £36,000 </H2>  
<H2> Stephen Mulhern dropped in '£1m blow' for popular TV star </H2>  
<H2> Russia slams Trump's 'irresponsible decision' to strike amid Putin-Tehran talks </H2>  
<H2> WW3 warning as UN chief says Iran attacks will have 'grave consequences' for the world </H2>  
<H2> Toxic smoke warning as man 'lucky to be alive' after power bank flat fire </H2>  
<H2> Alexander Isak as 'Liverpool's No.9' gets two-word response and X-rated gesture </H2>  
<H2> 'This is awful' say shoppers as Iceland closes supermarket store today </H2>  
<H2> Child Benefit change coming this summer for thousands of families </H2>  
<H2> Major change to council tax payments proposed - how it could affect your bill </H2>  
<H2> BBC TV licence: Four groups of people who don't need to pay £174.50 fee </H2>  
<H2> UK heatwave: Can you stop working when it gets too hot? Your rights explained </H2>  
<H2> Hobbycraft closing nine stores across UK today in major blow to high street </H2>  
<H2> 'I was on Married At First Sight and the worst part of it were my nasty co-stars' </H2>  
<H2> BREAKING: England game descends into chaos after Young Lions' win </H2>  
<H2> Seaside alternative to Center Parcs could save holidaymakers up to £600 this summer </H2>  
<H2> Football manager takes job at Airport while on gardening leave after sacking </H2>  
<H2> Manchester United sent strong Amad exit demand after 'transfer agreement' </H2>  
<H2> Arsenal star lifts the lid on club's huge summer transfer plans - 'It's going to be busy' </H2>  
<H2> Brits ditch Spain for secret European hotspot with £1 pints and beautiful beaches </H2>

<H2> ITV Doc Martin star Martin Clunes signs up for huge Hollywood movie with Margot Robbie </H2>

<H2> Europe's 'hottest city' is a major tourist hotspot but could be a desert in 30 years </H2>

<H2> ITV Long Lost Family traces parents of baby abandoned in multi-story car park </H2>

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 29 star 11 trump 10 family 9 fans 8  
 island 7 news 7 says 7 huge 6 iran 6  
 transfer 6 mirror 6 major 5 will 5 street 5

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    | 29   | ✗     | ✗    | ✓   |
| star     | 11   | ✗     | ✗    | ✓   |
| trump    | 10   | ✗     | ✗    | ✓   |
| family   | 9    | ✗     | ✗    | ✓   |
| fans     | 8    | ✗     | ✗    | ✓   |
| island   | 7    | ✗     | ✗    | ✓   |
| news     | 7    | ✓     | ✓    | ✓   |
| says     | 7    | ✗     | ✗    | ✓   |
| huge     | 6    | ✗     | ✗    | ✓   |
| iran     | 6    | ✗     | ✗    | ✓   |
| transfer | 6    | ✗     | ✗    | ✓   |
| mirror   | 6    | ✓     | ✓    | ✗   |
| major    | 5    | ✗     | ✗    | ✓   |
| will     | 5    | ✗     | ✗    | ✓   |
| street   | 5    | ✗     | ✗    | ✓   |

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: **1.63%**  
Text content size 16855 bytes  
Total HTML size 1036881 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 1013 KB to 167 KB (83.5 % 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 52.17.22.242 does not redirect to mirror.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://mirror.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://mirror.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: 4th-Sep-2024

Expiry Date: 8th-Sep-2025

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://mirror.co.uk  
**Length:** 6 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

**M** 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

Great, your website has a 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**  


1013 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**  


0.76 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 to make your website run faster.

 **Language**  


Good, you have declared your language  
Declared Language: English

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             |
|---------------|--------------------|
| mirror.com    | Already Registered |
| mirror.net    | Already Registered |
| mirror.org    | Already Registered |
| mirror.biz    | Already Registered |
| mirror.us     | Already Registered |

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

## Typo Availability

\*\*\*

| Domains (TLD) | Status    |
|---------------|-----------|
| miror.uk      | Available |
| nirror.uk     | Available |
| hirror.uk     | Available |
| jirror.uk     | Available |
| kirror.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 |
|---------------|-----------------|------------------|
| 34.240.64.147 | 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:

- ✓ Perfect, your website has few 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

Perfect, We 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 HTML 5

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:  DailyMirror

 Twitter:  DailyMirror

 Instagram:  Dailymirror

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 |
|--------|------|--------|
|--------|------|--------|

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.