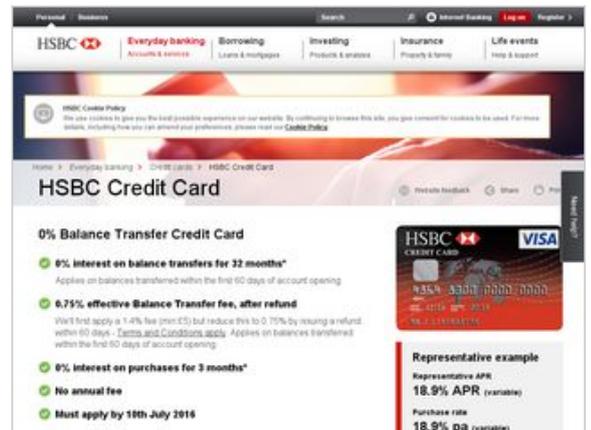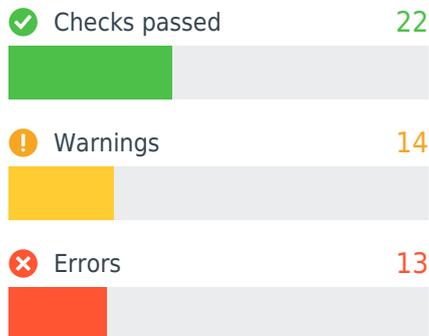# Web page SEO audit:

http://www.hsbc.co.uk/1/2//credit-cards/credit-card?WT.ac=HBEU_HSBC_Onsite _Balance Transfer_CreditCards_Generic_Surfer_DR_Image_Homepage__209

Jun-22 2016

Analyzed search query:

HSBC Credit Card

✅ Checks passed	22
⚠️ Warnings	14
❌ Errors	13

45/100
Score

Key domain characteristics	66.7%	Page title	25%
Meta description	33.3%	Page URL structure	80%
Index status and cached snapshot	100%	Image analysis	80%
Content analysis	0%	Header tags	33.3%
Keyword total	0%	Link analysis	50%
Load speed	25%	Page load optimization	%
Popularity on social media	33.3%	Usability and technical analysis	40%

Key domain characteristics ⚠ 1

⚠ **Website age according to web.archive.org** -

> When ranking websites, search engines don't just take the domain name age into account, but the age of the website itself too (starting from the day the website was first indexed). Websites with an existing history as well as aged domains have equal chances of getting ranked high. In order to discover a website's age, SE Ranking uses data provided by the Internet Archive's Wayback Machine.

✅ **Backlinks** 3536233
(for the website)

> The number of inbound backlinks along with their quality is a key SEO ranking factor for any website. A backlink from a relevant website with decent content will have a considerably better SEO effect than multiple links from irrelevant websites.

✅ **Backlinks** 10415
(unique domains linking to the website)

> The number of backlinks from unique domains is a significant criterion of how popular and competitive a website is. Having 100 links from 100 domains is considerably better than having 1000 links from a single domain.

Page title

⚠ 3

> *Title:* HSBC Credit Card | Balance Transfer Credit Cards | HSBC UK

✅ Title tag length

The <title> tag conveys the page name both to users and search engines. It's a very important SERPs element as it reveals the content of the page and its correlation with the search query. The length of a page <title> tag should not exceed 70 characters.

⚠ Add a keyword to the title tag

The content of the <title> tag represents the page's name as it appears in SERPs. Search queries that users enter into the search box are highlighted in the snippet which is why it's important that they are mentioned in the <title> tag.

⚠ Title tag starts with the target search query

The <title> tag is an important on-site optimization and ranking factor. Title tags starting with the target search query will be more effective than <title> tags that simply feature it.

⚠ Avoid duplicate titles

Found 1 page with duplicate Title
http://www.hsbc.co.uk/1/2/credit-cards/credit-card#summary-box

Every page of a website needs to have a unique <title> tag. This is important not only for the ranking of the analyzed page but for improved rankings of other pages.
*** 100 pages of your website have been analyzed**

Meta description ❌ 2

> **Meta description:** Apply online for the HSBC Balance Transfer Credit Card. Get balance transfers from your current credit card by switching. Click to find out more.

❌ Add meta Description   *chars*

The meta <description> tag can be used by search engines to create a snippet of your web page. Its length can be unlimited, but search engines limit the snippet size to 320 characters which is why the recommended size for the <description> tag is 50-320 characters.

❌ Add keyword in the Meta Description tag

Search engines use the meta <description> tag to make a snippet and highlight the entered search query. That way, users have a basic understanding of the web page's content and what it contains. For this reason, it is advised to use a broadly matching search query in the meta <description> tag.

✅ Avoid duplicate meta description tags
No pages with duplicate descriptions found

Unique meta <description> tags are useful both for users and search engines. Preparing your descriptions wisely will help draw more attention, traffic and popularity to your website.
*** 100 pages of your website have been analyzed**

Page URL structure

⚠ 1

✅ URL length

As a rule of thumb, search engines display 78-80 characters of a page URL in the SERP along with the page title and snippet. Using descriptive names for web pages will not only allow you to organize the website structure wisely but it will also enable the website's content to be scanned more easily and correctly, ultimately resulting in better ranking. Google data shows that short URLs get twice as many clicks than longer ones.

⚠ Use a keyword in the URL

In the page's URL **no keywords are used**

One of the most prominent places where you can add the target search query is the URL. Remember to use the search query in the URL of every page you plan to promote. URLs that include a search query that's relevant to the page content make it easier to navigate through the website. They are easy to remember and easier to link out to. Keep in mind that the URL will be visible in the SERP and the search query will be highlighted.

✅ Use a hyphen to separate words in the URL

http://www.hsbc.co.uk/1/2//credit-cards/credit-card?WT.ac=HBEU_HSBC_On site_Balance%20Transfer_CreditCards_Generic_Surfer_DR_Image_Homepage__209

Search engines recommend using hyphens rather than underscores because keywords separated by hyphens are actually "seen" as separate. So, if a URL includes something along the lines of "buy_books" then search engines will show it for the search query "buy_books". On the other hand, a page URL that includes "buy-books" may be considered as relevant for multiple search queries such as "buy", "books" or "buy books".

✅ Capital letters aren't used in the URL

http://www.hsbc.co.uk/1/2//credit-cards/credit-card?WT.ac=HBEU_HSBC_On site_Balance%20Transfer_CreditCards_Generic_Surfer_DR_Image_Homepage__209

Regardless of whether a URL contains lower or upper case letters, it is advised not use upper case ones because users have a harder time comprehending and remembering them. If upper case letters were used for any reason, you can fix this issue by setting up a 301 redirect to the user-friendly URL.

✅ No page duplicates found

Make sure that the same content is not used in different URLs (my-page.php, my-page.html, my-page.htm and so on) as search engines will index every page and will spot duplicate content. If you find out that users are linking out to the same URL using different versions of it, set up a 301 redirect to the preferred page.

Index status and cached snapshot

✅ The page is indexed

Once a page is indexed by a search engine, it will be available in its SERP. However, if the page is not indexed, then the search engine doesn't even know it exists. Ultimately, this means that it has zero chance of showing up in the SERPs.

Image analysis ⚠ 1

✅ Alt attribute

The alt attribute helps specify the alternative text that will be rendered when the image to which it is applied cannot be rendered for some reason. Informative alt attributes and image file names help index images on the page more effectively.

Used for all images

✅ Use short and informative file names

There is no official limit set by search engines as to the preferred length of the image file name, but according to SEO best practices, its maximum length should be 70 characters. The on-page audit shows a warning for image file names that exceed the 70-character limit.

✅ Use a hyphen to separate words in image file names

Some search engines interpret underscores as letter characters while hyphens are "seen" as a space. For this reason, avoid using underscores in image file names and use hyphens instead. That way, it will be much easier for search enginestomatch the file name with the target search query.

⚠️ Add the keyword to Alt attributes

The use of the target search query in alt attributes has a positive impact on the page's search engine ranking.

✅ Use unique images

Search engines can distinguish not only unique textual content but unique images as well. The use of unique images on promoted web pages is considered to be a positive ranking factor since search engines appreciate the use of various kinds of non-duplicate content on web pages.

File	Status	Size
/1/PA_esf-ca-app-content/content/pws/content/personal/credit-cards/credit-car...	Not unique	32 kB
/1/PA_esf-ca-app-content/content/pws/content/personal/credit-cards/images/apr...	Unique	15 kB
/1/PA_esf-ca-app-content/content/pws/content/personal/credit-cards/images/bud...	Not unique	8 kB
/1/PA_esf-ca-app-content/content/pws/content/personal/credit-cards/images/how...	Not unique	5 kB
/1/PA_esf-ca-app-content/content/pws/content/personal/tax-efficient-savings/i...	Unique	33 kB
/1/PA_esf-ca-app-content/content/pws/theme/personal_general/masthead/nav/imag...	Unique	37 kB
/1/PA_esf-ca-app-content/content/pws/theme/personal_general/masthead/nav/imag...	Not unique	8 kB
/1/PA_esf-ca-app-content/content/pws/theme/personal_general/masthead/nav/imag...	Unique	28 kB
/1/PA_esf-ca-app-content/content/pws/theme/personal_general/masthead/nav/imag...	Unique	14 kB
/1/PA_esf-ca-app-content/content/pws/theme/personal_general/masthead/nav/imag...	Not unique	16 kB
/1/PA_esf-ca-app-content/content/pws/theme/personal_general/masthead/nav/imag...	Unique	33 kB
/1/PA_esf-ca-app-content/content/pws/theme/personal_general/masthead/nav/imag...	Unique	31 kB

Content analysis

❌ 3 ⚠️ 1

❌ Content length

words

Search engines use a complicated algorithm to calculate the text content to html ratio. In practice, this means that you need to add at least 250 words of unique content to ensure that the page gets indexed faster and that multiple search queries are used throughout the content.

❌ Use the keyword in the content

Think about the search query users will use to find the web page and do your best to organically insert it into the content. Keep in mind that a quality page doesn't necessarily need to stuffed with keywords. Keyword stuffing can reduce the web page's value and popularity.

❌ Use the keyword at the beginning of the content

The placement of the search query is very important. Search queries that are placed at the end of the page carry less value and significance to visitors. Remember to mention the most important search queries within the first 100 words of the page's content.

⚠️ Keyword density

1.64%

Keyword density is the percentage ratio of keywords (search queries) in the content to the total number of words on the page. As a rule of thumb, pages with an optimized keyword density are ranked higher by search engines. However, since search engine algorithms are constantly changing, the keyword density value can vary as well. In order to assess the optimal keyword density, you must analyze the web page's top-ranking competitors.

Header tags

❌ 2

✅ H tags are used on the page

H1-H6 tags are designed to separate parts of the content containing search queries with the goal of helping search engines recognize the page's content, creating a hierarchical structure of the web page's content and optimizing navigation. Use H tags only where they are needed. Overusing H tags can disorient users and result in them struggling to understand where one subtopic ends and another one begins.

❌ H1 tag is not found on the page

0 *Headers*

The H1 tag must contain the page's main header. Note that it is important that the page has only one H1 tag followed up by multiple H2-H6 tags.

❌ Use the keyword in H1-H6 tags

0 *keywords*

By analyzing the H tags in a page's content, search engines can recognize the page's structure, title, and separate structural blocks. Search queries used in H tags carry more weight when a web page's ranking is being determined. As a rule of thumb, it is advised to use the search query in the page's H1-H6 tags.

Keyword total

Keyword total:	Keyphrases with 2 words:	Keyphrases with 3 words:	Keyphrases with 4 words:
50	50	50	50

Keyword total

Keyword	Found in	Mentions	Frequency
hsbc	T D H1	64	2.06%
card	T D K H1	55	1.77%
credit	T D K H1	53	1.71%
apply	D	26	0.84%
account		25	0.81%
online	D K	24	0.77%
banking		23	0.74%
balance	T D	23	0.74%
insurance		21	0.68%
view		18	0.58%
support		16	0.52%
interest		15	0.48%
window		14	0.45%
premier		14	0.45%
payment		13	0.42%
rate		13	0.42%
bank		12	0.39%
limit		12	0.39%

Keyword	Found in	Mentions	Frequency
cards	T K	11	0.35%
transfers	D	11	0.35%
cash		11	0.35%
fee		11	0.35%
rates		10	0.32%
find	D	10	0.32%
customer		10	0.32%
purchases		10	0.32%
home		9	0.29%
overlay		9	0.29%
current	D	9	0.29%
link		9	0.29%
month		9	0.29%
open		8	0.26%
months		8	0.26%
personal		8	0.26%
minimum		8	0.26%
financial		8	0.26%
services		8	0.26%
student		8	0.26%
change		8	0.26%
opens		8	0.26%
manage		7	0.23%
eligibility		7	0.23%

Keyword	Found in	Mentions	Frequency
log		7	0.23%
days		7	0.23%
variable		7	0.23%
car	T D K H1	6	0.19%
day		6	0.19%
travel		6	0.19%
transaction		6	0.19%
money		6	0.19%

Keyphrases with 2 words

Keyword	Found in	Mentions	Frequency
credit card	T D K H1	39	2.51%
view all		18	1.16%
hsbc credit	T H1	17	1.10%
online banking		12	0.77%
balance transfers	D	11	0.71%
your card		11	0.71%
hsbc premier		10	0.64%
find out	D	9	0.58%
customer support		9	0.58%
overlay window		9	0.58%
credit cards	T K	8	0.52%
link will		8	0.52%
log on		7	0.45%

Keyword	Found in	Mentions	Frequency
card you		7	0.45%
manage your		7	0.45%
this link		7	0.45%
each month		6	0.39%
an hsbc		6	0.39%
will open		6	0.39%
credit limit		6	0.39%
account opening		5	0.32%
60 days		5	0.32%
browser window		5	0.32%
in full		5	0.32%
new browser		5	0.32%
open in		5	0.32%
insurance claims		5	0.32%
hsbc bank		5	0.32%
check your		5	0.32%
bank credit		5	0.32%
internet banking		5	0.32%
your hsbc		5	0.32%
balance transfer	T D	5	0.32%
your account		5	0.32%
introductory rates		5	0.32%
the hsbc	D	5	0.32%
an overlay		5	0.32%

Keyword	Found in	Mentions	Frequency
car insurance		5	0.32%
skip to		5	0.32%
in circumstances		4	0.26%
days of		4	0.26%
opens a		4	0.26%
personal loan		4	0.26%
a change		4	0.26%
your eligibility		4	0.26%
financial services		4	0.26%
10 minutes		4	0.26%
a overlay		4	0.26%
life events		4	0.26%
travel insurance		4	0.26%

Keyphrases with 3 words

Keyword	Found in	Mentions	Frequency
hsbc credit card	T H1	17	1.64%
find out more	D	9	0.87%
credit card you		7	0.68%
log on to		6	0.58%
this link will		6	0.58%
link will open		6	0.58%
will open in		5	0.48%
bank credit card		5	0.48%

Keyword	Found in	Mentions	Frequency
open in a		5	0.48%
new browser window		5	0.48%
a new browser		5	0.48%
an overlay window		5	0.48%
manage your money		4	0.39%
premier credit card		4	0.39%
view all customer		4	0.39%
online in less		4	0.39%
all customer support		4	0.39%
hsbc bank credit		4	0.39%
opens an overlay		4	0.39%
check your eligibility		4	0.39%
to your account		4	0.39%
opens a overlay		4	0.39%
60 days of		4	0.39%
securely online in		4	0.39%
days of account		4	0.39%
than 10 minutes		4	0.39%
of account opening		4	0.39%
hsbc premier credit		4	0.39%
payment each month		4	0.39%
to online banking		4	0.39%
apply securely online		4	0.39%
a overlay window		4	0.39%

Keyword	Found in	Mentions	Frequency
an hsbc credit		3	0.29%
on to online		3	0.29%
to increase your		3	0.29%
increase your limit		3	0.29%
credit cards hsbc		3	0.29%
cards hsbc credit		3	0.29%
why invest with		3	0.29%
invest with us		3	0.29%
news and analysis		3	0.29%
date debited to		3	0.29%
debited to your		3	0.29%
account paid in		3	0.29%
paid in full		3	0.29%
your account paid		3	0.29%
will revert to		3	0.29%
within 60 days		3	0.29%
revert to the		3	0.29%
to the standard		3	0.29%

Keyphrases with 4 words

Keyword	Found in	Mentions	Frequency
this link will open		6	0.77%
in a new browser		5	0.64%
a new browser window		5	0.64%

Keyword	Found in	Mentions	Frequency
open in a new		5	0.64%
will open in a		5	0.64%
link will open in		5	0.64%
hsbc premier credit card		4	0.52%
opens a overlay window		4	0.52%
securely online in less		4	0.52%
apply securely online in		4	0.52%
find out more about		4	0.52%
days of account opening		4	0.52%
view all customer support		4	0.52%
60 days of account		4	0.52%
opens an overlay window		4	0.52%
online in less than		4	0.52%
hsbc bank credit card		4	0.52%
less than 10 minutes		4	0.52%
to the standard variable		3	0.39%
why invest with us		3	0.39%
will revert to the		3	0.39%
revert to the standard		3	0.39%
the standard variable rate		3	0.39%
cards hsbc credit card		3	0.39%
hsbc credit card hsbc		3	0.39%
credit cards hsbc credit		3	0.39%
bank credit card you		3	0.39%

Keyword	Found in	Mentions	Frequency
date debited to your		3	0.39%
debited to your account		3	0.39%
to your account paid		3	0.39%
your account paid in		3	0.39%
an hsbc credit card		3	0.39%
your hsbc credit card		3	0.39%
applyfor hsbc credit card		3	0.39%
to increase your limit		3	0.39%
account paid in full		3	0.39%
18 9 apr variable		3	0.39%
on to online banking		3	0.39%
you haven t held		2	0.26%
haven t held an		2	0.26%
if you haven t		2	0.26%
please select investments to		2	0.26%
transfer fee after refund		2	0.26%
t held an hsbc		2	0.26%
credit card student credit		2	0.26%
held an hsbc credit		2	0.26%
apply if you haven		2	0.26%
only apply if you		2	0.26%
and is not intended		2	0.26%
first direct m s		2	0.26%

Link analysis

❌ 2

❌ Backlinks

0

(for the page)

The number of inbound backlinks along with their quality is a key SEO ranking factor for any website. A backlink from a relevant website with decent content will have a considerably better SEO effect than multiple links from irrelevant websites.

❌ Backlinks

0

(unique domains linking to the page)

The number of backlinks from unique domains is a significant criterion of how popular and competitive a website is. Having 100 links from 100 domains is considerably better than having 1000 links from a single domain.

✅ Outbound links

22 *Links*

Dofollow: 22 Nofollow: 0

Unlike Nofollow links, Dofollow links pass link juice and only need to link out to relevant resources. Remember that linking out to non-existing pages or irrelevant pages may have a negative effect on your web page's ranking.

URL	Response status code	Status	Alexa
www.business.hsbc.uk/	200	follow	19085
investments.hsbc.co.uk/product/26/stocks-a...	200	follow	4276
studentexclusives.hsbc.co.uk/1/?site=generic	200	follow	3931
financialplanning.hsbc.co.uk/events/buying...	200	follow	4276
investments.hsbc.co.uk/	200	follow	4276

URL	Response status code	Status	Alexa
investments.hsbc.co.uk/product/206/investm...	200	follow	4276
investments.hsbc.co.uk/product/5/sif-isa	200	follow	4276
investments.hsbc.co.uk/product/9/sharedealing	200	follow	4276
investments.hsbc.co.uk/product/19/hsbc-pre...	200	follow	4276
investments.hsbc.co.uk/products/onshore-in...	200	follow	4276
investments.hsbc.co.uk/products	200	follow	4276
investments.hsbc.co.uk/news	200	follow	4276
investments.hsbc.co.uk/why-invest-with-us	200	follow	4276
investments.hsbc.co.uk/product/206/investi...	200	follow	4276
investments.hsbc.co.uk/retail-distribution...	200	follow	4276
investments.hsbc.co.uk/getting-started	200	follow	4276
financialplanning.hsbc.co.uk/#workAndRetir...	200	follow	4276
financialplanning.hsbc.co.uk/events/dealin...	200	follow	4276
financialplanning.hsbc.co.uk/events/settli...	200	follow	4276
financialplanning.hsbc.co.uk/events/gettin...	200	follow	4276
financialplanning.hsbc.co.uk/events/planni...	200	follow	4276
financialplanning.hsbc.co.uk/events/growin...	200	follow	4276

✅ Internal links
Dofollow: 79 *Nofollow:* 0

79 *Links*

When adding internal links to web pages, it's important to pick out only the ones that are trully relevant. Having a high number of internal links can actually reduce the SEO value of a web page. From an SEO perspective, it is critical to balance the website's structure depth, and how far internal pages are located from one another and the target page itself.

URL	Response status code	Status
www.hsbc.co.uk/1/2//credit-cards/credit-ca...	200	follow
www.hsbc.co.uk/	200	follow
www.hsbc.co.uk/1/2/HSBCINTEGRATION/register	200	follow
www.hsbc.co.uk/1/2/HSBCINTEGRATION/activat...	200	follow
www.hsbc.co.uk/1/2/welcome-gsp?initialAcce...	200	follow
www.hsbc.co.uk/1/2/mobile/homepage	200	follow
www.hsbc.co.uk/1/2/current-accounts	200	follow
www.hsbc.co.uk/1/2/current-accounts/hsbc-p...	200	follow
www.hsbc.co.uk/1/2/current-accounts/hsbc-a...	200	follow
www.hsbc.co.uk/1/2/current-accounts/bank-a...	200	follow
www.hsbc.co.uk/1/2/current-accounts/studen...	200	follow
www.hsbc.co.uk/1/2/current-accounts/under-...	200	follow
www.hsbc.co.uk/1/2/current-accounts/basic-...	200	follow
www.hsbc.co.uk/1/2/switching-to-hsbc	200	follow
www.hsbc.co.uk/1/2/savings-accounts	200	follow
www.hsbc.co.uk/1/2/savings-accounts/regula...	200	follow
www.hsbc.co.uk/1/2/savings-accounts/fixed-...	200	follow
www.hsbc.co.uk/1/2/savings-accounts/online...	200	follow
www.hsbc.co.uk/1/2/savings-accounts/flexib...	200	follow
www.hsbc.co.uk/1/2/tax-efficient-savings	200	follow
www.hsbc.co.uk/1/2/savings-accounts/help-t...	200	follow
www.hsbc.co.uk/1/2/savings-accounts/cash-i...	200	follow
www.hsbc.co.uk/1/2/credit-cards#cas	200	follow

URL	Response status code	Status
www.hsbc.co.uk/1/2/credit-cards/credit-car...	200	follow
www.hsbc.co.uk/1/2/credit-cards/hsbc-premi...	200	follow
www.hsbc.co.uk/1/2/hsbc-premier/your-featu...	200	follow
www.hsbc.co.uk/1/2/credit-cards/student-cr...	200	follow
www.hsbc.co.uk/1/2/current-accounts/studen...	200	follow
www.hsbc.co.uk/1/2/international-services	200	follow
www.hsbc.co.uk/1/2/currency-account	200	follow
www.hsbc.co.uk/1/2/international-money-tra...	200	follow
www.hsbc.co.uk/1/2/international-features	200	follow
www.hsbc.co.uk/1/2/travel-money	200	follow
www.hsbc.co.uk/1/2/overseas-account-opening	200	follow
www.hsbc.co.uk/1/2/contact-and-support	200	follow
www.hsbc.co.uk/1/2/contact-and-support/car...	200	follow
www.hsbc.co.uk/1/2/contact-and-support/mon...	200	follow
www.hsbc.co.uk/1/2/contact-and-support/sec...	200	follow
www.hsbc.co.uk/1/2/ways-to-bank	200	follow
www.hsbc.co.uk/1/2/android-pay?HBEU_dyn_ln...	200	follow
www.hsbc.co.uk/1/2/contact-and-support/ban...	200	follow
www.hsbc.co.uk/1/2/apple-pay	200	follow
www.hsbc.co.uk/1/2/hsbc-premier	200	follow
www.hsbc.co.uk/1/2/loans	200	follow
www.hsbc.co.uk/1/2/loans/personal-loan	200	follow
www.hsbc.co.uk/1/2/loans/flexible-loans	200	follow

URL	Response status code	Status
www.hsbc.co.uk/1/2/loans/premier-loans	200	follow
www.hsbc.co.uk/1/2/loans/graduate	200	follow
www.hsbc.co.uk/1/2/mortgages	200	follow
www.hsbc.co.uk/1/2/mortgages/first-time-bu...	200	follow
www.hsbc.co.uk/1/2/mortgages/buy-to-let-mo...	200	follow
www.hsbc.co.uk/1/2/mortgages/mortgage-calc...	200	follow
www.hsbc.co.uk/1/2/mortgages/how-much-can-...	200	follow
www.hsbc.co.uk/1/2/mortgages/existing-home...	200	follow
www.hsbc.co.uk/1/2/mortgages/overpayment-c...	200	follow
www.hsbc.co.uk/1/2/mortgages/repayment-cal...	200	follow
www.hsbc.co.uk/1/2/mortgages/offers	200	follow
www.hsbc.co.uk/1/2/mortgages/mortgage-rates	200	follow
www.hsbc.co.uk/1/2/credit-cards/hsbc-premi...	200	follow
www.hsbc.co.uk/1/2/overdrafts	200	follow
www.hsbc.co.uk/1/2/contact-and-support/mon...	200	follow
www.hsbc.co.uk/1/2/contact-and-support/mon...	200	follow
www.hsbc.co.uk/1/2/mortgages/jargon	200	follow
www.hsbc.co.uk/1/2/HSBCINTEGRATION/welcome...	200	follow
www.hsbc.co.uk/1/2/contact-us	200	follow
www.hsbc.co.uk/1/2/tax-efficient-savings?H...	200	follow
www.hsbc.co.uk/1/2/insurance/car-insurance	200	follow
www.hsbc.co.uk/1/2/insurance-products	200	follow
www.hsbc.co.uk/1/2/insurance/travel-insurance	200	follow

URL	Response status code	Status
www.hsbc.co.uk/1/2/insurance/home-insurance	200	follow
www.hsbc.co.uk/1/2/insurance/student-insur...	200	follow
www.hsbc.co.uk/1/2/insurance	200	follow
www.hsbc.co.uk/1/2/insurance/home-insuranc...	200	follow
www.hsbc.co.uk/1/2/insurance/travel-insura...	200	follow
www.hsbc.co.uk/1/2/insurance/car-insurance...	200	follow
www.hsbc.co.uk/1/2/insurance/premier-trave...	200	follow
www.hsbc.co.uk/1/2/insurance/premier-car-i...	200	follow
www.hsbc.co.uk/1/2/insurance/premier-stand...	200	follow
www.hsbc.co.uk/1/2/insurance/life-illness-...	200	follow

Load speed
❌ 3

❌ Page load speed score
/100

> The page load speed score, estimated by Google, compares your web page's load speed with millions of other web pages in its database on a scale of 0 to 100. The higher the value, the better. If a web page's load speed score is anywhere between 85 and 100, the page loads up really fast.

❌ Page load speed

> It's highly recommended to increase the web page's load speed. A slow load speed can decrease the number of users who will wait long enough for a web page to load up.

✅ Page size

> It's recommended to reduce the web page's size so that it loads up faster. Both people and search engines prefer web pages that load up quickly, plus it's a ranking factor.

❌ Page load time

> It's recommended to reduce the page load time. If a web page is taking too long to load, its ranking will take a hit.

Downloaded files and page elements

> A list of all files and elements that need to load up before the web page can be displayed.

File	Path	Size

File	Path	Size
/1/2//credit-cards/credit-card	www.hsbc.co.uk/1/2//credit-cards/credit-card?WT...	152 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	12 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	2 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	2 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	26 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	11 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	88 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	135 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	8 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	2 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	11 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	330 B
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	8 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	16 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	14 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	94 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	24 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	3 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	2 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	10 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	7 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	823 B
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	2 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	4 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	42 kB
/1/PA_esf-ca-app-content/content/uk/scripts/jqu...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	201 kB

File	Path	Size
JS /1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	15 kB
JS /1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	4 kB
JS /1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	105 kB
JS /1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	6 kB
JS /1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	24 kB
JS /1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	437 B
JS /1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	4 kB
JS /1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	9 kB
JS /1/PA_esf-ca-app-content/content/uk/content_sta...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	19 kB
JS /1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	791 B
CSS /1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	24 kB
JS /1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	7 kB
JS /1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	5 kB
JS /1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	555 B
JS /1/PA_esf-ca-app-content/content/uk/content_sta...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	48 kB
/cg/v5/	service.maxymiser.net/cg/v5/?fv=dmn%3Dpersonalh...	3 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	1 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	32 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	34 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	38 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	8 kB
/1/PA_esf-ca-app-content/content/pws/content/pe...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	33 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	15 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	16 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	29 kB
/1/PA_esf-ca-app-content/content/pws/content/pe...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	33 kB

File	Path	Size
/1/PA_esf-ca-app-content/content/pws/content/pe...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	16 kB
/1/PA_esf-ca-app-content/content/pws/content/pe...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	5 kB
/1/PA_esf-ca-app-content/content/pws/content/pe...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	8 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	3 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	1 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	6 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	2 kB
/dcss3oxau5twkf4oma0cdcas2_2o4b/wtid.js	www1.member-hsbc-group.com/dcss3oxau5twkf4oma0c...	68 B
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	100 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	14 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	5 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	4 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	360 B
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	117 B
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	92 B
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	146 B
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	337 B
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	633 B
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	288 B
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	702 B
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	82 B
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	97 B
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	2 kB
/1/PA_esf-ca-app-content/content/pws/content/pe...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	41 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	70 B
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	169 B

| File	Path	Size
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	2 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	2 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	2 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	854 B
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	1 kB
/1/PA_esf-ca-app-content/content/pws/content/pe...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	2 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	1 kB
/1/PA_esf-ca-app-content/content/pws/content/pe...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	2 kB
/1/PA_esf-ca-app-content/content/pws/content/pe...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	2 kB
/1/PA_esf-ca-app-content/content/pws/content/pe...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	1 kB
/1/PA_esf-ca-app-content/content/pws/content/pe...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	2 kB
/1/PA_esf-ca-app-content/content/pws/content/pe...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	3 kB
/1/PA_esf-ca-app-content/content/pws/content/pe...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	1 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	1 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	289 B
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	667 B
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	3 kB
/7411/handler8/session.js	www.mcmprod.hsbc.co.uk/7411/handler8/session.js...	3 kB
/JavascriptInsert.js	www.mcmprod.hsbc.co.uk/JavascriptInsert.js	64 kB
/dcss3oxau5twkf4oma0cdcas2_2o4b/dcs.gif	www1.member-hsbc-group.com/dcss3oxau5twkf4oma0c...	67 B
/counter-service/embed/va.js	www.askus.hsbc.co.uk/counter-service/embed/va.j...	2 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	2 kB
/1/PA_esf-ca-app-content/content/pws/theme/pers...	www.hsbc.co.uk/1/PA_esf-ca-app-content/content/...	21 kB
/7411/5325970902/XBW09WEA78JG/jsEvent.js	www.mcmprod.hsbc.co.uk/7411/5325970902/XBW09WEA...	233 B

Page load optimization For desktops

Page load optimization For mobile
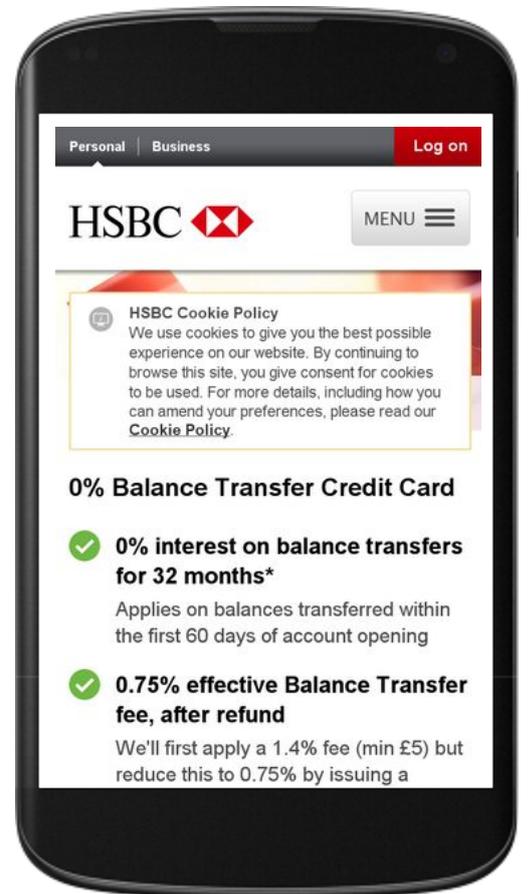
Popularity on social media ⚠ 2

Your social media popularity along with the activity of your social groups and pages increases your brand awareness and is a search engine ranking factor.

⚠ Page

A web page's social media authority is a ranking factor that is becoming increasingly important. Google and other search engines watch closely how popular a certain web page is on social media and adjust its ranking position accordingly.

f	VK
0	0
Reposts	Reposts

✓ Domain

A domain's social media popularity is an integral part of any SEO strategy. An aged domain that has never been mentioned on social media can hardly be of value for users and search engines alike.

f	VK
4900	2
Reposts	Reposts

⚠ Add social media buttons to the page

Social media buttons help users like or share a piece of content in a single click. A study conducted by Brightedge.com revealed that adding proper social sharing buttons can drive 7x more sharing.

Usability and technical analysis

❌ 1 ⚠️ 5

⚠️ Favicon

Make sure the web page has a branded favicon. The favicon is a tiny image that appears at the top of a web browser. It serves as branding for your website and a convenient way for visitors to locate your page when they have multiple tabs open.

✅ Frames
not in use

Never use frames to display page content. A frame is a separate HTML page that needs to have its own title, meta description and search queries. Typically, frame-based websites are indexed more slowly and not completely by search engines.

✅ Flash
not in use

It's advised not to overuse Flash files or even avoid using them at all on web pages. While textual information is read correctly by search engines, Flash content may very well be indexed incorrectly. It is advised to use Flash for decoration purposes only while keeping textual content in the HTML section.

⚠️ Mirror
Redirect is not set

Check the "www.domain.com" mirror in your website's "domain.com" URL. If you didn't use a mirror, set up a 301 redirect to the preferred version of the web page. Otherwise, search engines can index several versions of the same page.

⊗ Does not redirects HTTP traffic to HTTPS

HTTPS is a guarantee of user data protection (including payment details), as well as a search engine ranking signal. In 2016, Google officially announced that secure communication will be integrated into the official algorithm in January 2017. So, sites on HTTP will gradually lose their ranking positions. Move your site to HTTPS using this guide.

⚠ Robots.txt file
The file is missing

The robots.txt file lists URLs that should and should not be indexed by search engines. The file also lists the website's mirror URL and the XML sitemap URL.

⚠ XML sitemap

Sitemaps help search engine bots index websites, but it must first be submitted to Google Search Console. Sitemaps can be generated for URLs, images, videos, news and mobile content.

✓ Safe browsing

Protect your website from malware and phishing attacks with Google Safe Browsing.

✓ Rel="canonical" attribute
not in use

The rel="canonical" element, often called the "canonical link", is an HTML element that webmasters use to prevent duplicate content issues. Basically, the "canonical" or "preferred" version of a web page needs to be specified for SEO purposes. Learn more about it here.

⚠ W3C HTML validation
Errors: 387, Warnings: 9

Web pages that pass the W3C HTML validity test will open and be displayed correctly on any device. W3C HTML validity is a positive ranking factor and must be checked after any change has been made to the website's code or content.

Tasks

27 tasks

Key domain characteristics

1 task

☐ Website age according to web.archive.org

Page title

3 tasks

☐ Add a keyword to the title tag

☐ Title tag starts with the target search query

☐ Avoid duplicate titles

Meta description

2 tasks

☐ Add meta Description

☐ Add keyword in the Meta Description tag

Page URL structure

1 task

☐ Use a keyword in the URL

Image analysis
1 task

☐ Add the keyword to Alt attributes

Content analysis
4 tasks

☐ Content length

☐ Use the keyword in the content

☐ Use the keyword at the beginning of the content

☐ Keyword density

Header tags
2 tasks

☐ H1 tag is not found on the page

☐ Use the keyword in H1-H6 tags

Link analysis
2 tasks

☐ Backlinks

☐ Backlinks

Load speed

3 tasks

☐ Page load speed score

☐ Page load speed

☐ Page load time

Popularity on social media

2 tasks

☐ Page

☐ Add social media buttons to the page

Usability and technical analysis

6 tasks

☐ Favicon

☐ Mirror

☐ Robots.txt file

☐ XML sitemap

☐ W3C HTML validation