

Small website report for [Http://www.celtic-recycling.co.uk](http://www.celtic-recycling.co.uk) 10:53am 30/01/08

Summary



Accessibility Score

The accessibility of this website for users with disabilities.

Poor



Content Score

The quality of the content of this website.

Good



Quality Score

The quality of the build of this website.

Very poor



Search Score

How effectively this website is optimised for search engines.

Very poor



Sitemap

An overall summary score for this website.

Poor



<http://www.celtic-recycling.co.uk/>

22 webpages were tested (was looking for 50 pages).

Only webpages inside the address www.celtic-recycling.co.uk were included.

Good / bad points



The website is not W3C compliant



Few websites link to this website, making it hard to find



Many pages have no defined headings, compromising SEO



This website appears to be rarely visited



This site is built using tables for layout



The majority of URLs are less than ideal



This website does not appear to use any analytics software



No pages have any metadata



This website does not appear optimised for printing



Some images do not specify alternative text



Content appears quite difficult to read



This site appears to use 2 different page designs



22 webpages found



This website appears fully spiderable









This website is quick to use



No broken links were found

Score	Test	Description
1.0	CSS usage	Check for appropriate use of CSS (Cascading Stylesheets).
1.0	Printability	Check whether pages appear optimised for printing.
1.0	Analytics software	Checks for use of any website analytics software
1.0	Metadata	Check that metadata is used and specified correctly
1.0	Popularity rank	Checks how popular the site is
1.0	Headings	Check that headings are used and specified correctly
1.0	Use of keywords	Analyse how well optimised the website is for specified keywords
1.0	W3C compliance	Check that the website complies with W3C standards
3.2	Readability	Checks the text on a page and reports on approximate readability.
3.6	Fonts	Check for appropriate use of fonts.
3.8	Incoming links	Count the number of links to this website
4.3	Spelling	Check spelling of text in this website
4.4	URL format	Check that web addresses (URLs) used on the site are clean and user-friendly
6.7	Alternative text	Check that alternative text is specified for users with visual disabilities, and used correctly
10.0	Spiderability	Ensure this website can be effectively spidered
10.0	Page titles	Check that page titles are used and specified correctly
10.0	Links	Report on how links are used in this website
10.0	URL chopping	Check that URLs handle chopping, i.e. reduction to a higher path
10.0	Site Structure	Analyse the depth and breadth of this website structure
10.0	Redirections	Check for client-side redirections
10.0	Popups	Check for any popup windows, and how appropriate their use is
10.0	Number of pages	Count the number of pages
10.0	Flash usage	Check for appropriate use of Flash
10.0	File usage	Check the types, distribution and sizes of all downloadable files on the website
10.0	Broken links	Check for broken links (i.e. links to pages or content which does not exist)
10.0	Amount of content	Check the amount of content used on each page of the website
10.0	Images	Check for appropriate use of images.
i	Outgoing links	Report on any outgoing links from this website

 Domain name	Performs a number of checks on this choice of domain name
 Cookies	Detect any cookies set by this website
 Key pages	List the most important or prominent pages in the website, particularly to search engines
 Design list	List different designs used by this website.
 Search engine placement	Check the placement of the website against competitors for a specified search engine phrase
 Contact details	Looks for all emails, phone numbers and postal addresses on this website

Search



Very poor

How effectively this website is optimised for search engines.

This is a summary score, comprised of other tests weighted for importance. It can be useful as a quick, rough indicator of the Search Engine Optimisation (SEO) of this website - however for a full understanding you should review the individual tests listed below.

Derived from

17 found

Score	Test	Extra penalty*	Weight
1.0	Headings	-2.4 : Headings are an easy win and fundamental step for SEO with no side effects	1
1.0	Metadata	-0.5 : Core descriptive metadata is an easy fundamental step in SEO	1
1.0	W3C compliance		0.25
1.0	Use of keywords	-0.6 : Content and keywords are so badly aligned that SEO performance will suffer heavily	2
1.0	CSS usage		0.25
1.0	Popularity rank		2.5
3.8	Incoming links		1.5
4.4	URL format		1
6.7	Alternative text	-0.1 : Alternative text is an easy win and fundamental step for SEO with no side effects	1
10.0	File usage		0.5
10.0	Redirections		1
10.0	Broken links		0.5
10.0	URL chopping		0.25
10.0	Spiderability		2
10.0	Page titles		1
10.0	Links		1
i	Search engine placement		0.5

*An **Extra penalty** is applied where a particular test score is so bad, that it has a far greater impact on a website than the **Weight** usually allows. You should read about each individual test to discover more.

Sitescore



Poor

An overall summary score for this website.

This is a summary score, comprised of all other tests weighted for importance. It can be useful as a quick, rough indicator of how good this website is - however for a full understanding you should review the individual tests listed below.

Derived from

30 found

Score	Test	Extra penalty*	Weight
1.0	Metadata		0.4
1.0	CSS usage		1
1.0	Popularity rank		1.75
1.0	Analytics software		0.5
1.0	W3C compliance	-0.8 : Non-compliant pages are more likely to suffer compatibility and accessibility issues	1
1.0	Use of keywords		1
1.0	Printability		1
1.0	Headings	-0.8 : Headings are crucial for accessibility and search engine placement	1
3.2	Readability		1
3.6	Fonts		1
3.8	Incoming links		1
4.3	Spelling		0.25
4.4	URL format		0.8
6.7	Alternative text		1
10.0	URL chopping		0.25
10.0	Spiderability		1
10.0	Broken links		1
10.0	Site Structure		0.5
10.0	File usage		2
10.0	Flash usage		1.5
10.0	Links		1
10.0	Redirections		1
10.0	Images		1

10.0	Number of pages	0.5
10.0	Popups	1
10.0	Page titles	1
i	Cookies	0.5
i	Search engine placement	1
i	Contact details	0.5
i	Outgoing links	0.5

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Homepage



<http://www.celtic-recycling.co.uk/>

What was tested

22 webpages were tested (was looking for 50 pages).

Only webpages inside the address www.celtic-recycling.co.uk were included.

All tests

34 found

Score	Test	Description
1.0	CSS usage	Check for appropriate use of CSS (Cascading Stylesheets).
1.0	Printability	Check whether pages appear optimised for printing.
1.0	Analytics software	Checks for use of any website analytics software
1.0	Metadata	Check that metadata is used and specified correctly
1.0	Popularity rank	Checks how popular the site is
1.0	Headings	Check that headings are used and specified correctly
1.0	Use of keywords	Analyse how well optimised the website is for specified keywords
1.0	W3C compliance	Check that the website complies with W3C standards
3.2	Readability	Checks the text on a page and reports on approximate readability.
3.6	Fonts	Check for appropriate use of fonts.
3.8	Incoming links	Count the number of links to this website
4.3	Spelling	Check spelling of text in this website
4.4	URL format	Check that web addresses (URLs) used on the site are clean and user-friendly
6.7	Alternative text	Check that alternative text is specified for users with visual disabilities, and used correctly

10.0	<u>Spiderability</u>	Ensure this website can be effectively spidered
10.0	<u>Page titles</u>	Check that page titles are used and specified correctly
10.0	<u>Links</u>	Report on how links are used in this website
10.0	<u>URL chopping</u>	Check that URLs handle chopping, i.e. reduction to a higher path
10.0	<u>Site Structure</u>	Analyse the depth and breadth of this website structure
10.0	<u>Redirections</u>	Check for client-side redirections
10.0	<u>Popups</u>	Check for any popup windows, and how appropriate their use is
10.0	<u>Number of pages</u>	Count the number of pages
10.0	<u>Flash usage</u>	Check for appropriate use of Flash
10.0	<u>File usage</u>	Check the types, distribution and sizes of all downloadable files on the website
10.0	<u>Broken links</u>	Check for broken links (i.e. links to pages or content which does not exist)
10.0	<u>Amount of content</u>	Check the amount of content used on each page of the website
10.0	<u>Images</u>	Check for appropriate use of images.
i	<u>Outgoing links</u>	Report on any outgoing links from this website
i	<u>Domain name</u>	Performs a number of checks on this choice of domain name
i	<u>Cookies</u>	Detect any cookies set by this website
i	<u>Key pages</u>	List the most important or prominent pages in the website, particularly to search engines
i	<u>Design list</u>	List different designs used by this website.
i	<u>Search engine placement</u>	Check the placement of the website against competitors for a specified search engine phrase
i	<u>Contact details</u>	Looks for all emails, phone numbers and postal addresses on this website

Quality



Very poor

The quality of the build of this website.

This is a summary score, comprised of other tests weighted for importance. It can be useful as a quick, rough indicator of the quality of this website - however for a full understanding you should review the individual tests listed below.

Derived from

21 found

Score	Test	Extra penalty*	Weight
1.0	Printability	-0.6 : Webpages should be designed specifically for easy printing by end users	1
1.0	CSS usage	-1.2 : Table based layouts are an outdated and ineffective practice for web design	0.75
1.0	W3C compliance	-0.8 : W3C compliant pages are harder to build, but more likely to remain compatible with new browsers in future	1
1.0	Metadata	-0.2	0.25
1.0	Headings	-1.8 : Headings are easy to implement and crucial for search engine placement and accessibility	1
3.2	Readability		0.5
3.6	Fonts		0.75
4.3	Spelling		0.5
4.4	URL format		0.5
6.7	Alternative text		0.5
10.0	Spiderability		1
10.0	Redirections		0.75
10.0	Site Structure		0.5
10.0	Flash usage		1
10.0	Popups		0.25
10.0	Page titles		1
10.0	Links		0.5
10.0	Images		0.5
10.0	Broken links		1
10.0	File usage		2
10.0	URL chopping		0.25

Accessibility



Poor

The accessibility of this website for users with disabilities.

This is a summary score, comprised of other tests weighted for importance. It can be useful as a quick, rough indicator of the accessibility of this website - however for a full understanding you should review the individual tests listed below.

Derived from

18 found

Score	Test	Extra penalty*	Weight
1.0	CSS usage	-1.2: Table based layouts are less accessible and unnecessary	1
1.0	Headings	-1.2: Headings are a fundamental requirement for accessibility that is easy to implement with no side effects	1
1.0	W3C compliance		0.5
3.2	Readability		1
3.6	Fonts	-0.3: Poor use of fonts hinders accessibility	1
4.4	URL format		0.8
6.7	Alternative text	-0.1: Alternative text is a fundamental requirement for accessibility that is easy to implement with no side effects	2
10.0	Images		1
10.0	Links		1
10.0	File usage		0.5
10.0	Flash usage		2
10.0	Site Structure		0.5
10.0	Broken links		1
10.0	Popups		0.5
10.0	Page titles		1
10.0	Spiderability		2
10.0	Redirections		0.75
10.0	Number of pages		0.25

*An **Extra penalty** is applied where a particular test score is so bad, that it has a far greater impact on a website than the **Weight** usually allows. You should read about each individual test to discover more.

Content



Good

The quality of the content of this website.

This is a summary score, comprised of other tests weighted for importance. It can be useful as a quick, rough indicator of the quality of this website - however for a full understanding you should review the individual tests listed below.

Derived from

12 found

Score	Test	Extra penalty*	Weight
1.0	Headings		0.25
1.0	Metadata		0.5
3.2	Readability		1
4.3	Spelling		1
6.7	Alternative text		0.25
10.0	Page titles		0.25
10.0	Site Structure		0.25
10.0	Links		0.5
10.0	Images		1
10.0	Broken links		1
10.0	Number of pages		1
i	Contact details		0.8

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