



Website review gov.uk

Generated on March 27 2025 11:54 AM

The score is 53/100



SEO Content

	Title	<p>Welcome to GOV.UK</p> <p>Length : 17</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p>GOV.UK - The best place to find government services and information.</p> <p>Length : 68</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.</p>												
	Keywords	<p>Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.</p>												
	Og Meta Properties	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1279 1481 1541"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>image</td> <td>https://www.gov.uk/assets/static/govuk-opengraph-image-03837e1cec82f217cf32514635a13c879b8c400ae3b1c207c5744411658c7635.png</td> </tr> </tbody> </table>	Property	Content	image	https://www.gov.uk/assets/static/govuk-opengraph-image-03837e1cec82f217cf32514635a13c879b8c400ae3b1c207c5744411658c7635.png								
Property	Content													
image	https://www.gov.uk/assets/static/govuk-opengraph-image-03837e1cec82f217cf32514635a13c879b8c400ae3b1c207c5744411658c7635.png													
	Headings	<table border="1" data-bbox="539 1570 1481 1641"> <thead> <tr> <th>H1</th> <th>H2</th> <th>H3</th> <th>H4</th> <th>H5</th> <th>H6</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>11</td> <td>30</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="614 1675 1485 2069" style="list-style-type: none"> • [H1] GOV.UK - The best place to find government services and information • [H2] Cookies on GOV.UK • [H2] Navigation menu • [H2] Popular on GOV.UK • [H2] Services and information • [H2] Featured • [H2] Government activity • [H2] More on GOV.UK • [H2] Is this page useful? • [H2] Services and information • [H2] Government activity 	H1	H2	H3	H4	H5	H6	1	11	30	0	0	0
H1	H2	H3	H4	H5	H6									
1	11	30	0	0	0									

SEO Content

		<ul style="list-style-type: none">• [H2] Support links• [H3] Services and information• [H3] Government activity• [H3] Search• [H3] Benefits• [H3] Births, deaths, marriages and care• [H3] Business and self-employed• [H3] Childcare and parenting• [H3] Citizenship and living in the UK• [H3] Crime, justice and the law• [H3] Disabled people• [H3] Driving and transport• [H3] Education and learning• [H3] Employing people• [H3] Environment and countryside• [H3] Housing and local services• [H3] Money and tax• [H3] Passports, travel and living abroad• [H3] Visas and immigration• [H3] Working, jobs and pensions• [H3] Spring Statement 2025• [H3] Find a job• [H3] National Insurance• [H3] Departments• [H3] News• [H3] Guidance and regulation• [H3] Research and statistics• [H3] Policy papers and consultations• [H3] Transparency documents• [H3] Help us improve GOV.UK• [H3] Help us improve GOV.UK
	Images	<p>We found 3 images on this web page.</p> <p>3 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>
	Text/HTML Ratio	<p>Ratio : 0%</p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>
	Iframe	<p>Great, there are no Iframes detected on this page.</p>

SEO Links

	URL Rewrite	Good. Your links looks friendly!
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SEO Links

		
	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 75 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100%

In-page links

Anchor	Type	Juice
change your cookie settings	Internal	Passing Juice
Skip to main content	Internal	Passing Juice
Benefits	Internal	Passing Juice
Births, death, marriages and care	Internal	Passing Juice
Business and self-employed	Internal	Passing Juice
Childcare and parenting	Internal	Passing Juice
Citizenship and living in the UK	Internal	Passing Juice
Crime, justice and the law	Internal	Passing Juice
Disabled people	Internal	Passing Juice
Driving and transport	Internal	Passing Juice
Education and learning	Internal	Passing Juice
Employing people	Internal	Passing Juice
Environment and countryside	Internal	Passing Juice
Housing and local services	Internal	Passing Juice
Money and tax	Internal	Passing Juice
Passports, travel and living abroad	Internal	Passing Juice
Visas and immigration	Internal	Passing Juice

In-page links

Working, jobs and pensions	Internal	Passing Juice
Departments	Internal	Passing Juice
News	Internal	Passing Juice
Guidance and regulation	Internal	Passing Juice
Research and statistics	Internal	Passing Juice
Policy papers and consultations	Internal	Passing Juice
Transparency	Internal	Passing Juice
HMRC account: sign in or set up	Internal	Passing Juice
Get access to your eVisa	Internal	Passing Juice
Universal Credit account: sign in	Internal	Passing Juice
Personal tax account: sign in or set up	Internal	Passing Juice
Childcare account: sign in	Internal	Passing Juice
Check your State Pension forecast	Internal	Passing Juice
Benefits	Internal	Passing Juice
Births, deaths, marriages and care	Internal	Passing Juice
Business and self-employed	Internal	Passing Juice
Childcare and parenting	Internal	Passing Juice
Citizenship and living in the UK	Internal	Passing Juice
Crime, justice and the law	Internal	Passing Juice
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Driving and transport	Internal	Passing Juice
Education and learning	Internal	Passing Juice
Employing people	Internal	Passing Juice
Environment and countryside	Internal	Passing Juice
Housing and local services	Internal	Passing Juice
Money and tax	Internal	Passing Juice
Passports, travel and living abroad	Internal	Passing Juice
Visas and immigration	Internal	Passing Juice

In-page links

Working, jobs and pensions	Internal	Passing Juice
Spring Statement 2025	Internal	Passing Juice
Find a job	Internal	Passing Juice
National Insurance	Internal	Passing Juice
Departments	Internal	Passing Juice
News	Internal	Passing Juice
Guidance and regulation	Internal	Passing Juice
Research and statistics	Internal	Passing Juice
Policy papers and consultations	Internal	Passing Juice
Transparency documents	Internal	Passing Juice
Check MOT history of a vehicle	Internal	Passing Juice
Tax your vehicle	Internal	Passing Juice
Universal Credit	Internal	Passing Juice
Foreign travel advice	Internal	Passing Juice
Check your State Pension age	Internal	Passing Juice
Student finance: sign in	Internal	Passing Juice
Self Assessment tax returns	Internal	Passing Juice
Apply for a passport	Internal	Passing Juice
Maybe	Internal	Passing Juice
How government works	Internal	Passing Juice
Get involved	Internal	Passing Juice
Help	Internal	Passing Juice
Privacy	Internal	Passing Juice
Accessibility statement	Internal	Passing Juice
Contact	Internal	Passing Juice
Terms and conditions	Internal	Passing Juice
Rhestr o Wasanaethau Cymraeg	Internal	Passing Juice
Government Digital Service	Internal	Passing Juice

In-page links

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Internal

Passing Juice

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Internal

Passing Juice

SEO Keywords



Keywords Cloud

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
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Usability

	Url	Domain : gov.uk Length : 6
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is en.
	Dublin Core	This page does not take advantage of Dublin Core.

Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 7 Warnings : 2

Document

		
	Email Privacy	Great no email address has been found in plain text!
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<ul style="list-style-type: none"> Excellent, your website doesn't use nested tables. Perfect. No inline css has been found in HTML tags! Too bad, your website has too many CSS files (more than 4). Perfect, your website has few JavaScript files. Perfect, your website takes advantage of gzip.

Mobile

	Mobile Optimization	<ul style="list-style-type: none"> Apple Icon Meta Viewport Tag Flash content
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Optimization

	XML Sitemap	Great, your website has an XML sitemap. <code>https://www.gov.uk/sitemap.xml</code>
	Robots.txt	<code>http://gov.uk/robots.txt</code> Great, your website has a robots.txt file.
	Analytics	Missing We didn't detect an analytics tool installed on this website. Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.

Optimization