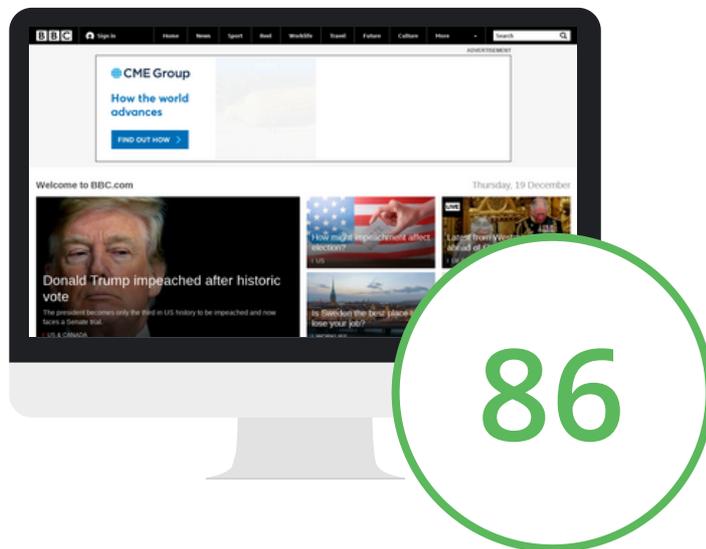# REVIEW
bbc.co.uk

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Introduction

This report provides a review of the key factors that influence the likelihood of success for your website and digital marketing in generating business and opportunities.

The home page is ranked on a scale of 1 to 100 based on criteria including search engine data, website structure, Social Media effectiveness and many more.

Our report provides what we call 'actionable insights' into performance and considerations for improvement.

We are happy to provide explanations and discuss the opportunities that this report highlights.

86

Iconography

✅ Passed

⚠️ To Improve

❌ Errors

👁️ Informational

⚙️⚙️⚙️ Very hard to solve

⚙️⚙️⚙️ Hard to solve

⚙️⚙️⚙️ Easy to solve

◎◎◎ High impact

◎◎◎ Medium impact

◎◎◎ Low impact

Table of Contents

Traffic

Local

Social Profiles

Content

⚠ Title Tag

◎ ◎ ◎   ⚙ ⚙ ⚙

BBC - Homepage

Length: 14 character(s) (126 pixels)

> HTML title tags appear in browser tabs, bookmarks and in search results.
>
> It looks like your title tag is a little outside the ideal length. Since they are one of the most important on-page SEO elements you should make your title tags between 20 and 70 characters including spaces (200 - 569 pixels). Make sure each page has a unique title and use your most important keywords. For internal pages start your title tags with your most important keyword(s).

✅ Meta Description

◎ ◎ ◎   ⚙ ⚙ ⚙

Breaking news, sport, TV, radio and a whole lot more. The BBC informs, educates and entertains - wherever you are, whatever your age.

Length: 141 character(s) (817 pixels)

> A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize click-through rate.
>
> They allow you to influence how your web pages are
>
> described and displayed in search results. Ensure that all of your web pages have a unique meta description that is explicit and contains your most important keywords (these appear in bold when they match part or all of the user's search query).

👁 Google Preview

Desktop Version

BBC - Homepage
https://www.bbc.com/
Breaking news, sport, TV, radio and a whole lot more. The BBC informs, educates and entertains - wherever you are, whatever your age.

Mobile Version

BBC https://www.bbc.com

[BBC - Homepage](https://www.bbc.com)

Breaking news, sport, TV, radio and a whole lot more. The BBC informs, educates and entertains - wherever you are, ...

This is a representation of what your title tag and meta description will look like in Google search results for both mobile and desktop users. Searchers on mobile devices will also see your site's favicon displayed next to the page's URL or domain.

Search engines may create their own titles and descriptions if they are missing, poorly written and/or not relevant to the content on the page and cut short if they go over the character limit. So it's important to be clear, concise and within the suggested character limit.

Check your title tag and meta description to make sure they are clear, concise, within the suggested character limit and that they convey the right message to encourage the viewer to click through to your site.

✔ Headings

<H1>	<H2>	<H3>	<H4>	<H5>
1	24	68	0	0

<H1>	BBC Homepage
<H2>	Accessibility links
<H2>	More
<H2>	Welcome to BBC.com Thursday, 19 December
<H2>	News

and **88** more.

> Great, your website is structured using HTML headings (<H1> to <H6>).
>
> Use your keywords in the headings and make sure the first level (<H1>) includes your most important keywords. Never duplicate your title tag content in your header tag.
>
> While it is important to ensure every page has an <H1> tag, only include more than one per page if you're using HTML5. Instead, use multiple <H2> - <H6> tags.

◉ Content Analysis

Brides undergo genital mutilation 2

Liverpool confirm Minamino signing 2   New York City hit 2

banned India citizenship protest 2   smart home tech war 2

App helps deaf students 2   Club World Cup reaction 2

Motor neurone disease 2   nine-year-old drumming sensation 2

plastic bag monster 2   Pobl Marchnad Caerdydd 2

poison diet drink 2   Reality stars auditioned 2

university dropout built 2   Donald Trump impeached 2

lists fictional Wakanda 2   General election 2019 2

impeachment affect election 2   Liverpool confirm 3   De Gea 2

This data represents the words and phrases that your page appears to be optimized around. We use what's called "natural language processing" (NLP), which is a form of artificial intelligence that allows computers to read human language, to do this analysis.

The numbers next to each word or phrase represents how often we detected them and their

variants on the page.

Are these the keywords you want to target for your page?

If so, great! Track your site's rankings in Google search results.

If these keywords aren't relevant to your page, consider updating your content to optimise it for your target keywords.

✅ Alt Attribute

We found **51** images on this web page.

No ALT attributes are missing.

Alternative text allows you to add a description to an image. Since search engine crawlers cannot see images, they rely on alternative text attributes to determine relevance to a search query. Alternative text also helps makes an image more likely to appear in a Google image search and is used by screen readers to provide context for visually impaired users.

It looks like most or all of your images have alternative text. Check the images on your website to make sure accurate and relevant alternative text is specified for each image on the page.

Try to keep your alternative text to a simple, one-sentence description of what's in the image.

In-Page Links

We found a total of 167 link(s) including 0 link(s) to files

- Internal Links (78%)
- External Links: Follow (22%)
- External Links: NoFollow (0%)

Anchor	Type	Follow
Start your free trial	External Links	Follow
Read about our appr...	External Links	Follow
Advertise with us	External Links	Follow
Get Personalised Ne...	External Links	Follow
Sign in	External Links	Follow

and **162** more.

Links pass value from one page to another. This value is called 'link juice'.

A page's link juice is split between all the links on that page so lots of unnecessary links on a page will dilute the value attributed to each link. There's no exact number of links to include on a page but best practice is to keep it under 200.

Using the Nofollow attribute in your links prevents some link juice, but these links are still taken into account when calculating the value that is passed through each link, so using lots of NoFollow links can still dilute PageRank.

Check your site's internal linking using Site Crawl.

⊗ Language

Declared: Missing

Detected: *English*

Your website hasn't specified a language yet. Use the META Language Attribute to declare the intended language of your website. We've detected that your website is currently in English.

Here are some tips for multilingual websites:

- Define the language of the content in each page's HTML code.
- Specify the language code in the URL as well (e.g., "mywebsite.com/fr/mycontent.html").
- Use hreflang tags to specify language and country for Google, and the "content-language" meta tag to specify the language and country for Bing.

Indexing

URL Resolve

◎ ◎ ◎   ⚙ ⚙ ⚙

Great, a redirect is in place to redirect traffic from your non-preferred domain.

All versions of your page point to the same URL.

URL	Resolved URL
http://bbc.co.uk/	https://www.bbc.co.uk/
http://www.bbc.co.uk/	https://www.bbc.co.uk/
https://bbc.co.uk/	https://www.bbc.co.uk/
https://www.bbc.co.uk/	https://www.bbc.co.uk/

Search engines see www.bbc.co.uk and bbc.co.uk as different websites. This means they could see a large amount of duplicate content, which they don't like.

Fortunately your website redirects www.bbc.co.uk and bbc.co.uk to the same site.

Robots.txt

◎ ◎ ◎   ⚙ ⚙ ⚙

https://www.bbc.co.uk/robots.txt

A robots.txt file allows you to restrict the access of search engine crawlers to prevent them from accessing specific pages or directories. They also point the web crawler to your page's XML sitemap file.

Your site currently has a robots.txt file. You can use Google Search Console's Robots.txt Tester to submit and test your robots.txt file and to make sure Googlebot isn't crawling any restricted files.

See the pages you've disallowed with your robots.txt file with Site Crawl.

✅ XML Sitemap

https://www.bbc.co.uk/sitemap.xml

https://www.bbc.co.uk/sitemaps/https-index-uk-archive.xml

https://www.bbc.co.uk/sitemaps/https-index-uk-news.xml

XML sitemaps contain the list of your URLs that are available to index and allow the search engines to read your pages more intelligently. They can also include information like your site's latest updates, frequency of changes and the importance of URLs.

Be sure to only include the pages you want search engines to crawl, so leave out any that have been blocked in a robots.txt file. Avoid using any URLs that cause redirects or error codes and be sure to be consistent in using your preferred URLs (with or without www.), correct protocols (http vs. https) and trailing slashes. You should also use your robots.txt file to point search engine crawlers to the location of your sitemap.

❌ Sitemaps Validity

✔ All sitemaps are within the file size limit

✔ All sitemaps are within the URL count limit
Following sitemaps do not have a valid structure

❌ https://www.bbc.co.uk/sitemap.xml

✔ All sitemaps are accessible

✔ The sitemaps in your robots.txt file use a valid URL format

Valid sitemaps make search engines happy by allowing them to find new and updated content easily. Make sure your sitemaps are accessible, have valid syntax, are free from content errors and respect the limits set by search engines.

To learn more about what a valid sitemap should look like check out our guide about XML Sitemaps or submit it through Google Search Console.

URL Parameters Good, the URLs look clean.

URL parameters are used to track user behaviors on site (session IDs), traffic sources (referrer IDs) or to give users control over the content on the page (sorting and filtering). The issue with URL parameters is that Google sees each unique parameter value as a new URL hosting the same thing - meaning you could have a duplicate content problem. Sometimes, it's able to recognize these URLs and group them together. It then algorithmically decides which URL is the best representation of the group and uses it to consolidate ranking signals and display in search results. You can help Google recognize the best URL by using the rel="canonical" tag.

Hreflang Tags ✔ This page has an hreflang pointing to itself.

Alternate URL	Hreflang	Source	
https://www.bbc.co.uk/alba/	gd-gb	HTML	✔
https://www.bbc.co.uk/cymru/	cy-gb	HTML	✔
https://www.bbc.com/	en	HTML	✔
https://www.bbc.co.uk/	en-gb	HTML	✔

The hreflang tag is an HTML tag that tells search engines which languages and (optionally) countries a page's content is relevant for. Hreflang tags also tell search engines where to find the relevant content in alternate languages.

Broken links No broken links were found on this web page

Broken links send users to non-existent web pages. They hurt a site's usability and reputation, which impacts SEO.

Fortunately your page doesn't contain any broken links.

Be proactive in checking your pages to make sure they don't have any broken links.

See the HTTP status for potentially thousands of links using Site Crawl.

Underscores in the URLs

We found underscores in this URL and/or in your in-page URLs.

https://www.bbc.com/news/world/us_and_canada

https://www.bbc.com/news/entertainment_and_arts

https://www.bbc.com/news/science_and_environment

https://www.bbc.com/news/in_pictures

https://www.bbc.com/news/world/middle_east

Using underscores in your URL makes it hard for search engines to determine your site's relevance to a search. Google sees hyphens as word separators while underscores are ignored. So the search engine sees https://www.bbc.com/news/world/us_and_canada as all one word. Use hyphens in your URLs instead: https://www.bbc.com/news/world/us-and-canada.

We've detected underscores in your URLs. Change underscores to hyphens to maximize your SEO.

Discovered Pages

12.6m

Discovered pages do not impact your ranking but this is very handy information to have to make sure that your site's pages are being indexed correctly.

A low number can indicate that bots are unable to discover your pages, which is commonly caused by bad site architecture and poorl internal linking.

Or you've unknowingly prevented bots and search engines from crawling and indexing your pages. An unusually high number could be an indication of duplicate content due to URL parameters.

Make sure your website's XML sitemap is present and that you've submitted it to the major search engines. Building backlinks to your website's internal pages will also help bots to discover, crawl and index them, while building authority to help them rank in search results at the same time.

Check Index Status and Crawl Errors in Google Search Console to track the status of your crawled/indexed pages.
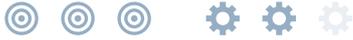
Mobile

Mobile Friendliness

Good

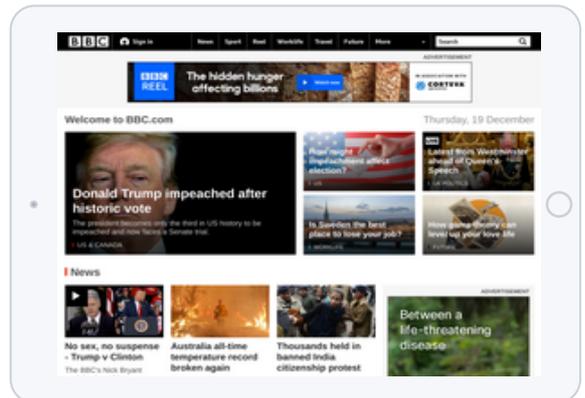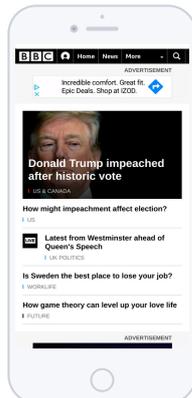This web page is super optimized for Mobile Visitors

Mobile friendly pages make it easy for users to complete objectives and common tasks and use a design or template that is consistent across all devices (uses responsive web design).

Your site is well configured for mobile users.

Mobile Rendering

This is how your website appears when displayed on different mobile devices.

With more than half of all Google search queries originating on a mobile device, it is important to make sure your mobile site is optimized for these users.

⊗ Tap Targets

◎ ◎ ◎ ⚙ ⚙ ⚙

In the table below, find the **tap targets** that are too small, their **size** in pixels and the **overlapping target** that is too close to be easily clicked.

Tap Target	Size	Overlapping Target
<a class="media__tag tag tag--news" href="/news/world/us_and_canada" rev="hero1|source">US & Can	319x12	<a class="block-link__overlay-link" href="/news/world-us-canada-50840934" rev="hero1|overlay" tabind
<a class="media__link" href="https://www.bbc.com/news/world-us-canada-50831350" rev="hero2|headline"	343x19	<a class="block-link__overlay-link" href="https://www.bbc.com/news/world-us-canada-50831350" rev="he
US	343x12	<a class="block-link__overlay-link" href="https://www.bbc.com/news/world-us-canada-50831350" rev="he

and **3** more.

Your page's links and buttons are too small and/or too close to be easily clicked on a mobile device. The average fingertip area is 48 pixels in width and height. Tap targets should also be spaced enough so that a user's finger pressing on one link or button does not inadvertently touch another one. The minimum required space between tap targets is 8 pixels on all sides.

✓ Plugins

◎ ◎ ◎ ⚙ ⚙ ⚙

Perfect, no plugin content detected.

Great, your website does not embed any special types of web content, such as Flash, Silverlight or Java, so your content can be accessed on all devices.

Font Size Legibility

Perfect, this web page's text is legible on mobile devices.

At least 60% of your page's font size is 12 pixels or greater.

Mobile Viewport

✔ Great, a configured viewport is present.

✔ The content fits within the specified viewport size.

Great, the viewport is well configured.

Mobile Frameworks

No mobile frameworks have been detected.

Mobile or responsive frameworks are an important part of website optimization as they assist developers in creating applications which are applicable to multiple devices.

AMP

We didn't find AMP on your page.

AMP is an open-source library that provides a straightforward way to create web pages that are compelling, smooth, and load near instantaneously for users.

Structured Data

❌ Schema.org

◎ ◎ ◎ ⚙ ⚙ ⚙

We didn't detect any schema.org items on your webpage

> Get started using Schema.org vocabulary and marking up your webpage.

⚠ Open Graph Protocol

◎ ◎ ◎ ⚙ ⚙ ⚙

❌ Missing 'og:image'

❌	BBC.COM **BBC - Homepage** ❌ Missing 'og:description'

Tag

og:type	website
og:url	https://www.bbc.com/
og:title	BBC - Homepage
fb:app_id	187214818032936

> We detected open graph tags on your webpage, but there are some errors that should be fixed.
>
> Facebook developed the Open Graph protocol to enable the integration of any web page with its social media platform. Other social media platforms have also adopted the protocol, allowing you to control how your web pages are presented when shared across social media.

Microformats

We didn't detect any microformat items on your webpage

Designed for humans first and machines second, microformats use code (HTML/XHTML tags) originally intended for other purposes to add context to the content on a webpage. This helps machines (like Google!) to understand certain information (contact information, geographic coordinates, calendar events, etc.) intended for humans.

🔒 Security

👁 Email Privacy

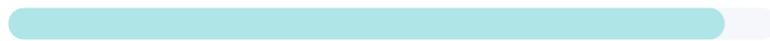Good, no email address has been found in plain text.

> We don't recommend adding plain text/linked email addresses to your webpages, as malicious bots scrape the web in search of email addresses to spam. Instead, consider using a contact form.

✅ Trust Indicators

◎ ◎ ◎   ⚙ ⚙ ⚙

Very Good

Trust

Very Good

Child safety

> This feature shows how trustworthy your domain is based on data provided by The Web of Trust (WOT). This group rates millions of websites based on the experience of millions of users together with information from a number of trusted sources, including phishing and malware blacklists.

✅ SSL Secure

◎ ◎ ◎   ⚙ ⚙ ⚙

Great, your website is SSL secured (HTTPS).

- ✔ Your website's URLs redirect to HTTPS pages.
- ✘ Your headers are not properly set up to use HSTS.
- ✘ Renew your SSL certificate now, it expires in a month.
- ✔ The certificate issuer is GlobalSign nv-sa.

> Modern websites tend to be SSL secured (HTTPS) as it provides an extra security layer while logging in to your Web Service. In 2014, Google announced that an HTTPS (vs HTTP) website would receive an extra boost in their ranking.

Performance

✅ Asset Minification

◎ ◎ ◎   ⚙ ⚙ ⚙

Perfect, all your assets are minified.

> Great! We didn't find unminified assets on your web page.
>
> To learn more on how to minification helps a website, read our guide to minification.
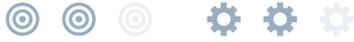
✅ Asset Compression

◎ ◎ ◎   ⚙ ⚙ ⚙

Perfect, all your assets are compressed.

> Great! We didn't find uncompressed assets on your web page.
> Compressing assets reduces the amount of time it takes a user's browser to download files from your server. Enabling compression is an important part of reducing the amount of time it takes your website to load.

Asset Cacheability

❌

◎ ◎ ◎   ⚙ ⚙ ⚙

We found a total of 9 uncached asset(s) listed below.

URL	Freshness lifetime
https://idcta.api.bbc.co.uk/idcta/config?...	30000
https://idcta.api.bbc.co.uk/idcta/translat...	1800000
https://fig.bbc.co.uk/frameworks/fig/2/...	240000
https://a1.api.bbc.co.uk/hit.xiti?s=5982...	Expiration not specified
https://fig.bbc.co.uk/frameworks/fig/2/...	240000

and **4** more.

Fast websites make happy visitors. Caching assets such as images, javascript and CSS files allows a browser to keep these files in local storage so it doesn't have to download them every time it requests a page on your website. This will lower the bandwidth used and improve the page load time.

To learn more on how to enable caching for your assets you can check out our guide to asset caching and SEO or consult Google's PageSpeed Insights guide on browser caching.

Technologies

Server IP   212.58.249.212

Your server's IP address has little impact on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors. Search engines take the geolocation of a server into account as well as the server speed.

Use DNSstuff for comprehensive reports on your server.

Technologies

A Adobe Enterprise	AT Internet Analyzer	Chartbeat
Google AdSense	Google Analytics	
Google Search Console	Google Tag Manager	jQuery
Modernizr	Nginx	Optimizely	React
RequireJS		

Get to know the technologies used for your website. Some codes might slow down your website. Ask your webmaster to take a look at this.

Analytics

AT Internet Analyzer	Chartbeat	Google Analytics
Google Search Console	Optimizely	

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.

Popular Analytics Tools Include: Google Analytics, Quantcast™, AdobeAnalytics™, Piwik™, chartbeat™, Clicky™, ClickTale™, etc.

Doctype

HTML5

> The Doctype is used to instruct web browsers about the document type being used. For example, what version of HTML the page is written in.
>
> Declaring a doctype helps web browsers to render content correctly.

Encoding

Great, language/character encoding is specified: utf8

> Specifying language/character encoding can prevent problems with the rendering of special characters.

Branding

URL

bbc.co.uk

Length: 3 character(s)

Keep your URLs short and clean and avoid long domain names when possible.

A descriptive URL is better recognized by search engines. A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g., http://www.mysite.com/en/products).

Keep in mind that URLs are also an important part of a comprehensive SEO strategy. Use clean URLs to make your site more "crawlable" by Google.

Resource: Search for a good domain name. If no good names are available, consider a second hand domain. To prevent brand theft, you might consider trademarking your domain name.

Favicon

BBC Great, your website has a favicon.

Favicons are the small icons that represent a website, company and/or brand. They can be displayed (among other instances) in browser tabs or bookmarks. Google also displays favicons in a page's search snippet in mobile search results.

Custom 404 Page

Great, your website has a custom 404 error page.

Your server responded with the HTTP status code: 404

Custom 404 error pages are an opportunity for you to reduce customer frustration and link to other pages on your site.

Domain

Domain Registration

Created 23 years ago

Expires in 6 years

Your domain, bbc.co.uk, is the human-readable address of your website on the Internet.

Domain age and registration won't impact a website's rankings, but it's important to keep your registration up to date to prevent someone else from buying it.

Domain Availability

Domains	Status	
bbc.com	Expires in 7 months	🔒
bbc.net	Expires in 9 months	🔒
bbc.org	Expires in 4 months	🔒
bbc.info	Expires in 7 months	🔒
bbc.biz	Available. Register it now!	✓

and **1** more.

Register the various extensions of your domain to protect your brand from cybersquatters.

scoosh

👁 Typo Availability

Domains	Status	
gbc.co.uk	Available. Register it now!	✔
bbbc.co.uk	Available. Register it now!	✔
bcb.co.uk	Available. Register it now!	✔
bbcc.co.uk	Available. Register it now!	✔
bnc.co.uk	Available. Register it now!	✔

and **2** more.

Register the various typos of your domain to protect your brand from cybersquatters.

Backlinks

✓ Backlinks Score Excellent

◎ ◎ ◎ ⚙ ⚙ ⚙

The backlinks score is calculated by looking at a combination of link signals. This includes the

overall number of backlinks together with the number of linking domains, as well as rating the

overall quality of the backlinks pointing to a website. The quality assessment is based on the linking

pages.

✓ Backlinks Counter 825m

◎ ◎ ◎ ⚙ ⚙ ⚙

We've detected 824,627,192 backlinks pointing to your site.

Backlinks are links that point to your website from other websites. They are like letters of
recommendation for your site.

Check out our guide on how to build links for SEO. If your backlink counter is high, keep an eye on
the quality of the links coming your way.

◉ Referring Domains 670k

This number tells you the number of domains linking back to your site. If you have lots of backlinks
but a low backlink score, having a lot of links from low-quality social media or blogging platforms
could be the cause.

Traffic

✅ **Traffic Estimations**

◎ ◎ ◎

Very High

> This shows your estimated traffic for bbc.co.uk compared to any competitors you have chosen. We use Alexa for this information.

👁 **Traffic Rank**

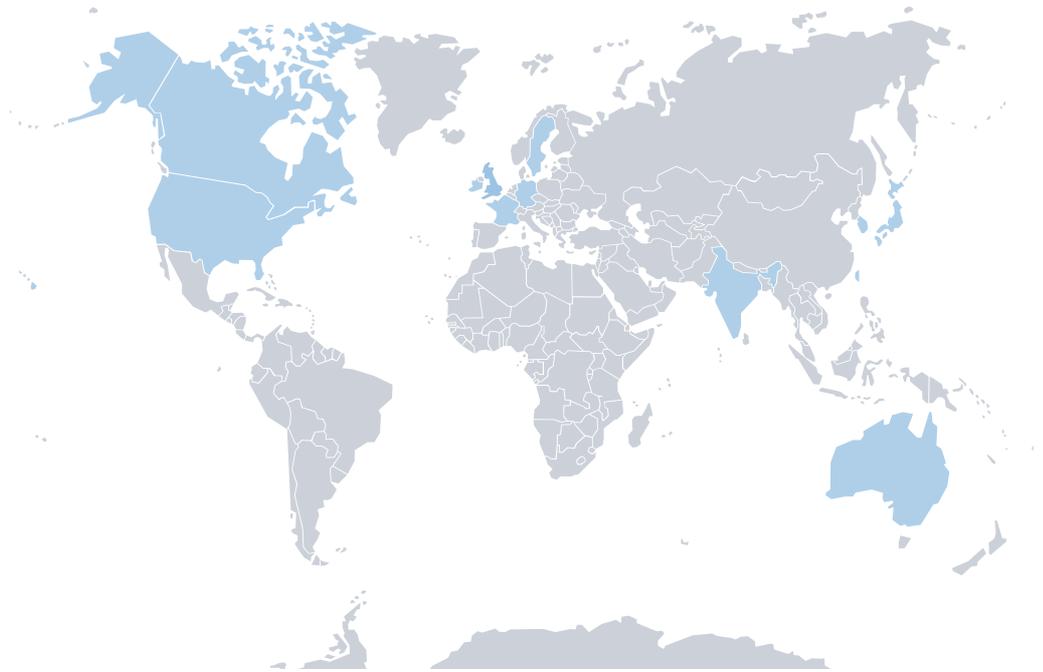🕐 **109**th most visited website in **the World**

🇬🇧 **6**th most visited website in **United Kingdom**

> A low rank means that your website gets a lot of visitors.
>
> Your Alexa Rank is a good estimate of the worldwide traffic to bbc.co.uk, although it is not 100 percent accurate.
>
> Reviewing the most visited websites by country can give you valuable insights.

Visitors Localization

Popular Countries	ccTLD	Status	
🇬🇧 United Kingdom	bbc.uk	Available. Register it now!	✔
🇺🇸 United States	bbc.us	Available. Register it now!	✔
🇯🇵 Japan	bbc.jp	This domain is booked	🔒
🇰🇷 South Korea	bbc.kr	This domain is booked	🔒
🇹🇼 Taiwan	bbc.tw	This domain is booked	🔒

We recommend that you book the domain names for the countries where your website is popular. This will prevent potential competitors from registering these domains and taking advantage of your reputation in such countries.
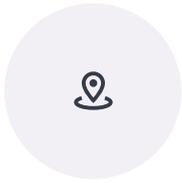
Local

Local Directories Add your Google My Business profile or create one

Add your Yelp page or create one

This is a list of the local directories where your business has been found. Take care of your listings in local directories; since maps are now an integral part of search results, your Google My Business page may have more visitors than your website!

Online Reviews   No local reviews found.

These are the latest reviews of your business that can be found in local directories. Surveys show that 90 percent of customers say buying decisions are influenced by online reviews so take the time to make a good impression and gather positive feedback. Strategies for gaining reviews may differ by audience or business type; in general, consider asking for reviews, making it easy to send in feedback and having a prominent social presence.

Social Profiles

Social Media Engagement

Your homepage is widely shared on Social Networks.

Facebook Shares	36,313
Facebook Comments	5,222
Facebook Likes	15,118

The impact of social media is huge for certain industries.

Learn how to further engage your social media audiences and create a consistent fan base. Check these helpful tools for managing your social media campaign.

Note: This data includes engagements from like and share buttons on your site, or people copying and pasting your URLs directly into Facebook from your website's URL. It does not count likes and shares from your branded Facebook page.

Facebook Page

Not found

Add your Facebook Page or create one

We were unable to find a Facebook page for bbc.co.uk.

Facebook is a vital channel for any business' digital marketing. 72% of consumers and almost every Millennial expects you to have a presence on Facebook.

Twitter Account

Name	BBC
	Change Account
Followers	1605359
Tweets	33323
Bio	Our mission is to enrich your life and to inform, educate and entertain you, wherever you are.
Created	11 years ago

Great, your Twitter account is linked to bbc.co.uk. Linking your Twitter account to your website helps prevent brandjacking and can help make your social media marketing more effective. Here are a few tips to help create a Twitter promotion plan. Use Twitter Dashboard and Analytics to track and optimize your Twitter feed.

Instagram Account

Not found

Add your Instagram Account or create one

We were unable to find an Instagram account linked to bbc.co.uk.

There are over 800 million Instagram accounts active every month, and 500 million of those are active every single day. This means that when it comes to content, you've got about 800 million potential sets of eyes ready to enjoy your content.

If you do have an Instagram account for bbc.co.uk, check our article on how to link your social medias.