



Review of Mrplay-gb.com

Generated on 2026-04-20

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.

Table of Contents

Search Engine Optimization

Mobile

Social networks

Link Analysis

Usability

Technologies

Iconography



Good



To Improve



Errors



Not Important



Hard to solve



Little tough to solve



Easy to solve



No action necessary





Page Titles



Mr Play - Website with Online Slots for Free and Real Money in the UK

Length: 69 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**.

Titles 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





Meta Description



Join the MrPlay Casino platform for UK players today and receive £200 and 100 free spins! Best slots and offers with daily updates and regular events at Mr Play Casino.

Length: 168 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





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, :)





Google Preview



[Mr Play - Website with Online Slots for Free and Real Money in the UK](#)
[mrplay-gb.com/](#)

Join the MrPlay Casino platform for UK players today and receive £200 and 100 free spins! Best slots and offers with daily updates and regular events at Mr Play Casino.

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>
1

<H2>
9

<H3>
8

<H4>
0

<H5>
0

<H6>
0

<H1> Mr Play Official Casino Site in the UK </H1>
<H2> Gaming Platform </H2>
<H2> Casino Account Registration </H2>
<H2> Deposit and Withdrawal Methods at MrPlay </H2>
<H2> Casino Games and Online Slots </H2>
<H2> Jackpot Games </H2>
<H2> Instant Win Category </H2>
<H2> Live Dealer Games at MrPlay Casino </H2>
<H2> Table Games </H2>
<H2> Tournaments and VIP Program </H2>
<H3> Casino Security </H3>
<H3> Mr Play Reliability </H3>
<H3> Available Customer Support Channels </H3>
<H3> Payout Time and Payment Features </H3>
<H3> Game Providers at Mr Play Casino </H3>
<H3> What payment methods are available at Mr Play UK? </H3>
<H3> How do I verify my account? </H3>
<H3> Is there a welcome bonus for new UK players? </H3>

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

demo 40 play 30 casino 19 games 16 you'll 13
online 12 have 11 live 10 will 9 find 9
slots 9 account 8 options 8 titles 7 several 7

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



Keyword Consistency



Keywords	Freq	Title	Desc	<H>
demo	40	×	×	×
play	30	✓	✓	✓
casino	19	×	✓	✓
games	16	×	×	✓
you'll	13	×	×	×
online	12	✓	×	✓
have	11	×	×	×
live	10	×	×	✓
will	9	×	×	×
find	9	×	×	×
slots	9	✓	✓	✓
account	8	×	×	✓
options	8	×	×	×
titles	7	×	×	×
several	7	×	×	×

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





Text/HTML Ratio



HTML to Text Ratio is: **6.52%**

Text content size 15639 bytes

Total HTML size 239781 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 engines 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 and with attractive content for users. visitors who are what really interests you.



GZIP compression



Oh No! GZIP is not enabled.

✖ Your webpage size is 7 KB, could be compressed upto 2 KB using GZIP (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.



 IP Canonicalization No your domain IP 104.21.26.171 does not redirect to mrplay-gb.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



 **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



Warning, no 301 redirects are in place to redirect traffic to your preferred domain. Pages that load successfully both with and without www. are treated as duplicate content!

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://mrplay-gb.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://mrplay-gb.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.





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: 1 Year, 34 Days

Created Date: 17th-Mar-2025

Updated Date: 9th-Mar-2026

Expiry Date: 17th-Mar-2027

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

Backlink analysis





URL

http://mrplay-gb.com

Length: 9 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 it 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 aware of 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.



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



232 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



0.52 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



Good, you have declared your language
Declared Language: EN-GB

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
mrplay-gb.net	Available
mrplay-gb.org	Already Registered
mrplay-gb.biz	Already Registered
mrplay-gb.us	Available
mrplay-gb.info	Already Registered

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

Typo Availability

Domains (TLD)	Status
nrplay-gb.com	Available
hrplay-gb.com	Available
jrplay-gb.com	Available
krplay-gb.com	Available
lrplay-gb.com	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 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.



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
104.21.26.171	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.



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



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

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



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.

✓

In-Page Links

⚙

⚙

⚙

We found a total of 63 links including both internal & external links of your site

Anchor	Type	Follow
No Anchor Text	Internal Links	Dofollow
Login	Internal Links	Dofollow
Promotions	Internal Links	Dofollow
Casino Games	Internal Links	Dofollow
Live Casino	Internal Links	Dofollow
Free Spins	Internal Links	Dofollow
Mobile App	Internal Links	Dofollow
Review	Internal Links	Dofollow
Help	Internal Links	Dofollow
FAQ	Internal Links	Dofollow
Elvis Frog TrueWays	Internal Links	Dofollow
Rise of Olympus 100	Internal Links	Dofollow
Book of the Fallen	Internal Links	Dofollow
Sun of Egypt 3	Internal Links	Dofollow
3 Hot Chillies	Internal Links	Dofollow
Coin Strike: Hold and Win	Internal Links	Dofollow
Gift Rush	Internal Links	Dofollow
Buffalo Hold and Win Extreme	Internal Links	Dofollow
Elvis Frog in Vegas	Internal Links	Dofollow
Snoop Dogg Dollars	Internal Links	Dofollow
Big Bass Splash	Internal Links	Dofollow
Gates of Olympus 1000	Internal Links	Dofollow
Aztec Magic Deluxe	Internal Links	Dofollow
Sweet Bonanza	Internal Links	Dofollow
Sweet Bonanza 1000	Internal Links	Dofollow
Wild Cash	Internal Links	Dofollow
Big Wild Buffalo	Internal Links	Dofollow
Wild Moon Thieves	Internal Links	Dofollow
Bonanza Billion	Internal Links	Dofollow
Gold Rush with Johnny Cash	Internal Links	Dofollow
Gemhalla	Internal Links	Dofollow
Ramses Book	Internal Links	Dofollow
Buffalo Trail	Internal Links	Dofollow
Fortune Rabbit	Internal Links	Dofollow
Elephant's Gold: Bonus Combo	Internal Links	Dofollow
Fortune Tiger	Internal Links	Dofollow
Aloha King Elvis	Internal Links	Dofollow
Lady Wolf Moon	Internal Links	Dofollow
Legacy of Dead	Internal Links	Dofollow
Fruit Million	Internal Links	Dofollow
The Dog House	Internal Links	Dofollow
Fortune Ox	Internal Links	Dofollow
Coin Volcano	Internal Links	Dofollow
Fortune Dragon	Internal Links	Dofollow
15 Dragon Pearls: Hold and Win	Internal Links	Dofollow
Big Bass Bonanza	Internal Links	Dofollow
Gates of Olympus	Internal Links	Dofollow



Wolf Treasure	Internal Links	Dofollow
Razor Shark	Internal Links	Dofollow
OPEN ACCOUNT	Internal Links	Dofollow
Responsible Gaming	Internal Links	Dofollow
Privacy	Internal Links	Dofollow
Terms	Internal Links	Dofollow
Deposit Methods	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**.



Broken Links



Broken links were found on this web page

<http://mrplay-gb.com/goto>

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.

