

# Website review which.co.uk

Generated on October 16 2024 18:21 PM

The score is 56/100



## SEO Content

	Title	Which?   Expert testing, reviews and advice - Which? <b>Length : 52</b> Perfect, your title contains between 10 and 70 characters.																
	Description	Which? works for you reviewing products and services, so that you make the best purchase decisions for your needs. <b>Length : 114</b> Great, your meta description contains between 70 and 160 characters.																
	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>title</td><td>Which?   Expert testing, reviews and advice - Which?</td></tr><tr><td>image</td><td><a href="https://media.product.which.co.uk/prod/images/original/13e738bbb91f-which-og-thumb.jpg">https://media.product.which.co.uk/prod/images/original/13e738bbb91f-which-og-thumb.jpg</a></td></tr><tr><td>description</td><td>Which? works for you reviewing products and services, so that you make the best purchase decisions for your needs.</td></tr><tr><td>type</td><td>website</td></tr><tr><td>url</td><td><a href="https://www.which.co.uk">https://www.which.co.uk</a></td></tr><tr><td>site_name</td><td>Which?</td></tr><tr><td>locale</td><td>en_GB</td></tr></tbody></table>	Property	Content	title	Which?   Expert testing, reviews and advice - Which?	image	<a href="https://media.product.which.co.uk/prod/images/original/13e738bbb91f-which-og-thumb.jpg">https://media.product.which.co.uk/prod/images/original/13e738bbb91f-which-og-thumb.jpg</a>	description	Which? works for you reviewing products and services, so that you make the best purchase decisions for your needs.	type	website	url	<a href="https://www.which.co.uk">https://www.which.co.uk</a>	site_name	Which?	locale	en_GB
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	Headings	<table><thead><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr></thead><tbody><tr><td>0</td><td>45</td><td>25</td><td>0</td><td>0</td><td>0</td></tr></tbody></table>	H1	H2	H3	H4	H5	H6	0	45	25	0	0	0				
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# SEO Content

- [H2] Suggested searches
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- [H2] Inflation drops to lowest level since 2021: how do savings rates compare?
- [H2] The best draught excluder for your front door won't cost you a penny
- [H2] Four ways energy scammers could con you
- [H2] 4 ways to make solar panels more cost-effective
- [H2] Watch: how to claim pothole damage compensation
- [H2] Member benefits
- [H2] Most read
- [H2] Popular links
- [H2] Get your life admin sorted
- [H2] Travel tips
- [H2] Best holiday destinations for November
- [H2] Is Ryanair really scrapping printed boarding passes?
- [H2] 5 common tourist scams
- [H2] Want the cheapest possible train tickets for Christmas? Check now
- [H2] Cabin bags and seats can quadruple the cost of some 'cheap' flights
- [H2] Latest in tech
- [H2] Apple iPhone 16 tested: get the verdict on all the new phones
- [H2] Eight easy ways to speed up a slow PC
- [H2] Windows 10 will lose security support in October 2025
- [H2] 8 easy ways to speed up a slow PC
- [H2] This is the printer and ink you should buy (and the ones you shouldn't)
- [H2] Food and health tips
- [H2] Five ways to stay healthy this winter
- [H2] Supermarket Christmas delivery slots are opening - when can you book yours?
- [H2] Best baked beans
- [H2] Shop and save money: 7 secret supermarket hacks
- [H2] Quick and easy recipes for busy people
- [H2] Product test results
- [H2] Newsletters
- [H2] Weekly Scoop newsletter
- [H2] Food & health newsletter
- [H2] Cars newsletter
- [H2] All newsletters
- [H2] Campaigns
- [H2] Memberships
- [H2] Which? Gardening
- [H2] Which? Travel
- [H2] Which? Money
- [H2] Which? Tech Support
- [H2] Pick the best products
- [H2] Get the Which? app
- [H2] Got a problem?
- [H2] Footer links
- [H3] Trusted reviews
- [H3] Best Buys & Don't Buys
- [H3] Great Value & Eco Buys

## SEO Content

		<ul style="list-style-type: none"><li>• [H3] Tech</li><li>• [H3] Appliances</li><li>• [H3] Home &amp; garden</li><li>• [H3] Money</li><li>• [H3] Cars</li><li>• [H3] Travel</li><li>• [H3] Write a will</li><li>• [H3] Home improvements</li><li>• [H3] Legal advice</li><li>• [H3] Compare broadband</li><li>• [H3] Power of attorney</li><li>• [H3] More services</li><li>• [H3] Give an annual Which? membership</li><li>• [H3] End the Insurance Rip-Off</li><li>• [H3] Customer Service Counts</li><li>• [H3] Stamp Out Scams</li><li>• [H3] More from Which?</li><li>• [H3] My account</li><li>• [H3] For experts</li><li>• [H3] For businesses</li><li>• [H3] Our legal policies</li><li>• [H3] Help</li></ul>
	Images	<p>We found 59 images on this web page.</p> <p>33 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>3%</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	<p>Perfect, no Flash content has been detected on this page.</p>
	Iframe	<p>Great, there are no Iframes detected on this page.</p>

## SEO Links

	URL Rewrite	<p>Bad. Your links have query string.</p>
	Underscores in the URLs	<p>Perfect! No underscores detected in your URLs.</p>
	In-page links	<p>We found a total of 34 links including 0 link(s) to files</p>

## SEO Links



Statistics

External Links : noFollow 0%

External Links : Passing Juice 0%

Internal Links 100%

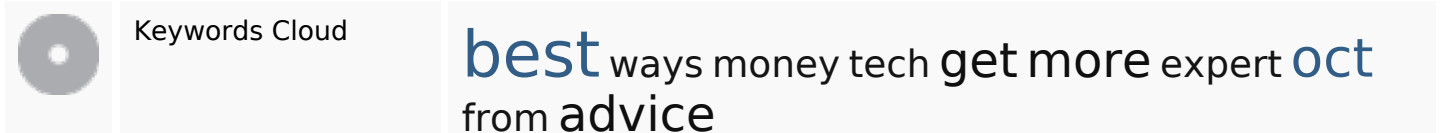
## In-page links

Anchor	Type	Juice
<a href="#">Skip to main content</a>	Internal	Passing Juice
<a href="#">Newsletters</a>	Internal	Passing Juice
<a href="#">Download the Which? app</a>	Internal	Passing Juice
<a href="#">Menu</a>	Internal	Passing Juice
<a href="#">Log in</a>	Internal	Passing Juice
<a href="#">Join</a>	Internal	Passing Juice
<a href="#">Buy as a gift</a>	Internal	Passing Juice
<a href="#">Sign the petition</a>	Internal	Passing Juice
<a href="#">Find out more</a>	Internal	Passing Juice
<a href="#">Sign the petition</a>	Internal	Passing Juice
<a href="#">Contact us</a>	Internal	Passing Juice
<a href="#">About</a>	Internal	Passing Juice
<a href="#">How we are run</a>	Internal	Passing Juice
<a href="#">Podcasts</a>	Internal	Passing Juice
<a href="#">Newsletters</a>	Internal	Passing Juice
<a href="#">Careers</a>	Internal	Passing Juice
<a href="#">Sitemap</a>	Internal	Passing Juice
<a href="#">Which? Communities</a>	Internal	Passing Juice
<a href="#">Manage subscriptions</a>	Internal	Passing Juice
<a href="#">Ask Which?</a>	Internal	Passing Juice
<a href="#">Consumer insight</a>	Internal	Passing Juice
<a href="#">Press office</a>	Internal	Passing Juice

## In-page links

<a href="#">Policy</a>	Internal	Passing Juice
<a href="#">Use our logo</a>	Internal	Passing Juice
<a href="#">Work with us</a>	Internal	Passing Juice
<a href="#">Tradespeople</a>	Internal	Passing Juice
<a href="#">Accessibility</a>	Internal	Passing Juice
<a href="#">Terms &amp; conditions</a>	Internal	Passing Juice
<a href="#">Privacy policy</a>	Internal	Passing Juice
<a href="#">Cookies</a>	Internal	Passing Juice
<a href="#">MSA statement</a>	Internal	Passing Juice
<a href="#">Help centre</a>	Internal	Passing Juice
<a href="#">FAQs</a>	Internal	Passing Juice
<a href="#">Subscriptions</a>	Internal	Passing Juice



## SEO Keywords











## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
best	25	✘	✘	✔	✔
oct	17	✘	✘	✘	✔
get	13	✘	✘	✘	✔
advice	11	✔	✘	✘	✔
more	10	✘	✘	✘	✔

## Usability

	Url	Domain : which.co.uk Length : 11
	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 : 83 Warnings : 26
	Email Privacy	Great no email address has been found in plain text!
	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> Perfect. No inline css has been found in HTML tags!</li><li> Too bad, your website has too many CSS files (more than 4).</li><li> Too bad, your website has too many JS files (more than 6).</li><li> Perfect, your website takes advantage of gzip.</li></ul>

## Mobile

	Mobile Optimization	<ul style="list-style-type: none"><li>✔ Apple Icon</li><li>✔ Meta Viewport Tag</li><li>✔ Flash content</li></ul>
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## Optimization

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <p><a href="https://www.which.co.uk/sitemap.xml">https://www.which.co.uk/sitemap.xml</a></p>
	Robots.txt	<p><a href="http://which.co.uk/robots.txt">http://which.co.uk/robots.txt</a></p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Missing</p> <p>We didn't detect an analytics tool installed on this website.</p> <p>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.</p>