



# Review of Bbc.co.uk

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## Introduction

This report provides a review of the key factors that influence the SEO and usability of your website.

The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.

Our reports provide actionable advice to improve a site's business objectives.

Please contact us for more information.

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Search Engine Optimization

Mobile

Visitors

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Usability

Technologies

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## Iconography



Good



To Improve



Errors



Not Important



Hard to solve



Little tough to solve



Easy to solve



No action necessary





## Title Tag

BBC - Home

**Length:** 10 character(s)

Ideally, your title tag should contain between 10 and 70 characters (spaces included).

Make sure your title is explicit and contains your most important keywords.

Be sure that each page has a unique title.



## Meta Description

The best of the BBC, with the latest news and sport headlines, weather, TV & radio highlights and much more from across the whole of BBC Online.

**Length:** 144 character(s)

Meta descriptions contains between 100 and 300 characters (spaces included).

It 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).

A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize click-through rate.



## Meta Keywords

No Keywords

Meta Keywords are a specific type of meta tag that appear in the HTML code of a Web page and help tell search engines what the topic of the page is.

However, google can't use meta keywords.

## Google Preview

[BBC - Home](#)

[bbc.co.uk/](#)

The best of the BBC, with the latest news and sport headlines, weather, TV & radio highlights and much more from across the whole of BBC Online.

This is an example of what your Title Tag and Meta Description will look like in Google search results.

While Title Tags & Meta Descriptions are used to build the search result listings, the search engines may create their own if they are missing, not well written, or not relevant to the content on the page.

Title Tags and Meta Descriptions are cut short if they are too long, so it's important to stay within the suggested character limits.

## Headings

<H1>

<H2>

<H3>

<H4>

<H5>

<H6>

1

19

0

0

0

0

<H1> BBC Homepage </H1>

<H2> General election 2024 </H2>

<H2> Sport headlines </H2>

<H2> Around the UK </H2>

<H2> Entertainment and TV </H2>

<H2> England and Scotland at the Euros </H2>

<H2> Food and recipes </H2>

<H2> Health and wellbeing </H2>

<H2> Eight things you need to know about money and relationships </H2>

<H2> Money </H2>

<H2> Uplifting stories </H2>

<H2> Society </H2>

<H2> BBC iPlayer trailers: New and coming soon </H2>

<H2> You might have missed </H2>

<H2> Discover more to watch and listen to </H2>

<H2> Quizzes and games </H2>

<H2> National Lottery draws </H2>

<H2> Modern slavery statement </H2>

<H2> Other services </H2>

<H2> BBC around the UK </H2>

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, never include more than one per page. Instead, use multiple H2 - H6 tags.

## Keywords Cloud

attributionbbc 26 more 10 about 6 home 5 news 4  
 attributionpolitics 4 attributionwales 4 watch 4 west 4 after 4  
 cooper 4 attributionengland 4 euros 4 type 4 help 3

This Keyword Cloud provides an insight into the frequency of keyword usage within the page.

It's important to carry out keyword research to get an understanding of the keywords that your audience is using. There are a number of keyword research tools available online to help you choose which keywords to target.


## Keyword Consistency

Keywords	Freq	Title	Desc	<H>
attributionbbc	26	✗	✗	✗
more	10	✗	✓	✓
about	6	✗	✗	✓
home	5	✓	✗	✓
news	4	✗	✓	✗
attributionpolitics	4	✗	✗	✗
attributionwales	4	✗	✗	✗
watch	4	✗	✗	✓
west	4	✗	✗	✗
after	4	✗	✗	✗
cooper	4	✗	✗	✗
attributionengland	4	✗	✗	✗
euros	4	✗	✗	✓
type	4	✗	✗	✗
help	3	✗	✗	✗

This table highlights the importance of being consistent with your use of keywords.

To improve the chance of ranking well in search results for a specific keyword, make sure you include it in some or all of the following: page URL, page content, title tag, meta description, header tags, image alt attributes, internal link anchor text and backlink anchor text.

 **Alt Attribute**  


We found 79 images on this web page  
 6 ALT attributes are empty or missing.

<https://ichef.bbci.co.uk/images/ic/480x270/p0j16gjp.jpg>  
<https://ichef.bbci.co.uk/images/ic/480x270/p0j1fkfn.jpg>  
<https://ichef.bbci.co.uk/images/ic/480x270/p0j1yh74.jpg>  
<https://ichef.bbci.co.uk/images/ic/480x270/p09jjmwr.jpg>  
<https://ichef.bbci.co.uk/images/ic/480xn/p0hwwxr6.jpg>  
[https://sb.scorecardresearch.com/p?c1=2&c2=17986528&cs\\_ucfr=0&cv=2.0&cj=1](https://sb.scorecardresearch.com/p?c1=2&c2=17986528&cs_ucfr=0&cv=2.0&cj=1)

Alternative text is used to describe images to give the search engine crawlers (and the visually impaired).  
Also, more information to help them understand images, which can help them to appear in Google Images search results.

 **Text/HTML Ratio**  


HTML to Text Ratio is: **1.52%**

Text content size 8537 bytes  
Total HTML size 562768 bytes

Code to text ratio represents the percentage of actual text on a web page compared to the percentage of HTML code, and it is used by search engines to calculate the relevancy of a web page.

A higher code to text ratio will increase your chances of getting a better rank in search engine results.

 **GZIP compression**  


Wow! It's GZIP Enabled.  
 Your webpage is compressed from 570 KB to 64 KB (88.8 % size savings)

Gzip is a method of compressing files (making them smaller) for faster network transfers.  
It allows to reduce the size of web pages and any other typical web files to about 30% or less of its original size before it transfer.

 **IP Canonicalization** No your domain IP 151.101.128.81 does not redirect to bbc.co.uk  


To check this for your website, enter your IP address in the browser and see if your site loads with the IP address. Ideally, the IP should redirect to your website's URL or to a page from your website hosting provider. If it does not redirect, you should do an htaccess 301 redirect to make sure the IP does not get indexed.

 **URL Rewrite** Good, all URLs look clean and friendly  


Your site's URLs contain unnecessary elements that make them look complicated. A URL must be easy to read and remember for users. Search engines need URLs to be clean and include your page's most important keywords. Clean URLs are also useful when shared on social media as they explain the page's content.

 **Underscores in the URLs** Oh no, you are using underscores (these\_are\_underscores) in your URLs  



Great, you are not using ?underscores (these\_are\_underscores) in your URLs. While Google treats hyphens as word separators, it does not for underscores.

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


Redirecting requests from a non-preferred domain is important because search engines consider URLs with and without "www" as two different websites.

✔ **XML Sitemap** Good, you have XML Sitemap file!  
  
<http://bbc.co.uk/sitemap.xml>

A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.  
You can check for errors in your robots.txt file using Google Search Console (formerly Webmaster Tools) by selecting 'Robots.txt Tester' under 'Crawl'. This also allows you to test individual pages to make sure that Googlebot has the appropriate access.

✔ **Robots.txt** Good, you have Robots.txt file!  
  
<http://bbc.co.uk/robots.txt>

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.  
We recommend that you generate an XML sitemap for your website and submit it to both Google Search Console and Bing Webmaster Tools. It is also good practice to specify your sitemap's location in your robots.txt file.

 **Embedded Objects** Perfect, no embedded objects has been detected on this page  


Embedded Objects such as Flash. It should only be used for specific enhancements.  
Although Flash content often looks nicer, it cannot be properly indexed by search engines.  
Avoid full Flash websites to maximize SEO.

 **Iframe** Perfect, no Iframe content has been detected on this page  


Frames can cause problems on your web page because search engines will not crawl or index the content within them.  
Avoid frames whenever possible and use a NoFrames tag if you must use them.

 **Domain Registration** Exactly how many years and months  


Domain Age: 27 Years, 316 Days

Created Date: 1st-Aug-1996

Updated Date: 10th-Dec-2020

Expiry Date: 13th-Dec-2025

Domain age matters to a certain extent and newer domains generally struggle to get indexed and rank high in search results for their first few months (depending on other associated ranking factors). Consider buying a second-hand domain name.  
Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.





## Indexed Pages



Indexed pages in search engines

56,500,000 Page(s)

This is the number of pages that we have discovered on your website.

A low number can indicate that bots are unable to discover your webpages, which is a common cause of a bad site architecture & internal linking, or you're unknowingly preventing bots and search engines from crawling & indexing your pages.



## Backlinks Counter



Number of backlinks to your website

0 Backlink(s)

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

Since this factor is crucial to SEO, you should have a strategy to improve the quantity and quality of backlinks.



## URL

http://bbc.co.uk  
**Length:** 3 characters

Keep your URLs short 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).



## Favicon

Great, your website has a favicon.

Favicons improve a brand's visibility.

As a favicon is especially important for users bookmarking your website, make sure it is consistent with your brand.



## Custom 404 Page

Great, your website has a custom 404 error page.

When a visitor encounters a 404 File Not Found error on your site, you're on the verge of losing the visitor that you've worked so hard to obtain through the search engines and third party links.

Creating your custom 404 error page allows you to minimize the number of visitors lost that way.

 **Page Size**  


564 KB (World Wide Web average is 320 Kb)

Two of the main reasons for an increase in page size are images and JavaScript files.  
Page size affects the speed of your website; try to keep your page size below 2 Mb.  
Tip: Use images with a small size and optimize their download with gzip.

 **Load Time**  


0.02 second(s)

Site speed is an important factor for ranking high in Google search results and enriching the user experience.  
Resources: Check out Google's developer tutorials for tips on how to to make your website run faster.

 **Language**  


Good, you have declared your language  
Declared Language: EN-GB

Make sure your declared language is the same as the language detected by Google  
Also, define the language of the content in each page's HTML code.

## Domain Availability



Domains (TLD)	Status
bbc.com	Already Registered
bbc.net	Already Registered
bbc.org	Already Registered
bbc.biz	Already Registered
bbc.us	Already Registered

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

## Typo Availability



Domains (TLD)	Status
bc.uk	Already Registered
vbc.uk	Already Registered
fbc.uk	Already Registered
gbc.uk	Already Registered
hbc.uk	Already Registered

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



### 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.



### Safe Browsing

The website is not blacklisted and looks safe to use.



Safe Browsing to identify unsafe websites and notify users and webmasters so they can protect themselves from harm.





## Mobile Friendliness



Awesome! This page is mobile-friendly!  
Your mobile friendly score is 80/100

Mobile Friendliness refers to the usability aspects of your mobile website, which Google uses as a ranking signal in mobile search results.



## Mobile Compatibility



Perfect, no embedded objects detected.

Embedded Objects such as Flash, Silverlight or Java. It should only be used for specific enhancements.  
But avoid using Embedded Objects, so your content can be accessed on all devices.

## Welcome to the BBC



### **LIVE** I want to lower voting age to 16, says Starmer

UK Politics



### **LIVE** FA Cup:



### **LIVE** Watch:

The number of people using the Mobile Web is huge; over 75 percent of consumers have access to smartphones. ??

Your website should look nice on the most popular mobile devices.

Tip: Use an analytics tool to track mobile usage of your website.

## Server IP

Server IP	Server Location	Service Provider
151.101.128.81	Not Available	Not Available

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.

## Speed Tips

Tips for authoring fast-loading HTML pages:

- ✓ Perfect, your website has few CSS files.
- ✗ Too bad, your website has too many JavaScript files.
- ✓ Perfect, your website doesn't use nested tables.
- ✗ Too bad, your website is using inline styles.

Website speed has a huge impact on performance, affecting user experience, conversion rates and even rankings.

By reducing page load-times, users are less likely to get distracted and the search engines are more likely to reward you by ranking your pages higher in the SERPs.

Conversion rates are far higher for websites that load faster than their slower competitors.

## Analytics

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.





## Doc Type

Your Web Page doctype is HTML 5



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.



## W3C Validity

W3C not validated



W3C is a consortium that sets web standards.

Using valid markup that contains no errors is important because syntax errors can make your page difficult for search engines to index.

Run the W3C validation service whenever changes are made to your website's code.



## Encoding

Great, language/character encoding is specified: UTF-8



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



## Social Data

Your social media status

 Facebook: 

 Twitter: 

 Instagram: 

Social data refers to data individuals create that is knowingly and voluntarily shared by them.

Cost and overhead previously rendered this semi-public form of communication unfeasible.

But advances in social networking technology from 2004-2010 has made broader concepts of sharing possible.

## **Traffic Rank**

No Global Rank

A low rank means that your website gets a lot of visitors.

Your Alexa Rank is a good estimate of the worldwide traffic to your website, although it is not 100 percent accurate.

## **Visitors Localization**

Your website is popular on following countries:

Popularity at	None
Regional Rank	None

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.

## **Estimated Worth**

\$10 USD

Just a estimated worth of your website based on Alexa Rank.

## **In-Page Links**

We found a total of 142 links including both internal & external links of your site

Anchor	Type	Follow
Accessibility Help	Internal Links	Dofollow
Search BBC	Internal Links	Dofollow
TV	Internal Links	Dofollow
Sounds	Internal Links	Dofollow
Labour manifesto all about wealth creation - Starmer	Internal Links	Dofollow
Politics	Internal Links	Dofollow
Crime here is hurting, whatever the statistics say	Internal Links	Dofollow
BBC InDepth	Internal Links	Dofollow
Warning over habitual delays for cancer treatment	Internal Links	Dofollow
Health	Internal Links	Dofollow
Seven new ice cream flavours and the Pope: Italy prepares to host G7	Internal Links	Dofollow
World	Internal Links	Dofollow
Hodgkinson defends European title despite illness	Internal Links	Dofollow
Athletics	Internal Links	Dofollow
Sunak aide admits placing bet on general election	Internal Links	Dofollow
Valance and Wintour host rival Trump-Biden London events	Internal Links	Dofollow
US & Canada	Internal Links	Dofollow
Wrong flight couple sent 1,500 miles to Lithuania	Internal Links	Dofollow
Wales	Internal Links	Dofollow
Russian warships arrive in Cuba in show of force	Internal Links	Dofollow
General election 2024	Internal Links	Dofollow
Sunak and Starmer face rough ride from TV audience	Internal Links	Dofollow
Green Party manifesto: 11 key policies analysed	Internal Links	Dofollow
Plaid urge Welsh voters to stop a 'huge Labour majority'	Internal Links	Dofollow
Less than a week left to register to vote - what you need to know	Internal Links	Dofollow
Why Grant Shapps is warning about a Labour 'supermajority'	Internal Links	Dofollow
Sport headlines	Internal Links	Dofollow
Live. T20 World Cup: New Zealand chasing 150 against West Indies	Internal Links	Dofollow
Cricket	Internal Links	Dofollow
'Iceman', 'The Robot', 'The New Modric' - 24 new players to watch at Euro 2024	Internal Links	Dofollow
European Championship	Internal Links	Dofollow
What next for Ten Hag - transfers, revised role, is he still at risk?	Internal Links	Dofollow
Man Utd	Internal Links	Dofollow
I hope Hazlewood was joking - England coach Mott	Internal Links	Dofollow
'When you're compared to Tiger you're at a special level'	Internal Links	Dofollow
Golf	Internal Links	Dofollow
Around the UK	Internal Links	Dofollow
'No closure' a year on from Nottingham attacks	Internal Links	Dofollow
Nottingham	Internal Links	Dofollow
How could global turmoil affect the election in Scotland?	Internal Links	Dofollow
Scotland	Internal Links	Dofollow
Are young people forced out of Wales to find work?	Internal Links	Dofollow
No Casement Park funding plan until after election	Internal Links	Dofollow
Northern Ireland	Internal Links	Dofollow
Find your regional news	Internal Links	Dofollow
Entertainment and TV	Internal Links	Dofollow

First trailer for third Paddington film revealed	Internal Links	Dofollow
Got a cracking story idea? BBC's 500 Words is set to return in September	Internal Links	Dofollow
This Country's Charlie Cooper to explore rural myths in new BBC Three factual series	Internal Links	Dofollow
Strictly's Amy to tell cancer story in documentary	Internal Links	Dofollow
Mortimer and Whitehouse to return with eighth Gone Fishing series	Internal Links	Dofollow
Taylor Swift fans give Harry Styles hometown tours boost	Internal Links	Dofollow
England	Internal Links	Dofollow
A first look at Jenna Coleman in Lancashire set mystery The Jetty	Internal Links	Dofollow
'Euro 2024 feels like now or never for Southgate's England'	Internal Links	Dofollow
England Men	Internal Links	Dofollow
Scottish postman delivers viral Euros hit in Argentina	Internal Links	Dofollow
Glasgow & West Scotland	Internal Links	Dofollow
Choose your England team for Sunday's opener against Serbia	Internal Links	Dofollow
'From Central Park to the Allianz Arena in the blink of an eye'	Internal Links	Dofollow
Scotland Men	Internal Links	Dofollow
Classic Euros on iPlayer: A historic Wembley clash in 1996. Video, 6 minutes	Internal Links	Dofollow
Classic Euros on iPlayer: A historic Wembley clash in 1996		
Food and recipes	Internal Links	Dofollow
Save time in the kitchen with these easy summer chicken recipes	Internal Links	Dofollow
James Martin pairs chorizo with cod in this five-star-rated orzo dish	Internal Links	Dofollow
Do you need to eat more protein as you get older?	Internal Links	Dofollow
Five foods you shouldn't put in an air fryer	Internal Links	Dofollow
Why people are flocking to Wolverhampton for this sandwich. Audio, 00:05:12	Internal Links	Dofollow
Why people are flocking to Wolverhampton for this sandwich		
'I changed my lifestyle and put my diabetes into remission'	Internal Links	Dofollow
The foods that could help to lower your diabetes risk	Internal Links	Dofollow
Diabetes in children: 'It can be hard to accept'	Internal Links	Dofollow
BBC Bitesize	Internal Links	Dofollow
Dr. Xand explains the difference between Type 1 and Type 2. Video, 00:06:52	Internal Links	Dofollow
Dr. Xand explains the difference between Type 1 and Type 2		
Do the new wave of weight-loss drugs actually work? Audio, 31 minutes	Internal Links	Dofollow
Do the new wave of weight-loss drugs actually work?		
Love interestEight things you need to know about money and relationships	Internal Links	Dofollow
Money	Internal Links	Dofollow
The dementia debit card that won investment on Dragons' Den. Video, 00:06:44	Internal Links	Dofollow
The dementia debit card that won investment on Dragons' Den		
Payments taken twice from some Co-op bank accounts	Internal Links	Dofollow
Business	Internal Links	Dofollow
PLT faces backlash after scrapping free returns	Internal Links	Dofollow
The woman with a 'forbidden' surname. Video, 00:03:01	Internal Links	Dofollow
The woman with a 'forbidden' surname		
The chippy that's been serving customers since 1875	Internal Links	Dofollow
From 'unranked and unsponsored' to winning a European silver. Video, 00:00:51	Internal Links	Dofollow
From 'unranked and unsponsored' to winning a European silver		
Five biodegradable inventions that could potentially replace plastic	Internal Links	Dofollow
The animation genius you've probably never heard of. Video, 00:02:51	Internal Links	Dofollow
The animation genius you've probably never heard of		
'We are creating new crops five-times faster'	Internal Links	Dofollow
News	Internal Links	Dofollow
Airport bosses criticise sudden liquids U-turn	Internal Links	Dofollow
'If shirts were cheaper, I'd buy the genuine article'	Internal Links	Dofollow
London	Internal Links	Dofollow
BBC iPlayer trailers: New and coming soon	Internal Links	Dofollow
A cautionary tale about a prolific scammer. Video	Internal Links	Dofollow
A cautionary tale about a prolific scammer		

The US version of the ultimate reality game. Video	The US version of the ultimate reality game	Internal Links	Dofollow
Dark and devious crime thriller. Video	Dark and devious crime thriller	Internal Links	Dofollow
Comedy following personal trainer Andy Peacock. Video	Comedy following personal trainer Andy Peacock	Internal Links	Dofollow
YouTuber named as candidate in 11 constituencies		Internal Links	Dofollow
Girls sent home from school over skirt lengths		Internal Links	Dofollow
Comedy Pet Photo Awards: 2024 winners revealed		Internal Links	Dofollow
Newsround		Internal Links	Dofollow
Rooney 2004: The 12 days that changed his life forever. Video, 29 minutes	Rooney 2004: The 12 days that changed his life forever	Internal Links	Dofollow
Daisy May Cooper reflects on the absurd nature of fame. Audio	Daisy May Cooper reflects on the absurd nature of fame	Internal Links	Dofollow
A deadly secret hurls The Outlaws back into mortal danger. Video	A deadly secret hurls The Outlaws back into mortal danger	Internal Links	Dofollow
The astonishing tale of the teenage fraudster who stole £2.5m. Video	The astonishing tale of the teenage fraudster who stole £2.5m	Internal Links	Dofollow
Can Joey Essex heal the grief he has kept inside for 20 years? Video, 59 minutes	Can Joey Essex heal the grief he has kept inside for 20 years?	Internal Links	Dofollow
Which food items contain the highest amount of sugar?		Internal Links	Dofollow
Which Euros star are you? Take our quiz and find out		Internal Links	Dofollow
Try to answer the questions from the first episode of The Weakest Link		Internal Links	Dofollow
Can you list these 20th-Century UK Prime Ministers in order?		Internal Links	Dofollow
Check results		Internal Links	Dofollow
Complaints		Internal Links	Dofollow
Scotland		Internal Links	Dofollow
ALBA		Internal Links	Dofollow
Wales		Internal Links	Dofollow
Cymru		Internal Links	Dofollow
NI		Internal Links	Dofollow
Terms of Use		Internal Links	Dofollow
About the BBC		Internal Links	Dofollow
Accessibility Help		Internal Links	Dofollow
Parental Guidance		Internal Links	Dofollow
Contact the BBC		Internal Links	Dofollow
Get Personalised Newsletters		Internal Links	Dofollow
Why you can trust the BBC		Internal Links	Dofollow
Read about our approach to external linking.		Internal Links	Dofollow
<a href="#">BBC Homepage</a>		External Links	Dofollow
<a href="#">Your account</a>		External Links	Dofollow
<a href="#">News</a>		External Links	Dofollow
<a href="#">Sport</a>		External Links	Dofollow
<a href="#">Earth</a>		External Links	Dofollow
<a href="#">Reel</a>		External Links	Dofollow
<a href="#">Worklife</a>		External Links	Dofollow
<a href="#">Travel</a>		External Links	Dofollow
<a href="#">Culture</a>		External Links	Dofollow
<a href="#">Future</a>		External Links	Dofollow
<a href="#">Music</a>		External Links	Dofollow
<a href="#">Weather</a>		External Links	Dofollow
<a href="#">Read more</a>		External Links	Dofollow
<a href="#">Privacy Policy</a>		External Links	Dofollow
<a href="#">Cookies</a>		External Links	Dofollow
<a href="#">Advertise with us</a>		External Links	Dofollow

While there's no exact limit to the number of links you should include on a page, best practice is to avoid exceeding 200 links.

Links pass value from one page to another, but the amount of value that can be passed is split between all of the links on a page. This means that adding unnecessary links will dilute the potential value attributed to your other links.

Using the Nofollow attribute prevents value from being passed to the linking page, but it's worth noting that these links are still taken into account when calculating the value that is passed through each link, so Nofollow links can also dilute pagerank.



## Broken Links



No broken links were found on this web page

Broken links send users to non-existing web pages. They are bad for your site's usability, reputation and SEO. If you find broken links in the future, take the time to replace or remove each one.