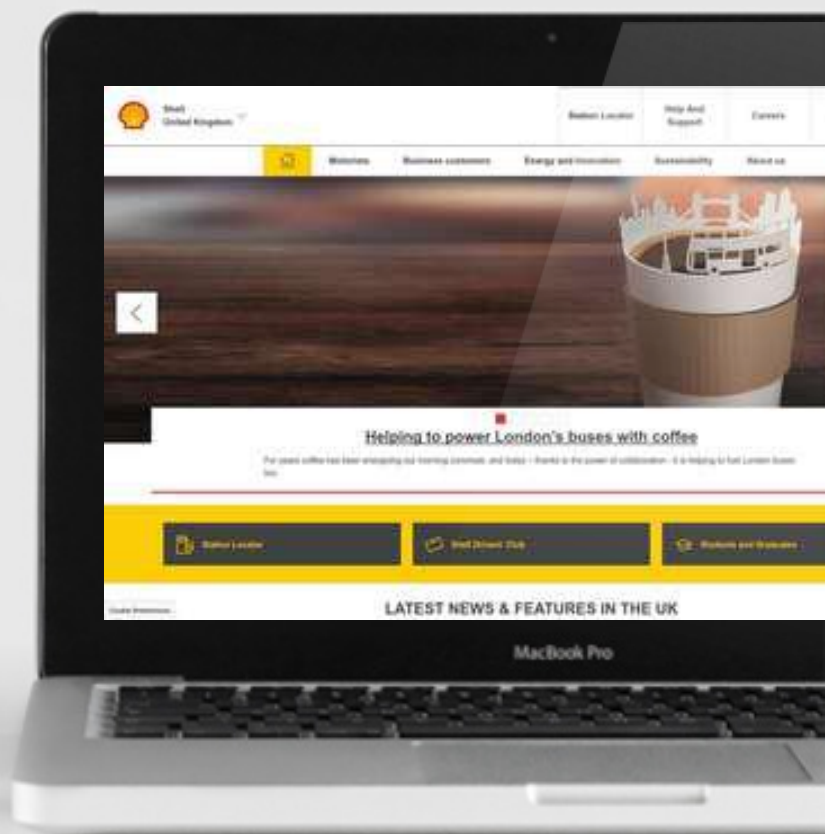


# Shell in UK | Shell United Kingdom

## Technical Audit

Website audited: <https://www.shell.co.uk>



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# Executive Summary

AVERAGE

**B**

## Good job. Your website is satisfactory but could use some optimization.

### A good performance in Security, Social and Usability

Your website is safe to use. Some improvements are always possible with a more extended audit, but no major issue has been detected during our security audit. Awesome, you manage your social media presence really well! A great usability is synonymous to a great user experience. If you are able to convey your experience on mobile and desktop and at the same time, with a good loading speed, you are delivering the basics of a good usability

### SEM and SEO should be improved for optimum results.

You seem to be active on PPC advertising, but there is still some room for improvement. You are under-optimized and there's a lot you can do to improve the ROI of your web presence and get more visitors to your website.

USABILITY

**B**

SECURITY

**A**

SEO

**C**

SEM

**C**

SOCIAL

**A**

## Against your competition

**B**

**B**

**D**

You

www.bp.com

www.exxonmobil.co.uk

texaco.co.uk

# Usability

AVERAGE

B

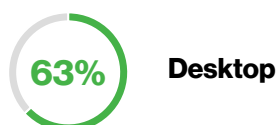
## Mobile Friendliness

Congratulations, your website is considered as mobile-friendly by Google.



## Speed

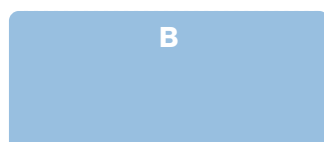
Your website needs to be improved.



## Google Analytics

Unfortunately, this data could not be retrieved at this time. Please try to run this audit later.

## Against your competition



You



www.bp.com

N/A  
www.exxonmobil.co.uk



texaco.co.uk

# Security

AVERAGE

A



## SSL Security

Congratulations, your HTTPS are near perfection.



## HTTP and HTTPS active

Your website accepts HTTP and HTTPS connections

Your website still accepts HTTP without redirecting to HTTPS. Starting July 2018, Google Chrome is marking non-HTTPS websites as not secure



## No Malware Detected

Great, your website is not affected by any malware.



## Site is not blacklisted

Great, your website is not blacklisted.

## Against your competition

A

You

A

www.bp.com

N/A

www.exxonmobil.co.uk

A

texaco.co.uk



# Organic Traffic

AVERAGE

C

## Technical SEO

- ✓ **Sitemap.xml found**  
Nice, your sitemap.xml can be found. It allows search engines to find all of your webpages easily.
- ⚡ **Robots.txt found, but Disallow All**  
Your robots.txt file forbids search engines to crawl your website. You are basically non-existent on the web. This is a major issue.
- ✓ **domain to www redirection is working fine**  
Whatever people type, they will find your site.

## InPage SEO (Home page)

- ⚡ **Your headings seem to be problematic**  
Headings are the title and subtitles of your site. They are really important for search engines.
- ⚡ **Alt Tags**  
Unfortunately, this data could not be retrieved at this time. Please try to run this audit later.
- ✓ **Your description length seems perfect**  
The description of your page will be displayed on the search results and is the second most important SEO signal.
- ✓ **Your title has a perfect length**  
The title of your page will be displayed on the search results and is the most important SEO signal.

## Backlinks 100 links found

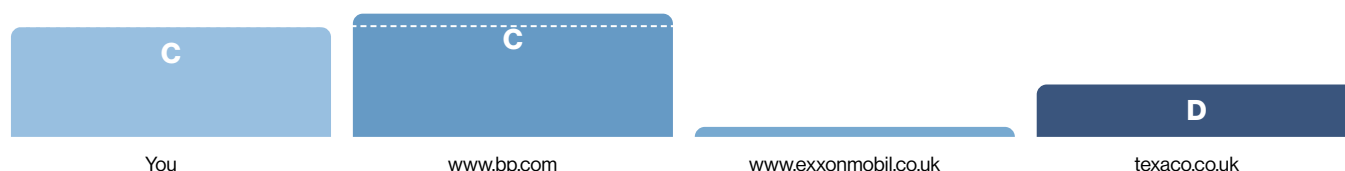
### Moz Analytics

• Moz Ranking	5
• Domain Authority	54
• Page Authority	53

### Majestic Analytics

• Citation	49
• Trust Flow	64
• Backlinks	1574
• Index Url	1

## Against your competition



# Organic Traffic

## (Details)

AVERAGE

C

### Title



34 Characters

Shell in UK | Shell United Kingdom

### Headings

#### H2 - 20 Found

Top Stories

Brent Delta Platform Lift  
and 20 more ...

#### H3 - 8 Found

Shell completes acquisition of First Uti...

Shell agrees to buy First Utility, a lea...  
and 8 more ...

### Description



11 Characters

Shell in UK

### Top 10 Authority links to your site

1. [www.shell.com/](http://www.shell.com/)
2. [es.wikipedia.org/wiki/Royal\\_Dutch\\_Shell](https://es.wikipedia.org/wiki/Royal_Dutch_Shell)
3. [www.bbc.co.uk/news/uk-scotland-scotland-business-3...](http://www.bbc.co.uk/news/uk-scotland-scotland-business-3...)
4. [www.bbc.co.uk/news/science-environment-22253746](http://www.bbc.co.uk/news/science-environment-22253746)
5. [www.bbc.co.uk/news/uk-scotland-scotland-business-3...](http://www.bbc.co.uk/news/uk-scotland-scotland-business-3...)
6. [www.bbc.co.uk/news/business-14513509](http://www.bbc.co.uk/news/business-14513509)
7. [www.bbc.co.uk/news/uk-scotland-north-east-orkney-s...](http://www.bbc.co.uk/news/uk-scotland-north-east-orkney-s...)
8. [news.bbc.co.uk/1/hi/sci/tech/555777.stm](http://news.bbc.co.uk/1/hi/sci/tech/555777.stm)
9. [www.chem.ox.ac.uk/](http://www.chem.ox.ac.uk/)
10. [www.bbc.co.uk/news/business-32740359](http://www.bbc.co.uk/news/business-32740359)

### Top 5 Keywords Rankings

Keyword	Position
shell oil	1
shells careers	1
shell locator	1
shell gasoline	1
shell oil co	2

# Paid Traffic

AVERAGE

C

## Average Position



Average Position: 2  
Trying to achieve position 1 would allow you to get up to 50 % more traffic but would cost significantly.

## SEM vs SEO Ratio



SEM Ratio of Traffic\* : 50%  
Every business is different. But having a diversified traffic acquisition strategy is key. Good job here!

## SEM Estimated Traffic & Keywords

4,933

30,382

Keywords Detected

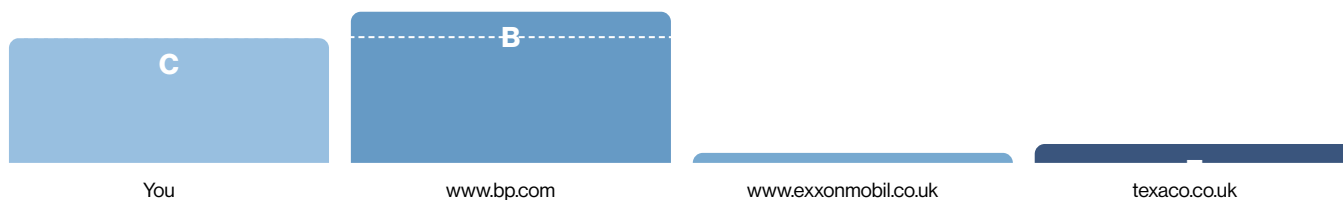
Estimated Traffic

\*Estimation based on Google.com US traffic

## Top Keywords Rankings

Keyword	Clicks/day	CPC	Impr. Share
innovative products for 2015	0	0	0
uk fuel card	0	6	0
fuel card companies uk	0	0	0
shell credit card uk	0	0	0
solar power energy for kids	0	0	0

## Against your competition





# Social Activity

AVERAGE

A



## Your Facebook Page



### No Facebook page is detected

If you do not have a Facebook page, it's usually a great way to reach and keep contact with your customers.



## Your Twitter Page



### Followers

12,072



### Activity

3,702 posts in the last 6 months.



### Average Engagement

0 likes per post

1 Retweets per post

### Link

<https://twitter.com/ShellStationsUK>

## Against your competition

A

A

You

[www.bp.com](http://www.bp.com)

N/A

[www.exxonmobil.co.uk](http://www.exxonmobil.co.uk)

N/A

[texaco.co.uk](http://texaco.co.uk)

# Contact Us



## Your direct contact

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96 Cardiff Road, Llandaff, Cardiff  
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