Website review
cadbury.co.uk

The score is 48/100

SEO Content

✓	**Title**	Cadbury Chocolate | Cadbury.co.uk **Length : 33** Perfect, your title contains between 10 and 70 characters.
⚠	**Description**	Cadbury Chocolate **Length : 21** Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.
✓	**Keywords**	chocolate Good, your page contains meta keywords.
✓	**Og Meta Properties**	Good, your page take advantage of Og Properties.

Property	Content
type	Website
url	https://www.cadbury.co.uk/

●	**Headings**	

H1	H2	H3	H4	H5	H6
1	6	1	0	0	0

- [H1] Latest recipes
- [H2]
- [H2] Cadbury Inventor
- [H2] Cadbury FC
- [H2]
- [H2] DISCOVER CADBURY WORLD
- [H2] Cadbury Gifts Direct
- [H3]

SEO Content

	Images	We found 26 images on this web page. 9 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.
❌	Text/HTML Ratio	Ratio : **0%** 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	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

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 35 links including 0 link(s) to files
⬤	Statistics	External Links : noFollow 0% External Links : Passing Juice 25.71% Internal Links 74.29%

In-page links

Anchor	Type	Juice
Our Story	Internal	Passing Juice
Our Products	Internal	Passing Juice
Cocoa Life	Internal	Passing Juice
Our Community	Internal	Passing Juice
Personalise Your Bar	External	Passing Juice

In-page links

COVID-19 Response	Internal	Passing Juice
Visit Cadbury World	External	Passing Juice
Buy Cadbury Gifts	External	Passing Juice
Contact Us	Internal	Passing Juice
Terms of use	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Cookie Policy	Internal	Passing Juice
Accessibility	Internal	Passing Juice
T&Cs	Internal	Passing Juice
Careers	External	Passing Juice
Press resources	External	Passing Juice
Find out more	External	Passing Juice
Find out more	Internal	Passing Juice
READ MORE	External	Passing Juice
Big Taste Toffee Wholenut	Internal	Passing Juice
Medley Raspberry Hazelnut	Internal	Passing Juice
Dinky Deckers	Internal	Passing Juice
Giant Buttons	Internal	Passing Juice
Roses	Internal	Passing Juice
Creme Egg Tray Bake	Internal	Passing Juice
Caramelt-in-the-middle	Internal	Passing Juice
Owl Cake	Internal	Passing Juice
Milk Tray Bake	Internal	Passing Juice
Creme Egg Toastie	Internal	Passing Juice
SEE ALL RECIPES	Internal	Passing Juice
DISCOVER CADBURY WORLD	Internal	Passing Juice
ORDER DELICIOUS GIFTS	External	Passing Juice
Privacy Notice	External	Passing Juice

In-page links

T&Cs	Internal	Passing Juice
Corporate Reporting	Internal	Passing Juice

SEO Keywords

	Keywords Cloud	

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings

Usability

	Url	Domain : cadbury.co.uk Length : 13
✓	Favicon	Great, your website has a favicon.
✗	Printability	We could not find a Print-Friendly CSS.
✗	Language	You have not specified the language. Use this free meta tags generator to declare the intended language of your website.
✗	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 : 17 Warnings : 21

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	✔ Excellent, your website doesn't use nested tables.
		✖ Too bad, your website is using inline styles.
		✔ Great, your website has few CSS files.
		✔ Perfect, your website has few JavaScript files.
		✖ Too bad, your website does not take advantage of gzip.

Mobile

⚪	Mobile Optimization	✖ Apple Icon
		✔ Meta Viewport Tag
		✔ Flash content

Optimization

✅	XML Sitemap	Great, your website has an XML sitemap.
		https://www.cadbury.co.uk/sitemap.xml
✅	Robots.txt	http://cadbury.co.uk/robots.txt
		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