



Your Website Score

Review of Ladbrokesireland.com

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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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Good
To Improve
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Not Important
Hard to solve
Little tough to solve
Easy to solve
No action necessary

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Search Engine Optimization

Page Titles

ladbrokesireland.com

Length: 20 character(s)

Title tag length: Although there are no strict rules on how long an SEO title should be, Google currently displays between 65 and 70 characters of the SEO title or meta title (including spaces) , so it is recommended to keep the length of SEO titles below 65 characters.

Quick note: meta titles are often called **Page Titles.**

Titlements have a direct impact on a page's CTR because this small detail is often the first impression of your link and where the user will place their mouse when clicking.

This makes writing **meta titles** an important SEO step because it must satisfy all the requirements of search engines and, at the same time, be attractive to users.

This test is based on 70 characters

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Meta Description

No Description

Length: 0 character(s)

Sometimes Google uses the **meta description** tag of a page to generate a snippet in search results if it believes it gives users a more accurate description than what can be taken directly from the page content. Typically, a meta description tag informs and engages users with a brief, relevant summary about the content of a particular page. It works as a presentation that convinces the user that this page is exactly what they are looking for. **There is no set limit on the length of the meta description, but the snippet is truncated in Google Search results if necessary, usually to fit the width of the device.**

A meta description is an HTML element that summarizes the content of a website page. It appears on the search results page (SERP) below the page title and URL.

Technically, meta descriptions can be any length. But Google will cut them off after about **160 characters on desktop** and **120 characters on mobile.**

Remember that the content in your description tag is really a suggestion to Google. Google will display content in the snippet that it thinks is relevant and useful to the user's search intent, based on their query. Sometimes that translates into your meta description, sometimes into some of the content on your page. **How do I use meta descriptions for SEO?**

Meta descriptions don't directly impact a page's ranking in search results, but they can still have a big effect on SEO. Google actually relies on descriptions to determine **the relevance of a page to a query.** However, the biggest role they play **is to encourage the user to click** .

This test is based on 600 characters

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Meta Keywords No Keywords

Keywords are the main words for which we want to appear on the search results page. These words reflect the needs and interests of users, so any digital project must take advantage of them to position its content compared to the competition, giving the user the best response to their query. Simply put, they help Google understand what the content of a URL is about, thus facilitating its indexing and displaying that information when users make queries related to it.

From Google search center it says:

Does Google use the meta keywords tag to position web search results?

No. Google sells the Google Search Appliance, and this product can match meta tags, including the meta keywords tag. However, it is a search engine for companies completely independent of our main web search engine. Our web search engine (the one that hundreds of millions of people use every day from Google.com) completely ignores meta keyword tags. Currently, these meta tags do not affect search results ranking in any way.

Why doesn't Google use the meta keywords tag?

About ten years ago, search engines evaluated pages only by their content and did not take into account external factors, such as the links that direct to them. At that time, keyword meta tags quickly became a place where many keywords (often unrelated to the content) could be included without regular visitors seeing them. As the meta keywords tag was constantly abused, Google decided a few years ago to ignore the meta keywords tag. For more information, look for life in the sordid world of SEO...

This tool is completely free, do not think that by showing Google Adsense ads I am becoming a millionaire, on the contrary it is totally false, most of it goes to them, :)

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Google Preview

ladbrokesireland.com
ladbrokesireland.com/
No Description

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	0	0	0	0	0

<H1> This site can’t be reached </H1>

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.

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Keywords Cloud

total 38 under 37 over 37 betting 25 ladbrokes 19

sports 12 gambling 10 online 9 odds 9 stake 8

official 8 website 7 only 7 live 7 some 6

This Keyword Cloud provides an idea of the frequency of keyword use within the page.

It is important to conduct keyword research to gain an understanding of the keywords your audience is using. There are a number of keyword research tools available online to help you choose which keywords to target.

Keyword position checker

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Keyword Consistency

Keywords	Freq	Title	Desc	<H>
total	38	✗	✗	✗
under	37	✗	✗	✗
over	37	✗	✗	✗
betting	25	✗	✗	✗
ladbrokes	19	✓	✗	✗
sports	12	✗	✗	✗
gambling	10	✗	✗	✗
online	9	✗	✗	✗
odds	9	✗	✗	✗
stake	8	✗	✗	✗
official	8	✗	✗	✗
website	7	✗	✗	✗
only	7	✗	✗	✗
live	7	✗	✗	✗
some	6	✗	✗	✗

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

To improve the likelihood of ranking well in search results for a specific keyword, be sure to include it in some or all of the following: page URL, page content, title tag, meta description, header tags , Text and backlink anchor text.

Keyword density checker

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Text/HTML Ratio

HTML to Text Ratio is: **4.08%**

Text content size 18017 bytes
Total HTML size 441961 bytes

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

A higher code-to-text ratio will increase your chances of ranking better in search engine results.

Note: Do not become obsessed with having a website that is 100% valid for Google, SEO, etc. The important thing is that it is well structured a with attractive content for users. visitors who are what really interests you.

GZIP compression

Wow! It's GZIP Enabled.
✔ Your webpage is compressed from 7 KB to 2 KB (73.9 % 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.

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IP Canonicalization No your domain IP 172.67.139.224 does not redirect to ladbrokesireland.com

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

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	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.

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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://ladbrokesireland.com/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://ladbrokesireland.com/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.

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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.

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Domain Registration

Exactly how many years and months

Domain Age: 2 Years, 307 Days

Created Date: 9th-Jan-2024

Updated Date: 26th-Feb-2026

Expiry Date: 9th-Jan-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.

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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 for SEO, you must have a strategy to improve the quantity and quality of backlinks.

Backlink analysis

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Usability

URL

http://ladbrokesireland.com
Length: 16 characters

Although the character limit for URLS is up to **2048** characters, it is recommended to keep URLS as short as possible.

It is best to avoid any parameters or characters that do not make sense to users and search engines.

Here are some key points to keep in mind about the maximum size of a URL and its SEO implications:

- **Recommended length**: Although there is no exact number, it is advisable to keep URLs as short and descriptive as possible. This makes easier to understand for both users and search engines.
- **Efficient indexing**: Shorter URLs tend to be indexed more quickly by search engines, which can improve website visibility.
- **Keywords**: Including relevant keywords in the URL can be beneficial for SEO. However, it is important not to overload the URL with unnecessary keywords.
- **Readability**: A clear, readable URL enhances the user experience and can increase click-through rates in search results.
- **Technical limits**: Some platforms or servers impose specific restrictions regarding the maximum size of URLs. It is essential to be awar these limitations when designing the structure of the website.

This test is based on 25 characters

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.

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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.

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Page Size 432 KB (World Wide Web average is 320 Kb)

From the **Google search center**. It has been documented that Googlebot will only read the first 15 megabytes (MB) when fetching certain file types.

For example, when you open https://example.com/puppies.html, your browser initially downloads the bytes of the HTML file and, from them, can send further JavaScript requests, images or any other external elements with a URL in the HTML code. Googlebot does the same.

This test is configured at 2000 kb. (2MB)

Tip: use small images and optimize their download with gzip.

Load Time 1.77 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: EN-IE

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.

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Domain Availability

Domains (TLD)	Status
ladbrokesireland.net	Available
ladbrokesireland.org	Already Registered
ladbrokesireland.biz	Already Registered
ladbrokesireland.us	Available
ladbrokesireland.info	Already Registered

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

Typo Availability

Domains (TLD)	Status
padbrokesireland.com	Available
oadbrokesireland.com	Available
iadbrokesireland.com	Available
kadbrokesireland.com	Available
madbrokesireland.com	Available

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

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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.

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Mobile

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 friendly is a feature of websites that allows them to be visited from a smartphone or tablet without undergoing any changes to their original design (created for the desktop version), as it adapts to the scale of the mobile device screen.

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.

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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.

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Technologies

Server IP

Server IP	Server Location	Service Provider
104.21.48.253	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.
- ✔ Perfect, your website has few 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 be distracted and search engines are more likely to reward them by ranking their pages higher in the SERPs.

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

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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

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Doc Type

HTML doctype declaration is missing or is syntactically invalid!

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

W3Cis 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.

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Social networks

Social Data

Your social media status

Facebook: ✖

Twitter: ✖

Instagram: ✖

> Social networks are constantly changing the way we interact with people and, above all, with brands or companies. Through networks you can create a link that connects you with new audiences.

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Link Analysis

In-Page Links

We found a total of 30 links including both internal & external links of your site

Anchor	Type	Follow
No Anchor Text	Internal Links	Dofollow
Sports	Internal Links	Dofollow
Casino	Internal Links	Dofollow
Football	Internal Links	Dofollow
Horse Racing	Internal Links	Dofollow
Tennis	Internal Links	Dofollow
Ladbrokes UK	Internal Links	Dofollow
Mobile App	Internal Links	Dofollow
Login	Internal Links	Dofollow
Live Betting	Internal Links	Dofollow
Cookies Policy	Internal Links	Dofollow
Customer Privacy	Internal Links	Dofollow
Responsible Gaming	Internal Links	Dofollow
Terms and Conditions	Internal Links	Dofollow
Betting Rules and Conditions	Internal Links	Dofollow
Player Feedback	Internal Links	Dofollow
Support	Internal Links	Dofollow

Although there is no exact limit to the number of links you should include on a page, it is best practice to avoid exceeding 200 links.

Links pass value from one page to another, but the amount of value that can be passed is divided among all the links on a page. This means that adding unnecessary links will dilute the potential value attributed to your other links.

The use of the attribute **Nofollow** prevents the 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 passed through each link, so Nofollow links can also **affect SEO**.

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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.

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