

Website Report for www.nhsggc.scot

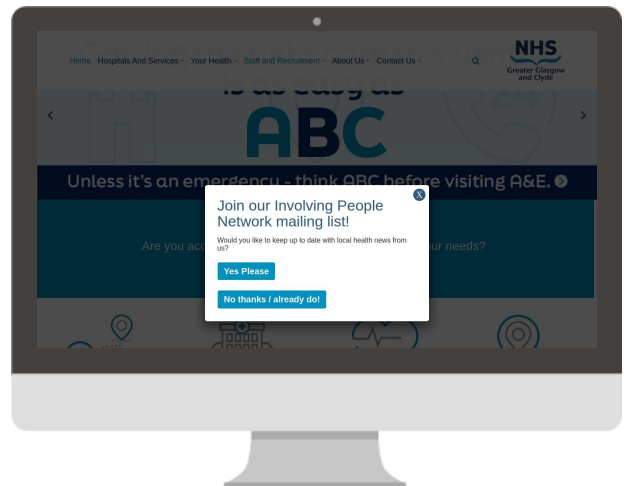
This report grades your website based on the strength of various SEO factors such as On Page Optimization, Off Page Links, Social and more. The overall Grade is on a A+ to F- scale, with most major, industry leading websites in the A range. Improving your grade will generally make your website perform better for users and rank better in search engines. There are recommendations for improving your website at the bottom of the report. Feel free to reach out to us if you'd like us to help with improving your website's SEO!

Audit Results for www.nhsggc.scot



Your page could be better

Recommendations: 15



On-Page SEO



Links



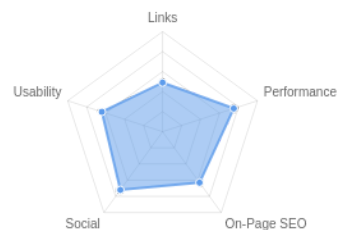
Usability



Performance



Social



Recommendations

Shorten meta description (to between 70 and 160 characters)

On-Page SEO

Medium Priority

Add H1 Header Tag

On-Page SEO

Medium Priority

Make greater use of header tags	On-Page SEO	Medium Priority
Update Link URLs to be more human and Search Engine readable	Links	Low Priority
Add Alt attributes to all images	On-Page SEO	Low Priority
Use your main keywords across the important HTML tags	On-Page SEO	Low Priority
Optimize your images to reduce their file size	Performance	Low Priority
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Optimize your page for Desktop PageSpeed Insights	Usability	Low Priority
Implement an analytics tracking tool	On-Page SEO	Low Priority
Create and link an associated LinkedIn profile	Social	Low Priority
Setup & Install a Facebook Pixel	Social	Low Priority
Remove inline styles	Performance	Low Priority
Add Local Business Schema	Other	Low Priority
Create Google Business Profile	Other	Low Priority

On-Page SEO Results



Your On-Page SEO could be better

Your page has some level of On-Page SEO optimization but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

Title Tag



You have a title tag of optimal length (between 10 and 70 characters).

Home - NHSGGC

Length : 13

Meta Description Tag



Your page has a meta description tag however, your meta description should ideally be between 70 and 160 characters (including spaces).

NHS Greater Glasgow and Clyde provides and manages a wide range of health services including hospitals and General Practice with the Greater Glasgow and Clyde area.

Length : 164

A meta description is important for search engines to understand the content of your page, and is often shown as the description text blurb in search results.

SERP Snippet Preview



This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.

<https://www.nhsggc.scot> :

[Home - NHSGGC](#)

NHS Greater Glasgow and Clyde provides and manages a wide range of health services including hospitals and General Practice with the Greater Glasgow ...

Hreflang Usage



Your page is not making use of Hreflang attributes.

Language



Your page is using the lang attribute.

Declared: en-GB

H1 Header Tag Usage



Your page does not have an H1 Header Tag.

The H1 Header Tag is an important way of signaling to search engines what your content is about, and subsequently the keywords it should rank for.

H2-H6 Header Tag Usage



Your page is not making use of multiple levels of Header Tags.

HTML header tags are an important way of signaling to search engines the important content topics of your page, and subsequently the keywords it should rank for.

Header Tag	Frequency
H2	0
H3	1
H4	0
H5	0
H6	0

Keyword Consistency



Your page's main keywords are not distributed well across the important HTML tags.

Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
hospital	×	✓	×	61	<div></div>
staff	×	×	×	56	<div></div>
all	×	×	×	38	<div></div>
care	×	×	✓	29	<div></div>
thank	×	×	×	29	<div></div>
royal	×	×	×	28	<div></div>
from	×	×	×	28	<div></div>
glasgow	×	✓	×	27	<div></div>

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
hospital glasgow	×	×	×	15	<div></div>
royal hospital	×	×	×	13	<div></div>
queen elizabeth	×	×	×	10	<div></div>
all staff	×	×	×	10	<div></div>
elizabeth university	×	×	×	9	<div></div>
royal alexandra hospital	×	×	×	9	<div></div>
elizabeth university hospital	×	×	×	9	<div></div>
alexandra hospital	×	×	×	9	<div></div>

Amount of Content



Your page has a good level of textual content, which will assist in it's ranking potential.

Word Count: 3149

Image Alt Attributes



You have images on your page that are missing Alt attributes.

We found 34 images on your page and 4 of them are missing the attribute.

Alt attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results.

Canonical Tag



Your page is using the Canonical Tag.

<https://www.nhsggc.scot/>

Noindex Tag Test



Your page is not using the Noindex Tag which prevents indexing.

Noindex Header Test



Your page is not using the Noindex Header which prevents indexing.

SSL Enabled



Your website has SSL enabled.

HTTPS Redirect



Your page successfully redirects to a HTTPS (SSL secure) version.

Robots.txt



Your website appears to have a robots.txt file.

<http://www.nhsggc.scot/robots.txt>

Blocked by Robots.txt



Your page does not appear to be blocked by robots.txt.

XML Sitemaps



Your website appears to have an XML sitemap.

https://www.nhsggc.scot/sitemap_index.xml

Analytics



We could not detect an analytics tool installed on your page.

Website analytics tools like Google Analytics assist you in measuring, analyzing and ultimately improving traffic to your page.

Schema.org Structured Data





You are using JSON-LD Schema on your page.

Rankings

Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country & Language	Position	Total Searches	Estimated Traffic	
glasgow queen elizabeth hospital	 EN	1	33,100	10,062	<div></div>
queen elizabeth glasgow	 EN	1	33,100	10,062	<div></div>
queen elizabeth hospital glasgow	 EN	1	33,100	10,062	<div></div>
queen elizabeth hospital scotland	 EN	1	33,100	10,062	<div></div>
queen elizabeth university glasgow	 EN	1	33,100	10,062	<div></div>
queen elizabeth university hospital	 EN	1	33,100	10,062	<div></div>
queen elizabeth university hospital glasgow	 EN	1	33,100	10,062	<div></div>
glasgow infirmary	 EN	1	22,200	6,748	<div></div>
glasgow infirmary hospital	 EN	1	22,200	6,748	<div></div>
glasgow royal infirmary	 EN	1	22,200	6,748	<div></div>

Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings



Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords	
Position 1	759	<div></div>
Position 2-3	619	<div></div>
Position 4-10	2,146	<div></div>
Position 11-20	3,428	<div></div>
Position 21-30	3,500	<div></div>
Position 31-100	28,109	<div></div>

Links

Backlink Summary



You have a strong level of backlink activity to this page.



Domain
Strength



Page
Strength



11.1k

Backlinks



961

Referring Domains



1.8k

Nofollow
Backlinks



9.3k

Dofollow
Backlinks



1

Edu Backlinks



125

Gov Backlinks



620

Subnets



792

IPs

Top Backlinks



These are the highest value external pages we have found linking to your site.

Domain strength	Referring Page URL
100	https://en.wikipedia.org/wiki/List_of_public_inquiries_in_the_United_Kingdom
100	https://www.microsoft.com/en-us/research/blog/3d-telemedicine-brings-better-care-to-underserved-and-rural-communities-even-across-continents/
97	https://www.gov.uk/guidance/cervical-screening-education-and-training
95	https://theconversation.com/drug-deaths-are-rising-and-overdose-prevention-centres-save-lives-so-why-is-the-uk-unwilling-to-introduce-them-192044
95	https://journals.sagepub.com/doi/10.1177/13623613231192870?icid=int.sj-full-text.citing-articles.472&
93	https://www.newsweek.com/rankings/worlds-best-hospitals-2023/united-kingdom
92	https://www.buzzsprout.com/1835170/10147498
91	https://helpfinder.beateatingdisorders.org.uk/nhs-greater-glasgow-and-clyde-connect-ed-eating-disorders/
90	https://www.gla.ac.uk/news/headline_863600_en.html
90	https://www.mentalhealth.org.uk/our-work/programmes/adults/arts-scotland/scottish-mental-health-arts-festival-smhaf

Top Pages by Backlinks



These are the pages on your site with the most the backlinks from other sites.

URL	Backlinks
https://www.nhsggc.scot/your-health/covid-19/	5,209
https://www.nhsggc.scot/hospitals-services/services-a-to-z/musculoskel...	597
https://www.nhsggc.scot/your-health/general-vaccinations/overseas-trav...	315
https://www.nhsggc.scot/	213
https://www.nhsggc.scot/your-health/right-care-right-place/	145
https://www.nhsggc.scot/hospitals-services/our-hospitals/glasgow-royal...	113
https://www.nhsggc.scot/your-health/general-vaccinations/overseas-trav...	113
https://www.nhsggc.scot/your-health/right-care-right-place/minor-injur...	104
https://www.nhsggc.scot/hospitals-services/our-hospitals/queen-elizabe...	103
https://www.nhsggc.scot/your-health/heads-up-mental-health-support/	90

Top Anchors by Backlinks



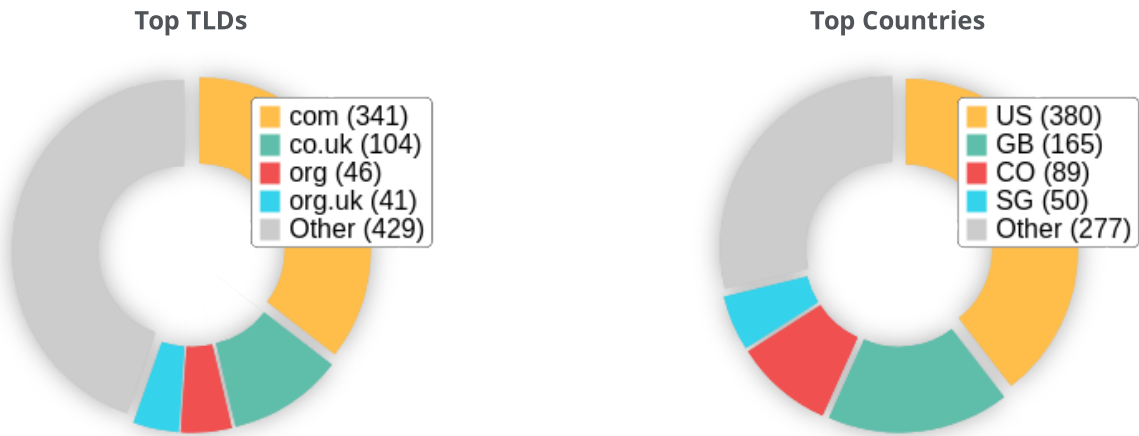
These are the top pieces of Anchor Text we found used to link to your site.

Anchor	Backlinks
Coronavirus (COVID-19) Guidance	5,207
Go Now	652
Physio Self Referral Form	630
Go Health	155
Right Care, Right Place - NHSGGC	136
NHS Greater Glasgow and Clyde Travel advice, Vaccinations and Medication	124
Visit website	119
www.nhsggc.scot	112
Travel vaccination details	84

Top Referring Domain Geographies



These are the Top Geographies we have found linking to your site.



On-Page Link Structure



We found 395 total links. 3% of your links are external links and are sending authority to other sites. 1% of your links are nofollow links, meaning authority is not being passed to those destination pages.

Friendly Links



Some of your link URLs do not appear friendly to humans or search engines.

We would recommend making URLs as readable as possible by reducing length, file names, code strings and special characters.

Usability



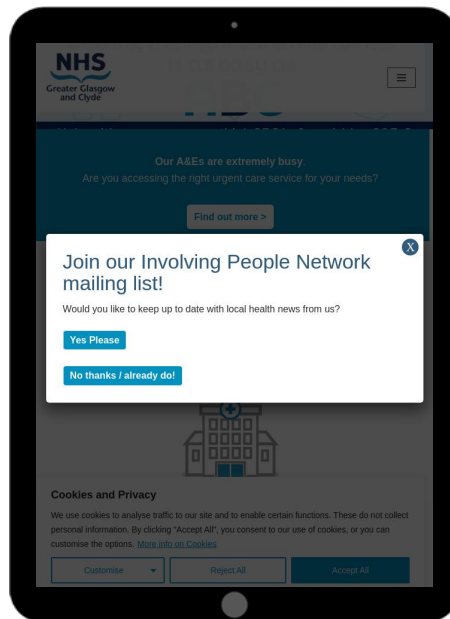
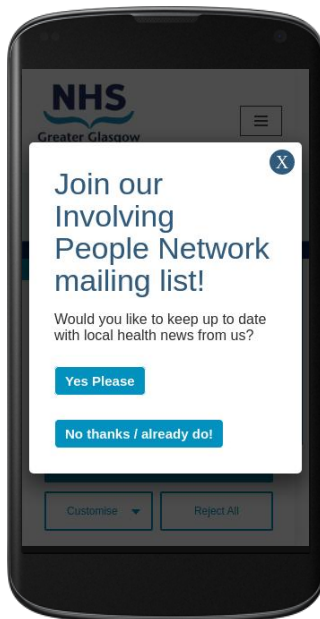
Your usability could be better

Your page is OK but could be more usable across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

Device Rendering

This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.

i

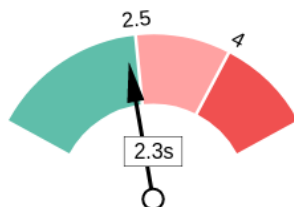


Google's Core Web Vitals

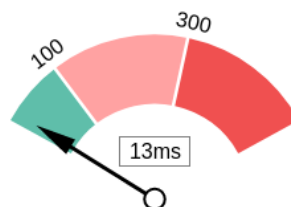
Your page has passed Google's Core Web Vitals assessment.



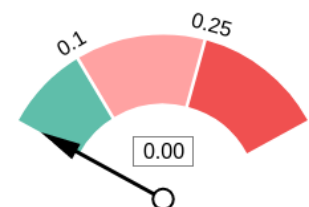
Largest Contentful Paint (LCP)



First Input Delay (FID)



Cumulative Layout Shift (CLS)



Use of Mobile Viewports

Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.



Google's PageSpeed Insights - Mobile



Google is indicating that your page is scoring poorly on their Mobile PageSpeed Insights evaluation.

Note that this evaluation is being performed from US servers and the results may differ slightly from an evaluation carried out from Google's PageSpeed Web Interface as that reporting localizes to the region in which you are running the report.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	4.1 s	Serve images in next-gen formats	5.85 s
Speed Index	9.6 s	Properly size images	4.8 s
Largest Contentful Paint	11.3 s	Eliminate render-blocking resources	1.55 s
Time to Interactive	11.3 s	Efficiently encode images	1.35 s
Total Blocking Time	1.07 s	Reduce unused CSS	0.75 s
Cumulative Layout Shift	0	Avoid multiple page redirects	0.63 s
		Minify CSS	0.15 s
		Preload Largest Contentful Paint image	0.15 s

Google's PageSpeed Insights - Desktop



Google is indicating that your page is scoring poorly on their Desktop PageSpeed Insights evaluation.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



Lab Data	Value
----------	-------

First Contentful Paint	2.6 s
------------------------	-------

Speed Index	4.4 s
-------------	-------

Largest Contentful Paint	3.7 s
--------------------------	-------

Time to Interactive	4 s
---------------------	-----

Total Blocking Time	0.02 s
---------------------	--------

Cumulative Layout Shift	0.002
-------------------------	-------

Opportunities	Estimated Savings
---------------	-------------------

Serve images in next-gen formats	1.06 s
----------------------------------	--------

Eliminate render-blocking resources	0.61 s
-------------------------------------	--------

Efficiently encode images	0.27 s
---------------------------	--------

Reduce unused JavaScript	0.27 s
--------------------------	--------

Minify CSS	0.27 s
------------	--------

Avoid multiple page redirects	0.19 s
-------------------------------	--------

Flash Used?

No Flash content has been identified on your page.



iFrames Used?

There are no iFrames detected on your page.



Favicon

Your page has specified a favicon.



Email Privacy

No email addresses have been found in plain text on your page.



Legible Font Sizes

The text on your page appears to be legible across devices.



Tap Target Sizing

The links and buttons on your page appear to be appropriately sized for a user to easily tap on a touchscreen.



Performance Results



Your performance is good

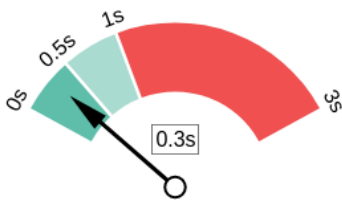
Your page has performed well in our testing meaning it should be reasonably responsive for your users, but there is still room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings).

Page Speed Info

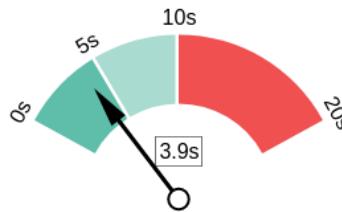
Your page loads in a reasonable amount of time.



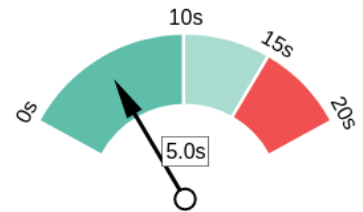
Server Response



All Page Content Loaded



All Page Scripts Complete



Download Page Size

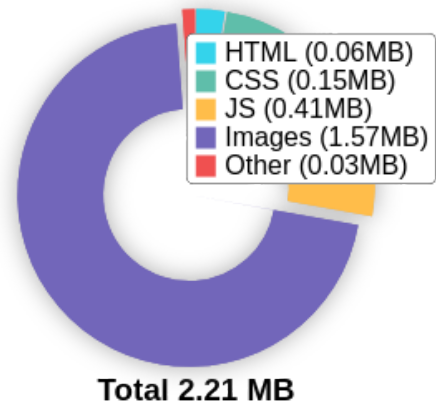
Your page's file size is reasonably low which is good for Page Load Speed and user experience.



Download Page Size



Download Page Size Breakdown

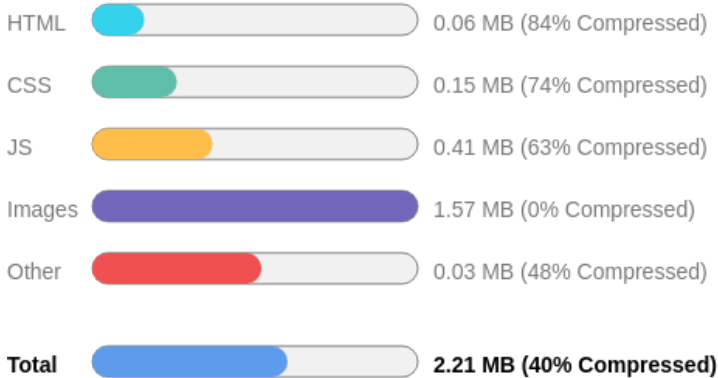


Website Compression (Gzip, Deflate, Brotli)

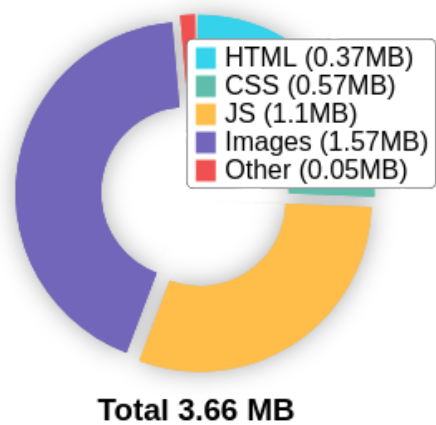
Your website appears to be using a reasonable level of compression.



Compression Rates



Raw Page Size Breakdown



Number of Resources

This check displays the total number of files that need to be retrieved from web servers to load your page.



73

Total Objects



2

Number of
HTML Pages



24

Number of JS
Resources



17

Number of CSS
Resources



22

Number of
Images



8

Other
Resources

Google Accelerated Mobile Pages (AMP)

This page does not appear to have AMP Enabled.



JavaScript Errors

Your page is not reporting any JavaScript errors.



HTTP2 Usage

Your website is using the recommended HTTP/2+ protocol.



Optimize Images

Your page appears to include images which are poorly optimized.



Properly formatting and compressing images can have a significant impact on page load performance.

Minification

All your JavaScript and CSS files appear to be minified.



Deprecated HTML

No deprecated HTML tags have been found within your page.



Inline Styles

Your page appears to be using inline styles.



Inline styles are an older coding practice and discouraged in favor of using CSS style sheets, due to their ability to degrade page load performance and unnecessarily complicate HTML Code.

Social Results



Your social is good

You have a reasonably good social presence. Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to your website. We recommend that you have all of your profiles listed on your page, and work to build a larger following on those networks.

Facebook Connected

Your page has a link to a Facebook Page.



Facebook Open Graph Tags

Your page is using Facebook Open Graph Tags.



Facebook Pixel

We have not detected a Facebook Pixel on your page.



Facebook's Pixel is a useful piece of analytics code that allows you to retarget visitors if you decide to run Facebook Ads in future.

Twitter Connected

Your page has a link to a Twitter profile.



Twitter Cards

Your page is using Twitter Cards.



Instagram Connected

Your page has a link to an Instagram profile.



LinkedIn Connected

No associated LinkedIn profile found linked on your page.



YouTube Connected

Your page has a link to a YouTube channel.



YouTube Activity

You have a good number of YouTube channel subscribers



13,700
Followers



5,260,595
View Count

Local SEO

Local Business Schema

No Local Business Schema identified on the page.



Google Business Profile Identified

No Google Business Profile was identified that links to this website.



Google Business Profile Completeness

No Google Business Profile was identified that links to this website.



Google Reviews

















No Google Business Profile was identified that links to this website.



Technology Results

Technology List

These software or coding libraries have been identified on your page.

Technology	Version
 Bootstrap	
 CookieYes	
 Font Awesome	
 Google Analytics	
 hCaptcha	
HSTS	
 jQuery	
 jQuery Migrate	
 Modernizr	
 MySQL	
 Neve	3.8.1
 PHP	
 Popup Maker	1.18.2
Smart Slider 3	
 W3 Total Cache	
 WordPress	
 Yoast SEO	22.0
 Yoast SEO Premium	22.0

Server IP Address

20.0.114.104

DNS Servers

anycast9.irondns.net
anycast24.irondns.net
anycast10.irondns.net
anycast23.irondns.net

Web Server

rocket

Charset

text/html; charset=UTF-8