

SEO Report UK — Professional SEO Audits & Website Reports

Website SEO Audit

<https://www.simplytrades.co.uk/>

25 / 27 checks passed

Generated on 11 Oct 2025

Metadata & SERP

Title/description shape snippets; social tags control shared previews.

Title length

56

30–65 chars recommended

Meta description length

160

80–160 chars recommended

Open Graph title

1

Open Graph image

1

Twitter Card meta

1

Structure & Content

Single H1, clear sub-headings, adequate body copy and image alts.

H1 count

1

Exactly one H1 is ideal

H2 count

3
Use H2s to structure sections

H3 count

6

H4 count

0

H5 count

0

H6 count

0

Total headings (H1–H6)

10
>50 may be noisy

Approx. word count

464
Aim for 300+ words

Images with missing alt

0
Add descriptive alt text

Indexing & Canonicals

Ensure indexability and correct canonicalisation.

HTTP status code

200
2xx expected

Robots meta allows indexing

max-image-preview:large

Canonical tag present

1

Canonical host matches

https://www.simplytrades.co.uk/

Hreflang present (if multilingual)

0

Add hreflang where applicable

Social & Rich Results

JSON-LD schema qualifies the page for enhanced results.

Structured data (JSON-LD)

1

Performance & Security

Responsive meta, language, charset and HTTPS aid UX and crawling.

Viewport meta tag

1

HTML lang attribute

en-GB

Set content language (e.g., en-GB)

Charset declared

UTF-8

Add <meta charset="utf-8">

HTTPS URL

1

HTML size (KB)

428.6

Keep HTML < 300KB

Links

Internal links distribute authority; external links should be descriptive.

Internal links

53

Add relevant internal links

External links

17

Use descriptive anchors

Next steps

Prioritised actions to implement next.

1. **Hreflang present (if multilingual):** Add hreflang where applicable
2. **HTML size (KB):** Keep HTML < 300KB