



Review of Yell.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 o	f A+ through E and are based on an analysis of nearly 30 criteria.		
	Our reports provide actionable advice	e to improve a site's business objectives.		
	Please contact us for more information	on.		
Table of Contents	Search Engine Optimization	Usability		
	Mobile	Technologies		
	Visitors	Social		
	Link Analysis			
Iconography	📀 Good	• • • • Hard to solve		
	🥖 To Improve	OOO Little tough to solve		
	Errors	$\diamond \diamond \diamond \diamond$ Easy to solve		
	O Not Important	♥♥♥ No action necessary		





Yell - a leading marketplace for great local businesses

Length: 55 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

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Find the top businesses near you on Yell, formerly Yellow Pages, in seconds. Browse services, reviews, and photos, then easily connect with your favourites.

Length: 156 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.



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.

Meta Keywords

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However, google can't use meta keywords.





Google Preview

Yell - a leading marketplace for great local businesses yell.com/

Find the top businesses near you on Yell, formerly Yellow Pages, in seconds. Browse services, reviews, and photos, then easily connect with your favourites.

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.

0	Headings	<h1></h1> 1	<h2></h2> 6	<h3></h3> 7	<h4></h4> 5	<h5> 1</h5>	<h6></h6> 0	
		<h1> Yell - your market <h2> No time to search <h2> Want to grow yo <h2> Trending Catego</h2></h2></h2></h1>	n? ur business? ries	ices				
		<h2> Fresh from our b <h2> Popular Searches <h2> Popular Location <h3> Plumbers </h3></h2></h2></h2>	s s					
		<h3> Hairdressers <h3> Carpenters & Joi <h3> Driving Instructor</h3></h3></h3>	ners					
		<h3> How much does <h3> Plumber costs: w <h3> How much does</h3></h3></h3>	hat you need to know	v				
		<h4> Services </h4> <h4> Discover </h4> <h4> Yell Blog </h4>	-					
		<h4> Yell Business <h4> Yell Group <td>14> ></td><td></td><td></td><td></td><td></td><td></td></h4></h4>	14> >					
		<h5> Recent Searches</h5>	Clear history					

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.





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.



Keywords	Freq	Title	Desc	<h></h>
services	10	×	*	×
yell	6	×	×	× .
much	6	×	×	× .
driving	6	×	×	× .
business	5	×	×	× .
garage	5	×	×	× .
beauty	5	×	×	×
garden	5	×	×	×
search	4	×	×	× .
enquiry	4	×	×	×
post	4	×	×	×
does	4	×	×	× .
discover	4	×	×	× .
blog	4	×	×	× .
plumbers	4	×	×	1

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.





We found 11 images on this web page 💢 2 ALT attributes are empty or missing.

https://sb.scorecardresearch.com/p?c1=2&c2=8191832&cv=2.0&cj=1

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.



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HTML to Text Ratio is: 1.5% **Text/HTML Ratio** Text content size 3966 bytes

Total HTML size 263839 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.



Wow! It's GZIP Enabled. ✓ Your webpage is compressed from 7 KB to 5 KB (33.2 % 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 104.18.26.179 does not redirect to yell.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.



Warning! We have detected parameters in a massive number of URLs

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 Oh no, you are 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.





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.



Good, you have XML Sitemap file! http://yell.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.



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Good, you have Robots.txt file! http://yell.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.



Oh 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: 29 Years, 334 Days

Created Date: 11th-Aug-1995

Updated Date: 1st-May-2025

Expiry Date: 21st-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.







Usability



http://yell.com Length: 4 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

A 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.





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.



0.06 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.



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

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	
yell.net	Already Registered	
yell.org	Already Registered	
yell.biz	Already Registered	
yell.us	Already Registered	
yell.info	Already Registered	

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



Гу	po	o Availability	
0	0	0	

Domains (TLD)	Status	
yel.com	Already Registered	
tell.com	Already Registered	
gell.com	Already Registered	
hell.com	Already Registered	
jell.com	Already Registered	

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.



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



Mobile Friendliness 000

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.



Bad, embedded objects detected. **Mobile Compatibility** 000

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.



Technologies



Server IP	Server I
104.18.27.179	Not Ava

Server IP	Server Location	Service Provider	
104.18.27.179	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.



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 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.



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

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 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.



Great, language/character encoding is specified: UTF-8

Specifying language/character encoding can prevent problems with the rendering of special characters.



Social



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.



Visitors



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.

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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

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Just a estimated worth of your website based on Alexa Rank.



Link Analysis

In-Page Links ø

We found a total of 140 links including both internal & external links of your site

Туре

Internal Links

Follow

Dofollow



Yell.com D G А Р Е В R Р Н G W D W L F В

Anchor

Y en.com	Internal Links	DOIOIIOW
Download the app	Internal Links	Dofollow
Get a free listing	Internal Links	Dofollow
Advertise 0800 777 449	Internal Links	Dofollow
Plumbers	Internal Links	Dofollow
Electricians	Internal Links	Dofollow
Builders	Internal Links	Dofollow
Roofers	Internal Links	Dofollow
Painters and decorators	Internal Links	Dofollow
Handyman services	Internal Links	Dofollow
Garden services	Internal Links	Dofollow
Window cleaners	Internal Links	Dofollow
Domestic cleaning	Internal Links	Dofollow
Washing machine repairs	Internal Links	Dofollow
Locksmiths	Internal Links	Dofollow
Fencing services	Internal Links	Dofollow
Body massage	Internal Links	Dofollow
Chiropodists and podiatrists	Internal Links	Dofollow
Hairdressers	Internal Links	Dofollow
Barbers	Internal Links	Dofollow
Beauty salons	Internal Links	Dofollow
Pet grooming	Internal Links	Dofollow
Taxis and private hire vehicles	Internal Links	Dofollow
Driving schools	Internal Links	Dofollow
Garage services	Internal Links	Dofollow
Mobile mechanics	Internal Links	Dofollow
Tyres	Internal Links	Dofollow
Mobile car valeting	Internal Links	Dofollow
Solicitors	Internal Links	Dofollow
Accountants	Internal Links	Dofollow
Financial advisers	Internal Links	Dofollow
Estate agents	Internal Links	Dofollow
Architects	Internal Links	Dofollow
Building surveyors	Internal Links	Dofollow
Post your enquiry	Internal Links	Dofollow
Blog	Internal Links	Dofollow
Log in	Internal Links	Dofollow
		Dofollow
No time to search? Simply share details to connect with the best businesses for the job Post your enquiry		
Want to grow your business? Create your free business profile to reach more customers online Get started	Internal Links	Dofollow
Discover	Internal Links	Dofollow
Building and trades	Internal Links	Dofollow
Business and finance	Internal Links	Dofollow
Driving and cycling	Internal Links	Dofollow
Health and beauty	Internal Links	Dofollow
Home and garden	Internal Links	Dofollow
Read more	Internal Links	Dofollow



Read more Read more Popular Searches Boarding Kennels Cafes & Coffee Shops Car Body Repairs Charity Shops Chinese Takeaways Day Nurseries Dentists Doctors (medical Practitioners) Dry Cleaners Farmers Florists Furniture Shops Gas Engineers Hotels Indian Restaurants Mobile Hairdressers Mortgages Mot Testing Newsagents Pharmacies Pubs **Roofing Services** Skip Hire Supermarkets Takeaway Food Vets Popular Locations Aberdeen Belfast Birmingham Bradford, West Yorkshire Bristol Cardiff Coventry Derby Doncaster Edinburgh Glasgow Leeds, West Yorkshire Leicester Liverpool London Manchester Middlesbrough Milton Keynes Newcastle Upon Tyne Newport, Gwent Norwich Nottingham Plymouth

Internal Links Internal Links

Dofollow Dofollow



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Preston, Lancashire	Internal Links	Dofollow
Reading	Internal Links	Dofollow
Sheffield	Internal Links	Dofollow
Slough	Internal Links	Dofollow
Southall	Internal Links	Dofollow
Southampton	Internal Links	Dofollow
Stockport	Internal Links	Dofollow
Stoke On Trent	Internal Links	Dofollow
Sunderland, Tyne And Wear	Internal Links	Dofollow
Swansea	Internal Links	Dofollow
Walsall	Internal Links	Dofollow
Wembley	Internal Links	Dofollow
Post an enquiry	Internal Links	Dofollow
Leave a review	Internal Links	Dofollow
Trade Associations	Internal Links	Dofollow
Help and Contact	Internal Links	Dofollow
Builders	Internal Links	Dofollow
Plumbers	Internal Links	Dofollow
Roofers	Internal Links	Dofollow
Electricians	Internal Links	Dofollow
Painters and decorators	Internal Links	Dofollow
Solicitors	Internal Links	Dofollow
Privacy policy	Internal Links	Dofollow
Cookie policy	Internal Links	Dofollow
Conditions of use	Internal Links	Dofollow
Yell Business	External Links	Dofollow
We are hiring	External Links	Dofollow
Digital Marketing Solutions	External Links	Dofollow
Find your ideal solution	External Links	Dofollow
Scan your website	External Links	Dofollow
Solution features	External Links	Dofollow
Contact	External Links	Dofollow
About	External Links	Dofollow
About Yell	External Links	Dofollow
Reviews policy	External Links	Dofollow
Modern Slavery Act Statement	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow

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.

