



# Website review notonthehighstreet.com

Generated on December 30 2022 04:48 AM





The score is 53/100







## SEO Content

	<p>Title</p>	<p>Unique Gift Ideas &amp; Personalised Gifts   notonthehighstreet.com</p> <p><b>Length : 67</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	<p>Description</p>	<p>Discover thousands of unique finds at Not on The High Street. From gifts to homeware, they're all made or sourced by the UK's best small businesses.</p> <p><b>Length : 148</b></p> <p>Great, your meta description contains between 70 and 160 characters.</p>												
	<p>Keywords</p>	<p>Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.</p>												
	<p>Og Meta Properties</p>	<p>This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use <a href="#">this free og properties generator</a> to create them.</p>												
	<p>Headings</p>	<table border="1" data-bbox="539 1444 1481 1512"> <thead> <tr> <th>H1</th> <th>H2</th> <th>H3</th> <th>H4</th> <th>H5</th> <th>H6</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>5</td> <td>4</td> <td>5</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="614 1545 1236 2049" style="list-style-type: none"> <li>• [H1] Homepage</li> <li>• [H2] Get up to 50% off*in The Winter Sale</li> <li>• [H2] Gifts for everyone</li> <li>• [H2] Seasonal inspiration</li> <li>• [H2] Epic gifts for every occasion</li> <li>• [H2] Gifts for all the big and small moments</li> <li>• [H3] Forgotten Birthday Edit</li> <li>• [H3] Get first dibs</li> <li>• [H3] Get the app</li> <li>• [H3] Get social</li> <li>• [H4] Shopping with us</li> <li>• [H4] Help</li> <li>• [H4] Useful stuff</li> <li>• [H4] For sellers</li> <li>• [H4] Shopping in</li> </ul>	H1	H2	H3	H4	H5	H6	1	5	4	5	0	0
H1	H2	H3	H4	H5	H6									
1	5	4	5	0	0									

## SEO Content

	Images	We found 29 images on this web page. 17 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 : <b>3%</b> 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 208 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100%

## In-page links

Anchor	Type	Juice
<a href="#">Skip to content</a>	Internal	Passing Juice
<a href="#">Shop sale</a>	Internal	Passing Juice
<a href="#">Sale</a>	Internal	Passing Juice
<a href="#">50% off sale</a>	Internal	Passing Juice

## In-page links

<a href="#">Sale with free delivery</a>	Internal	Passing Juice
<a href="#">Sale under £20</a>	Internal	Passing Juice
<a href="#">See all sale items</a>	Internal	Passing Juice
<a href="#">Home sale</a>	Internal	Passing Juice
<a href="#">Jewellery sale</a>	Internal	Passing Juice
<a href="#">Food &amp; drink sale</a>	Internal	Passing Juice
<a href="#">Baby &amp; child sale</a>	Internal	Passing Juice
<a href="#">Christmas sale</a>	Internal	Passing Juice
<a href="#">Health &amp; beauty sale</a>	Internal	Passing Juice
<a href="#">Hobbies &amp; leisure sale</a>	Internal	Passing Juice
<a href="#">Prints &amp; art sale</a>	Internal	Passing Juice
<a href="#">Accessories sale</a>	Internal	Passing Juice
<a href="#">Garden sale</a>	Internal	Passing Juice
<a href="#">Clothing sale</a>	Internal	Passing Juice
<a href="#">Wedding styling sale</a>	Internal	Passing Juice
<a href="#">Pets sale</a>	Internal	Passing Juice
<a href="#">Stationery sale</a>	Internal	Passing Juice
<a href="#">Gifts for her sale</a>	Internal	Passing Juice
<a href="#">Gifts for him sale</a>	Internal	Passing Juice
<a href="#">Gifts for babies &amp; children sale</a>	Internal	Passing Juice
<a href="#">Hampers &amp; gift sets sale</a>	Internal	Passing Juice
<a href="#">Personalised gifts sale</a>	Internal	Passing Juice
<a href="#">Cards &amp; wrap sale</a>	Internal	Passing Juice
<a href="#">See all gifts sale</a>	Internal	Passing Juice
<a href="#">Gifts by occasion</a>	Internal	Passing Juice
<a href="#">Birthday gifts</a>	Internal	Passing Juice
<a href="#">Wedding gifts</a>	Internal	Passing Juice
<a href="#">Anniversary gifts</a>	Internal	Passing Juice

## In-page links

<a href="#">Engagement gifts</a>	Internal	Passing Juice
<a href="#">New baby gifts</a>	Internal	Passing Juice
<a href="#">Christening gifts</a>	Internal	Passing Juice
<a href="#">Valentine's gifts</a>	Internal	Passing Juice
<a href="#">Thank you gifts</a>	Internal	Passing Juice
<a href="#">Thinking of you gifts</a>	Internal	Passing Juice
<a href="#">Just because gifts</a>	Internal	Passing Juice
<a href="#">Well done gifts</a>	Internal	Passing Juice
<a href="#">Housewarming gifts</a>	Internal	Passing Juice
<a href="#">Baby shower gifts</a>	Internal	Passing Juice
<a href="#">Retirement gifts</a>	Internal	Passing Juice
<a href="#">Get well soon gifts</a>	Internal	Passing Juice
<a href="#">1st birthday gifts</a>	Internal	Passing Juice
<a href="#">18th birthday gifts</a>	Internal	Passing Juice
<a href="#">21st birthday gifts</a>	Internal	Passing Juice
<a href="#">30th birthday gifts</a>	Internal	Passing Juice
<a href="#">40th birthday gifts</a>	Internal	Passing Juice
<a href="#">50th birthday gifts</a>	Internal	Passing Juice
<a href="#">60th birthday gifts</a>	Internal	Passing Juice
<a href="#">70th birthday gifts</a>	Internal	Passing Juice
<a href="#">Gifts for her</a>	Internal	Passing Juice
<a href="#">Gifts for him</a>	Internal	Passing Juice
<a href="#">Gifts for any gender</a>	Internal	Passing Juice
<a href="#">Gifts for mums</a>	Internal	Passing Juice
<a href="#">Gifts for dads</a>	Internal	Passing Juice
<a href="#">Gifts for babies</a>	Internal	Passing Juice
<a href="#">Gifts for teens</a>	Internal	Passing Juice
<a href="#">Gifts for kids</a>	Internal	Passing Juice

## In-page links

<a href="#">Gifts for sisters</a>	Internal	Passing Juice
<a href="#">Gifts for brothers</a>	Internal	Passing Juice
<a href="#">Gifts for friends</a>	Internal	Passing Juice
<a href="#">Gifts for couples</a>	Internal	Passing Juice
<a href="#">Gifts for grandparents</a>	Internal	Passing Juice
<a href="#">Gifts for families</a>	Internal	Passing Juice
<a href="#">Gifts for mums to be</a>	Internal	Passing Juice
<a href="#">Gifts for new mums</a>	Internal	Passing Juice
<a href="#">Gifts for bridesmaids</a>	Internal	Passing Juice
<a href="#">Gifts for best man</a>	Internal	Passing Juice
<a href="#">Gifts for foodies</a>	Internal	Passing Juice
<a href="#">Gifts for gardeners</a>	Internal	Passing Juice
<a href="#">Gifts for pet lovers</a>	Internal	Passing Juice
<a href="#">Gifts for book lovers</a>	Internal	Passing Juice
<a href="#">Gifts for craft lovers</a>	Internal	Passing Juice
<a href="#">Gifts for gin lovers</a>	Internal	Passing Juice
<a href="#">Gifts for music lovers</a>	Internal	Passing Juice
<a href="#">Gifts for cocktail lovers</a>	Internal	Passing Juice
<a href="#">Gifts for bakers</a>	Internal	Passing Juice
<a href="#">Gifts for cheese lovers</a>	Internal	Passing Juice
<a href="#">Gifts for coffee lovers</a>	Internal	Passing Juice
<a href="#">Gifts for vegans</a>	Internal	Passing Juice
<a href="#">Gifts for frequent travellers</a>	Internal	Passing Juice
<a href="#">Cards</a>	Internal	Passing Juice
<a href="#">Birthday cards</a>	Internal	Passing Juice
<a href="#">Wedding cards</a>	Internal	Passing Juice
<a href="#">Anniversary cards</a>	Internal	Passing Juice
<a href="#">Engagement cards</a>	Internal	Passing Juice

## In-page links

<a href="#">New baby cards</a>	Internal	Passing Juice
<a href="#">Christening cards</a>	Internal	Passing Juice
<a href="#">Valentine's cards</a>	Internal	Passing Juice
<a href="#">Thank you cards</a>	Internal	Passing Juice
<a href="#">Thinking of you cards</a>	Internal	Passing Juice
<a href="#">Congratulations cards</a>	Internal	Passing Juice
<a href="#">New home cards</a>	Internal	Passing Juice
<a href="#">Get well soon cards</a>	Internal	Passing Juice
<a href="#">Good luck cards</a>	Internal	Passing Juice
<a href="#">Sympathy cards</a>	Internal	Passing Juice
<a href="#">Leaving cards</a>	Internal	Passing Juice
<a href="#">Funny cards</a>	Internal	Passing Juice
<a href="#">Personalised cards</a>	Internal	Passing Juice
<a href="#">1st birthday cards</a>	Internal	Passing Juice
<a href="#">18th birthday cards</a>	Internal	Passing Juice
<a href="#">21st birthday cards</a>	Internal	Passing Juice
<a href="#">30th birthday cards</a>	Internal	Passing Juice
<a href="#">40th birthday cards</a>	Internal	Passing Juice
<a href="#">50th birthday cards</a>	Internal	Passing Juice
<a href="#">60th birthday cards</a>	Internal	Passing Juice
<a href="#">70th birthday cards</a>	Internal	Passing Juice
<a href="#">Jewellery</a>	Internal	Passing Juice
<a href="#">Women's bracelets</a>	Internal	Passing Juice
<a href="#">Women's earrings</a>	Internal	Passing Juice
<a href="#">Women's necklaces</a>	Internal	Passing Juice
<a href="#">Women's rings</a>	Internal	Passing Juice
<a href="#">Women's personalised jewellery</a>	Internal	Passing Juice
<a href="#">Bridal jewellery</a>	Internal	Passing Juice

## In-page links

<a href="#">Huggie earrings</a>	Internal	Passing Juice
<a href="#">Jewellery storage</a>	Internal	Passing Juice
<a href="#">Men's bracelets</a>	Internal	Passing Juice
<a href="#">Men's necklaces</a>	Internal	Passing Juice
<a href="#">Men's cufflinks</a>	Internal	Passing Juice
<a href="#">Men's rings</a>	Internal	Passing Juice
<a href="#">Silver jewellery</a>	Internal	Passing Juice
<a href="#">Gold jewellery</a>	Internal	Passing Juice
<a href="#">Rose gold jewellery</a>	Internal	Passing Juice
<a href="#">Pearl jewellery</a>	Internal	Passing Juice
<a href="#">Birthstone jewellery</a>	Internal	Passing Juice
<a href="#">Home</a>	Internal	Passing Juice
<a href="#">Lighting</a>	Internal	Passing Juice
<a href="#">Poster &amp; prints</a>	Internal	Passing Juice
<a href="#">Decorative accessories</a>	Internal	Passing Juice
<a href="#">Kitchen &amp; dining</a>	Internal	Passing Juice
<a href="#">Furniture</a>	Internal	Passing Juice
<a href="#">Storage &amp; organisers</a>	Internal	Passing Juice
<a href="#">Drink &amp; barware</a>	Internal	Passing Juice
<a href="#">Tableware</a>	Internal	Passing Juice
<a href="#">Bed &amp; bath</a>	Internal	Passing Juice
<a href="#">Cushions</a>	Internal	Passing Juice
<a href="#">Home decorating</a>	Internal	Passing Juice
<a href="#">Candles &amp; fragrance</a>	Internal	Passing Juice
<a href="#">Photo &amp; picture frames</a>	Internal	Passing Juice
<a href="#">Bathroom</a>	Internal	Passing Juice
<a href="#">Bedroom</a>	Internal	Passing Juice
<a href="#">Children's room</a>	Internal	Passing Juice

## In-page links

<a href="#">Dining room</a>	Internal	Passing Juice
<a href="#">Hallway</a>	Internal	Passing Juice
<a href="#">Kitchen</a>	Internal	Passing Juice
<a href="#">Living room</a>	Internal	Passing Juice
<a href="#">Nursery</a>	Internal	Passing Juice
<a href="#">Office &amp; study</a>	Internal	Passing Juice
<a href="#">Flowers, plants &amp; vases</a>	Internal	Passing Juice
<a href="#">Letterbox gifts</a>	Internal	Passing Juice
<a href="#">Candles</a>	Internal	Passing Juice
<a href="#">Self-care essentials</a>	Internal	Passing Juice
<a href="#">Mugs</a>	Internal	Passing Juice
<a href="#">Keyrings</a>	Internal	Passing Juice
<a href="#">Chocolates &amp; confectionery</a>	Internal	Passing Juice
<a href="#">Cakes &amp; sweet treats</a>	Internal	Passing Juice
<a href="#">Wines, beers &amp; spirits</a>	Internal	Passing Juice
<a href="#">Food hampers</a>	Internal	Passing Juice
<a href="#">Drink &amp; alcohol hampers</a>	Internal	Passing Juice
<a href="#">Sweet &amp; chocolate hampers</a>	Internal	Passing Juice
<a href="#">Beauty gift sets &amp; hampers</a>	Internal	Passing Juice
<a href="#">Experience gifts</a>	Internal	Passing Juice
<a href="#">Token &amp; keepsake gifts</a>	Internal	Passing Juice
<a href="#">Photo gifts</a>	Internal	Passing Juice
<a href="#">See all departments</a>	Internal	Passing Juice
<a href="#">Beauty &amp; wellness</a>	Internal	Passing Juice
<a href="#">Clothing &amp; accessories</a>	Internal	Passing Juice
<a href="#">Food &amp; drink</a>	Internal	noFollow
<a href="#">Garden</a>	Internal	Passing Juice
<a href="#">Hobbies &amp; leisure</a>	Internal	Passing Juice




## In-page links

<a href="#">Kids</a>	Internal	Passing Juice
<a href="#">Party supplies</a>	Internal	Passing Juice
<a href="#">Pets</a>	Internal	Passing Juice
<a href="#">Prints &amp; art</a>	Internal	Passing Juice
<a href="#">Stationery</a>	Internal	Passing Juice
<a href="#">Subscription gifts</a>	Internal	Passing Juice
<a href="#">Wedding</a>	Internal	Passing Juice
<a href="#">What's new</a>	Internal	Passing Juice
<a href="#">Shop now</a>	Internal	Passing Juice
<a href="#">Father's Day</a>	Internal	Passing Juice
<a href="#">Mother's Da</a>	Internal	Passing Juice
<a href="#">Christmas</a>	Internal	Passing Juice
<a href="#">privacy policy</a>	Internal	Passing Juice
<a href="#">Delivery information</a>	Internal	Passing Juice
<a href="#">Returns and cancellations</a>	Internal	Passing Juice
<a href="#">Gift cards</a>	Internal	Passing Juice
<a href="#">Corporate gifts</a>	Internal	Passing Juice
<a href="#">Student discount</a>	Internal	Passing Juice
<a href="#">Sponsored product listings</a>	Internal	noFollow
<a href="#">Frequently asked questions</a>	Internal	Passing Juice
<a href="#">Where's my order?</a>	Internal	Passing Juice
<a href="#">My Account</a>	Internal	noFollow
<a href="#">Contact us</a>	Internal	Passing Juice
<a href="#">Who we are</a>	Internal	Passing Juice
<a href="#">Press centre</a>	Internal	Passing Juice
<a href="#">Careers</a>	Internal	Passing Juice
<a href="#">Why sell with us?</a>	Internal	Passing Juice
<a href="#">Seller FAQs</a>	Internal	Passing Juice

## In-page links

<a href="#">Apply to sell with us</a>	Internal	Passing Juice
<a href="#">Seller terms and policies</a>	Internal	noFollow
<a href="#">Seller privacy and cookies</a>	Internal	noFollow
<a href="#">Become an affiliate</a>	Internal	Passing Juice
<a href="#">Sitemap</a>	Internal	Passing Juice
<a href="#">Anti-slavery statement</a>	Internal	noFollow
<a href="#">Privacy and cookies</a>	Internal	noFollow
<a href="#">Terms and conditions</a>	Internal	noFollow



## SEO Keywords

	Keywords Cloud	see cards birthday jewellery sale gift lovers <b>gifts</b> all new
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## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
gifts	101	✓	✗	✓	✓
sale	37	✗	✗	✗	✓
cards	33	✗	✗	✗	✗
birthday	25	✗	✗	✗	✓
all	23	✗	✗	✓	✓

## Usability

	Url	Domain : notonthehighstreet.com Length : 22
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.





## Usability

		
	Language	Good. Your declared language is en.
	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 : 47 Warnings : 17
	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	<ul style="list-style-type: none"><li> Excellent, your website doesn't use nested tables.</li><li> Too bad, your website is using inline styles.</li><li> Great, your website has few CSS files.</li><li> Too bad, your website has too many JS files (more than 6).</li><li> Perfect, your website takes advantage of gzip.</li></ul>

## Mobile

	Mobile Optimization	<ul style="list-style-type: none"><li> Apple Icon</li><li> Meta Viewport Tag</li><li> Flash content</li></ul>
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## Optimization

	XML Sitemap	Great, your website has an XML sitemap.  <code>http://noths-prod-eu-west-1-notonthehighstreet.s3-website-eu-west-1.amazonaws.com/feeds/sitemaps/sitemap.xml.gz</code>
	Robots.txt	<code>http://notonthehighstreet.com/robots.txt</code> 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.