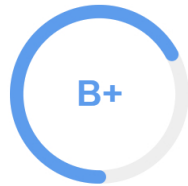
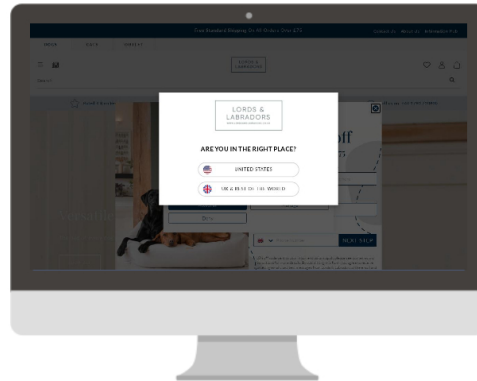


## Audit Results for www.lordsandlabradores.co.uk



Your page could be better

Recommendations: 14



On-Page SEO



Links



Usability



Performance



Social



Report Generated: 18 July 5:09AM UTC [Refresh Results Now](#)

SEOptimer

Run a Quick Audit...

Fine Wine and Spirits | Harry's Wine & Spirits in Brentwood, Los Angeles

https://harryswine.com

Crawl Progress

Crawling https://harryswine.com/fine-wine-gift-baskets



## Improve Your Site With Our DIY SEO Tool

Review unlimited pages. Crawl your whole site for problems and get clear, easy to follow recommendations with guides for your CMS. Monitor your keyword rankings and get regular updates on your site's performance.

Helping Business Owners promote their websites the affordable way.

[Learn More - DIY SEO](#)

SEOptimer

## Recommendations

Toggle:

Reduce your total page file size

Performance

Medium Priority

Optimize for Core Web Vitals

Usability

Medium Priority

Update Link URLs to be more human and Search Engine readable

Links

Low Priority

Add Alt attributes to all images

On-Page SEO

Low Priority

Use your main keywords across the important HTML tags

On-Page SEO

Low Priority

Optimize your page for Mobile PageSpeed Insights

Usability

Low Priority

Optimize your page for Desktop PageSpeed Insights

Usability

Low Priority

Add Local Business Schema

Other

Low Priority

Create and link an associated YouTube channel

Social

Low Priority

Create and link an associated LinkedIn profile	Social	Low Priority
Setup & Install a Facebook Pixel	Social	Low Priority
Remove any Deprecated HTML	Performance	Low Priority
Remove inline styles	Performance	Low Priority
Remove clear text Email Addresses	Usability	Low Priority

## On-Page SEO Results



### Your On-Page SEO is very good!

Congratulations, your On-Page SEO is well optimized. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You can continue to build on your strong position through testing content improvements for gradual gains.

#### Title Tag

You have a title tag of optimal length (between 50 and 60 characters).

Luxury Products for Dogs & Cats | Lords & Labradors

Length : 59



#### Meta Description Tag

Your page has a meta description of optimal length (between 120 and 160 characters).

Lords & Labradors offer a wide selection of luxury dog and cat products. Our designer collection of beautiful dog crate covers is available in all sizes.

Length : 157



#### SERP Snippet Preview

This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.



<https://www.lordsandlabradors.co.uk> :  
**Luxury Products for Dogs & Cats | Lords & Labradors**  
Lords & Labradors offer a wide selection of luxury dog and cat products. Our designer collection of beautiful dog crate covers is available in ...

#### Hreflang Usage

Your page is making use of Hreflang attributes.

Show details



#### Language

Your page is using the lang attribute.

Declared: en-GB



#### H1 Header Tag Usage

Your page has a H1 Tag.

Show details



#### H2-H6 Header Tag Usage

Your page is making use multiple levels of Header Tags.



Header Tag	Frequency	
H2	22	<div></div>
H3	97	<div></div>
H4	60	<div></div>
H5	0	
H6	0	

Show details

Keyword Consistency



Your page's main keywords are not distributed well across the important HTML tags.

Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
dogs	✓	✗	✓	142	<div></div>
dog	✓	✓	✓	139	<div></div>
beds	✗	✗	✓	61	<div></div>
sleep	✗	✗	✓	59	<div></div>
lords	✓	✓	✓	53	<div></div>
labradors	✓	✓	✓	53	<div></div>
bed	✗	✗	✓	46	<div></div>
regular	✗	✗	✗	40	<div></div>

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
lords labradors	✗	✗	✗	51	<div></div>
regular price	✗	✗	✗	35	<div></div>
dog beds	✗	✗	✓	26	<div></div>
dog bowls	✗	✗	✗	19	<div></div>
vendor lords	✗	✗	✗	14	<div></div>
labradors regular	✗	✗	✗	14	<div></div>
vendor lords labradors	✗	✗	✗	14	<div></div>
lords labradors regular	✗	✗	✗	14	<div></div>

Amount of Content



Your page has a good level of textual content, which will assist in it's ranking potential.

Word Count: 6378

Image Alt Attributes



You have images on your page that are missing Alt attributes.

We found 626 images on your page and 28 of them are missing the attribute.

Alt attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results.

Show details

Canonical Tag



Your page is using the Canonical Tag.

https://www.lordsandlabradors.co.uk/

Noindex Tag Test



Your page is not using the Noindex Tag which prevents indexing.

Noindex Header Test



Your page is not using the Noindex Header which prevents indexing.

SSL Enabled



Your website has SSL enabled.

HTTPS Redirect



Your page successfully redirects to a HTTPS (SSL secure) version.

Robots.txt



Your website appears to have a robots.txt file.

http://www.lordsandlabradors.co.uk/robots.txt

Blocked by Robots.txt



Your page does not appear to be blocked by robots.txt.

XML Sitemaps



Your website appears to have an XML sitemap.

https://www.lordsandlabradors.co.uk/sitemap.xml

More Sitemaps were found, but not tested.

Analytics

Your page is using an analytics tool.

Google Analytics

Schema.org Structured Data

You are using JSON-LD Schema on your page.

Rankings

Top Keyword Rankings

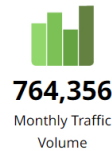
This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country & Language	Position	Total Searches	Estimated Traffic	
bed for cats	EN	1	33,100	10,062	
cats beds	EN	1	33,100	10,062	
dog crates	EN	1	33,100	10,062	
dog bed	EN	3	90,500	8,806	
dog beds	EN	4	90,500	5,964	
dogs bed	EN	4	90,500	5,964	
beds for cats	EN	2	33,100	5,362	
canine crates	EN	2	33,100	5,362	
dog and crates	EN	2	33,100	5,362	
large dogs beds	EN	1	14,800	4,499	

Track Keyword Rankings

Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings



Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords	
Position 1	399	
Position 2-3	1,700	
Position 4-10	4,416	
Position 11-20	5,765	
Position 21-30	5,852	
Position 31-100	33,187	

Links

Backlink Summary

You have a very strong level of backlink activity to this page.







Domain  
Strength



Page  
Strength



3k

Backlinks



823

Referring Domains



1.3k

Nofollow Backlinks



1.7k

Dofollow Backlinks



4

Edu Backlinks



0

Gov Backlinks



567

Subnets



713

IPs

### Top Backlinks

These are the highest value external pages we have found linking to your site.



Domain strength	Referring Page URL	Referring Page Title	Anchor Text
100	<a href="https://apps.apple.com/gb/app/lords-labradors/id1572693170">https://apps.apple.com/gb/app/lords-labradors/id1572693170</a>	Lords & Labradors on the App Store	developer's privacy policy
98	<a href="https://www.shopify.com/partners/directory/partner/statement">https://www.shopify.com/partners/directory/partner/statement</a>	Statement - Shopify Partners Directory	View featured work
96	<a href="https://pay.amazon.co.uk/shop/gifts-grocery">https://pay.amazon.co.uk/shop/gifts-grocery</a>	Gifts and Grocery	LordsLabradors_CategoryPg_Image_1.jpg
96	<a href="https://www.bing.com/images/search?q=+Persian&amp;qft=+filterui:image-size-large&amp;FORM=IRFLTR">https://www.bing.com/images/search?q=+Persian&amp;qft=+filterui:image-size-large&amp;FORM=IRFLTR</a>	Persian - Bing images	lordsandlabradors.co.uk
95	<a href="https://propertylistings.ft.com/propertynews/london/7154-how-to-create-a-dog-room-that-works-for-hounds-and-humans.html">https://propertylistings.ft.com/propertynews/london/7154-how-to-create-a-dog-room-that-works-for-hounds-and-humans.html</a>	How to create a dog room that works for hounds and humans   FT Property Listings	100 per cent cotton off-white bed from Lords & Labradors
95	<a href="https://theenglishhome.telegraph.co.uk/luxury-dog-accessories-to-celebrate-crufts-2018/">https://theenglishhome.telegraph.co.uk/luxury-dog-accessories-to-celebrate-crufts-2018/</a>	Luxury dog accessories to celebrate Crufts 2018 - The English Home	Lords & Labradors
94	<a href="https://www.independent.co.uk/extras/indybest/house-garden/pets/best-dog-beds-a9414371.html">https://www.independent.co.uk/extras/indybest/house-garden/pets/best-dog-beds-a9414371.html</a>	Best dog beds for 2024, tested by dog owners   The Independent	£59 from Lordsandlabradors.co.uk
93	<a href="https://www.mirror.co.uk/news/weird-news/you-sharp-eye-you-can-29967257">https://www.mirror.co.uk/news/weird-news/you-sharp-eye-you-can-29967257</a>	You have a sharp eye if you can spot hidden ball among cute puppies in 38 seconds - Mirror Online	Lords & Labradors,
91	<a href="https://www.pinterest.fr/ideas/canin/927079424931/">https://www.pinterest.fr/ideas/canin/927079424931/</a>	Top 10 canin ideas and inspiration	Saved from lordsandlabradors.co.uk

### Top Pages by Backlinks

These are the pages on your site with the most the backlinks from other sites.



URL	Backlinks
<a href="http://lordsandlabradors.co.uk/">http://lordsandlabradors.co.uk/</a>	491
<a href="https://www.lordsandlabradors.co.uk/">https://www.lordsandlabradors.co.uk/</a>	374
<a href="https://www.lordsandlabradors.co.uk/collections/luxury-dog-beds">https://www.lordsandlabradors.co.uk/collections/luxury-dog-beds</a>	66
<a href="https://www.lordsandlabradors.co.uk/blogs/journal/should-dogs-eat-from...">https://www.lordsandlabradors.co.uk/blogs/journal/should-dogs-eat-from...</a>	52
<a href="https://lordsandlabradors.co.uk/collections/all?sort_by=best-selling">https://lordsandlabradors.co.uk/collections/all?sort_by=best-selling</a>	52
<a href="https://www.lordsandlabradors.co.uk/collections/designer-dog-collars">https://www.lordsandlabradors.co.uk/collections/designer-dog-collars</a>	47
<a href="https://lordsandlabradors.co.uk/">https://lordsandlabradors.co.uk/</a>	43
<a href="https://www.lordsandlabradors.co.uk/blogs/journal/the-uks-top-dog-frie...">https://www.lordsandlabradors.co.uk/blogs/journal/the-uks-top-dog-frie...</a>	41
<a href="https://www.lordsandlabradors.co.uk/collections/large-dog-beds">https://www.lordsandlabradors.co.uk/collections/large-dog-beds</a>	32
<a href="https://www.lordsandlabradors.co.uk/collections/designer-dog-coats">https://www.lordsandlabradors.co.uk/collections/designer-dog-coats</a>	30

### Top Anchors by Backlinks

These are the top pieces of Anchor Text we found used to link to your site.



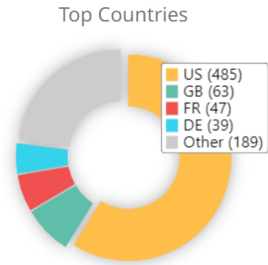
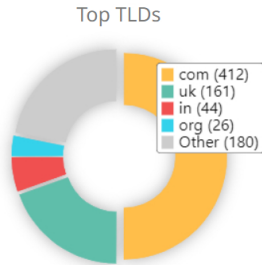
Anchor	Backlinks
lordsandlabradors.co.uk	352
Lords and Labradors	202
Go Now	159
Website	151
Lordsandlabradors.co.uk	81
Buy now	76
Lords & Labradors	57
Click Here	53
Stuffing Free Dog Toys - Lords & Labradors	52

### Top Referring Domain Geographies



#### Top Referring Domain Geographies

These are the Top Geographies we have found linking to your site.



#### On-Page Link Structure

We found 781 total links. 2% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to those destination pages.

Show details

#### Friendly Links

Some of your link URLs do not appear friendly to humans or search engines.

We would recommend making URLs as readable as possible by reducing length, file names, code strings and special characters.

Show details



#### Create White Label PDFs

Upload your own logo and company's contact details. Generate unlimited PDFs under our White Label plans. See an [example PDF Report](#)

Embed the Audit Tool into your website. Get notified of leads straight from your website.

Learn More - White Label



## Usability

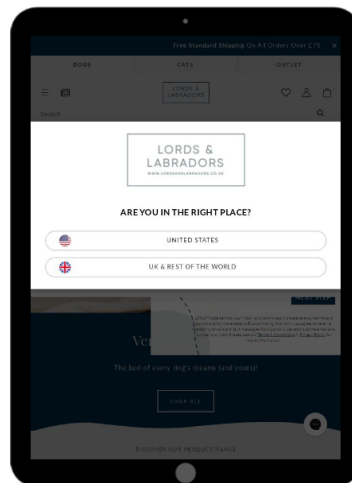
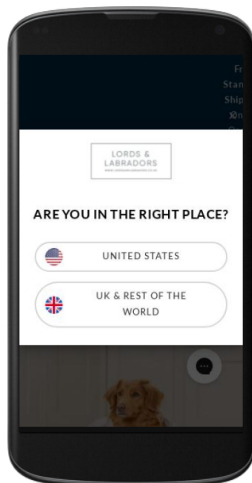


#### Your usability needs improvement

Your page has usability issues across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

#### Device Rendering

This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.

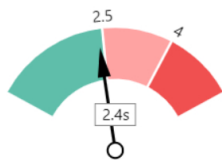


#### Google's Core Web Vitals

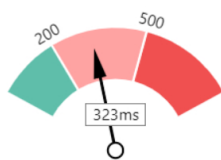
Your page has failed Google's Core Web Vitals assessment.

Core Web Vitals are UI metrics created by Google that measure page experience and are becoming increasingly important as a ranking factor.

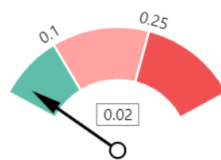
Largest Contentful Paint (LCP)



Interaction To Next Paint (INP)



Cumulative Layout Shift (CLS)



Use of Mobile Viewports

Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.



Google's PageSpeed Insights - Mobile

Google is indicating that your page is scoring poorly on their Mobile PageSpeed Insights evaluation.



Note that this evaluation is being performed from US servers and the results may differ slightly from an evaluation carried out from Google's PageSpeed Web Interface as that reporting localizes to the region in which you are running the report.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	2.9 s	Remove duplicate modules in JavaScript bundles	4.48 s
Speed Index	17.6 s	Reduce unused JavaScript	4.06 s
Largest Contentful Paint	42 s	Enable text compression	1.96 s
Time to Interactive	37.3 s	Reduce initial server response time	1.04 s
Total Blocking Time	11.81 s	Avoid multiple page redirects	0.63 s
Cumulative Layout Shift	0.008	Minify JavaScript	0.15 s
		Avoid serving legacy JavaScript to modern browsers	0.15 s

Google's PageSpeed Insights - Desktop

Google is indicating that your page is scoring poorly on their Desktop PageSpeed Insights evaluation.



Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	0.7 s	Reduce initial server response time	1.15 s
Speed Index	4.9 s	Avoid multiple page redirects	0.19 s
Largest Contentful Paint	2.2 s		
Time to Interactive	6.6 s		
Total Blocking Time	0.68 s		
Cumulative Layout Shift	0		

Flash Used?

No Flash content has been identified on your page.



iFrames Used?

There are no iFrames detected on your page.



Favicon

Your page has specified a favicon.



Email Privacy

Email addresses have been found in plain text.



We recommend removing any plain text email addresses and replacing them with images or contact forms. Plain text email addresses can be susceptible to scrapers and email spammers.

Show details

Legible Font Sizes

The text on your page appears to be legible across devices.



The text on your page appears to be legible across devices.

#### Tap Target Sizing

The links and buttons on your page appear to be appropriately sized for a user to easily tap on a touchscreen.



## Performance Results



### Your performance could be better

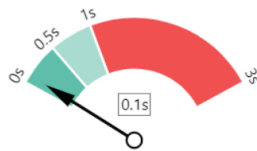
Your page's performance has some issues and room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

#### Page Speed Info

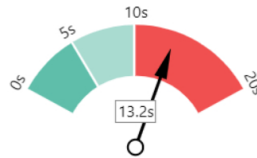
Your page loads in a reasonable amount of time.



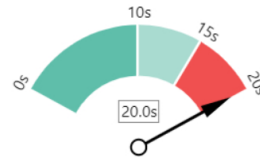
##### Server Response



##### All Page Content Loaded



##### All Page Scripts Complete



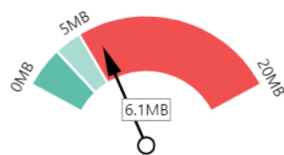
#### Download Page Size

Your page's file size is quite large which, regardless of other optimizations, can reduce load speed and impact user experience.

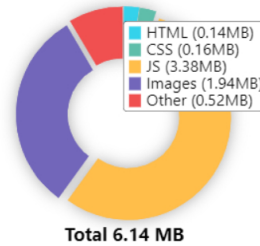


A general rule is to keep your page under 5MB in total file size.

##### Download Page Size



##### Download Page Size Breakdown

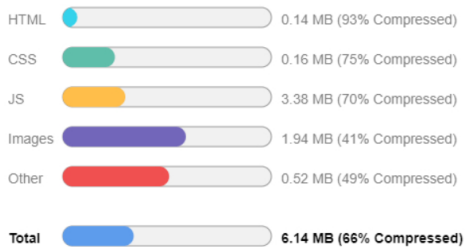


#### Website Compression (Gzip, Deflate, Brotli)

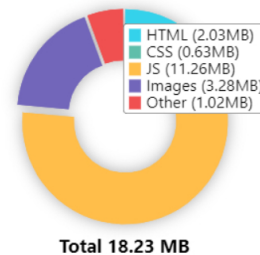
Your website appears to be using a reasonable level of compression.



##### Compression Rates



##### Raw Page Size Breakdown



#### Number of Resources

This check displays the total number of files that need to be retrieved from web servers to load your page.



**540**

Total Objects



**53**

Number of HTML Pages



**173**

Number of JS Resources



**85**

Number of CSS Resources



**79**

Number of Images



**150**

Other Resources

#### Google Accelerated Mobile Pages (AMP)

This page does not appear to have AMP Enabled.



Show details

#### JavaScript Errors



Your page is not reporting any JavaScript errors.



#### HTTP2 Usage

Your website is using the recommended HTTP/2+ protocol.



#### Optimize Images

All of the images on your page appear to be optimized.



#### Minification

All your JavaScript and CSS files appear to be minified.



#### Deprecated HTML

Deprecated HTML tags have been found within your page.



These tags are no longer officially supported in modern web browsers, and hence are recommended to be removed as they could cause display issues.

Show details

#### Inline Styles

Your page appears to be using inline styles.



Inline styles are an older coding practice and discouraged in favor of using CSS style sheets, due to their ability to degrade page load performance and unnecessarily complicate HTML Code.

Show details

## Social Results



### Your social could be better

You do not appear to have a strong social presence or level of social activity (or we may just not be able to see your profiles!). Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to your website. We recommend that you have all of your profiles listed on your page for visibility, and work to build a following on those networks.

#### Facebook Page Linked

Your page has a link to a Facebook Page.



 <https://facebook.com/lordsandlabradores>

#### Facebook Open Graph Tags

Your page is using Facebook Open Graph Tags.



Show details

#### Facebook Pixel

We have not detected a Facebook Pixel on your page.



Facebook's Pixel is a useful piece of analytics code that allows you to retarget visitors if you decide to run Facebook Ads in future.

#### X (formerly Twitter) Account Linked

Your page has a link to a X profile.



 <https://x.com/lordsandlabs>

#### X Cards

Your page is using X Cards.



Show details

#### Instagram Linked

Your page has a link to an Instagram profile.



 <https://instagram.com/lordsandlabradores>

#### LinkedIn Page Linked

No associated LinkedIn profile found linked on your page.



#### YouTube Channel Linked

No associated YouTube channel found linked on your page.



#### YouTube Channel Activity

No associated YouTube channel found linked on your page.



## Local SEO

### Local Business Schema

No Local Business Schema identified on the page.



### Google Business Profile Identified

You can see information about your page's Google Business Profile within this report by signing up to one of our premium plans.



















[Signup - Free Trial](#)

## Technology Results

### Technology List

These software or coding libraries have been identified on your page.



Technology	Version
 AWIN	
 Bootstrap	5
 Cloudflare	
 CookieFirst	
 Facebook Pixel	
 Feefo	
 Foursixty	
 Google Analytics	
 Google Tag Manager	
HSTS	
 HTTP/3	
 Klarna Checkout	
 Klaviyo	
 LoyaltyLion	
 Microsoft Advertising	
 Shopify	
 Trustpilot	

### Server IP Address

23.227.38.74



### DNS Servers

nsc.nic.uk  
dns1.nic.uk  
dns3.nic.uk  
dns4.nic.uk  
nsa.nic.uk  
nsd.nic.uk  
dns2.nic.uk  
nsb.nic.uk



### Web Server

cloudflare



## Review Child Pages

### Page

[/a/returns](#)[/account/login](#)[/apps/download](#)[/blogs/journal](#)[/blogs/journal/can-dogs-fly-on-planes-in-the-uk](#)[/blogs/journal/coming-soon-at-lords-labradors-luxury-accessories-for-cats-dogs](#)[/blogs/journal/how-much-sleep-should-my-dog-get](#)[/blogs/journal/how-to-choose-a-dog-bed-for-more-than-one-dog](#)[/blogs/journal/how-to-choose-the-right-dog-feeding-bowl-for-my-dog](#)[/blogs/journal/the-best-winter-dog-beds](#)[/blogs/journal/whats-the-best-soft-or-firm-dog-bed](#)[/cart](#)[Show me more](#)

## Embed an Audit Tool into your Agency's Site

Match your website's styling and colors. Show your customer a beautiful branded report. Get notified of leads straight to your Inbox.

[Learn More - Embedding](#)