Options   Share ▾   Download as PDF

Audit Results for prolineskates.com

B-

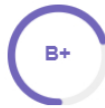### Your page could be better

Recommendations: 15

B On-Page SEO

D Links

D- Usability

A+ Performance
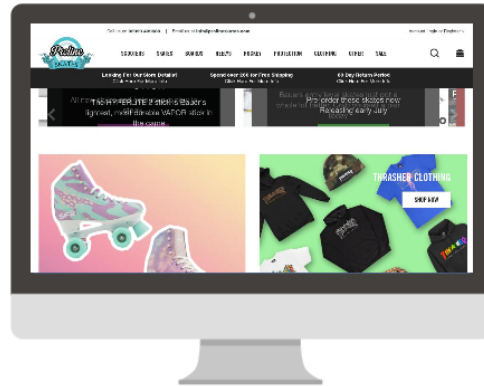
B+ Social

Links · Performance · On-Page SEO · Social · Usability
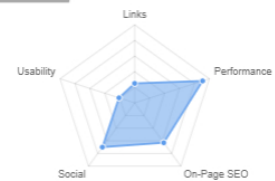
Report Generated: 18 July 5:01AM UTC   **Refresh Results Now**

Recommendations

Toggle: On-Page SEO Links Performance Usability Social Other

Recommendation	Category	Priority
Optimize for Core Web Vitals	Usability	Medium Priority
Reduce length of title tag (to between 50 and 60 characters)	On-Page SEO	Medium Priority
Remove Duplicate H1 Tags	On-Page SEO	Medium Priority
Make greater use of header tags	On-Page SEO	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 Schema Markup	On-Page SEO	Low Priority
Remove inline styles	Performance	Low Priority
Remove clear text Email Addresses	Usability	Low Priority
Create and link an associated YouTube channel	Social	Low Priority
Create and link an associated LinkedIn profile	Social	Low Priority
Add Local Business Schema	Other	Low Priority

On-Page SEO Results

B

Your On-Page SEO could be better

Your page has some level of On-Page SEO optimization but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

Title Tag   ✗

You have a title tag, but ideally it should be shortened to between 50 and 60 characters (including spaces).

Proline Skates-Skates, Scooters, Skateboards, Hockey, Heelys and more

Length : 69

Title tags are very important for search engines to correctly understand and categorize your content.

Meta Description Tag   ✓

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

Proline Skates offers the best choice of inline, ice and roller skates, scooters, skateboards, heelys, bikes and hockey equipment.

Length : 130

SERP Snippet Preview   *i*

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://prolineskates.com ⋮

Proline Skates-Skates, Scooters, Skateboards, Hockey, ...

Proline Skates offers the best choice of inline, ice and roller skates, scooters, skateboards, heelys, bikes and hockey equipment.

Hreflang Usage   *i*

Your page is not making use of Hreflang attributes.

Language   ✓

Your page is using the lang attribute.

Declared: English

H1 Header Tag Usage   ✗

Your page has more than one H1 Tag. It is generally recommended to only use one H1 Tag on a page.

The H1 Header Tag is an important way of signaling to search engines what your content is about, and subsequently the keywords it should rank for.

Show details

H2-H6 Header Tag Usage   ✗

Your page is not making use of multiple levels of Header Tags.

HTML header tags are an important way of signaling to search engines the important content topics of your page, and subsequently the keywords it should rank for.

Header Tag	Frequency
H2	0

H3	0	
H4	0	
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	
heelys	✓	✓	✓	39	
skates	✓	✓	✓	33	
vat	✗	✗	✗	33	
bauer	✗	✗	✓	24	
ago	✗	✗	✗	22	
shop	✗	✗	✗	19	
from	✗	✗	✗	18	
shoes	✗	✗	✗	16	

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
ex vat	✗	✗	✗	32	
heelys heelys	✗	✗	✗	17	
shoes -	✗	✗	✗	16	
days ago	✗	✗	✗	14	
complete skateboard	✗	✗	✗	12	
tony hawk	✗	✗	✗	10	
pro 20	✗	✗	✗	8	
vat bauer	✗	✗	✗	8	

Amount of Content ✓

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

Word Count: 1645

Image Alt Attributes ✗

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

We found 85 images on your page and 30 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://prolineskates.com/

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://prolineskates.com/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://prolineskates.com/sitemap.xml

More Sitemaps were found, but not tested.

Analytics ✓

Your page is using an analytics tool.

Google Analytics

Schema.org Structured Data ✗

We have not detected any usage of Schema.org on your page.

Schema.org is a structured data markup for webpages which helps Search Engines understand your site better and provide rich snippets directly in their search results.

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	
i c e skates	🇬🇧 EN	3	90,500	8,806	
ice skates	🇬🇧 EN	4	90,500	5,964	
skates ice	🇬🇧 EN	5	90,500	4,244	
skates on ice	🇬🇧 EN	5	90,500	4,244	
ice skate	🇬🇧 EN	6	90,500	3,059	
ice skates cardiff	🇬🇧 EN	1	8,100	2,462	
heelys	🇬🇧 EN	7	49,500	1,267	
ice skates uk	🇬🇧 EN	2	5,400	875	
figure skate	🇬🇧 EN	3	6,600	642	
figure skates	🇬🇧 EN	3	6,600	642	

Track Keyword Rankings

Total Traffic From Search

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

48,456
Monthly Traffic Volume

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	11	
Position 2-3	99	
Position 4-10	344	
Position 11-20	743	
Position 21-30	888	
Position 31-100	3,457	

Links

Backlink Summary ✓

You have a moderate level of backlink activity to this page.

45
Domain Strength

12
Page Strength

🔗 **6.6k**	↗ **991**
Backlinks	Referring Domains

⚡ **1.1k**	🔗 **5.6k**	🎓 **0**	🏛 **0**	📑 **698**	🖥 **899**
Nofollow Backlinks	Dofollow Backlinks	Edu Backlinks	Gov Backlinks	Subnets	IPs

Top Backlinks *i*

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

Domain strength	Referring Page URL	Referring Page Title	Anchor Text
98	https://www.reddit.com/r/rollerblading/comments/ad54up/left_footankle_pain_while_skating_any_advice/?utm_source=dlvr.it&utm_medium=twitter	Left Foot/Ankle Pain While Skating, Any Advice? : rollerblading	Proline (UK)
91	http://images.google.ru/imgres?q=kizer&imgurl=http://www.prolineskates.com/acatalog/kizer_tongues_180.jpg&imgrefurl=http://www.prolineskates.com/acatalog/Accessories.html&usg=__p8kkVW1SUAwAOw2MoQ6mxaQXRVc%3D&h=180&w=240&sz=11&tbnid=DPIJNbzSpoMelM:&tbnh=83&tbnw=110&prev=/images?q%3Dkizer&hl=ru&start=265&um=1&newwindow=1&sa=N&ndsp=20&tbs=isch:1	Уведомление о переадресации	http://www.prolineskates.com/acatalog/Accessories.html
90	https://www.yell.com/s/skating+and+skateboarding-cardiff.html	Skating & Skateboarding near Cardiff | Reviews - Yell	Website
86	https://www.owler.com/company/prolineskates	ProLine Skates's Competitors, Revenue, Number of Employees, Funding, Acquisitions & News - Owler Company Profile	http://prolineskates.com/
86	https://www.192.com/atoz/business/cardiff-cf10/skates-and-skateboarding-equipment/proline-skates/e25f1f618562b7c3eac49e138b8722ba1524b514/ml/	Proline Skates - Skates And Skateboarding Equipment in Cardiff CF10 1BB - 192.com	Visit Website
85	https://www.garotinhajuvenil.com/r3p9p/manchester-united-fifa-21	manchester united fifa 21	Rookie Artistic Roller Skates - Black
84	https://aeroleads.com/company/proline-skates-email-format	Proline Skates email format | Proline Skates.com emails	prolineskates.com
83	https://adzbusiness.com/website-list-908/	website list 908 |	prolineskates
82	https://directory.somersetlive.co.uk/company/483025348726784	Proline Skates in Unit A4 South Point, Foreshore Road, Cardiff, South Glamorgan, CF10 4SP	www.prolineskates.com
82	https://app.crayon.co/f/medium/?query=skates	Medium traffic pages | Website Inspiration and Examples | Crayon	prolineskates.com

Top Pages by Backlinks *i*

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

URL	Backlinks	
http://www.prolineskates.com/	1,276	████████████████
http://www.prolineskates.com/acatalog/Seba_Skates.html	438	█████
http://www.prolineskates.com/acatalog/CCM_RECREATIONAL_SKATES.html	260	███
http://www.prolineskates.com/acatalog/MISSION_SENIOR_ROLLER_HOCKEY_SKA...	218	██
http://www.prolineskates.com/acatalog/CCM_SENIOR_ROLLER_HOCKEY_SKATES....	218	██
https://prolineskates.com/	164	█
https://www.prolineskates.com/usd-vii-clan-white-skates	149	█

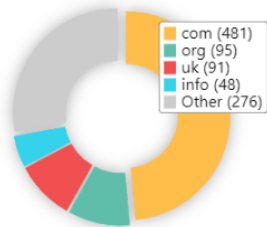|		
http://www.prolineskates.com/acatalog/Salomon_aggressive_Skates.html	133	
http://www.prolineskates.com/acatalog/	108	
http://prolineskates.com/	106	

Top Anchors by Backlinks

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

Anchor	Backlinks	
Inline Skates	759	
.	752	
http://www.prolineskates.com/acatalo...EY_SKATES.html	436	
Тут	315	
http://www.prolineskates.com/acatalog/CCM_...NAL_SKATES.html	260	
Go Now	170	
Proline Skates	161	
http://www.prolineskates.com/acatalo...ve_Skates.html	133	
USD VII Clan White Skates (Ex Display - Discoloured ...	132	

Top Referring Domain Geographies

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

Top TLDs

- com (481)
- org (95)
- uk (91)
- info (48)
- Other (276)

Top Countries

- US (517)
- DE (116)
- FR (59)
- GB (58)
- Other (241)
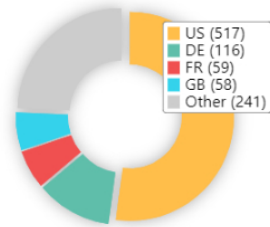
On-Page Link Structure

We found 280 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

Usability

Your usability needs improvement

D-

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.
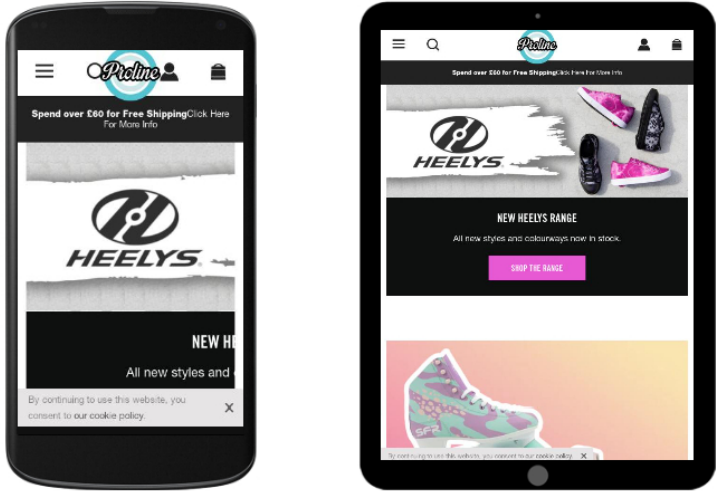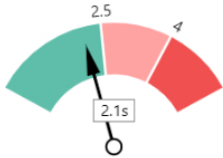

Google's Core Web Vitals

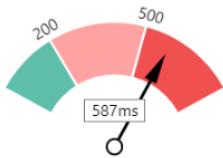Your page has failed Google's Core Web Vitals assessment.

Core Web Vitals are UI metrics created by Google that measure page experience and are becoming increasingly important as a ranking factor.
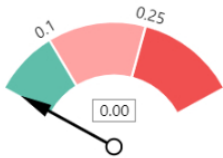
Largest Contentful Paint (LCP)

2.5   4

2.1s

Interaction To Next Paint (INP)

200   500

587ms

Cumulative Layout Shift (CLS)

0.1   0.25

0.00

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.

18

Lab Data	Value		Opportunities	Estimated Savings
First Contentful Paint	5.1 s		Eliminate render-blocking resources	3.35 s
Speed Index	8.7 s		Properly size images	2.21 s
Largest Contentful Paint	13.1 s		Reduce unused JavaScript	0.9 s
Time to Interactive	31.9 s		Avoid multiple page redirects	0.63 s
Total Blocking Time	6.27 s		Reduce unused CSS	0.15 s
Cumulative Layout Shift	0.002		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.

28

Lab Data	Value		Opportunities	Estimated Savings
First Contentful Paint	1.1 s		Eliminate render-blocking resources	0.55 s
Speed Index	3.1 s		Avoid multiple page redirects	0.19 s

Largest Contentful Paint	2.1 s
Time to Interactive	7.4 s
Total Blocking Time	1.37 s
Cumulative Layout Shift	0.852

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.

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

A+

Your performance is very good!

Congratulations, your page has performed very well in our testing meaning it should be reasonably fast and responsive for users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). Continue to monitor your performance over time to ensure there are no periodic fluctuations.

Page Speed Info ✓

Your page loads in a reasonable amount of time.
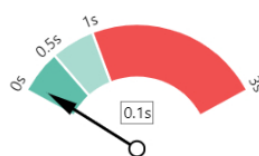
Server Response	All Page Content Loaded	All Page Scripts Complete
0.1s	5.9s	10.3s
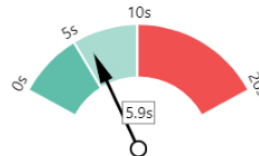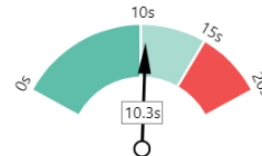
Download Page Size ✓

Your page's file size is reasonably low which is good for Page Load Speed and user experience.
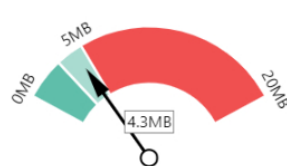
Download Page Size	Download Page Size Breakdown
4.3MB	HTML (0.06MB) CSS (0.12MB) JS (1.9MB) Images (0.96MB) Other (1.2MB) **Total 4.25 MB**
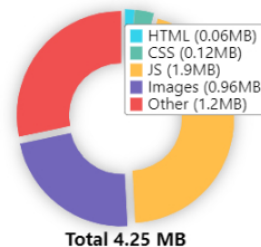
Website Compression (Gzip, Deflate, Brotli) ✓

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

Compression Rates

HTML		0.06 MB (81% Compressed)
CSS		0.12 MB (86% Compressed)

Raw Page Size Breakdown

HTML (0.32MB)
CSS (0.88MB)
JS (4.23MB)

JS ![bar] 1.9 MB (55% Compressed)

Images ![bar] 0.96 MB (0% Compressed)

Other ![bar] 1.2 MB (0% Compressed)

Total ![bar] 4.25 MB (43% Compressed)

Images (0.96MB)
Other (1.2MB)

Total 7.6 MB
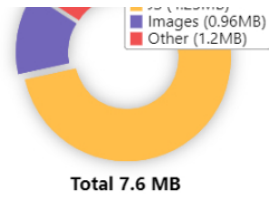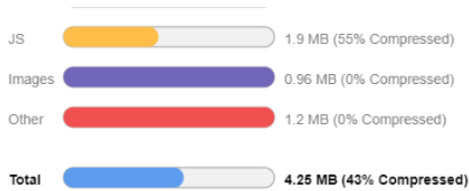
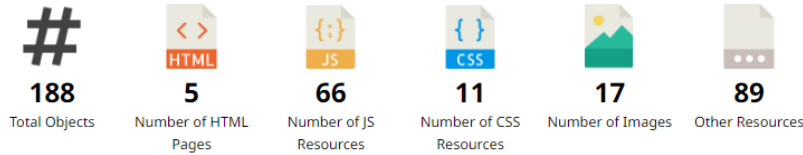### Number of Resources

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

#	HTML	JS	CSS	Image	Other
188	**5**	**66**	**11**	**17**	**89**
Total Objects	Number of HTML Pages	Number of JS Resources	Number of CSS Resources	Number of Images	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

No deprecated HTML tags have been found within your page. ✓

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

B+

Your social is good

You have a reasonably good social presence. 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, and work to build a larger following on those networks.

Facebook Page Linked

Your page has a link to a Facebook Page. ✓

🔵 https://facebook.com/prolineskates

Facebook Open Graph Tags

Your page is using Facebook Open Graph Tags. ✓

[Show details]

Facebook Pixel

Your page has a Facebook Pixel installed. ✓

Pixel ID

1419666691480366

X (formerly Twitter) Account Linked

Your page has a link to a X profile.

X https://x.com/prolineskates

X Cards ✓

Your page is using X Cards.

Show details

Instagram Linked ✓

Your page has a link to an Instagram profile.

https://instagram.com/prolineskates

LinkedIn Page Linked ✗

No associated LinkedIn profile found linked on your page.

YouTube Channel Linked ✗	**YouTube Channel Activity** *i*
No associated YouTube channel found linked on your page.	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 *i*

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 *i*

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

Technology	Version
Amazon S3	
Amazon Web Services	
Automizely	
Avada Size Chart	
Cloudflare	
Facebook Pixel	
Google Analytics	
HSTS	
HTTP/3	
Klaviyo	
Microsoft Clarity	0.7.32
Shopify	
Vue.js	

Server IP Address *i*

23.227.38.65

DNS Servers *i*

ns-2023.awsdns-60.co.uk
ns-17.awsdns-02.com
ns-975.awsdns-57.net
ns-1108.awsdns-10.org

Web Server *i*

cloudflare

Charset *i*

text/html; charset=utf-8

Review Child Pages

Page

/account

/blogs/blog

/collections/1-wheel-heelys

/collections/2-wheel-heelys

/collections/3-wheel-scooters

/collections/accessories

/collections/adjustable-inline-skates

/collections/adult-scooters

/collections/aggressive-skate-cuffs

/collections/aggressive-skate-frames

/collections/aggressive-skate-parts

/collections/aggressive-skate-soulplates

Show me more