



Alternative text

Excellent

All images were found to have an appropriate text equivalent.

This will help users with visual disabilities use the website and aid legal compliance in many countries.

Valid ALTs

Proportion of alternative text specified in website.
2,215 of 2,215 (100.0%)

Valid but weak ALTs

Proportion of alternative text with weak descriptions.
0 of 2,215 (0.0%)

Invalid pages

Proportion of pages missing one or more ALTs.
0 of 61 (0.0%)

Excluded images

Number of images excluded from this test (e.g. Analytics tracking images).
721



Analytics software

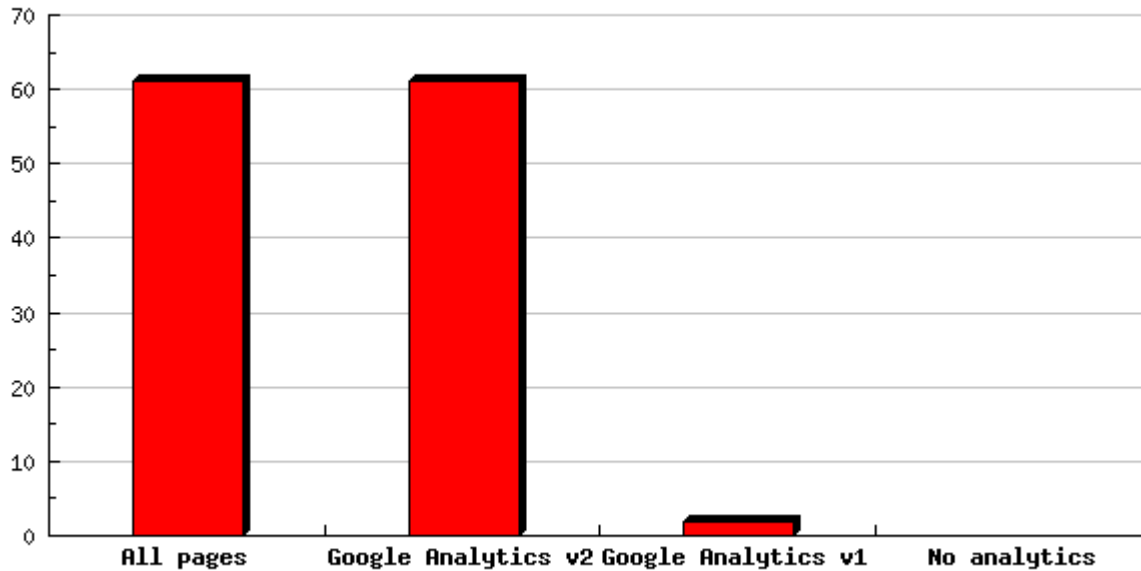
Excellent

Every page in this website is using some form of analytics software.

This is excellent and should allow for a complete analysis of visitor behaviour.

Analytics used

Breakdown of pages using analytics.



Using analytics

61 of 61 (100.0%)

Proportion of pages using any form of analytics.



Flash usage

Excellent

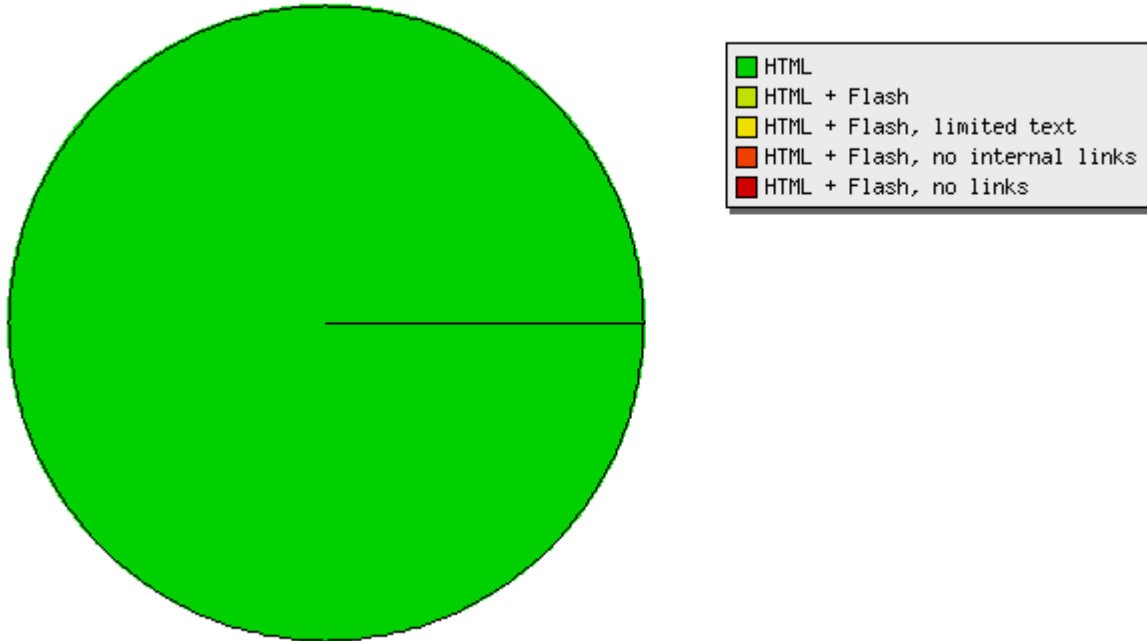
No Flash animation was found on this website.

Flash animation can be appropriate for some websites, when used correctly - e.g. as an extension to existing HTML content on a page, or to narrate a user through a case study. There are some occasions

where it is not appropriate to use Flash at all.

Flash usage

Summary of the use of Flash for all webpages.



Include Flash

Proportion of pages featuring Flash.
0 of 61 (0.0%)

Number of Flash animations

Number of Flash animations.
0

Number of Flash detections

Number of Flash detections recognised.
59

Requires Flash

Proportion of pages requiring Flash.
0 of 61 (0.0%)

10.0

Number of pages

Excellent

61 webpages were found and tested.

This should include every single page in this site (I was looking for up to 100 pages).

Number of pages

61

Looking for pages

100

Number of possible pages found

61

10.0

Popups

Excellent

No self-opening popups were found on this website.

Popup windows are generally considered an annoyance by most users, and are increasingly blocked by the majority of web browsers and Internet security applications.

Include self-opening popups

Proportion of pages with popups that appear automatically.

0 of 61 (0.0%)

Include user-initiated popups

Proportion of pages with popups that are initiated by the user, e.g. clicking a link.

0 of 61 (0.0%)



Excellent

Redirections

No client-side redirections were found on this website.

Client-side redirections generally break the Back button - when users click Back they are stuck on the current page. This can frustrate users and prevent them from finding their way around a site.

Number of redirections

Number of redirections found in website.

0

Number of Meta Refresh redirections

Number of Meta Refresh redirections found in website.

0

Number of Javascript redirections

Number of Javascript redirections found in website.

0



Excellent

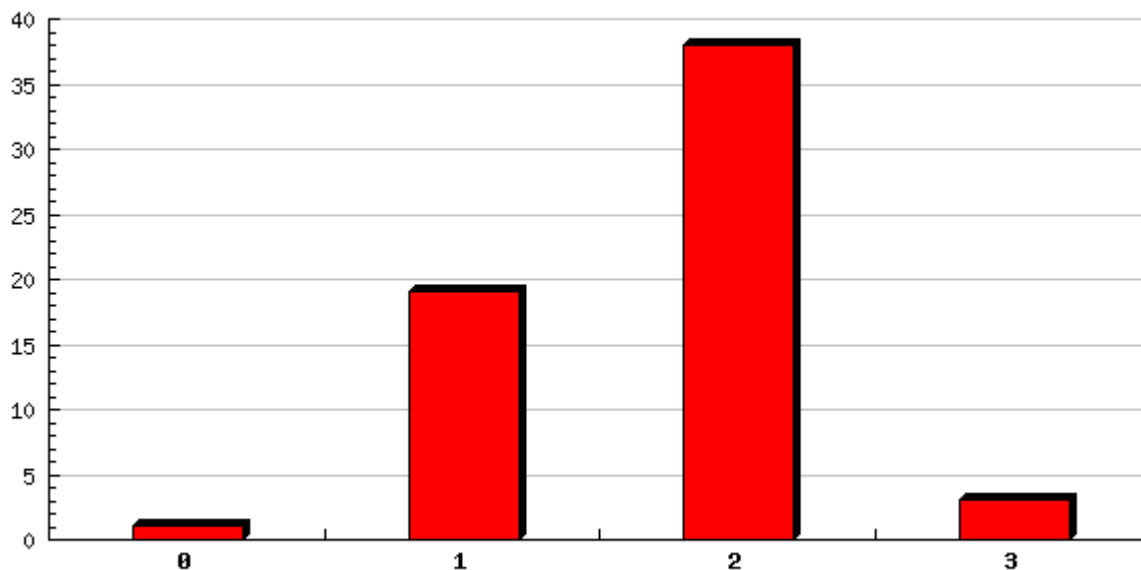
Site Structure

This website has a shallow page structure. The average page is 1.7 clicks away from the homepage.

The deepest pages are 3 clicks away from the homepage.

Page distribution

Breakdown of number of pages at each depth level.



Average depth

Average number of clicks from homepage to any other page.

Distant pages

Number of pages which require 4 or more clicks from the homepage to reach.

Maximum depth

Maximum number of clicks from homepage to any other page.

3



Excellent

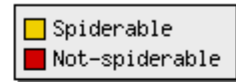
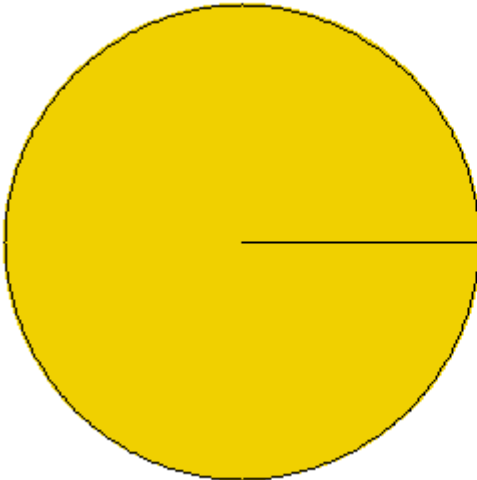
Spiderability

This website appears fully spiderable via conventional methods.

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

It is possible that some part of this website is non-spiderable, but that the means used to access that content is beyond my ability to detect it. (For example, a login area that I don't have details for). You can optionally choose to add these sections yourselves. Read the Help for more information.

Spiderability



Spiderable pages

Proportion of pages which can be spidered.

61 of 61 (100.0%)



Excellent

URL chopping

This website handles 'chopped' URLs correctly.

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

Broken paths

Number of reduced paths which report errors.
0 of 24 (0.0%)



Use of keywords

Excellent

Content is well matched to the desired keywords for this site. This is an excellent step towards high search engine rankings for these keywords.

Overall appropriate emphasis has been given to keywords using page titles, headings and links.

Average keyword emphasis 6.26



Page titles

Excellent

All pages were found to specify page titles. However, 9.8% of pages have relatively weak titles which could be improved.

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

Use titles

Proportion of pages with titles.
61 of 61 (100.0%)

Use weak titles

Proportion of page titles that could be clearly improved.
6 of 61 (9.8%)



Headings

Excellent

A very small number (3.3%) of pages do not use defined headings.

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

Some headings (1.8%) were found to be empty, or incorrectly defined. Empty or invalid headings are of no value to search engines and make a website less accessible.

Technical recommendations Define meaningful headings for all webpages (<H1>, <H2> etc).

No of headings

Number of headings in website.
226

Use headings

Proportion of pages using headings.
59 of 61 (96.7%)

Bad headings

Proportion of headings which are empty or invalid.
4 of 226 (1.8%)



Images

Excellent

On average there are 2.0 unique images per page. 60.7% of pages do not contain a single unique image.

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

Some images (0.9%) don't have defined sizes. Defining an image

size allows the webpage to display layout correctly before loading all of the images. Not specifying image often causes the layout of pages to change as the page loads.

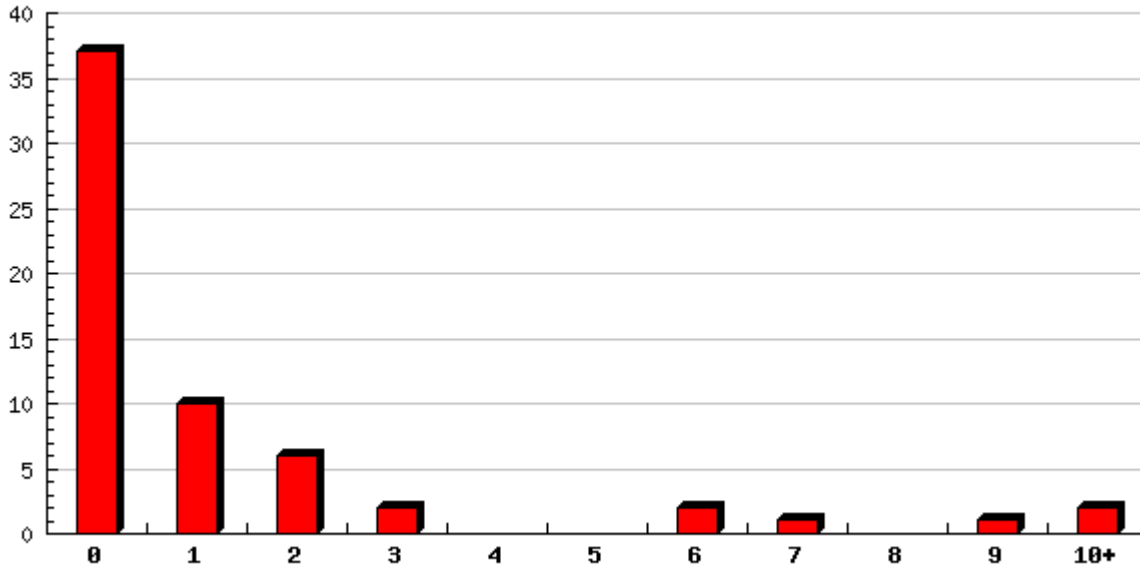
This is not a critical issue, however we recommend image sizes are defined wherever possible.

Technical recommendations Include at least one unique image per page wherever possible.

Define image sizes wherever possible.

Unique image distribution

How many unique images appear per page.



Images with size

Proportion of images specifying a size where possible.
2,910 of 2,936 (99.1%)

Number of unique images

Total unique images in website.
123

Number of unique images per page

Average unique images per page in website.
2.0

Most used images

The most frequently used images in this website.



Excellent

CSS usage

This website correctly uses Cascading Stylesheets (CSS) for layout for all pages.

External stylesheets are used throughout. External stylesheets are considered best practice for ensuring sites are maintainable and quick to load.

96.7% of pages feature at least one CSS override. These specify specific presentation elements which cannot be overridden by users, for example making text larger or altering colours. This is acceptable but should be used with discretion, as it may hinder accessibility for some users.

Use CSS

Proportion of pages using CSS.
61 of 61 (100.0%)

External stylesheets

Proportion of pages using stylesheets externally (as is best practice).
61 of 61 (100.0%)

Styles used

Breakdown of all styles used in this website.

Use overrides

Proportion of pages using a CSS override (i.e. !important).
59 of 61 (96.7%)



Good

Broken links

0.04% of links (1) appear to point to pages which do not exist.

Note that some pages could be redirecting from the missing page using a 'dirty' method, e.g. a Javascript reload or Meta Refresh. The page would not appear to be missing to average web browsers, but those without the required technology (e.g. Javascript) would be unable to access the content.

Technical recommendations Test all links and ensure that missing content redirects 'cleanly' (i.e. using a HTTP Location header).

Broken links

Number of broken links found on site.
1 of 2,239 (0.0%)



Good

Fonts

All of the text in this website is flexible in size. Users with visual impairments can enlarge and reduce the text.

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

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

Hovered-over links are distinguished from normal links at all times.

All of the fonts used by this website are 'web-friendly', which is ideal. Web-friendly fonts are installed on the vast majority of computers, and therefore tend to display consistently to nearly all users.

Technical recommendations Specify a distinct visual style for visited links.

Specify a distinct visual style for active links.

Fonts used

All fonts used by this website are listed here, in descending order of frequency (excluding fonts in animations or images).

Font sizes used

All fonts sizes used by this website are listed here, in descending order of frequency (excluding fonts in animations or images).

Link state distinctions

This table shows whether each text link state distinguishes itself visually, as it should.



Popularity rank

Good

This website is ranked #72,705 in the world for popularity (source: Alexa).

This is quite high and shows the website is well visited.

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

World Rank

The rank this site currently holds compared to all other sites in the world

72,705



File usage

Good

The files in this website are of a fair size (for a 512k Broadband connection). It could be faster if these were reduced.

The homepage for this site is particularly large and slow to load (approx 9.4 seconds). A slow homepage is particularly bad, as users are more likely to leave a slow-loading site on the first page than any other.

On average pages take 5.6 seconds to download on a 512k Broadband connection. 169 files were found in this website.

One file in this website is missing. This may cause problems with pages in this site, although usually it is just bad coding.

2 MIME types appears to be incorrectly setup on the webserver (**text/javascript** was returned for **application/x-javascript**, **text/html** was returned for **image/gif**). Incorrect MIME types may confuse some web browsers or agents, resulting in missing, incorrectly displayed or non-indexed content.

Technical recommendations

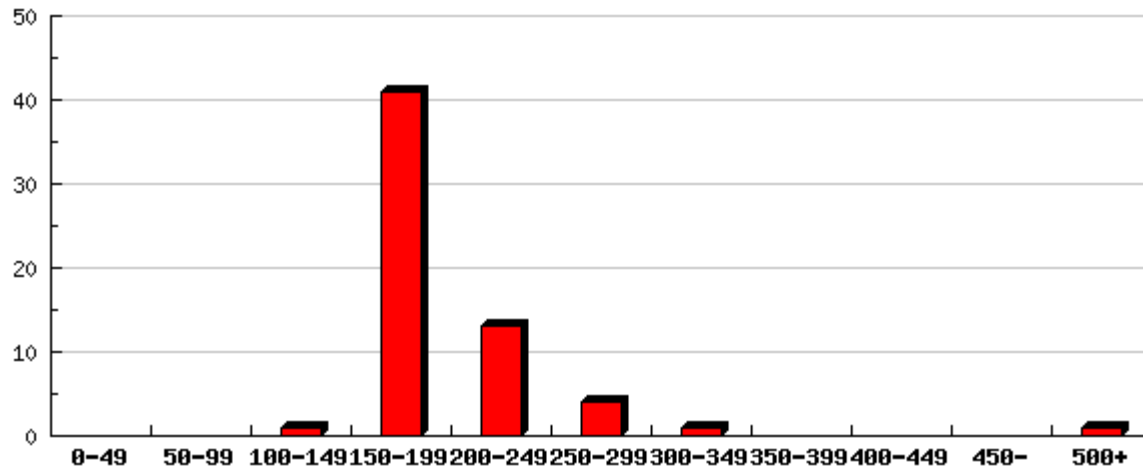
Consider whether any large elements of the website (especially multimedia) are worth the speed trade-off. Most users prefer a quick and responsive website to a slow but more attractive one.

Make sure the files on the website are properly optimised to be as small as possible.

Map the necessary file extensions to the correct MIME type on the webserver.

Page sizes

Summary of the average size of each webpage.



Time to download

Summary of the average time to download each webpage.

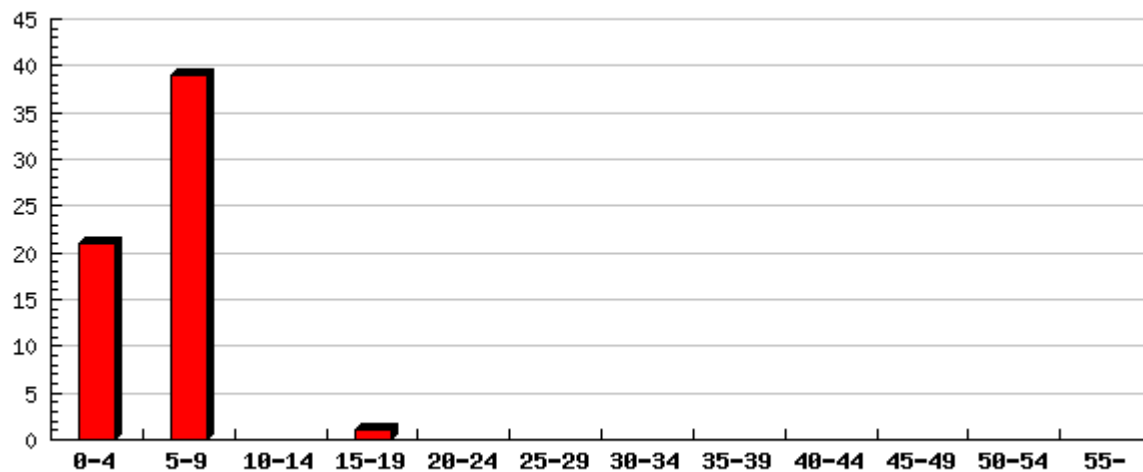


Table of files

Table of all file types and sizes found.

File count

Number of files found on site.

169

Website size

Total size of all files found in website.

12.2mb

Homepage size

Size of the homepage.

345k

Homepage download seconds

Time in seconds to download homepage.

Average files per page

Average number of files per webpage.

23.1

Average page size

Average size of all pages in website.

204k

Average download seconds

Average time in seconds to download a webpage.

5.6



Good

Search engine placement

This website ranks fairly well in search engines for selected keywords.

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

At the moment, only one phrase is being tested. We recommend you add more phrases to test for. Generally you'll want to test between 3 to 10 key phrases that are appropriate to this website.

Technical recommendations

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

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

- Include plenty of relevant content on the desired subject
- Keep content topical and regularly updated
- Obtain quality, relevant links to the website
- Ensure all pages are W3C compliant
- Pay particular attention to the text content of links, page titles and headings
- Consider feeding relevant syndicated content into and out of the website
- Ensure all content is appropriately marked up using appropriate HTML (particularly headings)



Adequate

Links

Some (9.4%) of the links in this site could be defined better.

3 links are weakly described. Common weak link include 'click here' and 'read more'. These links fail to describe the content the link points to. Properly linking using one or more descriptive words (e.g. 'News', 'September 2008 financial results') benefits search engine optimisation for those words and aids accessibility.

228 links use duplicate text to point to different pages. Links should not repeat the same text to link to different pages. Usually this is a problem where a link is non-descriptive (e.g. 'More').

Note that it is possible to change the text a link points to without changing the appearance of the link. For example, **Read more** could be a valid link, if you add a `title` description to it.

Technical recommendations

Ensure that all links either use appropriate link text, or specify appropriate text in the `title` attribute for the link where this is not appropriate.

Links

2,464

Weak links

3

Duplicate text links

228

Too long links

0



Metadata

All pages include at least some metadata, but only 49.2% of all recommended metadata is specified.

Adequate

Metadata provide invisible information about the content of a page, and has a wide range of applications, particularly for search engines and website compliance. Public sector websites in particular usually have to adhere to one or more metadata standards.

- **description** (50.8% pages missing) - A description of the page or website, this is important as search engines tend to display this text in their results pages (SERPs).

This website doesn't make use of **Dublin Core** or **e-GMS** metadata. This is not a problem, unless this website specifically has to adhere to these standards.

Technical recommendations Define appropriate metadata for all webpages. At an absolute minimum, all pages should include a `description` or `dc.description` meta tag.

Use Meta tags

Proportion of pages using any non HTTP-equiv meta tags.

61 of 61 (100.0%)

Use Keywords

Proportion of pages using meta keywords.

61 of 61 (100.0%)

Use Description

Proportion of pages using a meta description of any kind.

30 of 61 (49.2%)

Use Dublin Core

Proportion of pages using Dublin Core (DCMI) metadata.

0 of 61 (0.0%)

Use e-GMS

Proportion of pages using e-GMS metadata.

0 of 61 (0.0%)



Readability

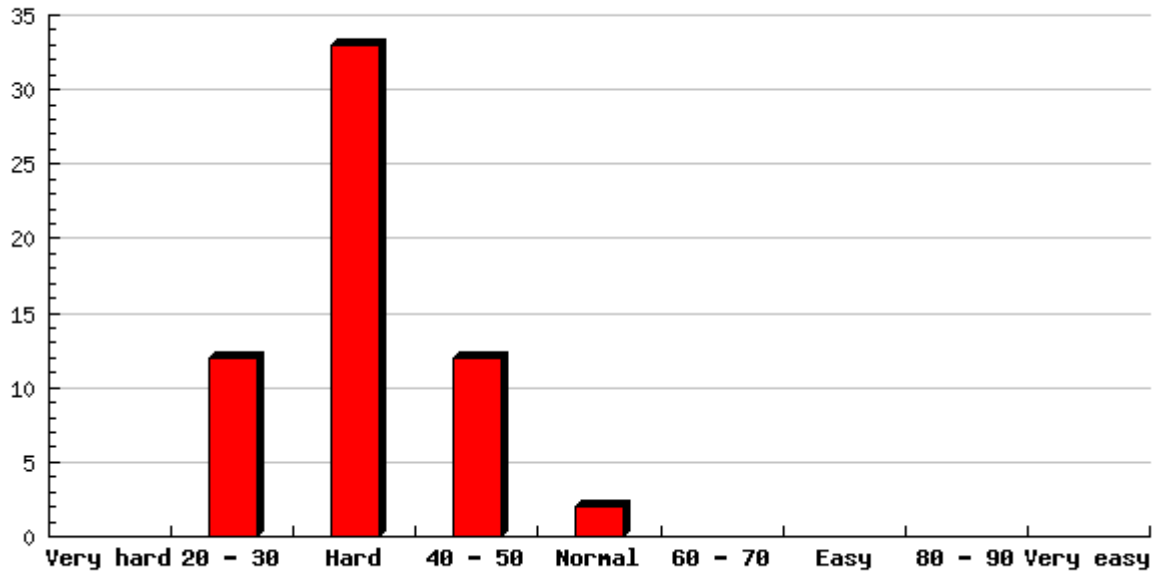
Adequate

On average text require approximately 15.0 years of formal education to read.

You may find some of your content is unnecessarily difficult to understand, and would benefit from being written more clearly.

Readability distribution

How readable pages in this site are. Higher FK scores are easier to read.



Flesch-Kincaid Reading Ease

Average Flesch-Kincaid Reading Ease
35.42

Gunning-Fog Index

Average Gunning Fog Index
15.03



Poor

URL format

The majority (70.5%) of web addresses (URLs) are less than ideal.

57% of URLs (35) are particularly hard to type or remember. URLs using unusual characters (such as semi-colons or underscores), long numerals or complex phrasing are very difficult for real people to use or exchange. They also tend to be less favoured by search engines.

4 URLs are too long. Long URLs are often ignored or marked down by search engines, and are frequently cut in half when exchanged in an email.

A very small amount (1.6%) of URLs are 'dirty'.

'Dirty' URLs include one or more parameters after a question mark (e.g. **www.example.com/?pagename=news**), instead of a clean URL (e.g. **www.example.com/news**). Dirty URLs should generally be avoided wherever possible - they are almost impossible for human beings to remember, may expose the technology of the website to hackers and can confuse search engines among other problems. Their use is sometimes necessary for specific applications, and acceptable in small amounts.

70.5% of URLs include a file extension. These extensions (*aspx* found 43 times) appear at the end of web addresses, and have several negative effects. They make the address harder to remember or type (particularly for non-technical users), and can reveal the underlying technology of the website making it very slightly more vulnerable to hackers. They also tie the implementation of the website to a specific technology, which can make subsequent migration of URLs difficult.

Technical recommendations

Wherever possible ensure web addresses are 'human readable' - i.e. they should be easy to read, remember and type. In particular, avoid the use

of obscure characters (including the underscore, which is not widely understood by non-technical users, or particularly memorable) and long numerals, e.g. example.com/23857984325.

Wherever possible reduce the length of URLs to 78 characters or less.

Remove or reduce the number of dirty URLs.

Avoid use of file extensions wherever possible.

Consider URL rewriting as an effective and transparent means of creating appropriate URLs.

Dirty URLs

Number of URLs breaking one or more rules, such as length or inclusion of an ID query parameter.

1 of 61 (1.6%)

Bad URLs

Number of URLs breaking one or more rules, such as length or inclusion of an ID query parameter.

43 of 61 (70.5%)

Use file extension

Number of URLs containing a file extension.

43 of 61 (70.5%)

ID parameter

Number of URLs containing an ID query parameter, which are almost always ignored by Google and other search engines.

0 of 61 (0.0%)



Incoming links

Poor

About 1,568 other websites were found linking to this website (0 quality links, out of 1,568).

Technical recommendations

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

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

Number of links

Number of links pointing to this website (source: Yahoo.com).

1,568

Number of quality links

Number of quality links pointing to this website (source: Google.com). Google filters links more strictly for quality.

0



Printability

Very poor

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

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

Technical recommendations

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

Use printable CSS

Proportion of pages using print-specific CSS.

0 of 61 (0.0%)



Cookies

Information

A single cookie is used by this website on 1.6% of pages.

As there is no explicit policy against cookies, this is perfectly acceptable. Bear in mind some users will disable cookies, and that search engines do not tend to persist state by supporting them. Therefore ensure the website is usable without them wherever possible.

Cookies used

Breakdown of cookies used in this website.

Number of cookies

Number of unique cookies used in this website.

1

Pages using cookies

Proportion of pages using cookies.

1 of 61 (1.6%)



Design list

Information

Designs used

Breakdown of all styles used in this website.

No of designs

Total number of different designs.

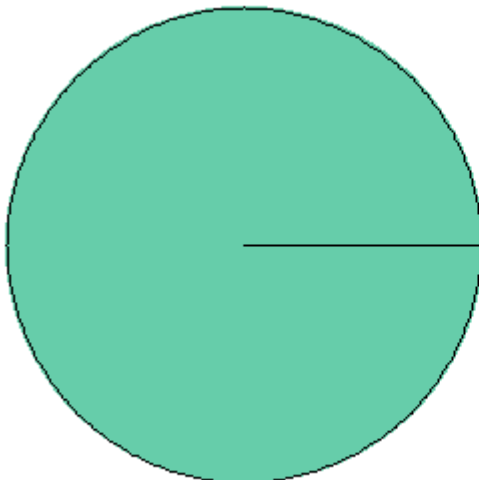
1

Similarity threshold

Threshold for similarity (1 = more pages are similar, 10 = very few pages are similar).

3

Design distribution



Design #1



Domain name

Information

There are no obvious signs that this domain name is inappropriate or being abused by domain squatters.

Domain typos

Table of likely domain typos and their use.

Whois

Whois result for domain name.



Information

Key pages

948 internal links were found pointing to 61 pages in this website.

Pages which are linked to extensively are given proportionally higher weight in search engines, and are more likely to be visited by users. It can be helpful to review these 'key pages' particularly for search engines.

You will normally find that pages in your top level navigation appear highest here.

Technical recommendations

Ensure that specific pages you wish to score highly in search engines are well linked to in your site. Avoid simply linking to every page equally, or linking to too many pages - the positive effect will be lost.



Information

Outgoing links

53 unique outgoing links were found in this website.

There is nothing wrong with linking to external websites, but knowing what websites you link to can be useful. Some search engines may penalise your site if you link to particularly bad material (e.g. badware).

If you own a network of sites, there can be some benefit in linking between them.

Number of outgoing links

Number of outgoing links in this website.

981

Number of unique outgoing links

Number of unique outgoing links in this website.

53

