



# Review of [stonemadedrivesltd.co.uk](https://stonemadedrivesltd.co.uk)

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## Introduction

This report provides a review of the key factors that influence the SEO and usability of your website.

The score is graded on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on dozens of criteria, including search engine data, website structure, site performance and more. A score lower than 40 means that there are a lot of areas to improve. A score above 70 tells you that your website is probably well optimized and ready for a digital marketing campaign.

Our reports provide actionable advice to improve a site's business objectives.

Please contact us for more information.

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## Iconography

 Passed

 To Improve

 Errors

 Informational

 Very hard to solve

 Hard to solve

 Easy to solve

 High impact

 Medium impact

 Low impact



✔ Title Tag Lancashire Driveway Services - Paving, Tarmac, Resin Burnley



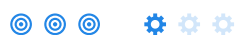
**Length:** 60 character(s) (451 pixels)

Your HTML [title tag](#) appears in browser tabs, bookmarks and in search result pages.

Make your title tags clear, concise (65 characters, 200-569 pixels) and include your most important keywords.

Check the title tags for thousands of pages at once using [Site Crawl](#).

✔ Meta Description Garden and Driveway, Landscaping, Block Paving and patio specialists from Burnley offering the full range of groundwork services in Lancashire



**Length:** 142 character(s) (835 pixels)

Great, your [meta description](#) contains between 70 and 160 characters spaces included (400 - 940 pixels).

A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize click-through rate. They 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).

Use WooRank's [Site Crawl](#) to check thousands of pages for meta descriptions that are too long, too short or duplicated across multiple web pages.

[www.stonemadedrivesltd.co.uk](https://www.stonemadedrivesltd.co.uk)

**Lancashire Driveway Services - Paving, Tarmac, Resin Burnley**

Garden and Driveway, Landscaping, Block Paving and patio specialists from Burnley offering the full range of groundwork services in Lancashire



<https://www.stonemadedrivesltd.co.uk>

**Lancashire Driveway Services - Paving,  
Tarmac, Resin Burnley**

Garden and Driveway, Landscaping, Block Paving and patio specialists from Burnley offering the full range of groundwork ...

This is a representation of what your title tag and meta description will look like in Google search results for both mobile and desktop users. Searchers on mobile devices will also see your site's favicon displayed next to the page's URL or domain.

Search engines may create their own titles and descriptions if they are missing, poorly written and/or not relevant to the content on the page and cut short if they go over the character limit. So it's important to be clear, concise and within the suggested character limit.

Check your title tag and meta description to make sure they are clear, concise, within the suggested character limit and that they convey the right message to encourage the viewer to click through to your site.

✔ Headings



| <H1> | <H2>  | <H3> | <H4> | <H5> |
|------|---|------|------|------|
| 1    | 9   | 16   | 0    | 0    |
| <H1> | Lancashire Driveways, Patios & Block Paving |      |      |      |
| <H2> | Block Paving                                |      |      |      |
| <H2> | Driveways                                   |      |      |      |
| <H2> | Landscaping                                 |      |      |      |
| <H2> | Patos                                       |      |      |      |

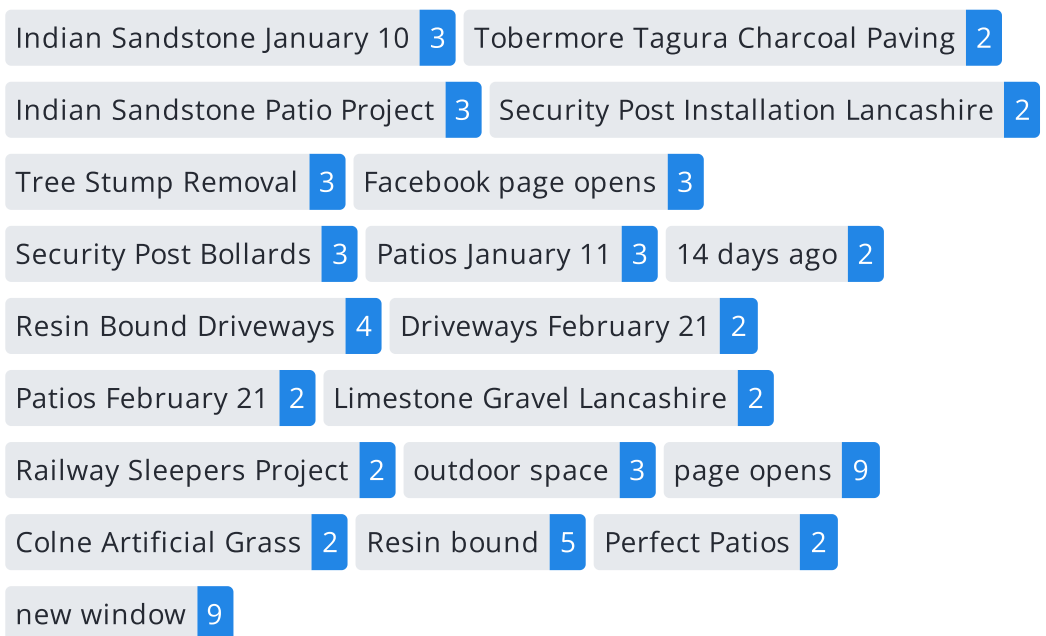
and 21 more.

Great, your website is structured using HTML headings (<H1> to <H6>).

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, only include more than one per page if you're [using HTML5](#). Instead, use multiple <H2> - <H6> tags.

## Content Analysis



This data represents the words and phrases that your page appears to be optimized around. We use what's called "[natural language processing](#)" (NLP), which is a form of artificial intelligence that allows computers to read human language, to do this analysis.

The numbers next to each word or phrase represents how often we detected them and their variants on the page.

Are these the keywords you want to target for your page? If so, great! Track your site's rankings in Google search results using [WooRank's Keyword Tool](#).

If these keywords aren't relevant to your page, consider updating your content to [optimize it for your target keywords](#).

✔ Alt Attribute We found 16 images on this web page.



No ALT attributes are missing.

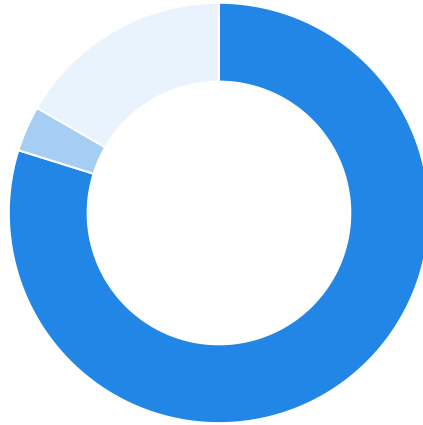
[Alternative text](#) allows you to add a description to an image. Since search engine crawlers cannot see images, [they rely on alternative text attributes to determine relevance to a search query](#). Alternative text also helps makes an image more likely to appear in a Google image search and is used by screen readers to provide context for visually impaired users.

It looks like most or all of your images have alternative text. Check the images on your website to make sure accurate and relevant alternative text is specified for each image on the page.

Try to keep your alternative text to a simple, one-sentence description of what's in the image.

✓ In-Page Links

We found a total of 114 link(s) including 9 link(s) to files



- Internal Links (80%)
- External Links: Follow (4%)
- External Links: NoFollow (17%)

| Anchor                                  | Type           | Follow   |
|---|----------------|----------|
| <a href="#">Facebook page opens...</a>  | External Links | Follow   |
| <a href="#">X page opens in new ...</a> | External Links | Follow   |
| <a href="#">Webdesign</a>               | External Links | Follow   |
| <a href="#">No Anchor Text</a>          | External Links | Follow   |
| <a href="#">Instagram page open...</a>  | External Links | noFollow |

and **109** more.

Links [pass value from one page to another](#). This value is called 'link juice'.

A page's link juice is split between all the links on that page so lots of unnecessary links on a page will dilute the value attributed to each link. There's no exact number of links to include on a page but best practice is to keep it under 200.

Using the [Nofollow](#) attribute in your links prevents some link juice, but these links are still taken into account when calculating the value that is passed through each link, so using lots of NoFollow links can still dilute PageRank.

Check your site's internal linking using [Site Crawl](#).

✔ Language

Declared: *English*



Detected: *English*

Great, your declared language matches the language detected on the page.

Make sure your declared language is the same as the [language detected by Google](#).

Tips for multilingual websites:

- [Define the language](#) of the content in each page's HTML code.
- Specify the language code in the URL as well (e.g., "mywebsite.com/fr/mycontent.html").
- Use [hreflang tags](#) to specify language and country for Google, and the "[content-language](#)" meta tag to specify the language and country for Bing.

🔍 Web Feeds

We found 1 web feed URL(s) on this web page.

| URL   | Format |
|---|--------|
| <a href="https://www.stonemadedrivesltd.co.uk/feed/">https://www.stonemadedrivesltd.co.uk/feed/</a> | RSS    |

A [Web feed](#) essentially enables visitors to receive information from your site without having to manually visit your website themselves. This allows you to consistently engage with your users, even when they are elsewhere.

Web Feeds can be used across a network of websites for product alerts, news, blog updates and more. Users can choose to subscribe to your content and receive notifications. Most multimedia content available on the web can be easily and efficiently distributed to your users using feeds.

The content would be delivered to the user in either [RSS](#), [ATOM](#), or [JSON format](#). The aggregation of a web feed is the act of making a collection of web feeds available on one page.

Adding a web feed depends on the CMS you're using. Check with your CMS for specific instructions. You can also check this tutorial on [creating RSS feeds for your website](#). Once it's added, [start advertising it](#) on your pages.





## ✔ URL Resolve



Great, a redirect is in place to redirect traffic from your non-preferred domain.

All versions of your page point to the same URL.

| URL   | Resolved URL  |
|---|---|
| <a href="http://stonemadedrivesltd.co.uk/">http://stonemadedrivesltd.co.uk/</a>       | <a href="https://www.stonemadedrivesltd.c...">https://www.stonemadedrivesltd.c...</a> |
| <a href="http://www.stonemadedrivesltd.co...">http://www.stonemadedrivesltd.co...</a> | <a href="https://www.stonemadedrivesltd.c...">https://www.stonemadedrivesltd.c...</a> |
| <a href="https://stonemadedrivesltd.co.uk/">https://stonemadedrivesltd.co.uk/</a>     | <a href="https://www.stonemadedrivesltd.c...">https://www.stonemadedrivesltd.c...</a> |
| <a href="https://www.stonemadedrivesltd.c...">https://www.stonemadedrivesltd.c...</a> | <a href="https://www.stonemadedrivesltd.c...">https://www.stonemadedrivesltd.c...</a> |

Search engines see [www.stonemadedrivesltd.co.uk](http://www.stonemadedrivesltd.co.uk/) and [stonemadedrivesltd.co.uk](http://stonemadedrivesltd.co.uk/) as different websites. This means they could see a large amount of [duplicate content](#), which they don't like.

Fortunately your website redirects [www.stonemadedrivesltd.co.uk](http://www.stonemadedrivesltd.co.uk/) and [stonemadedrivesltd.co.uk](http://stonemadedrivesltd.co.uk/) to the same site.

## ✔ Robots.txt



✔ We found your robots.txt here:

<https://www.stonemadedrivesltd.co.uk/robots.txt>

✔ The reviewed page is allowed, so search engines are able to find it.

A [robots.txt file](#) allows you to restrict the access of search engine crawlers to prevent them from accessing specific pages or directories. They also point the web crawler to your page's XML sitemap file.

Your site currently has a robots.txt file. You can use Google Search Console's Robots.txt Tester to submit and test your robots.txt file and to make sure Googlebot isn't crawling any restricted files.

See the pages you've disallowed with your robots.txt file with [Site Crawl](#).

## XML Sitemap



We found a sitemap at:

[https://www.stonemadedrivesltd.co.uk/sitemap\\_index.xml](https://www.stonemadedrivesltd.co.uk/sitemap_index.xml)

It is recommended to add it to your robots.txt file.

While we were able to find an [XML sitemap](#) for stonemadedrivesltd.co.uk there was no reference to it in your robots.txt file.

Specifying the location of your sitemap in your robots.txt file ensures that search engines and other crawlers find and access it easily each time they access your website. Learn more about [adding your XML sitemap to your robots.txt file](#).

Make sure XML sitemaps only include the pages you want search engines to crawl, so leave out any that have been blocked in a robots.txt file. Avoid using any URLs that cause redirects or error codes and be consistent in using your preferred URLs (with or without www.), correct protocols (http vs. https) and trailing slashes.

Submit XML sitemaps to both [Google Search Console](#) and [Bing Webmaster Tools](#).

## ✔ Sitemaps Validity



We found 1 sitemap(s) listing 5 URL(s).

- ✔ All sitemaps are within the file size limit
- ✔ All sitemaps are within the URL count limit
- ✔ All sitemaps have a valid structure
- ✔ All sitemaps are accessible
- ✔ The sitemaps in your robots.txt file use a valid URL format
- ✔ No sitemap provided is empty.

Great! Your sitemaps seem to be valid

To learn more about what a valid sitemap should look like check out our guide about [XML Sitemaps](#) or submit it through [Google Search Console](#).

## 🔍 URL Parameters

Good, the URLs look clean.

URL parameters are used to track user behaviors on site (session IDs), traffic sources (referrer IDs) or to give users control over the content on the page (sorting and filtering). The issue with URL parameters is that Google sees each unique parameter value as a new URL hosting the same thing - meaning you could have a [duplicate content](#) problem. Sometimes, it's able to [recognize these URLs](#) and group them together. It then algorithmically decides which URL is the best representation of the group and uses it to consolidate ranking signals and display in search results. You can help Google recognize the best URL by using the `rel="canonical"` tag.

Use the [URL Parameters Tool](#) in Google Search Console to tell Google how your URL parameters affect page content and how to crawl URLs with parameters. Use this tool very carefully - you can easily prevent Google from crawling pages you want indexed through overly restrictive crawling settings, especially if you have URLs with [multiple parameters](#).

Check the On-Page section of [Site Crawl](#) to identify any duplicate content issues.

## ✅ Canonical Tags

We found a canonical URL on your page



<https://www.stonemadedrivesltd.co.uk/> - defined in the HTML source

A canonical tag, also called "rel canonical" is an HTML tag that tells search engines that the enclosed URL is the original, definitive version of the page. Practically speaking, it tells Google which page you want to appear in search results. Search engines see different URLs as different pages, even if they are serving the same purpose. Having multiple versions of a page might cause you to suffer issues with [duplicate content](#).

Implementing a canonical tag can be done through the `<link>` tag in the `<head>` or through HTTP headers.

To learn more about best practices and how to implement your canonicals correctly, check out our [complete canonical tag guide](#). Also, head to [WooRank's Site Crawl](#) to discover any duplicate content issues on your site.

## ✔ Robots Tags



✔ We found the following valid robots meta tags in your website.

| Tag  | Source |
|--|--------|
| <code>&lt;meta name="robots" content="follow, index, max-snippet:-1, max-video-preview:-1, max-image-preview:large"&gt;</code> | HTML   |

The robots meta tag gives you control over the content search engines are able to index and display to users. Discover all of the ways you can [use robots meta tags here](#).

Although not necessary to have on each page, it is highly recommended to include robots tags so you can control how your content is delivered.

You can implement your robots tag either as an HTML tag in the head element of your page, or by using an [X-Robots-Tag in the HTTP Header response](#).

You can use both approaches to specify instructions to one particular search engine, or any other search engine visiting and crawling your site.

## 👁 Index and Follow

This page is set to 'index' and 'follow'



Noindex and nofollow are HTML meta tags that guide search engine crawlers. A 'noindex' tag [excludes a page from search results](#), while 'nofollow' prevents crawlers from following links on a page, halting the [transfer of authority to linked pages](#). These tags help manage visibility and avoid outdated or irrelevant content from being served to potential visitors who might get little value out of it.

## 👁 Hreflang Tags

No hreflang tags were found on this page

The [hreflang tag](#) is an HTML tag that tells search engines which languages and (optionally) countries a page's content is relevant for. Hreflang tags also tell search engines where to find the relevant content in alternate languages.

If your website targets users all around the world, using hreflang tags will help make sure the right content is being served to the right users.

The value of the hreflang attribute identifies the language (in [ISO 639-1](#) format) and optionally a region in [ISO 3166-1 Alpha 2](#) format of an alternate URL.

Use [WooRank's Site Crawl](#) to perform a thorough check on hreflang validity across a website.

✔ Broken links

No broken links were found on this web page



**Broken links** send users to non-existent web pages. They hurt a site's usability and reputation, which impacts SEO.

Fortunately your page doesn't contain any broken links.

Be proactive in checking your pages to make sure they don't have any broken links.

See the HTTP status for potentially thousands of links using [Site Crawl](#).

✔ Underscores in the URLs

Great, you are not using underscores (these\_are\_underscores) in your URLs.



Great, you aren't using **underscores** (these\_are\_underscores) in your URLs.

Google sees hyphens as word separators while underscores aren't recognized. So the search engine sees `www.example.com/green_dress` as `www.example.com/greendress`. The bots will have a hard time determining this URL's relevance to a keyword.

We've discovered 1,194 pages on stonemadedrivesltd.co.uk.

Discovered pages do not impact your ranking but this is very handy information to have to make sure that your site's pages are being indexed correctly.

A low number can indicate that bots are unable to discover your pages, which is commonly caused by bad site architecture and poor internal linking. Or you've unknowingly prevented bots and search engines from crawling and indexing your pages. An unusually high number could be an indication of duplicate content due to URL parameters.

Make sure your website's [XML sitemap](#) is present and that you've submitted it to the major search engines. [Building backlinks](#) to your website's internal pages will also help bots to discover, [crawl and index](#) them, while building authority to help them rank in search results at the same time.

Check Index Status and Crawl Errors in [Google Search Console](#) to track the status of your crawled/indexed pages.

If the number shown here doesn't sound right, we recommend to use [WooRank's Site Crawl](#) analysis to find out why.

If you use parameters in your URL like session IDs or sorting and filtering, use the [rel="canonical" tag](#) to tell search engines which version of those pages is the original.



✓ Mobile Friendliness Good

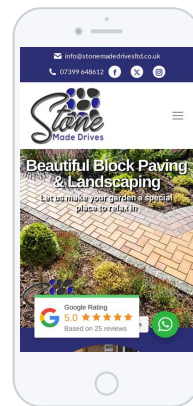


This web page is super optimized for Mobile Visitors

**Mobile friendly** pages make it easy for users to complete objectives and common tasks and use a design or template that is consistent across all devices (uses responsive web design).

Your site is well configured for mobile users.

👁 Mobile Rendering



This is how your website appears when displayed on different mobile devices.

With more than half of all Google search queries originating on a mobile device, it is important to make sure your mobile site is optimized for these users.

## ✖ Tap Targets



In the table below, find the **tap targets** that are too small, their **size** in pixels and the **overlapping target** that is too close to be easily clicked.

| Tap Target   | Size  | Overlapping Target   |
|--|-------|--|
| <code>&lt;a class="owl-next"&gt;</code>  | 36x36 | <code>&lt;a href="https://www.stonemadedrivesltd.co.uk/project/security-post-installation-la..." target="" rel=</code> |
| <code>&lt;a href="https://www.stonemadedrivesltd.co.uk/project-category/driveways/"&gt;</code> | 74x25 | <code>&lt;a href="javascript:void(0);" class="data-link" rel="bookmark"&gt;</code>                                     |
| <code>&lt;a class="owl-prev"&gt;</code>  | 36x36 | <code>&lt;a href="https://www.stonemadedrivesltd.co.uk/project/tobermore-tagura-charcoal-pav..." target="" rel=</code> |

and 2 more.

Your page's link and buttons are not optimized. Either they are too small and/or too close together to be easily clicked, or you haven't set your mobile viewport meta tag.

The average fingertip area is 48 pixels in width and height, so your **Tap targets** should be spaced enough for the average user to click something on your site without accidentally clicking a nearby link. The minimum required space between tap targets is 8 pixels on each side.

Use [Google's Lighthouse tool](#) to get a detailed look at all of your tap targets that are too small and too close together.

If sizing isn't an issue, check that you have set your mobile viewport meta tag, which defines where your content appears. If it's not set, your tap targets could overlap each other and become difficult and frustrating to use for your mobile users. Check out our [Mobile Viewport Meta Tag guide](#) for help.

## ✔ Plugins



Perfect, no plugin content detected.

Great, your website does not embed any special types of web content, such as [Flash](#), [Silverlight](#) or [Java](#), so your content can be accessed on all devices.



✔ Font Size Legibility Perfect, this web page's text is legible on mobile devices.



At least 60% of your page's font size is 12 pixels or greater.

✔ Mobile Viewport ✔ Great, a configured viewport is present.  
✔ The content fits within the specified viewport size.



Great, the [viewport](#) is well configured.

Keep in mind that since the width (in CSS pixels) of the viewport may vary, your page content should not solely rely on a particular viewport width to render well. Consider these additional tips:

- Avoid setting large absolute CSS widths for page elements.
- If necessary, [CSS media queries](#) can be used to apply different styling depending on screen size.
- Ideally, serve responsively-sized images.

👁 Mobile Frameworks No mobile frameworks have been detected.

Mobile or [responsive frameworks](#) are an important part of website optimization as they assist developers in creating applications which are applicable to multiple devices.

👁 AMP We didn't find AMP on your page.

[AMP](#) is an open-source library that provides a straightforward way to create web pages that are compelling, smooth, and load near instantaneously for users.

Check your AMP markup with the [AMP validator](#).



Schema.org



LocalBusiness 1

ImageObject 1

Article 1

WebPage 1

WebSite 1

## Issues

2 Errors

✗ Type Organization expects a property logo.

✗ Type Article expects a property image.

We detected Schema.org items on your webpage, but there are some errors. Test your structured data using the [Rich Results Testing Tool](#).

[Schema.org](#) is a set of vocabularies used to add meaning to the information on a webpage in a way that is readable by machines (Google).

These vocabularies include attributes for entities, relationships between entities and actions.

Schema.org markup can be added to a page using many different encodings, including RDFa, Microdata and JSON-LD.

Learn more in [Google's intro to structured data](#). [Schema.org](#) is a collaborative, community activity with a mission to create, maintain, and promote schemas for structured data on the Internet, on web pages, in email messages, and beyond.

Schema.org vocabulary can be used with many different encodings, including RDFa, Microdata and JSON-LD. These vocabularies cover entities, relationships between entities and actions, and can easily be extended through a well-documented extension model. Over 10 million sites use Schema.org to markup their web pages and email messages. Many applications from Google, Microsoft, Pinterest, Yandex and others already use these vocabularies to power rich user experiences.

! Open Graph Protocol ✖ Multiple 'og:site\_name' values specified



✖ Missing 'og:image'

|   |   |
|---|---|
| ✖ | STONEMADEDIVESLTD.CO.UK<br><b>✖ Multiple 'og:title' values specified</b><br>Garden and Driveway, Landscaping, Block Pavi... |
|---|---|

### Tag

|                |  |
|----------------|--|
| og:type        | website  |
| og:url         | https://www.stonemadedrivesltd.co.uk/  |
| og:descript... | Garden and Driveway, Landscaping, Block Paving and patio specialists from Burnley offering the full range of groundwork services in Lancashire |
| og:locale      | en_GB  |
| og:updated...  | 2024-02-09T12:47:40+00:00  |

We detected open graph tags on your webpage, but there are some errors that should be fixed.

Facebook developed the [Open Graph protocol](#) to enable the integration of any web page with its social media platform. Other social media platforms have also adopted the protocol, allowing you to control how your web pages are presented when shared across social media.

Check out Facebook's [Guide to Sharing for Webmasters](#) to learn how to add Open Graph tags.

Use the [Sharing Debugger](#) to check what information appears when shared on Facebook and the [Twitter Cards Validator](#) to do the same for Twitter.

## Twitter Card



✗ Missing 'twitter:image'

✗ Missing 'twitter:site'

✗

Lancashire Driveway Services - Paving, Tarm...

Garden and Driveway, Landscaping, Block Pavi...

stonemadedrivesltd.co.uk

### Tag

|                 |  |
|-----------------|--|
| twitter:card    | summary_large_image  |
| twitter:title   | Lancashire Driveway Services - Paving, Tarmac, Resin Burnley   |
| twitter:des...  | Garden and Driveway, Landscaping, Block Paving and patio specialists from Burnley offering the full range of groundwork services in Lancashire |
| twitter:labe... | Written by   |
| twitter:data1   | admin  |

and 2 more.

We detected Twitter Card tags on your webpage, but there are some errors that should be fixed.

[Twitter Cards](#) are designed to give users a rich media experience whenever a tweet contains links to a site's content. Twitter has various card types that can show content previews, play videos and increase traffic to your website.

Check out [Twitter's Guide](#) to learn how to add Twitter Cards.

Use the [validator](#) to check what information will appear when something is shared on Twitter.

## Microformats

h-entry 14

Designed for humans first and machines second, [microformats](#) use code (HTML/XHTML tags) originally intended for other purposes to add context to the content on a webpage. This helps machines (like Google!) to understand certain information (contact information, geographic coordinates, calendar events, etc.) intended for humans.



## 🔍 Email Privacy

Warning! At least one 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.

## ✅ DMARC

The DMARC record for stonemadedrivesltd.co.uk is correctly configured.



[Domain-based Message Authentication, Reporting, and Conformance](#) (DMARC) is an email authentication method. When DMARC is published for a domain, it controls what happens if and when a message fails authentication tests. It is used to prevent malicious email practices like spoofing or phishing that could put your business at risk.

DMARC uses DNS to publish information on how an email from a domain should be handled (e.g. do nothing, quarantine the message, or reject the message).

Use [DMARC lookup tool](#) to check your DMARC record for errors.

## ✔ SSL Secure

Great, your website is SSL secured (HTTPS).



- ✔ Your website's URLs redirect to HTTPS pages.
- ✘ Your headers are not properly set up to use [HSTS](#).
- ✔ The SSL certificate expires in 2 months.
- ✔ The certificate issuer is cPanel, Inc..

Modern websites tend to be SSL secured (HTTPS) as it provides an extra security layer while logging in to your Web Service. In 2014, [Google announced](#) that an HTTPS (vs HTTP) website would receive an extra boost in their ranking.

While switching to HTTPS, make sure your site remains optimized and see to it that your website will still run quickly. Follow these best practices for a smooth transition:

- Use a serious issuer to purchase your SSL certificate
- Redirect all of your HTTP pages to the HTTPS version of your website
- Use [HTTP Strict Transport Security](#) (HSTS) in your headers
- Renew your SSL certificate every year, before it expires
- Make sure that all of your content (CSS, etc.) is linked to HTTPS
- Update your XML sitemap to ensure the URLs include HTTPS and update the robots.txt file to reference this version
- Register the HTTPS website in Google & Bing Search Console/Webmaster Tools

Using an SSL certificate creates an encrypted connection between your visitor's browser and your website's server adding an extra layer of security. In 2014, [Google™](#) announced that HTTPS would become part of their ranking algorithm and since your website is not HTTPS, it will likely rank below your HTTPS competitors. When [moving](#) to HTTPS, follow these best practices for a smooth transition:

- Use a serious issuer to purchase your SSL certificate
- Redirect all of your HTTP pages to the HTTPS version of your website
- Use a Security Token Service (STS) in your headers
- Renew your SSL certificate every year, before it expires
- Make sure that all of your content (CSS, etc.) is linked to HTTPS
- Update your XML sitemap to ensure the URLs include HTTPS and update the robots.txt file to reference this version
- Register the HTTPS version of the website in Google & Bing Search Console/Webmaster Tools

✔ Mixed Content

We didn't find any mixed content on this web page.



Great, your website is secure and does not contain [mixed content types](#).

Mixed content occurs when a URL is loaded over a secure HTTPS protocol, but other resources on the page (such as images, videos, stylesheets, scripts, etc.) are loaded over an insecure HTTP connection.

Modern browsers may block this content, or may display warnings to the user that this page contains insecure resources which causes them not to view your page.

Check out these [techniques to prevent mixed content](#) on your site.



✔ Asset Minification Perfect, all your assets are minified.



Great! We didn't find unminified assets on your web page.

To learn more on how to minification helps a website, read our [guide to minification](#).

✔ Asset Compression Perfect, all your assets are compressed.



Great! We didn't find uncompressed assets on your web page.

[Compressing assets](#) reduces the amount of time it takes a user's browser to download files from your server. Enabling compression is an important part of reducing the amount of time it takes your website to load.

✔ Asset Cacheability Perfect, all your assets are cached.



Great! We didn't find uncached assets on your web page.

[Enabling caching](#) for your website makes your site load faster for repeat visitors.

To learn more on how to make your website faster, check out these [tips to decrease page load time](#).



## Image Optimization

This page has not passed all 5 checks



- ✓ All images are efficiently encoded
- ✓ All images are using next-gen formatting
- ✓ All images are properly sized
- ✓ All images have explicit 'width' and 'height' dimensions
- ✗ Some offscreen images have not been deferred

This page appears to have some work to do for image optimization.

Optimizing your images can yield the greatest performance improvements and impress your website visitors. Lighthouse helps to identify issues that could frustrate users when the page loads, like [images without dimensions](#). By not specifying an image's width and height, you could be causing a [layout shift](#) on your page.

Website visitors will benefit from [properly sized images](#) and [efficiently encoded images](#). If there are any images that load offscreen or are hidden in the page, it would be better to [defer those images](#) to speed up your load time.

Finally, it's important to serve [next-gen image formats](#), which have better compression and quality than their older JPEG and PNG counterparts. The images will load faster, consume less data and provide an overall better user experience.

## Layout Shift Elements

The table below shows the DOM elements that contribute the most to the CLS of the page.

Your total CLS score is 0.28.

| Element   | CLS contribution |
|---|------------------|
| Fantastic option for your garden can be laid with Artifi...<br><div id="main-slideshow" class="empty-slider">       | 0.193<br>        |
| Block Paving Driveways Landscaping Patios Lancashire...<br><div id="main" class="sidebar-none sidebar-divider-off"> | 0.087<br>        |

Cumulative Layout Shift (CLS) is used to measure the user-friendliness of a page. Specifically, it measures how much the content on a page moves around as the page loads.

CLS is measured any time an element that's visible in the [viewport](#) changes its position on the screen between two frames as the page loads. So, if a button moves from the left to the right, or if it moves two or three lines down, a CLS is recorded. This is bad user experience, as your visitors can get frustrated when they try to click something and it moves positions.

Each shifted element on your page contributes to your CLS score. To learn more about how CLS is calculated and some of the common causes, check out our [Cumulative Layout Shift guide](#).

```
rs-sbg-px > rs-sbg-wrap > rs-sbg > img  
  | 4.05:1<br>(4.5:1 expected) | Aa      |
| Projects<br><span class="menu-text">  | 4.05:1<br>(4.5:1 expected) | Aa      |
| Galleries<br><span class="menu-text"> | 4.05:1<br>(4.5:1 expected) | Aa      |

and 7 more.

Some of the text elements on your page do not have sufficient color contrast against the background, which can make it hard for your website visitors to read your content.

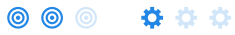
If a page has a low contrast ratio (when a text element's brightness is too close to the background brightness, like light gray text on a white background) it will slow down reading speed and reduce reading comprehension.

Your ideal color contrast should be at least 4.5:1 for small text, or 3:1 for large text (18 pt, or 14 pt and bolded).

Elements found to have a 1:1 ratio are considered "incomplete" and require a manual review.

Use [the color contrast checker](#) to determine the contrast ratio of two colors.

## ✔ Navigation



Great! This page passed all 5 checks

- ✔ Heading elements appear in a sequentially-descending order
- ✔ The page contains a heading, skip link, or landmark region

The following checks are not relevant for this page

- "id" attributes on active, focusable elements are unique
- "accesskey" values are unique
- No element has a "tabindex" value greater than 0

Navigation and accessibility are key aspects of user experience. Your users should be able to interact with and navigate your page's content no matter their web browser or disability they may have.

To make sure your website is as easily navigable as possible, we check for five accessibility metrics. Not every check will be relevant for every web page. To learn more about what it is we check for and why these elements help your visitors have the best experience, [check our Navigation Guide](#).

# Technologies



Server IP 57.128.175.135

Server location:  Paris

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.

Use [DNSstuff](#) for comprehensive reports on your server.

## Technologies

- Apache
- Google Adwords Tracking
- Google Analytics
- Google Analytics 4
- Google Remarketing Tag
- Google Tag Manager
- GSAP
- Hammer.js
- Isotope
- jQuery
- jQuery Migrate
- Lightbox
- Modernizr
- MySQL
- OWL Carousel
- PHP
- RankMath
- Revsilder
- Underscore.js
- WordPress

and 3 more.

Get to know the technologies used for your website. Some codes might slow down your website. Ask your webmaster to take a look at this.

## Analytics



- Google Adwords Tracking
- Google Analytics
- Google Analytics 4

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.

Popular Analytics Tools Include: [Google Analytics](#), [Quantcast™](#), [AdobeAnalytics™](#), [Piwik™](#), [chartbeat™](#), [Clicky™](#), [ClickTale™](#), etc.

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.



Specifying [language/character encoding](#) can prevent problems with the rendering of [special characters](#).



👁 URL stonemadedrivesltd.co.uk

**Length:** 18 character(s)

Keep your URLs [short and clean](#) 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>).

Keep in mind that URLs are also an important part of a comprehensive [SEO strategy](#). Use clean URLs to [make your site more "crawlable" by Google](#).

Resource: Search for a [good domain name](#). If no good names are available, consider a [second hand domain](#). To prevent brand theft, you might consider trademarking your domain name.

✔ Favicon 🍷 Great, your website has a favicon.



[Favicons](#) are the small icons that represent a website, company and/or brand. They can be displayed (among other instances) in browser tabs or bookmarks. Google also displays favicons in a page's search snippet in mobile search results.

You can see how your site's favicon appears in search results in the Google Preview above.

Make sure your favicon is [consistent with your brand](#) to help improve visibility.

[Favicons](#) are the small icons that represent a website, company and/or brand. They can be displayed (among other instances) in browser tabs or bookmarks. Google also displays favicons in a page's search snippet in mobile search results.

You can see how your site's favicon appears in search results in the Google Preview above.

Make sure your favicon is [consistent with your brand](#) to help improve visibility.

✔ Custom 404 Page Great, your website has a custom 404 error page.



Your server responded with the HTTP status code: 404

[Custom 404 error pages](#) are an opportunity for you to reduce customer frustration and link to other pages on your site.



- Domain Registration Created 8 years ago  
Expires 2 years ago

Your domain, stonemadedrivesltd.co.uk, is the human-readable address of your website on the Internet.

Domain age and registration won't impact a website's rankings, but it's important to keep your registration up to date to prevent someone else from buying it.

## Domain Availability

| Domains              | Status                                        |
|----------------------|-----------------------------------------------|
| stonemadedriveslt... | Available. <a href="#">Register it now!</a> ✓ |
| stonemadedriveslt... | Available. <a href="#">Register it now!</a> ✓ |
| stonemadedriveslt... | Available. <a href="#">Register it now!</a> ✓ |
| stonemadedriveslt... | Available. <a href="#">Register it now!</a> ✓ |
| stonemadedriveslt... | Available. <a href="#">Register it now!</a> ✓ |

and 1 more.

[Register](#) the various extensions of your domain to protect your brand from [cybersquatters](#).

## Typo Availability

| Domains               | Status                                        |
|-----------------------|-----------------------------------------------|
| stonemadedrigeslt...  | Available. <a href="#">Register it now!</a> ✓ |
| stonemadedrivselt...  | Available. <a href="#">Register it now!</a> ✓ |
| stlnemadedrivesltd... | Available. <a href="#">Register it now!</a> ✓ |
| stonemmadedrives...   | Available. <a href="#">Register it now!</a> ✓ |
| stonemadedrivelst...  | Available. <a href="#">Register it now!</a> ✓ |

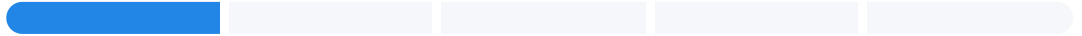
and 2 more.

[Register](#) the various typos of your domain to protect your brand from [cybersquatters](#).





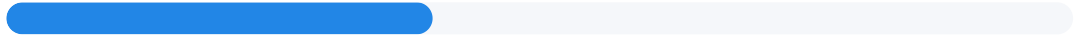
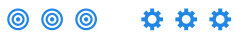
## ✖ Backlinks Score Poor



The backlinks score is calculated by looking at a combination of link signals. This includes the overall number of backlinks together with the number of linking domains, as well as rating the overall quality of the backlinks pointing to a website. The quality assessment is based on the linking pages.

Use these WooRank guides to [audit your links](#), [evaluate their quality](#), [build new links](#) and [reclaim old links](#).

## ! Backlinks Counter 39



We've detected 39 backlinks pointing to your site.

Backlinks are links that point to your website from other websites. They are like letters of recommendation for your site.

Check out our guide on [how to build links for SEO](#). If your backlink counter is high, keep an eye on the [quality of the links](#) coming your way.

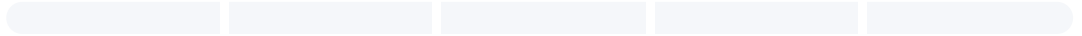
## 👁 Referring Domains 32



This number tells you the number of domains linking back to your site. If you have lots of backlinks but a low backlink score, having a lot of links from low-quality social media or blogging platforms could be the cause.



✖ Traffic Estimations Very Low



This shows your estimated traffic for stonemadedrivesltd.co.uk. We use [Majestic Million](#) and [Open Page Rank](#) for this information.

▶ Traffic Rank Global rank too low to be calculated

▶ TLD rank too low to be calculated

This shows the global traffic rank and the [Top Level Domain \(TLD\)](#) rank for this website; the lower your rank, the more visitors this website gets.

We use [Majestic Million](#) and [Open Page Rank](#) for this information.



## Local Directories



Missing profile on Google My Business



Missing profile on Yelp

This is a list of the local directories where your business has been found. Take care of your listings in local directories; since maps are now an integral part of search results, your [Google My Business page](#) may have more visitors than your website!

It is important to make sure that your business details are correct in each directory where you are listed. Find the directories in your country ([USA](#), [UK](#) and [Canada](#).) and enhance your listings with pictures, video, schedules and as many customer reviews as possible.

## Online Reviews

No local reviews found.

These are the latest reviews of your business that can be found in local directories. Surveys show that 90 percent of customers say buying decisions are influenced by [online reviews](#) so take the time to make a good impression and [gather positive feedback](#). Strategies for gaining reviews may differ by audience or business type; in general, consider asking for reviews, making it easy to send in feedback and having a prominent social presence.

# Social Profiles



## ✔ Discovered Profiles



We found the following social profiles on your website:

 <https://www.facebook.com/StoneMadeDrivesLtd/>

 <https://twitter.com/stonemadedrive1>

 <https://www.instagram.com/stonemadedrivesltd/>

Listing your social media profiles on your website is important because it allows potential customers, clients, or followers to easily find and connect with your business on various platforms. It helps to increase your online presence and visibility, as well as build trust and strengthen the relationship with your audience by providing them with multiple ways to engage with your brand.

Certain social media platforms may be more important for certain types of businesses than others because each platform has its own unique user base and features that may be better suited for certain industries or marketing strategies. For example, Instagram and Pinterest are mostly visual platforms that are ideal for businesses in the fashion, beauty, and home decor industries, while Facebook and Twitter are more general-purpose platforms that can be used for a wide range of businesses. It's important for businesses to research the demographics and features of each platform to determine which ones will be the most effective for their specific industry and marketing goals.

## 🔍 Facebook Page

We found <https://www.facebook.com/StoneMadeDrivesLtd/> on your webpage. If this is your account, add it to your structured data.

Facebook pages are crucial for a brand's digital marketing strategy. Nearly all millennials expect brands [to have a presence on Facebook](#).

Use [Facebook's Audience Insights](#) to track audience engagement and make the most of your social media efforts. Connect your Facebook profile with your domain and add a call-to-action to maximize your social media marketing results.

## 🔍 Twitter Account

We found <https://twitter.com/stonemadedrive1> on your webpage. If this is your account, add it to your structured data.

Having a Twitter account is vital for reaching a large audience. With [300+ million users worldwide](#), a Twitter presence can greatly benefit your brand.

Additionally, there is a positive correlation between social media use and education and household income. By creating a Twitter account and linking it with your website, you can prevent brandjacking and [make your social media marketing more effective](#). Use [Twitter Dashboard and Analytics](#) to track and optimize your feed for valuable engagements.

- Instagram Account We found <https://www.instagram.com/stonemadedrivesltd/> on your webpage. If this is your account, add it to your structured data.

An Instagram account is a major asset for your brand's digital marketing efforts. With [over two billion people who use Instagram once a month](#), you have a large audience to reach through your content. Use your Instagram presence [to gather insights](#) for your marketing strategy.

- LinkedIn Account *Not found*

Having a LinkedIn account is important for [building professional networks and connections](#).

LinkedIn offers the ability to tap into existing connections and expand your brand through word-of-mouth. Having a LinkedIn Company Page helps people learn about your business and brand.

- Social Media Engagement Your homepage is widely shared on Social Networks.



|                   |     |
|-------------------|-----|
| Facebook Shares   | 857 |
| Facebook Comments | 0   |
| Facebook Likes    | 1   |

The impact of social media is huge for certain industries.

Learn how to further engage your social media audiences and create a consistent fan base. [Check these helpful tools](#) for managing your social media campaign.

Note: This data includes [engagements from like and share buttons on your site, or people copying and pasting your URLs directly into Facebook](#) from your website's URL. It does not count likes and shares from your branded Facebook page.