Website review dmo.gov.uk

The score is 45/100

SEO Content

✓	Title	UK Debt Management Office Length : 25 Perfect, your title contains between 10 and 70 characters.
⚠	Description	Debt Management Office Length : 22 Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.
✓	Keywords	DMO, Debt Management Office, Reports, Gilts, publications, Money Markets, Freedom of Information, tbills, Treasury Bills Good, your page contains meta keywords.
✗	Og Meta Properties	This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them.
◦	Headings	**H1** **H2** **H3** **H4** **H5** **H6** 1 7 0 0 0 0 • [H1] UK Debt Management Office (DMO) • [H2] Gilt Market • [H2] Money Markets • [H2] Guarantee Schemes • [H2] Lending to local authorities • [H2] Managing public sector funds • [H2] Gilt and Treasury Bill Reference Price Provision • [H2] Scam, 'Phishing' and Fraudulent Activity
✗	Images	We found 46 images on this web page. 42 alt attributes are empty or missing. Add alternative text so that

SEO Content

		search engines can better understand the content of your images.
✓	Text/HTML Ratio	Ratio : 26% Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.
✓	Flash	Perfect, no Flash content has been detected on this page.
✓	Iframe	Great, there are no Iframes detected on this page.

SEO Links

✗	URL Rewrite	Bad. Your links have query string.
✗	Underscores in the URLs	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
✓	In-page links	We found a total of 21 links including 0 link(s) to files
●	Statistics	External Links : noFollow 0% External Links : Passing Juice 4.76% Internal Links 95.24%

In-page links

Anchor	Type	Juice
Home	Internal	Passing Juice
Help	Internal	Passing Juice
Glossary	Internal	Passing Juice
Contact	Internal	Passing Juice
Site Map	Internal	Passing Juice
Links	Internal	Passing Juice

In-page links

Terms of Use		Internal	Passing Juice
Adobe Reader		External	Passing Juice
The DMO		Internal	Passing Juice
Press Office		Internal	Passing Juice
Recruitment		Internal	Passing Juice
Freedom of Information		Internal	Passing Juice
Frequently Asked Questions		Internal	Passing Juice
DMO's responsibilities		Internal	Passing Juice
Gilts		Internal	Passing Juice
money markets		Internal	Passing Juice
DMADF		Internal	Passing Juice
Guarantee Schemes		Internal	Passing Juice
Public Works Loan Board (PWLB)		Internal	Passing Juice
Commissioners for the Reduction of the National Debt (CRND)		Internal	Passing Juice
gilt and Treasury bill reference prices.		Internal	Passing Juice

SEO Keywords

	Keywords Cloud	debt dmo telephone office management money government treasury from correspondence

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
dmo	15	✖	✔	✖	✔
management	7	✔	✔	✔	✔
debt	6	✔	✔	✔	✔
government	6	✖	✖	✖	✖

Keywords Consistency

correspondence	5	✖	✖	✖	✖

Usability

	Url	Domain : dmo.gov.uk Length : 10
✖	Favicon	Very bad. We have not found shortcut icon. Icons are one of easy ways to attract regular visitors to your website more often.
✖	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	Missing doctype
✖	Encoding	You have not specified the document's charset. Use this free meta tags generator to declare document's charset.
✖	W3C Validity	Errors : 136 Warnings : 9
✖	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.
✖	Deprecated HTML	

Deprecated tags	Occurrences
<center>	1

Deprecated HTML tags are HTML tags that are no longer used. It is recommended that you remove or replace these HTML tags because they are now obsolete.

	Speed Tips	✖ Attention! Try to avoid nested tables in HTML.
		✖ Too bad, your website is using inline styles.
		✔ Great, your website has few CSS files.

Document

✔ Perfect, your website has few JavaScript files.

✔ Perfect, your website takes advantage of gzip.

Mobile

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

Optimization

✔	XML Sitemap	Great, your website has an XML sitemap.
		http://dmo.gov.uk/sitemap.xml
		http://www.dmo.gov.uk/sitemap.xml
✔	Robots.txt	http://dmo.gov.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.