








# Website review lawnmaster.co.uk

Generated on September 19 2024 18:00 PM





The score is 70/100





## SEO Content

|    | <p>Title</p>              | <p>Lawn Master Lawn Care Services for Healthy, Green Grass</p> <p><b>Length : 55</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>   |    |    |    |    |    |    |   |   |    |   |   |   |
|---|---------------------------|--|----|----|----|----|----|----|---|---|----|---|---|---|
|    | <p>Description</p>        | <p>Lawn care services by experienced turf professionals. Seasonal feed &amp; weed, and moss control applications to keep your lawn healthy throughout the year.</p> <p><b>Length : 152</b></p> <p>Great, your meta description contains between 70 and 160 characters.</p>   |    |    |    |    |    |    |   |   |    |   |   |   |
|  | <p>Keywords</p>           | <p>Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.</p>   |    |    |    |    |    |    |   |   |    |   |   |   |
|  | <p>Og Meta Properties</p> | <p>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.</p>   |    |    |    |    |    |    |   |   |    |   |   |   |
|  | <p>Headings</p>           | <table border="1" data-bbox="544 1444 1481 1514"> <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>8</td> <td>16</td> <td>1</td> <td>6</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="616 1547 1497 2078" style="list-style-type: none"> <li>• [H1] THE ONLY NATIONAL LAWN CARE TREATMENT COMPANY TO EMPLOY EXPERIENCED TURF PROFESSIONALS</li> <li>• [H2] AT LAWN MASTER, WE SPECIALISE IN MAKING LAWNS LOOK BEAUTIFUL</li> <li>• [H2] LAWN MASTER OFFER A RANGE OF SERVICES TO PROVIDE YOU WITH A LAWN THAT YOU CAN BE PROUD OF</li> <li>• [H2] Why re-turf when you can</li> <li>• [H2] How our bespoke Lawn Care Service Plan Works</li> <li>• [H2] REQUEST A FREE LAWN ANALYSIS AND QUOTATION</li> <li>• [H2] TESTIMONIALS FROM OUR CUSTOMERS</li> <li>• [H2] Autumn LAWN PROBLEMS AND ADVICE FROM OUR LAWN CARE EXPERTS</li> <li>• [H2] Find your Local Lawn Master Expert</li> <li>• [H3] Fertiliser Programme</li> <li>• [H3] Aeration</li> <li>• [H3] Scarification</li> </ul> | H1 | H2 | H3 | H4 | H5 | H6 | 1 | 8 | 16 | 1 | 6 | 0 |
| H1  | H2                        | H3   | H4 | H5 | H6 |    |    |    |   |   |    |   |   |   |
| 1   | 8                         | 16   | 1  | 6  | 0  |    |    |    |   |   |    |   |   |   |



## SEO Content

|   |                 |   |
|---|-----------------|---|
|   |                 | <ul style="list-style-type: none"><li>• [H3] Top Dressing</li><li>• [H3] Over-Seeding</li><li>• [H3] Lawn Disease Control</li><li>• [H3] Lawn Pest Control</li><li>• [H3] Soil Improver</li><li>• [H3] Wetting Agents</li><li>• [H3] Organic Benefits</li><li>• [H3] WE VISIT YOUR LAWN AND PROVIDE A FREE LAWN ANALYSIS</li><li>• [H3] WE CREATE A BESPOKE LAWN CARE PLAN, TAILORED TO YOUR LAWNS NEEDS</li><li>• [H3] WE VISIT ALL-YEAR ROUND TO KEEP YOUR LAWN LOOKING BEAUTIFUL</li><li>• [H3] Autumn Lawn Care Advice</li><li>• [H3] Red Thread</li><li>• [H3] Thatch</li><li>• [H4] THE UK'S LARGEST GROUP OF LAWN CARE PROFESSIONALS</li><li>• [H5] Services</li><li>• [H5] Lawn Master</li><li>• [H5] Contact</li><li>• [H5] Social Media</li><li>• [H5] SIGN UP TO OUR NEWSLETTER</li><li>• [H5] SIGN UP TO OUR NEWSLETTER</li></ul> |
|  | Images          | <p>We found 38 images on this web page.</p> <p>1 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 : <b>33%</b></p> <p>Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.</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             | <p>Good. Your links looks friendly!</p>               |
|  | Underscores in the URLs | <p>Perfect! No underscores detected in your URLs.</p> |

## SEO Links

|  |               |   |
|--|---------------|---|
|  | In-page links | We found a total of 42 links including 1 link(s) to files                                     |
|  | Statistics    | External Links : noFollow 0%<br>External Links : Passing Juice 4.76%<br>Internal Links 95.24% |

## In-page links

| Anchor                                  | Type     | Juice         |
|---|----------|---------------|
| <a href="#">Services</a>                | Internal | Passing Juice |
| <a href="#">Fertiliser</a>              | Internal | Passing Juice |
| <a href="#">Aeration</a>                | Internal | Passing Juice |
| <a href="#">Scarification</a>           | Internal | Passing Juice |
| <a href="#">Top Dressing</a>            | Internal | Passing Juice |
| <a href="#">Over-seeding</a>            | Internal | Passing Juice |
| <a href="#">Lawn Disease Control</a>    | Internal | Passing Juice |
| <a href="#">Lawn Pest Control</a>       | Internal | Passing Juice |
| <a href="#">Soil Improver</a>           | Internal | Passing Juice |
| <a href="#">Wetting Agents</a>          | Internal | Passing Juice |
| <a href="#">Organic Benefits</a>        | Internal | Passing Juice |
| <a href="#">Regener8</a>                | Internal | Passing Juice |
| <a href="#">About us</a>                | Internal | Passing Juice |
| <a href="#">Case Studies</a>            | Internal | Passing Juice |
| <a href="#">Advice Centre</a>           | Internal | Passing Juice |
| <a href="#">Franchising</a>             | Internal | Passing Juice |
| <a href="#">Lawn Care Concept</a>       | Internal | Passing Juice |
| <a href="#">Why Customers Choose Us</a> | Internal | Passing Juice |
| <a href="#">Franchising Facts</a>       | Internal | Passing Juice |
| <a href="#">Why Choose a Franchise</a>  | Internal | Passing Juice |

## In-page links

|   |          |               |
|---|----------|---------------|
| <a href="#">Startup Process</a>               | Internal | Passing Juice |
| <a href="#">Training &amp; Support</a>        | Internal | Passing Juice |
| <a href="#">Meet Our Franchise Consultant</a> | Internal | Passing Juice |
| <a href="#">Franchising Video Gallery</a>     | Internal | Passing Juice |
| <a href="#">Franchise Areas For Sale</a>      | Internal | Passing Juice |
| <a href="#">FAQ Videos</a>                    | Internal | Passing Juice |
| <a href="#">Contact us</a>                    | Internal | Passing Juice |
| <a href="#">Find Your Local Lawn Expert</a>   | Internal | Passing Juice |
| -   | External | Passing Juice |
| <a href="#">Privacy Policy</a>                | Internal | Passing Juice |
| <a href="#">View All</a>                      | Internal | Passing Juice |
| <a href="#">Pay As You Go</a>                 | Internal | Passing Juice |
| <a href="#">Treatment During Covid-19</a>     | Internal | Passing Juice |
| <a href="#">Customer Referral</a>             | Internal | Passing Juice |
| <a href="#">FAQs</a>                          | Internal | Passing Juice |
| <a href="#">Careers</a>                       | Internal | Passing Juice |
| <a href="#">Terms of Service</a>              | Internal | Passing Juice |
| <a href="#">Terms &amp; Conditions</a>        | Internal | Passing Juice |
| <a href="#">Regener8 Terms of Service</a>     | Internal | Passing Juice |
| <a href="#">ISO 9001</a>                      | Internal | Passing Juice |
| <a href="#">ISO 14001</a>                     | Internal | Passing Juice |
| <a href="#">Trustpilot</a>                    | External | Passing Juice |

## SEO Keywords








Keywords Cloud

services master control care **lawn** advice lawns service  
turf regener8





## Keywords Consistency

| Keyword | Content | Title | Keywords | Description | Headings |
|---------|---------|-------|----------|-------------|----------|
| lawn    | 53      | ✓     | ✗        | ✓           | ✓        |
| care    | 20      | ✓     | ✗        | ✓           | ✓        |
| master  | 10      | ✓     | ✗        | ✗           | ✓        |
| advice  | 10      | ✗     | ✗        | ✗           | ✓        |
| service | 7       | ✓     | ✗        | ✓           | ✓        |








## Usability

|  |              |   |
|--|--------------|---|
|    | Url          | Domain : lawnmaster.co.uk<br>Length : 16          |
|    | 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 : 0<br>Warnings : 0                           |
|  | Email Privacy | Great no email address has been found in plain text! |




## Document

|  |                 |  |
|--|-----------------|--|
|  | Deprecated HTML | Great! We haven't found deprecated HTML tags in your HTML.   |
|  | Speed Tips      | <ul style="list-style-type: none"><li> Excellent, your website doesn't use nested tables.</li><li> Too bad, your website is using inline styles.</li><li> Great, your website has few CSS files.</li><li> Perfect, your website has few JavaScript files.</li><li> Perfect, your website takes advantage of gzip.</li></ul> |

## Mobile

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

## Optimization

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