

Website Report for www.newcastle-hospitals.nhs.uk

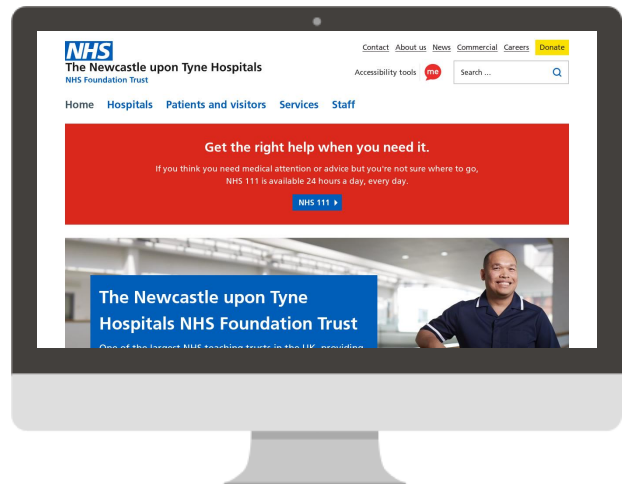
This report grades your website based on the strength of various SEO factors such as On Page Optimization, Off Page Links, Social and more. The overall Grade is on a A+ to F- scale, with most major, industry leading websites in the A range. Improving your grade will generally make your website perform 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.newcastle-hospitals.nhs.uk



Your page is good

Recommendations: 9



On-Page SEO



Links



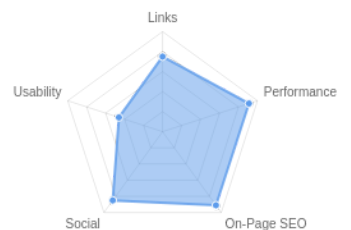
Usability



Performance



Social



Recommendations

Shorten meta description (to between 70 and 160 characters)

On-Page SEO

Medium Priority

Update Link URLs to be more human and Search Engine readable

Links

Low Priority

Optimize your page for Mobile PageSpeed Insights

Usability

Low Priority

Optimize your page for Desktop PageSpeed Insights

Usability

Low Priority

Setup & Install a Facebook Pixel

Social

Low Priority

Remove inline styles

Performance

Low Priority

Add Local Business Schema

Other

Low Priority

Review and Increase Font Sizes across devices

Usability

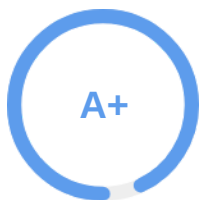
Low Priority

Improve the size of tap targets

Usability

Low Priority

On-Page SEO Results



Your On-Page SEO is very good!

Congratulations, your On-Page SEO is well optimized. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You can continue to build on your strong position through testing content improvements for gradual gains.

Title Tag

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



Newcastle Hospitals NHS Foundation Trust

Length : 40

Meta Description Tag

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



The Newcastle upon Tyne Hospitals NHS Foundation Trust is one of the largest NHS trusts in the UK providing healthcare to communities across the North East of England and beyond.

Length : 178

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.newcastle-hospitals.nhs.uk> :
Newcastle Hospitals NHS Foundation Trust
The Newcastle upon Tyne Hospitals NHS Foundation Trust is one of the largest NHS trusts in the UK providing healthcare to communities across the ...

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 has a H1 Tag.

H2-H6 Header Tag Usage

Your page is making use multiple levels of Header Tags.

Header Tag	Frequency	
H2	14	<div></div>
H3	5	<div></div>
H4	0	
H5	0	
H6	0	

Keyword Consistency

Your page's main keywords are distributed well across the important HTML tags.

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
hospitals	✓	✓	✓	10	<div></div>
newcastle	✓	✓	✓	8	<div></div>
news	✗	✗	✓	8	<div></div>
nhs	✓	✓	✓	7	<div></div>
visit	✗	✗	✓	6	<div></div>
february	✗	✗	✗	6	<div></div>
posted	✗	✗	✗	5	<div></div>
please	✗	✗	✗	5	<div></div>

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
please visit	✗	✗	✗	4	<div></div>
category news	✗	✗	✗	4	<div></div>
tyne hospitals nhs	✗	✓	✓	3	<div></div>
hospitals nhs foundation	✓	✓	✓	3	<div></div>
newcastle upon tyne	✗	✓	✓	3	<div></div>
nhs foundation trust	✓	✓	✓	3	<div></div>
details please	✗	✗	✗	3	<div></div>
february 2024	✗	✗	✗	3	<div></div>

Amount of Content

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



Word Count: 518

Image Alt Attributes

You do not have any images missing Alt attributes on your page.



Canonical Tag

Your page is using the Canonical Tag.



<https://www.newcastle-hospitals.nhs.uk/>

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.newcastle-hospitals.nhs.uk/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.newcastle-hospitals.nhs.uk/sitemap_index.xml

Analytics

Your page is using an analytics tool.



 Google Analytics

Schema.org Structured Data











You are using JSON-LD Schema on your page.



Rankings

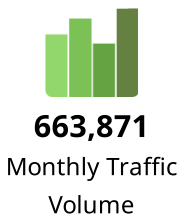
Top Keyword Rankings

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	
cardiac rhythm management	 EN	1	40,500	12,312	<div></div>
freeman	 EN	7	450,000	11,520	<div></div>
freemen	 EN	9	450,000	6,750	<div></div>
freeman hospital	 EN	1	22,200	6,748	<div></div>
freeman's hospital	 EN	1	22,200	6,748	<div></div>
newcastle freeman hospital	 EN	1	22,200	6,748	<div></div>
royal victoria infirmary	 EN	1	14,800	4,499	<div></div>
rvi	 EN	1	14,800	4,499	<div></div>
efudix cream	 EN	1	12,100	3,678	<div></div>
newcastle rvi	 EN	1	12,100	3,678	<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	1,010	
Position 2-3	1,101	
Position 4-10	5,096	■
Position 11-20	10,106	■
Position 21-30	10,484	■
Position 31-100	75,358	■

Links

Backlink Summary




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





Domain
Strength




Page
Strength

 **9.2k**
Backlinks

 **2k**
Referring Domains

 **2.5k**
NoFollow
Backlinks

 **6.7k**
Dofollow
Backlinks

 **4**
Edu Backlinks

 **73**
Gov Backlinks

 **941**
Subnets

 **1.3k**
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/Freeman_Hospital
97	https://www.theguardian.com/society/2023/dec/17/millions-of-women-are-suffering-who-dont-have-to-why-its-time-to-end-the-misery-of-utis
97	https://www.gov.uk/government/publications/climate-change-applying-all-our-health/climate-and-health-applying-all-our-health
96	https://www.bbc.com/news/health-66917025
96	https://www.bbc.co.uk/news/health-66917025
96	https://www.bing.com/images/search?q=Newcastle+Lighthouse&qft=+filterui:color2-FGcls_WHITE&FORM=IRFLTR
96	http://edition.cnn.com/2002/WORLD/europe/03/05/britain.baby/index.html
96	https://www.nmr.mgh.harvard.edu/lab/omi
94	https://www.nhs.uk/Services/Hospitals/MapsAndDirections/DefaultView.aspx?id=1232
94	https://us1.campaign-archive.com/?u=ddc5e0856b1d6d300a1b0b227&id=a9858e46a3

Top Pages by Backlinks



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

URL	Backlinks
http://www.newcastle-hospitals.nhs.uk/	1,571
https://www.newcastle-hospitals.nhs.uk/	1,130
https://www.newcastle-hospitals.nhs.uk/hospitals/institute-of-transpla...	492
https://www.newcastle-hospitals.nhs.uk/help/privacy/	464
https://www.newcastle-hospitals.nhs.uk/hospitals/royal-victoria-infirm...	270
http://newcastle-hospitals.nhs.uk/	256
https://www.newcastle-hospitals.nhs.uk/hospitals/freeman-hospital/	237
https://www.newcastle-hospitals.nhs.uk/content/uploads/2020/10/TVCCN_I...	224
https://www.newcastle-hospitals.nhs.uk/about/trust/statutory-documenta...	146
https://www.newcastle-hospitals.nhs.uk/about/trust/vision-mission/	122

Top Anchors by Backlinks



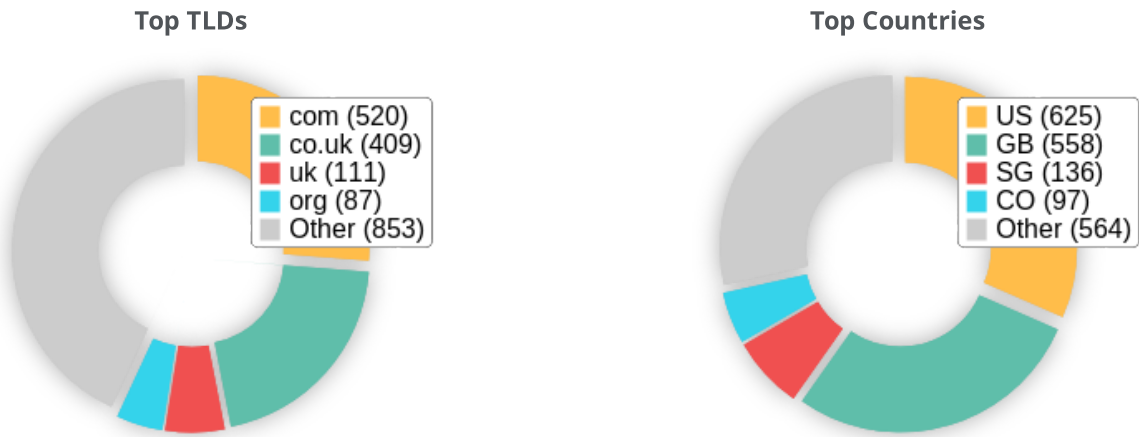
These are the top pieces of Anchor Text we found used to link to your site.

Anchor	Backlinks
Go Now	853
Freeman Hospital	705
The Newcastle upon Tyne Hospitals NHS Foundation Trust's privacy notice (open s in a new tab)	451
http://www.newcastle-hospitals.nhs.uk/	334
http://www.newcast	328
Newcastle Hospitals logo	314
newcastle-hospitals.nhs.u	239
Visit Hospital Website	235
Website	191

Top Referring Domain Geographies



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



On-Page Link Structure



We found 115 total links. 17% 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

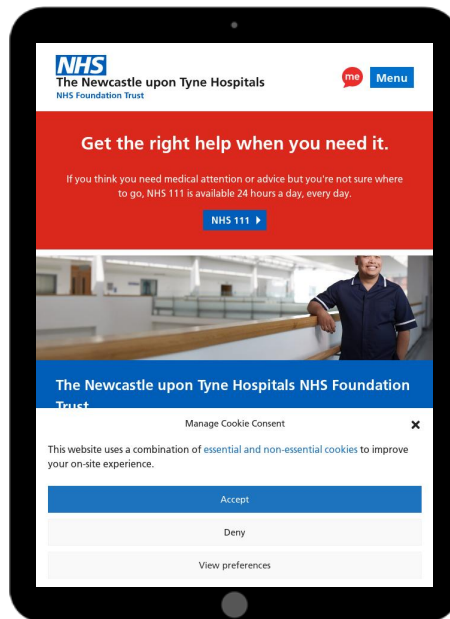
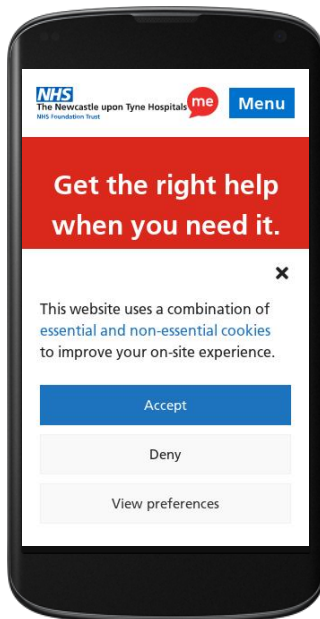


Your usability could be better

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

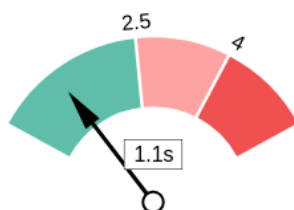
This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.



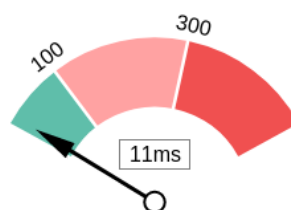
Google's Core Web Vitals

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

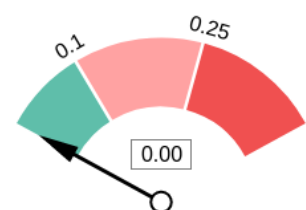
Largest Contentful Paint (LCP)



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
First Contentful Paint	3.1 s
Speed Index	7.7 s
Largest Contentful Paint	8.9 s
Time to Interactive	9.5 s
Total Blocking Time	0.82 s
Cumulative Layout Shift	0.006

Opportunities	Estimated Savings
Reduce unused JavaScript	4.08 s
Reduce initial server response time	1 s
Avoid multiple page redirects	0.63 s
Serve images in next-gen formats	0.45 s
Reduce unused CSS	0.4 s
Minify JavaScript	0.3 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	2.1 s
Speed Index	3.1 s
Largest Contentful Paint	2.8 s
Time to Interactive	2.9 s
Total Blocking Time	0.04 s
Cumulative Layout Shift	0.002

Opportunities	Estimated Savings
Reduce initial server response time	1.01 s
Reduce unused JavaScript	0.69 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

There is some text on your page that is small and may not be legible enough for particular users.

We recommend reviewing all text on your page in different devices to ensure that it is of appropriate size.



Tap Target Sizing

Some of the links or buttons on your page may be too small for a user to easily tap on a touchscreen.

Consider making these tap targets larger to provide a better user experience.



Performance Results



Your performance is very good!

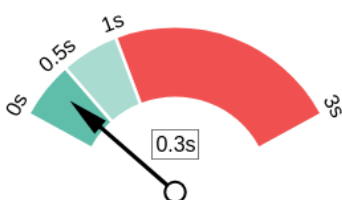
Congratulations, your page has performed very well in our testing meaning it should be reasonably fast and responsive for users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). Continue to monitor your performance over time to ensure there are no periodic fluctuations.

Page Speed Info

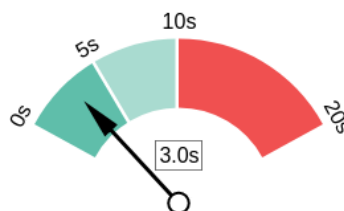
Your page loads in a reasonable amount of time.



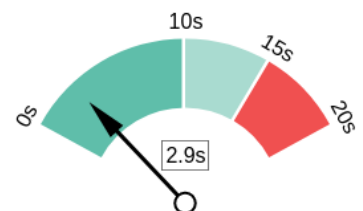
Server Response



All Page Content Loaded



All Page Scripts Complete

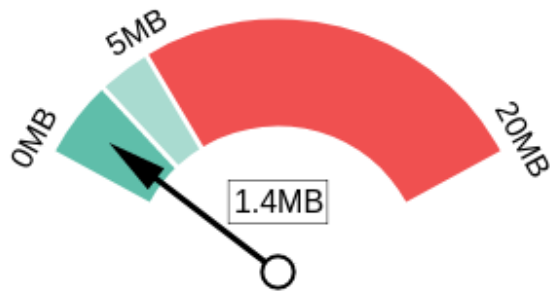


Download Page Size

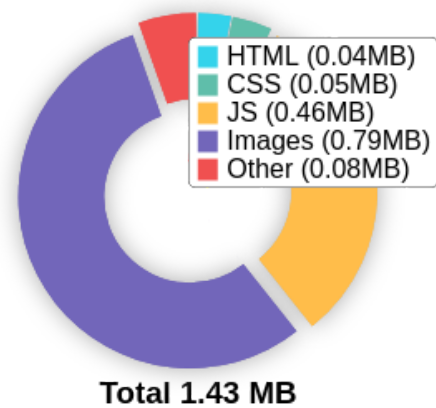
Your page's file size is reasonably low which is good for Page Load Speed and user experience.



Download Page Size



Download Page Size Breakdown

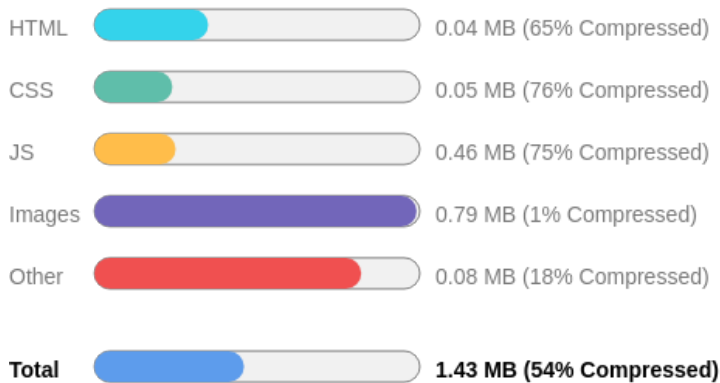


Website Compression (Gzip, Deflate, Brotli)

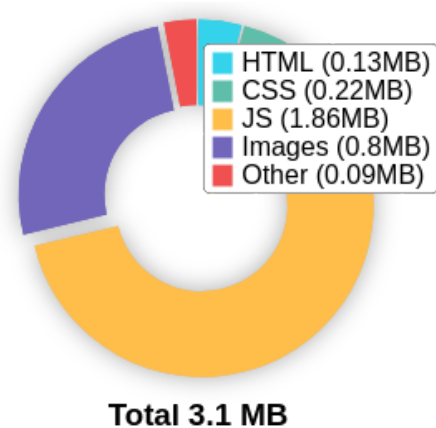
Your website appears to be using a reasonable level of compression.



Compression Rates

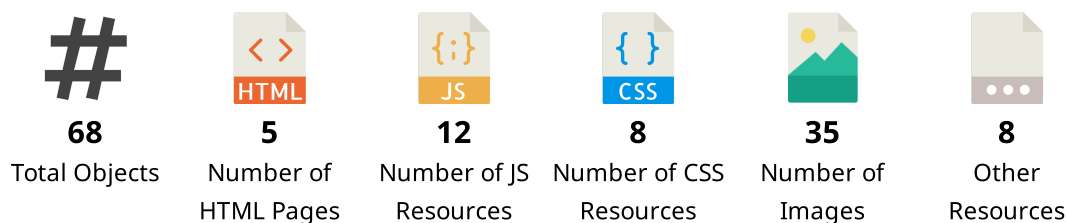


Raw Page Size Breakdown



Number of Resources

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



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

All of the images on your page appear to be optimized.



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 very good!

Congratulations, your social presence is strong and active. Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to your website. We recommend continued use of social campaigns to grow this further.

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

Your page has a link to a LinkedIn profile.



YouTube Connected



Your page has a link to a YouTube channel.

YouTube Activity



You have a good number of YouTube channel subscribers



5,250

Followers



1,724,209

View Count

Local SEO

Local Business Schema



No Local Business Schema identified on the page.

Google Business Profile Identified



A Google Business Profile was identified that links to this website.



Newcastle Freeman Hospital

Google Business Profile Completeness



The important business details are present on the Google Business Profile.

Address Freeman Rd, High Heaton, Newcastle upon Tyne NE7 7DN

Phone +44 191 233 6161

Site <https://www.newcastle-hospitals.nhs.uk/hospitals/freeman-hospital/>

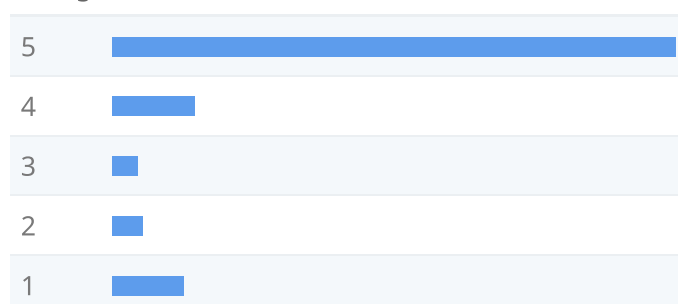
Google Reviews



The Google Business Profile has a good rating and review count.

4.3 ★★★★★ 403 reviews













Rating



Technology Results

Technology List

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

Technology	Version
 Cloudflare	
 Cloudflare Bot Management	
 Google Analytics	
 Google Tag Manager	
 HTTP/3	
 jQuery	
 MySQL	
 PHP	
 reCAPTCHA	
 WordPress	
 WP Engine	
 Yoast SEO	22.0

Server IP Address

141.193.213.21

DNS Servers

nsc.nic.uk
dns2.nic.uk
dns3.nic.uk
nsa.nic.uk
nsd.nic.uk
dns1.nic.uk
nsb.nic.uk
dns4.nic.uk

Web Server

cloudflare

Charset

text/html; charset=UTF-8