



Website Review

Of

www.leahill.co.uk

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About this report

Web addresses tested: <http://leahill.co.uk/>

Summary scores

**Accessibility Score**

The accessibility of this website for users with disabilities.

Very poor

**Quality Score**

The quality of the build and content of this website.

Very poor

**Search Score**

How effectively this website is optimised for search engines.

Very poor

**Sitescore**

An overall summary score for this website.

Poor

Key points



Some images do not specify alternative text



This site is built using tables for layout



Many pages have no defined headings, compromising SEO



Keywords and content are poorly matched for search engines



No websites appear to link to this website, making it extremely hard to find



This website is ranked #7,241,979 in the world for popularity



This website does not appear optimised for printing



This website does not rank well in search engines for selected keywords



The majority of URLs are less than ideal

All scores

Alternative text	5.5
Amount of content	10.0
Broken links	10.0
CSS Usage	1.0
Cookies	-
Domain name	-
File usage	10.0
Flash usage	10.0
Fonts	3.0
Freshness	-
Headings	1.0
Images	10.0
Incoming links	1.0
Meta tags	2.9
Number of pages	-
Outgoing links	-
Page Titles	10.0
Plagiarism	-
Popularity Rank	2.4
Printability	1.0
Readability	7.3
Search engine placement	1.9
Site Structure	10.0
Spelling	2.1
Spiderability	10.0
URL chopping	10.0
URL format	4.4
Use of keywords	3.7
Use of links	10.0
W3C compliance	1.0

30 tests.



The website is not W3C compliant



8 webpages found



No broken links were found



This website is quick to use

Complete report Leahill Bed & Breakfast

[All latest results](#)



Headings

Very poor

A large number (87.5%) of pages do not use defined headings.

Correctly defined headings aid accessibility and are particularly important for search engine optimisation.

Recommendations

Define meaningful headings for all webpages.

Inspect details



8 issues

[View these issues with the visual inspector](#)



Incoming links

Very poor

No other websites were found linking to this website.

(Note: If the website is less than a month old, this information may be inaccurate).

Recommendations

We suggest a minimum of 30 quality links for any given website, to ensure it is listed effectively by [Google](#) and other major search engines.

A large number of web directories, news and affiliate websites can be encouraged to link to you for free. Over time any reasonably successful website should pick up additional links as a matter of course.



CSS Usage

This entire website uses tables for layout (an outdated

Very poor

technique for implementing webpages).

Recommendations

Rewrite the website to use Cascading Stylesheets (CSS) for layout.



Printability

Very poor

None of this website appear to be optimised for printing (using CSS).

Wherever possible, a website should define alternative stylesheets for printing. Printable stylesheets allow for extensive control over the printed version of a webpage, for instance removing navigation and adjusting the layout to fit. They are faster and remove the need for maintaining separate versions of a webpage (e.g. "Click here to print this page").

Recommendations

Add printable stylesheets for all pages, wherever possible. In most cases, websites can share printable stylesheets over many or all pages, as with screen-based stylesheets.



W3C compliance

Very poor

No pages are W3C compliant.

The website will likely experience problems working on some web browsers, is probably not fully optimised for search engines and may be difficult or impossible for users with certain disabilities to operate.

Recommendations

Ensure all webpages are W3C compliant.



Search engine placement

Very poor

This website does not rank well in search engines for selected keywords.

Results outside of the top 10 are of limited value, as they do not appear on the first page of search results.

Recommendations














Determine the value of this phrase to the website. Top rankings for highly competitive phrases often require considerable investment and time to obtain. Often more specific and less competitive phrases deliver higher returns.

Consider various search engine optimisation techniques, including but not limited to:

- Include plenty of relevant content on the desired subject
- Keep content topical and regularly updated
- Obtain quality, relevant links to the website
- Ensure all pages are W3C compliant

- Pay particular attention to the text content of links, page titles and headings
- Consider feeding relevant syndicated content into and out of the website
- Ensure all content is appropriately marked up using appropriate HTML (particularly headings)

Rankings

Keyword	 Google UK (pages from UK)	 Google UK (whole web)	 MSN UK	 Yahoo UK	Score*
 Leahill Bed & Breakfast	2	2	4	5	9.2
 B&B Axminster	-	-	-	-	1.0
 Bed and Breakfast Axminster	-	-	-	-	1.0
 Self Catering Cottages Axminster	-	-	-	-	1.0
 Self Catering Axminster	-	-	-	-	1.0
 B&B Devon	-	-	-	-	1.0
 Bed and Breakfast Devon	-	-	-	-	1.0
 Self Catering Cottages Devon	-	-	-	-	1.0
 Self Catering Devon	-	-	-	-	1.0

* A summary score for this keyword, from 1 to 10.



Spelling

Very poor

Most pages (87.5%) appear to contain at least one spelling error.

This could be because the spelling dictionary is not familiar with specialist terminology used on this website, or because the website is mixing multiple languages into one page.

Recommendations

Check the list of potentially mis-spelt words, and correct the website or amend the Sitescore dictionary as necessary.



Popularity Rank

Very poor

This website is ranked #7,241,979 in the world for popularity (source: [Alexa](#)).

This is low and shows the website is rarely visited.

[Alexa](#) gathers relative popularity information on all websites from a sample of browser users. Alexa's traffic rankings are for top level domains only (e.g. domain.com) - separate rankings are not possible for subpages within a domain (e.g. www.domain.com/subpage.html) or subdomains (e.g. subdomain.domain.com). [About Alexa traffic rankings](#).



Meta tags

Very poor

12.5% of all recommended meta tags were found. A small number (12.5%) of pages do not include any meta tags.

Meta tags provide invisible information about the content of a page, and have a wide range of applications, particularly for search engines.

- **description** (87.5% pages missing) - A description of the page or website, this is important as search engines tend to display this text in their results pages (SERPs).
- **keywords** (87.5% pages missing) - Although ignored by many new search engines (notably Google), keywords still have some value. Be warned some search engines may penalise sites which abuse keywords information.

Recommendations

Define meta tags for all webpages.



Fonts

Poor

The text in this website is not flexible in size. Users with visual impairments cannot enlarge or reduce the text.

Visited links are not distinguished from normal links. For optimal accessibility it is recommended to distinguish links the user has already visited - for example, by changing their colour.

Active links are not distinguished from normal links. Active links are links which the user has selected, for example by clicking on them or selecting them with the keyboard. For people who are unable to use a mouse, active links are particularly useful. For optimal accessibility it is recommended to distinguish active links - for example, by changing their colour.


Hovered-over links are not distinguished from normal links. It is not required to change the appearance of a link when the mouse is hovered over it, however it can aid usability by clarifying what areas of the screen are clickable.

All of the fonts used by this website are 'web-friendly', which is

ideal. Web-friendly fonts are installed on the vast majority of computers, and therefore tend to display consistently to nearly all users.


- Recommendations**
- Wherever possible, define font-sizes as flexible (i.e. use relative sizes).
 - Specify a distinct visual style for visited links.
 - Specify a distinct visual style for active links.
 - Specify a distinct visual style for hovered-over links.

Fonts used

Font	Priority	Comments
 Times New Roman	Preferred	




Coverage is the percentage of times each size is applied to a region of text.

Font sizes used

Size	Coverage	Comments
 12pt	100.0%	Fixed font size

Coverage is the percentage of times each size is applied to a region of text.

Link state distinctions

Link state	Distinction	Coverage	Comments
 hover	None		Should define a distinct style
 visited	None		Should define a distinct style
 active	None		Should define a distinct style

Text links can change their appearance to one of three states: **hover** (when the mouse hovers over them), **visited** (when they have already been visited) and **active** (when they have just been selected, e.g. clicking on them, using the keyboard, or an alternative accessible method).



Poor

Use of keywords

Keywords and the content for this site are poorly matched. The website will probably underperform on search engines.

The website does not contain enough text which matches the

keywords the website is being promoted for. Either:

1. The website's keywords do not represent the content
2. The website's content does not represent the desired keywords

To rank highly in search engines it is essential to include substantial text content on the topic of the desired keywords.

The website also does not appear to emphasise keywords very well. Important keywords can be more effectively promoted by putting them in page titles and headings. This emphasises their importance to search engines and is a critical first step in search engine optimisation.

Recommendations Consider adding or revising text on the topic of desired keywords, or changing the keywords. Ensure that keywords (in meta tags) and the content text broadly match.

Content keywords

The most significant keywords within this website (what a search engine will assume this website is about):

	Keyword	Frequency / page	Emphasised / page	Weighted use / page
1	hill	3.5	0.0	3.5
2	lea	3.1	0.0	3.1
3	lea hill	3.1	0.0	3.1
4	local	2.3	0.1	2.8
5	cottages	2.1	0.1	2.6
6	bed	2.1	0.1	2.6
7	breakfast	2.0	0.1	2.5
8	home	1.9	0.1	2.4
9	self	1.9	0.1	2.4
10	self catering	1.8	0.1	2.3
11	catering	1.8	0.1	2.3
12	catering cottages	1.6	0.1	2.1
13	self catering cottages	1.6	0.1	2.1
14	accommodation	1.5	0.1	2.0
15	history	1.5	0.1	2.0




	Keyword	Frequency / page	Emphasised / page	Weighted use / page
16	interest	1.5	0.1	2.0
17	activities	1.4	0.1	1.9
18	local interest	1.4	0.1	1.9
19	facilities	1.3	0.1	1.8
20	directions	1.1	0.1	1.6
21	lyme	1.0	0.0	1.0
22	axminster	1.0	0.0	1.0
23	west	1.0	0.0	1.0
24	travel	1.0	0.1	1.5
25	membury	1.0	0.0	1.0
26	two	1.0	0.0	1.0
27	attractive	1.0	0.0	1.0
28	south	0.9	0.0	0.9
29	travel directions	0.9	0.1	1.4
30	one	0.9	0.0	0.9





Frequency / page refers to how frequently this appears in the text. **Emphasised / page** refers to the level of emphasis of this phrase (e.g. use within headings, titles, bold etc). **Weighted use / page** is a summary of how important this phrase appears to be, considering the frequency and emphasis of the phrase.

Keyword optimisation

How well the desirable keywords for this website (those in meta tags) are used within this website. The keywords themselves accomplish nothing without appropriate content to match.

Generally **green keywords** are well optimised, **red keywords** are badly or not optimised at all.

	Keyword	Keywords / page*	Weighted use / page	Ratio	Comment
	uk	0.1	0.0	0.0	Never appears in content
	self catering cottages	0.1	2.1	17.0	Frequently in content
	self catering	0.1	2.3	18.0	Frequently in content

Keyword	Keywords / page*	Weighted use / page	Ratio	Comment
devon	0.1	0.9	7.0	
axminster	0.1	1.0	8.0	
 b	0.1	0.0	0.0	Never appears in content
 bed and breakfast	0.1	0.0	0.0	Contains stop word, ignored
 b and b	0.1	0.0	0.0	Contains stop word, ignored
 b&	0.1	0.0	0.0	Never appears in content

* Average number of times this keywords appears per page.

Including keywords for content which does not appear in a website can incur a penalty in many search engines, including Google.



4.4 URL format

Poor

The majority (87.5%) of web addresses (URLs) are less than ideal.

38% of URLs (3) are particularly hard to type or remember. URLs using unusual characters (such as semi-colons or underscores), long numerals or complex phrasing are very difficult for real people to use or exchange. They also tend to be less favoured by search engines.

87.5% of URLs include a file extension. These extensions (*htm* found 7 times) appear at the end of web addresses, and have several negative effects. They make the address harder to remember or type (particularly for non-technical users), and can reveal the underlying technology of the website making it very slightly more vulnerable to hackers. They also tie the implementation of the website to a specific technology, which can make subsequent migration of URLs difficult.

Recommendations

Wherever possible ensure web addresses are 'human readable' - i.e. they should be easy to read, remember and type. In particular, avoid the use of obscure characters (including the underscore, which is not widely understood by non-technical users, or particularly memorable) and long numerals, e.g. example.com/23857984325.

Avoid use of file extensions wherever possible.

Ideal web addresses should be short, memorable and human readable. They should ideally be composed of relevant words (where

appropriate) and separated using dashes and slashes as appropriate. File extensions (e.g. .html) should be avoided. Some example 'good URLs':

- www.example.com/news
- www.example.com/news/01-07-2006/article

[URL re-writing](#) can usually fix all URL problems without rebuilding an existing website.

Inspect details



10 issues

[View these issues with the visual inspector](#)



5.5

Alternative text

Adequate

The majority (50.0%) of images do not have alternative text specified for users with visual disabilities.

The website may be harder or impossible to use for some disabled users, and therefore in violation of legislation in many countries (e.g. UK, US, Australia).

Recommendations

Specify text alternatives for relevant images in the website.

Inspect details



64 issues

[View these issues with the visual inspector](#)



7.3

Readability

Good

On average text require approximately 14.7 years of formal education to read (difficult).

5 pages are probably relatively difficult to read.

Recommendations

71% of your pages may be difficult to read. Review these pages and consider rewriting the text to improve readability.

Flesch-Kincaid Reading Ease

44.2

Gunning-Fog Index

14.7

Inspect details



6 issues

[View these issues with the visual inspector](#)



Site Structure

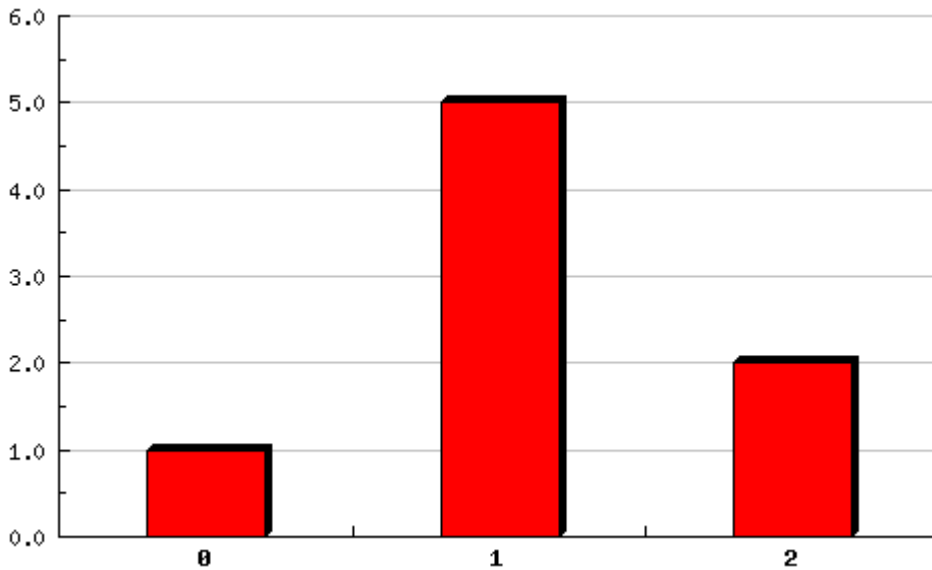
Excellent

This website has a shallow page structure. The average page is 1.1 clicks away from the homepage.

The deepest pages are 2 click away from the homepage.

Page distribution

Number of pages at clicks away from homepage



Images

Excellent

On average there are 6.6 unique images per page. 12.5% of pages do not contain a single unique image.

Unique images are not essential for every page. However to maximize aesthetic appeal, top-level pages should ideally feature at least one unique image.

All images have defined sizes.

Recommendations

Include at least one unique image per page wherever possible.



Use of links

Excellent

8 internal links were found in this website.



Broken links

Excellent

No broken links were found (47 links tested).

Broken links

0 of 47 (0.0%)



Excellent

Amount of content

There is an appropriate amount of text on this website (average of 285 words per page).

Number of words 2,276

Number of characters 11,478

Words per page 285

Too many words 0 of 8 (0.0%)

Too few words 0 of 8 (0.0%)





Excellent

File usage

The files in this website are small, making webpages quick to download.

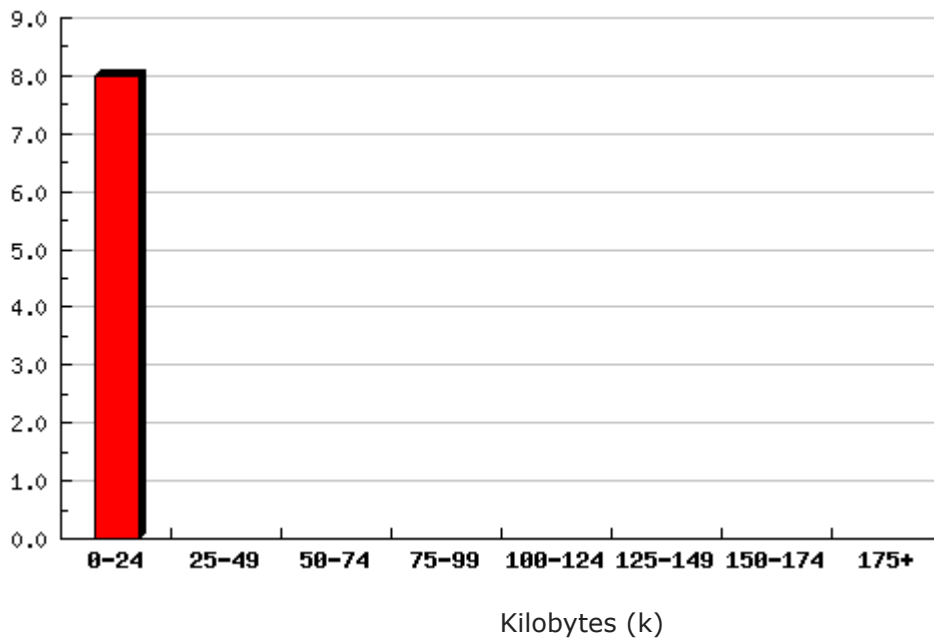
On average pages take 2.8 seconds to download on a 56kps Modem (approx 4.4k / sec) connection. 12 files were found in this website.

Table of files

Type	Number	Average size	Min size	Max size	Total size
 HTML page	8	10k	2k	15k	86k
 GIF Image	4	591 bytes	308 bytes	826 bytes	2k

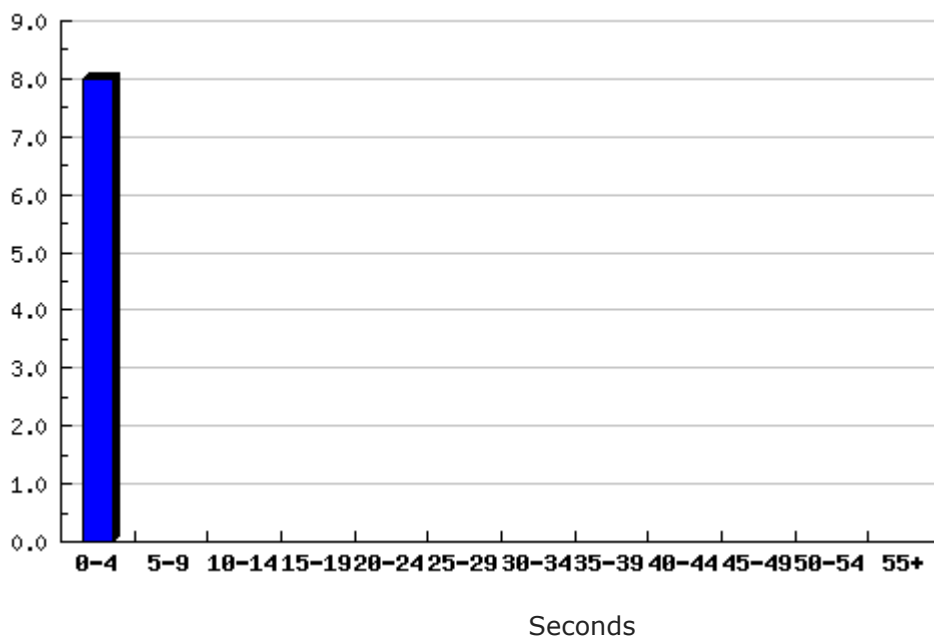
Page sizes

Total size of webpages



Time to download

Time to download pages on a 56kps Modem (approx 4.4k / sec) connection



Excellent

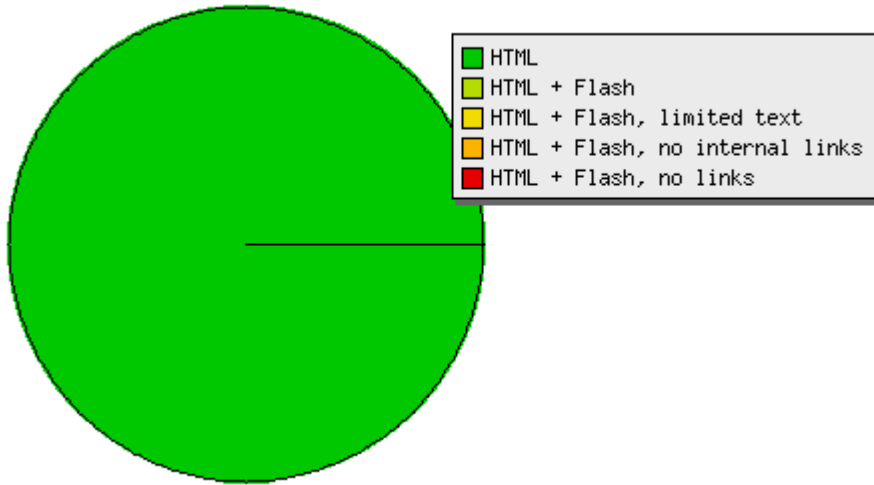
Flash usage

No Flash animation was found on this website.

Flash animation can be appropriate for some websites, when used correctly - e.g. as an extension to existing HTML content on a page, or to narrate a user through a case study. There are some occasions where it is not appropriate to use Flash at all.

Flash usage

Webpages by Flash usage



Spiderability

Excellent

This website appears fully spiderable.

This is a crucial first step for any website, as it ensures search engines, users with disabilities and users without Javascript enabled can access all of the pages. This will help search engine rankings and accessibility.



URL chopping

Excellent

This website handles 'chopped' URLs correctly.

A chopped URL is where part of an address is cut off at a forward slash, for example reducing **www.example.com/news/article1/** to **www.example.com/news/**. Handling these chopped addresses will aid both users and search engines visiting this website. Users may experiment with chopping parts of the URL out manually, particularly if they are using a popular plugin like Google Toolbar, which allows them to do this with a single mouse click. Some search engines also experiment with chopping up URLs to explore more pages.

Broken paths

0 of 0 (∞)



Page Titles

Excellent

All pages were found to use page titles appropriately.

Page titles appear in search results and at the top of the browser's window when visiting the site. Appropriate page titles are particularly important for search engine optimisation.



Outgoing links

26 outgoing links were found in this website.

Information

Outgoing links

URL	No of pages	% of pages
http://thethemeweaver.com	9	113%
http://www.cottageguide.co.uk/woodpeckercottage/c/cal4.html	2	25%
http://www.multimap.com/p/browse.cgi? pc=EX137AQ&GridE=&a	2	25%
mp;GridN=&scale=25000&title=Lea+Hill,+Membury,+Axmin ster&cat=hot	2	25%
http://www.condorferries.co.uk/	1	13%
http://www.jersey.co.uk/	1	13%
http://www.thetrainline.com/default.asp?href=http://www.goog le.com/search?sourceid=navclient&q=Trainline&T2ID=98 46_200221912344	1	13%
http://www.bridportandwestbay.co.uk/	1	13%
http://www.lymeregis.org/	1	13%
http://www.tauntondeane.gov.uk/tourism/	1	13%
http://www.dorchester-town.co.uk/index.asp	1	13%
http://www.exeter.gov.uk/	1	13%
http://easyweb.easynet.co.uk/~gcaselton/fossil/fossil.html	1	13%
http://www.lymeregis.com/boat/index.htm	1	13%
http://www.qfhs.co.uk	1	13%
http://www.lymeregis.com/activities/golf_club.htm	1	13%
http://www.cottageguide.co.uk/woodpeckercottage/c/cal1.html	1	13%
http://www.quaker.org/	1	13%
http://www.swcp.org.uk/	1	13%
http://www.jurassiccoast.com	1	13%
http://www.cottageguide.co.uk/woodpeckercottage/c/cal2.html	1	13%
http://www.cottageguide.co.uk/woodpeckercottage/c/cal5.html	1	13%
http://www.windwhistlegolf.co.uk/	1	13%

URL	No of pages	% of pages
http://www.cottageguide.co.uk/woodpeckercottage	1	13%
http://www.cottageguide.co.uk/leahill/index.html	1	13%
http://www.cottageguide.co.uk/woodpeckercottage/c/cal3.html	1	13%
http://www.swcp.org.uk/swcp_intro.html	1	13%

Number of outgoing links 36

Number of unique outgoing links 26



Information

Domain name

It appears that at least one variation of the domain name leahill.co.uk have been registered by domain squatters.







Popular websites are particularly vulnerable to this technique, where unscrupulous parties register variations on a domain name. Approximately 20% of domain names are incorrectly entered by users, often resulting in significant free traffic for these false websites. Some may even offer competing products or services.





Recommendations

Wherever feasible, try to own the domain names for common misspellings of your main domain name. If your domain name is particularly hard to spell, or has alternative phonetic spellings this is even more important.

Consider legal action, where possible, against those passing off their website as your own, or using mis-spellings of your domain name to sell competitive products and services.

Domain typos

Domain	Status
 leahill.co.uk	This website
 leaill.co.uk	Domain not registered
 leahll.co.uk	Domain not registered
 leahil.co.uk	Domain not registered
 lehill.co.uk	Domain not registered
 lahill.co.uk	Apparent domain squatter: www.any-village.co.uk

	Domain	Status
	lehaill.co.uk	Domain not registered
	leaihll.co.uk	Domain not registered
	leahlil.co.uk	Domain not registered
	laehill.co.uk	Domain not registered

Whois

```
Domain name:
leahill.co.uk
Registrant:
Mrs Susan Avis
Registrant type:
UK Individual
Registrant's address:
Lea Hill
Membury
Axminster
Devon
EX13 7AQ
GB
Registrar:
Pipex Communications UK Ltd t/a 123-Reg.co.uk [Tag = 123-REG]
URL: http://www.123-reg.co.uk
Relevant dates:
Registered on: 22-Jan-2002
Renewal date: 22-Jan-2008
Last updated: 23-Jan-2006
Registration status:
Registered until renewal date.
Name servers:
ns.future-i.net
ns2.future-i.net
WHOIS lookup made at 15:31:33 02-Nov-2007
--
This WHOIS information is provided for free by Nominet UK the central
registry
for .uk domain names. This information and the .uk WHOIS are:
Copyright Nominet UK 1996 - 2007.
You may not access the .uk WHOIS or use any data from it except as
permitted
by the terms of use available in full at http://www.nominet.org.uk/whois,
which
includes restrictions on: (A) use of the data for advertising, or its
repackaging, recompilation, redistribution or reuse (B) obscuring, removing
or hiding any or all of this notice and (C) exceeding query rate or volume
```

limits. The data is provided on an 'as-is' basis and may lag behind the



Information

Cookies

This website does not appear to use cookies at all.

Cookies are used to persist information from one page to another. They are widely used to track users and some interactive applications, such as e-commerce websites. Not requiring cookies is perfectly acceptable.

Note that cookies set using Javascript cannot be detected here.

Cookies used

No cookies found.

Pages using cookies

0 of 8 (0.0%)



Information

Freshness

This test cannot determine the freshness of this site, until the website has been analysed at least 4 weeks ago.

Run a Sitescore report for this website again after 4 weeks to analyse how much of the site has changed since.

Fresh pages

0 of 8 (0.0%)

Stale pages

8 of 8 (100.0%)











Information

Number of pages

8 webpages were found (8 unique pages).

Pages tested

#	URL
1	 http://leahill.co.uk/
2	 http://leahill.co.uk/Facilities_Accommodation.htm
3	 http://leahill.co.uk/Travel%203.htm
4	 http://leahill.co.uk/Feedback.htm
5	 http://leahill.co.uk/Self_Catering_Cottages.htm
6	 http://leahill.co.uk/Bed_and_Breakfast.htm

#	URL
7	 http://leahill.co.uk/Activities.htm
8	 http://leahill.co.uk/History.htm



Information

Plagiarism

At least 2 external webpages contain distinctive text found on this website.

Some reasonable duplication is normal on the Internet, as search engines, directories and community websites often use short extracts to link to your site. Templated text for legal or compliances pages often appears elsewhere.

However any of the following types of duplication should be avoided:

- **Hosting the same website at different domains**
Search engines frown upon this heavily. Always have a primary domain, and make other domains redirect to this domain.
- **Technology problems**
For example, being able to access the website via IP address and domain name can lead to there being two 'duplicates' of a given website, as can some proxy servers. The side effects are the same as for hosting the same website at different domains (above).
- **Cloaked pages**
Pages which only search engines can see, usually due to unethical SEO techniques. If detected, these can cause the website to be blacklisted by search engines.
- **Plagiarism, phishing or passing off**
Others may be attempting to duplicate your website at a different address, often to deceive your customers or steal your business.
- **Copyright infringement**
Your website may be copying others and potentially in violation of copyright.

This test is intended for informational purposes, it does not affect the score of this website.

Most similar websites

Website	No of copies*	Extensive copies**
theholidaycottages.co.uk	7	<u>1</u>
aboutbritain.com	6	<u>1</u>

Website	No of copies *	Extensive copies **
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* The number of *distinctive* sentences copied exactly. A *distinctive* sentence is statistically unlikely to be occur by chance.

** Extensive copies include at least 3 identical sentences from the original page.
