







# Website review thebrainsmarketing.co.uk

Generated on November 05 2024 10:59 AM

The score is 49/100



## SEO Content

	Title	London Digital Marketing Agency   The Brains Marketing <b>Length : 54</b> Perfect, your title contains between 10 and 70 characters.																
	Description	London's Brainiest digital marketing agency. The Brains is an award-winning digital marketing agency in London. Training, consultancy & marketing services. <b>Length : 164</b> Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.																
	Keywords	Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.																
	Og Meta Properties	Good, your page take advantage of Og Properties. <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>locale</td><td>en_GB</td></tr><tr><td>type</td><td>website</td></tr><tr><td>title</td><td>London Digital Marketing Agency   The Brains Marketing</td></tr><tr><td>description</td><td>London's Brainiest digital marketing agency. The Brains is an award-winning digital marketing agency in London. Training, consultancy &amp; marketing services.</td></tr><tr><td>url</td><td>https://thebrainsmarketing.co.uk/</td></tr><tr><td>site_name</td><td>The Brains</td></tr><tr><td>updated_time</td><td>2023-08-04T14:59:08+01:00</td></tr></tbody></table>	Property	Content	locale	en_GB	type	website	title	London Digital Marketing Agency   The Brains Marketing	description	London's Brainiest digital marketing agency. The Brains is an award-winning digital marketing agency in London. Training, consultancy & marketing services.	url	https://thebrainsmarketing.co.uk/	site_name	The Brains	updated_time	2023-08-04T14:59:08+01:00
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site_name	The Brains																	
updated_time	2023-08-04T14:59:08+01:00																	

# SEO Content





image	<a href="https://thebrainsmarketing.co.uk/wp-content/uploads/2020/07/featured.png">https://thebrainsmarketing.co.uk/wp-content/uploads/2020/07/featured.png</a>
image:secure_url	<a href="https://thebrainsmarketing.co.uk/wp-content/uploads/2020/07/featured.png">https://thebrainsmarketing.co.uk/wp-content/uploads/2020/07/featured.png</a>
image:width	1200
image:height	630
image:alt	Digital marketing agency
image:type	image/png

## Headings





H1	H2	H3	H4	H5	H6
1	13	18	12	0	0

- [H1] Transformative Access To Training
- [H2] From Your Dedicated Growth Partners
- [H2] Start your growth journey
- [H2] What to expect
- [H2] Specialist marketing. Tailored strategies. Ongoing support.
- [H2] What are you looking for?
- [H2] Got a question about how we can help?
- [H2] What are you looking for?
- [H2] What are you looking for?
- [H2] Client-first
- [H2] Results-focussed
- [H2] Forward-thinking
- [H2] Full support digital marketing
- [H2] Let's transform your business together
- [H3] An actionable marketing plan that aligns with your goals
- [H3] Our adaptive, consultative approach
- [H3] Expert training
- [H3] Improved Return on Talent
- [H3] Unlocked marketing potential
- [H3] A collaborative partnership
- [H3] Complete flexibility
- [H3] ROI-focussed lead generation
- [H3] Crystal clear insights and reporting
- [H3] Lead Gen
- [H3] SEO
- [H3] Google Ads
- [H3] Paid Social
- [H3] PR
- [H3] Copywriting
- [H3] AI automations
- [H3] CRM set up / optimisation
- [H3] Email nurturing
- [H4] Free initial consultation
- [H4] Data-led, trustworthy projections
- [H4] Flexible solutions with no tie-ins
- [H4] Opportunities to empower your team
- [H4] Mandy Bajwa
- [H4] Receive actionable insights and recommendations aligned with your goals and budget

## SEO Content

		<ul style="list-style-type: none"> <li>• [H4] Access flexible support options that account for your developing needs.</li> <li>• [H4] Learn to utilise your team &amp; resources more effectively</li> <li>• [H4] Free initial consultation</li> <li>• [H4] Data-led, trustworthy projections</li> <li>• [H4] Flexible solutions with no tie-ins</li> <li>• [H4] Opportunities to empower your team</li> </ul>
	Images	<p>We found 94 images on this web page.</p> <p>4 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>
	Text/HTML Ratio	<p>Ratio : <b>1%</b></p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>
	Flash	Perfect, no Flash content has been detected on this page.
	Iframe	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

## SEO Links

	URL Rewrite	Good. Your links looks friendly!
	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 74 links including 0 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 8.11%</p> <p>Internal Links 91.89%</p>

## In-page links

Anchor	Type	Juice
<a href="#">Services</a>	Internal	Passing Juice

## In-page links

<a href="#">SEO</a>	Internal	Passing Juice
<a href="#">SEO consultancy</a>	Internal	Passing Juice
<a href="#">SEO link building</a>	Internal	Passing Juice
<a href="#">SEO copywriting</a>	Internal	Passing Juice
<a href="#">SEO audit</a>	Internal	Passing Juice
<a href="#">Technical SEO</a>	Internal	Passing Juice
<a href="#">Local SEO</a>	Internal	Passing Juice
<a href="#">International SEO</a>	Internal	Passing Juice
<a href="#">Blog content creation</a>	Internal	Passing Juice
<a href="#">PPC</a>	Internal	Passing Juice
<a href="#">Google Ads</a>	Internal	Passing Juice
<a href="#">Retargeting ads</a>	Internal	Passing Juice
<a href="#">Display advertising</a>	Internal	Passing Juice
<a href="#">YouTube advertising</a>	Internal	Passing Juice
<a href="#">Amazon sponsored ads</a>	Internal	Passing Juice
<a href="#">Social Media Marketing</a>	Internal	Passing Juice
<a href="#">Facebook advertising</a>	Internal	Passing Juice
<a href="#">LinkedIn advertising</a>	Internal	Passing Juice
<a href="#">Instagram advertising</a>	Internal	Passing Juice
<a href="#">Social media content creation</a>	Internal	Passing Juice
<a href="#">Marketing Consultancy</a>	Internal	Passing Juice
<a href="#">CRO consultancy</a>	Internal	Passing Juice
<a href="#">Lead Generation</a>	Internal	Passing Juice
<a href="#">Content Marketing</a>	Internal	Passing Juice
<a href="#">Content strategy</a>	Internal	Passing Juice
<a href="#">B2B content marketing</a>	Internal	Passing Juice
<a href="#">Lead magnet production</a>	Internal	Passing Juice
<a href="#">Website Design and Development</a>	Internal	Passing Juice

## In-page links

<a href="#">UX web design</a>	Internal	Passing Juice
<a href="#">Email Marketing</a>	Internal	Passing Juice
<a href="#">Marketing Automation</a>	Internal	Passing Juice
<a href="#">Case studies</a>	Internal	Passing Juice
<a href="#">Academy</a>	Internal	Passing Juice
<a href="#">News &amp; Insights</a>	Internal	Passing Juice
<a href="#">News</a>	Internal	Passing Juice
<a href="#">Insights</a>	Internal	Passing Juice
<a href="#">Blog</a>	Internal	Passing Juice
<a href="#">Marketing Videos</a>	External	Passing Juice
<a href="#">About</a>	Internal	Passing Juice
<a href="#">Contact us</a>	Internal	Passing Juice
<a href="#">Testimonials</a>	Internal	Passing Juice
<a href="#">Sectors</a>	Internal	Passing Juice
<a href="#">Healthcare</a>	Internal	Passing Juice
<a href="#">B2B</a>	Internal	Passing Juice
<a href="#">Ecommerce</a>	Internal	Passing Juice
<a href="#">Finance</a>	Internal	Passing Juice
<a href="#">SaaS</a>	Internal	Passing Juice
<a href="#">Free Consultation</a>	Internal	Passing Juice
<a href="#">Consultancy</a>	Internal	Passing Juice
<a href="#">SEO Services</a>	Internal	Passing Juice
<a href="#">29 reviews</a>	External	Passing Juice
<a href="#">PPC</a>	Internal	Passing Juice
<a href="#">Paid Social</a>	Internal	Passing Juice
<a href="#">Content Marketing</a>	Internal	Passing Juice
<a href="#">Marketing Automation</a>	Internal	Passing Juice
<a href="#">Email Marketing</a>	Internal	Passing Juice

## In-page links

<a href="#">Web and Design</a>	Internal	Passing Juice
<a href="#">Marketing consultancy</a>	Internal	Passing Juice
<a href="#">CRO</a>	Internal	Passing Juice
<a href="#">Content Strategy</a>	Internal	Passing Juice
<a href="#">About The Brains</a>	Internal	Passing Juice
<a href="#">Our Brainy Ethos</a>	Internal	Passing Juice
<a href="#">Our Digital Marketing Services</a>	Internal	Passing Juice
<a href="#">Privacy policy</a>	Internal	Passing Juice
<a href="#">Cookie Policy</a>	Internal	Passing Juice
<a href="#">LinkedIn</a>	External	Passing Juice
<a href="#">Facebook</a>	External	Passing Juice
<a href="#">Twitter</a>	External	Passing Juice
<a href="#">Brainy Academy</a>	Internal	Passing Juice
<a href="#">Blog</a>	Internal	Passing Juice
<a href="#">YouTube</a>	External	Passing Juice
<a href="#">Leads On Tap eBook</a>	Internal	Passing Juice
<a href="#">B2B Psychology Guide</a>	Internal	Passing Juice

## SEO Keywords








## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
marketing	6	✓	✗	✓	✓
follow	3	✗	✗	✗	✗
strategy	2	✗	✗	✗	✗







## Keywords Consistency

services	2	✘	✘	✔	✘
policy	2	✘	✘	✘	✘



## Usability

	Url	Domain : thebrainsmarketing.co.uk Length : 24
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is en.
	Dublin Core	This page does not take advantage of Dublin Core.

## Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 91 Warnings : 51
	Email Privacy	Warning! At least one email address has been found in the plain text. Use <a href="#">free antispam protector</a> to hide email from spammers.
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<ul style="list-style-type: none"><li>✔ Excellent, your website doesn't use nested tables.</li><li>✘ Too bad, your website is using inline styles.</li><li>✘ Too bad, your website has too many CSS files (more than 4).</li></ul>




## Document

-  Too bad, your website has too many JS files (more than 6).
-  Perfect, your website takes advantage of gzip.

## Mobile



### Mobile Optimization

-  Apple Icon
-  Meta Viewport Tag
-  Flash content

## Optimization



### XML Sitemap

Great, your website has an XML sitemap.

[https://thebrainsmarketing.co.uk/sitemap\\_index.xml](https://thebrainsmarketing.co.uk/sitemap_index.xml)



### Robots.txt

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

Great, your website has a robots.txt file.



### Analytics

Missing

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.