



# Website review amazon.co.uk

Generated on January 17 2026 00:08 AM

The score is 35/100



## SEO Content

|  |                    |                                                                                                                                                                                           |                |                |                |                |                |
|--|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|----------------|----------------|----------------|----------------|
|  | Title              | <b>Length : 0</b><br>Very bad. We haven't found title on your page.                                                                                                                       |                |                |                |                |                |
|  | Description        | <b>Length : 0</b><br>Very bad. We haven't found meta description on your page. Use <a href="#">this free online meta tags generator</a> to create description.                            |                |                |                |                |                |
|  | Keywords           | Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.                                                       |                |                |                |                |                |
|  | Og Meta Properties | This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use <a href="#">this free og properties generator</a> to create them. |                |                |                |                |                |
|  | Headings           | <b>H1</b><br>0                                                                                                                                                                            | <b>H2</b><br>0 | <b>H3</b><br>0 | <b>H4</b><br>0 | <b>H5</b><br>0 | <b>H6</b><br>0 |
|  | Images             | We found 0 images on this web page.<br>Good, most or all of your images have alt attributes.                                                                                              |                |                |                |                |                |
|  | Text/HTML Ratio    | <b>Ratio : 0%</b><br>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.                                           |                |                |                |                |                |
|  | Flash              | Perfect, no Flash content has been detected on this page.                                                                                                                                 |                |                |                |                |                |
|  | Iframe             | Great, there are no Iframes detected on this page.                                                                                                                                        |                |                |                |                |                |

## SEO Links

|                                                                                  |                         |                                                                                                   |
|----------------------------------------------------------------------------------|-------------------------|---------------------------------------------------------------------------------------------------|
|  | URL Rewrite             | Good. Your links looks friendly!                                                                  |
|  | Underscores in the URLs | Perfect! No underscores detected in your URLs.                                                    |
|  | In-page links           | We found a total of 0 links including 0 link(s) to files                                          |
|  | Statistics              | External Links : noreferrer noopener 0%<br>External Links : Passing Juice 0%<br>Internal Links 0% |

## In-page links

| Anchor | Type | Juice |
|--------|------|-------|
|--------|------|-------|

## SEO Keywords

|                                                                                    |                |  |
|------------------------------------------------------------------------------------|----------------|--|
|  | Keywords Cloud |  |
|------------------------------------------------------------------------------------|----------------|--|

## Keywords Consistency

| Keyword | Content | Title | Keywords | Description | Headings |
|---------|---------|-------|----------|-------------|----------|
|---------|---------|-------|----------|-------------|----------|

## Usability

|                                                                                    |              |                                         |
|------------------------------------------------------------------------------------|--------------|-----------------------------------------|
|  | Url          | Domain : amazon.co.uk<br>Length : 12    |
|  | Favicon      | Great, your website has a favicon.      |
|  | Printability | We could not find a Print-Friendly CSS. |

## Usability

|                                                                                   |             |                                                                                                                                          |
|-----------------------------------------------------------------------------------|-------------|------------------------------------------------------------------------------------------------------------------------------------------|
|  | Language    | You have not specified the language. Use <a href="#">this free meta tags generator</a> to declare the intended language of your website. |
|  | Dublin Core | This page does not take advantage of Dublin Core.                                                                                        |

## Document

|                                                                                     |                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|-------------------------------------------------------------------------------------|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    | Doctype         | Missing doctype                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|    | Encoding        | You have not specified the document's charset. Use <a href="#">this free meta tags generator</a> to declare document's charset.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|    | W3C Validity    | Errors : 173<br>Warnings : 72                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|   | 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      | <div><div> Excellent, your website doesn't use nested tables.</div><div> Perfect. No inline css has been found in HTML tags!</div><div> Great, your website has few CSS files.</div><div> Perfect, your website has few JavaScript files.</div><div> Too bad, your website does not take advantage of gzip.</div></div> |

## Mobile

|                                                                                     |                     |                                                                                                                                                                                                                                                                                                                                                  |
|-------------------------------------------------------------------------------------|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | Mobile Optimization | <div><div> Apple Icon</div><div> Meta Viewport Tag</div><div> Flash content</div></div> |
|-------------------------------------------------------------------------------------|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

## Optimization

|                                                                                  |             |                                                                                                                                                                                                                                                                                                 |
|----------------------------------------------------------------------------------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | XML Sitemap | <p>Great, your website has an XML sitemap.</p> <div><a href="https://www.amazon.co.uk/sitemap.xml">https://www.amazon.co.uk/sitemap.xml</a></div>                                                                                                                                               |
|  | Robots.txt  | <p><a href="http://amazon.co.uk/robots.txt">http://amazon.co.uk/robots.txt</a></p> <p>Great, your website has a robots.txt file.</p>                                                                                                                                                            |
|  | Analytics   | <p>Missing</p> <p>We didn't detect an analytics tool installed on this website.</p> <p>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.</p> |