



<https://www.supplychain.nhs.uk/>

Report generated on Mar 14, 2024



11 Failed



8 Warnings



54 Passed



Common SEO issues

4 Failed

4 Warnings

17 Passed

! Meta Title Test

This webpage is using a title tag with a length of 16 characters. While there's no target number of characters, titles should be descriptive and concise. Using a title tag with less than 20 characters is a missed opportunity since it can be difficult to fit all your targeted keywords in such a short text.

We recommend using a title with a length between 20 - 60 characters in order to fit Google Search results that have a 600-pixel limit.

Text: NHS Supply Chain

Length: 16 characters

! Meta Description Test

This webpage is using a meta description tag with a length of 138 characters. We recommend using well-written and inviting meta descriptions with a length between 150 and 220 characters (spaces included).

Text: We manage the sourcing, delivery and supply of health care and food products to the NHS and healthcare organisations in England and Wales.

Length: 138 characters



🕒 Google Search Results Preview Test

Desktop version

<https://www.supplychain.nhs.uk/>

NHS Supply Chain

We manage the sourcing, delivery and supply of health care and food products to the NHS and healthcare organisations in England and Wales.

Mobile version

<https://www.supplychain.nhs.uk/>

NHS Supply Chain

We manage the sourcing, delivery and supply of health care and food products to the NHS and healthcare organisations in England an...

✅ Social Media Meta Tags Test

This webpage is using social media meta tags.

Open Graph Meta Tags

og:locale	en_GB
og:type	website
og:title	Homepage
og:description	We manage the sourcing, delivery and supply of health care and food products to the NHS and healthcare organisations in England and Wales.
og:url	https://www.supplychain.nhs.uk/
og:site_name	NHS Supply Chain

Twitter Card Meta Tags

twitter:card	summary_large_image
twitter:site	@NHSSupplyChain



⦿ Most Common Keywords Test

There is likely no optimal keyword density (search engine algorithms have evolved beyond keyword density metrics as a significant ranking factor). It can be useful, however, to note which keywords appear most often on your page and if they reflect the intended topic of your page. More importantly, the keywords on your page should appear within natural sounding and grammatically correct copy.

15 home 13 supply 11 march 9 customer 9 services

✗ Keywords Usage Test

The most common keywords of this webpage are not distributed across the important HTML tags! Primary keywords should appear in title tag, meta description and heading tags to help Search Engines to properly identify the topic of this webpage.

Keyword	Title tag	Meta description	Headings
home	✗	✗	✓
supply	✓	✓	✗
march	✗	✗	✗
customer	✗	✗	✓
services	✗	✗	✓



Keywords Cloud Test



Related Keywords Test

This URL is currently ranked in the top 20 organic Google listings for the search terms below:

- [nhs supply chain](#)
- [can you eat medihoney](#)
- [nhs chain](#)
- [nhs logistics](#)
- [n h s supply chain](#)
- [bovril ingredients](#)
- [prolystica enzymatic cleaner sds](#)
- [advanced clinical practitioner uniform](#)
- [oral cube drug test instructions](#)
- [nhs contracts](#)



⦿ Competitor Domains Test

This domain has an Authority Score of **39/100** while the **Average Authority Score** of top 100 sites is **89.5**. Some of the most relevant competitors for this domain are listed below:

✔ Heading Tags Test

This webpage contains headings tags.

H1 tags

Aseptic Hand Hygiene: The Nail Pick Solution

Significant Reduction in Demand Managed Products

H2 tags

ICNs

Savings

Sustainability

Customer Services

Patient Safety

Home Delivery Service (HDS)

✔ Robots.txt Test

Congratulations! Your site uses a "robots.txt" file.

<https://www.supplychain.nhs.uk/robots.txt>

✔ Sitemap Test

This website has a sitemap file.

https://www.supplychain.nhs.uk/sitemap_index.xml



✘ SEO Friendly URL Test

This webpage contains URLs that are not SEO friendly!

How to pass this test?

In order for URLs to be SEO friendly, they should be clearly named for what they are and contain no spaces, underscores or other characters. You should avoid the use of parameters when possible, as they make URLs less inviting for users to click or share.

- If your website is new and is not indexed by search engines you can replace underscores with hyphens or redirect those links to URLs that use hyphens. BUT, if your website is ranked well by search engines you do not need to do this (probably you have other ranking factors working very well).

- The general advice remains: build links that contain hyphens rather than underscores and avoid dynamic URLs.

⚠ Image Alt Test

This webpage is using "img" tags with empty or missing "alt" attribute!

How to pass this test?

In order to pass this test you must add an **alt** attribute to every `` tag used into your webpage.

An image with an alternate text specified is inserted using the following HTML line:

```

```

Remember that the point of alt text is to provide the same functional information that a visual user would see. Search engines, users who disabled images in their browsers and other agents who are unable to see the images on your webpage can read the alt attributes assigned to the image since they cannot view it.

Learn more about [optimizing images for SEO](#).

✘ Responsive Image Test

Not all images in this webpage are properly sized! This webpage is serving images that are larger than needed for the size of the user's viewport.

How to pass this test?

This issue can be fixed by using responsive images, which relies on creating multiple versions of each image, that are served via CSS media queries depending on the user's viewport dimensions.

Another solution can be to use vector-based image formats like SVG. SVG images scale appropriately to any size, without wasting unnecessary bandwidth. Also consider image CDNs that can help serve responsive images.

✔ Image Aspect Ratio Test

All image display dimensions match the natural aspect ratio.



✘ Inline CSS Test

This webpage is using inline CSS styles!

How to pass this test?

It is a good practice to move all the inline CSS rules into an external file in order to make your page "lighter" in weight and decrease the code to text ratio.

- check the HTML code of your page and identify all style attributes
- for each style attribute found you must properly move all declarations in the external CSS file and remove the style attribute

For example:

```
<!--this HTML code with inline CSS rule:-->
<p style="color:red; font-size: 12px">some text here</p>

<!--would became:-->
<p>some text here</p>

<!--and the rule added into your CSS file:-->
p{color:red; font-size: 12px}
```

✔ Deprecated HTML Tags Test

This webpage does not use HTML deprecated tags.

✔ Google Analytics Test

This webpage is using Google Analytics.

✔ Favicon Test



This website appears to have a favicon.



Speed optimizations

5 Failed

1 Warnings

19 Passed

HTML Page Size Test

The size of this webpage's HTML is **82.46 Kb**, and is greater than the average size of **33 Kb**! This can lead to slower loading times, [lost visitors](#), and decreased revenue. Good steps to reduce HTML size include: using [HTML compression](#), [CSS layouts](#), [external style sheets](#), and [moving javascript](#) to external files.

How to pass this test?

In order to resolve this problem you are advised to:

- use gzip compression
- move all CSS style rules into a single, external and minified CSS file
- minify all JS files and, if possible, try combining them into a single external JS file
- use CSS layouts

DOM Size Test

The Document Object Model (DOM) of this webpage has **497 nodes** which is less than the recommended value of **1,500 nodes**.



✘ HTML Compression/GZIP Test

This webpage doesn't use HTML compression! We recommend [to compress the HTML code](#) in order to reduce the page size and page loading times - this will help a website to retain visitors and increase page views. If the HTML compression will be enabled, the HTML size will be decreased by 82% - from 82.46 Kb to 14.99 Kb .

How to pass this test?

Your two options for file compression are **Deflate** and **GZIP**.

- Deflate is an option which comes automatically with the Apache server and which is simple to set up.
- GZIP on the other hand needs to be installed and requires a bit more work to install. However, GZIP does achieve a higher compression rate and therefore might be a better choice if your website uses pages which have a lot of images or large file sizes.

Setting up file compression for your website will depend on which type of server you're using for your website. Most likely, you'll be using Apache, which means you can enable compression by adding a few deflate codes to your **.htaccess** file.

```
# compress text, html, javascript, css, xml:  
AddOutputFilterByType DEFLATE text/plain  
AddOutputFilterByType DEFLATE text/html  
AddOutputFilterByType DEFLATE text/xml  
AddOutputFilterByType DEFLATE text/css  
AddOutputFilterByType DEFLATE application/xml  
AddOutputFilterByType DEFLATE application/xhtml+xml  
AddOutputFilterByType DEFLATE application/rss+xml  
AddOutputFilterByType DEFLATE application/javascript  
AddOutputFilterByType DEFLATE application/x-javascript
```

For more advanced information regarding deflate you can check this [Apache documentation](#).

✔ Site Loading Speed Test

The loading time of this webpage (measured from N. Virginia, US) is around **0.96 seconds** and this is under the average loading speed which is **5 seconds**.

✔ JS Execution Time Test

The JavaScript code used by this webpage is executed in less than **2 seconds**.



✖ Page Objects Test

This webpage is using more than 20 http requests, which can slow down page loading and negatively impact user experience!

Content size by content type

Content type	Percent	Size
Javascript	45.5 %	309.28 Kb
Image	20.2 %	137.18 Kb
Html	12.0 %	81.62 Kb
Font	11.2 %	75.78 Kb
Css	11.0 %	74.96 Kb
Other	0.1 %	526 B
TOTAL	100%	679.35 Kb

Requests by content type

Content type	Percent	Requests
Image	45.2 %	14
Javascript	29.0 %	9
Css	9.7 %	3
Other	9.7 %	3
Html	3.2 %	1
Font	3.2 %	1
TOTAL	100%	31

Content size by domain

Domain	Percent	Size
supplychain.nhs.uk	44.2 %	299.98 Kb
googletagmanager.com	24.7 %	167.91 Kb
azuksappnpdsa01.blob.core.windows.net	19.0 %	129.07 Kb



script.hotjar.com	8.4 %	57.29 Kb
google-analytics.com	3.1 %	20.74 Kb
static.hotjar.com	0.6 %	4.06 Kb
stats.g.doubleclick.net	0.0 %	302 B
TOTAL	100%	679.35 Kb

Requests by domain

Domain	Percent	Requests
azuksappnpdsa01.blob.core.windows.net	38.7 %	12
supplychain.nhs.uk	32.3 %	10
google-analytics.com	9.7 %	3
googletagmanager.com	6.5 %	2
script.hotjar.com	6.5 %	2
static.hotjar.com	3.2 %	1
stats.g.doubleclick.net	3.2 %	1
TOTAL	100%	31

✓ Page Cache Test (Server Side Caching)

This webpage is using a caching mechanism. [Caching](#) helps speed page loading times as well as reduces server load.

✓ Flash Test

This webpage does not include flash objects (an outdated technology that was sometimes used to deliver rich multimedia content). Flash content does not work well on mobile devices, and is difficult for crawlers to interpret.



! CDN Usage Test

This webpage is not serving all resources (images, javascript and css) from CDNs!

How to pass this test?

In order to pass this test you are advised to use a CDN service. A Content Delivery Network (CDN) is a globally distributed network of web servers that allows a quick transfer of assets and provides high availability and high performance. The primary benefits of using a CDN service are:

- Improving website loading times
- Reducing bandwidth costs
- Increasing content availability and redundancy
- Improving website security

✘ Modern Image Format Test

This webpage is not serving images in a modern format! Image formats like [JPEG 2000](#), [JPEG XR](#), and [WebP](#) often provide better compression than PNG or JPEG, which means faster downloads and less data consumption.

How to pass this test?

In order to pass this test, convert all the images listed in this report into a modern image format such as [JPEG 2000](#), [JPEG XR](#) or [WebP](#).

It's important to understand that the modern image formats, like WebP, are not yet widely supported across all devices and browsers. You can find [here](#) a full list of supported browsers and devices for the WebP format.

If your target audience falls within one of the unsupported browser/device categories, you should serve optimized fall-back images in the original JPEG/PNG format so that your users don't see a broken or badly designed page:

```
<!--Before:-->


<!--After:-->
<picture>
  <source type="image/webp" srcset="image.webp">
  
</picture>
```

The browser uses the first listed source that's in a format it supports. If the browser does not support any of the formats listed in the "source" tags, it falls back to loading the image specified by the "img" tag.

✓ Image Metadata Test

This webpage is not using images with large metadata.



✔ Image Caching Test

This website is using cache headers for images and the browsers will display these images from the cache.

✔ JavaScript Caching Test

This webpage is using cache headers for all JavaScript resources.

✔ CSS Caching Test

This webpage is using cache headers for all CSS resources.

✔ JavaScript Minification Test

All JavaScript files used by this webpage are minified.

✔ CSS Minification Test

All CSS resources used by this webpage are minified.

✘ Render Blocking Resources Test

This webpage is using render blocking resources! Eliminating render-blocking resources can help this webpage to load significantly faster and will improve the website experience for your visitors.

How to pass this test?

In order to pass this test, you have to reduce the impact of render-blocking resources.

First, you have to identify what's critical and what's not. You can use the [Chrome DevTools \(Coverage tab\)](#) to identify non-critical CSS and JS.

Once you've identified critical code, you can try the below methods to eliminate render-blocking resources:

- inline critical JS within a script tag in your HTML document
- inline critical CSS required for the first paint inside a style block in the head of the HTML document
- move the script and link tags at the end of the HTML document
- add async or defer attributes to non-critical script or link tags
- split CSS styles into different files, organized by media query
- compress and minify your text-based resources

✔ Nested Tables Test

This webpage is not using nested tables. This speeds up page loading time and optimizes the user experience.



✓ Frameset Test

This webpage does not use frames.

✓ Doctype Test

This webpage has a doctype declaration.

```
<!DOCTYPE html>
```

✓ URL Redirects Test

This URL doesn't have any redirects (which could potentially cause site indexation issues and site loading delays).

✓ Largest Contentful Paint Test

The Largest Contentful Paint duration of this webpage is 0.74 seconds. To provide a good user experience, [Google recommends](#) that sites should strive to have Largest Contentful Paint of 2.5 seconds or less.

Largest Contentful Paint element within the viewport:

Text: *Aseptic Hand Hygiene: The Nail Pick Solution A case study showing how collabora...*

Html: `<div class="hero-bg" style="background-image:url(https://azuksappnpdsa01.blob....">`

✓ Cumulative Layout Shift Test

The CLS score of this webpage is 0.0000. To provide a good user experience, [Google recommends](#) that sites should strive to have a CLS score of 0.1 or less.



✖ URL Canonicalization Test

<https://www.supplychain.nhs.uk/> and <https://supplychain.nhs.uk/> should resolve to the same URL, but currently do not.

How to pass this test?

In order to pass this test you must consider using a 301 re-write rule in your `.htaccess` file so that both addresses (<http://example.com> and <http://www.example.com>) resolve to the same URL.

- If you want to redirect <http://www.example.com> to <http://example.com>, you can use this:

```
RewriteCond %{HTTP_HOST} ^www\.example\.com$  
RewriteRule ^/?$ "http://example.com" [R=301,L]
```

- If you want to redirect <http://example.com> to <http://www.example.com>, you can use this:

```
RewriteCond %{HTTP_HOST} !^www\.example\.com$ [NC]  
RewriteRule ^(.*)$ http://www.example.com/$1 [L,R=301]
```

Note that you must put the above lines somewhere after **RewriteEngine On** line.



✔ SSL Checker and HTTPS Test

This website is successfully using HTTPS, a secure communication protocol over the Internet.

- ✔ The certificate is not used before the activation date.
- ✔ The certificate has not expired.
- ✔ The hostname "www.supplychain.nhs.uk" is correctly listed in the certificate.
- ✔ The certificate should be trusted by all major web browsers.
- ✔ The certificate was not revoked.
- ✔ The certificate was signed with a secure hash.

Certificate Chain:

Server certificate	
Common Name	www.supplychain.nhs.uk
Organization	Microsoft Corporation
Location	Redmond, Washington, US
Subject Alternative Names (SANs)	www.supplychain.nhs.uk
Not Valid Before	Tue, October 3rd 2023, 12:00:00 am (UTC)
Not Valid After	Thu, October 3rd 2024, 11:59:59 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	DigiCert TLS RSA SHA256 2020 CA1
Intermediate certificate	
Common Name	DigiCert TLS RSA SHA256 2020 CA1
Organization	DigiCert Inc
Location	US
Not Valid Before	Wed, April 14th 2021, 12:00:00 am (UTC)
Not Valid After	Sun, April 13th 2031, 11:59:59 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	DigiCert Global Root CA
Root certificate	



Common Name	DigiCert Global Root CA
Organization	DigiCert Inc
Location	US
Not Valid Before	Fri, November 10th 2006, 12:00:00 am (UTC)
Not Valid After	Mon, November 10th 2031, 12:00:00 am (UTC)
Signature Algorithm	sha1WithRsaEncryption
Issuer	DigiCert Global Root CA

✓ Mixed Content Test (HTTP over HTTPS)

This webpage does not use mixed content - both the initial HTML and all other resources are loaded over HTTPS.

! HTTP2 Test

This webpage is using the HTTP/2 protocol but not all resources are served over this protocol!

✓ Safe Browsing Test

This website is not currently listed as suspicious (no malware or phishing activity found).

✓ Server Signature Test

The server signature is off for this webpage.

✓ Directory Browsing Test

Directory browsing is disabled for this website.

✓ Plaintext Emails Test

This webpage does not include email addresses in plaintext.



✘ Unsafe Cross-Origin Links Test

This webpage is using `target="_blank"` links without `rel="noopener"` or `rel="noreferrer"` attribute, which can expose it to performance and security issues!

How to pass this test?

In order to pass this test, you have to update each link identified in this report, by adding a `rel="noopener"` or a `rel="noreferrer"` attribute or both:

```
<a href="https://example.com" target="_blank" rel="noopener noreferrer">
  Click here
</a>
```

- `rel="noopener"` prevents the new page from being able to access the `window.opener` property and ensures it runs in a separate process.
- `rel="noreferrer"` has the same effect but also prevents the **Referer header** from being sent to the new page.

Mobile usability

0 Failed

0 Warnings

3 Passed

✔ Meta Viewport Test

This webpage is using a viewport meta tag.

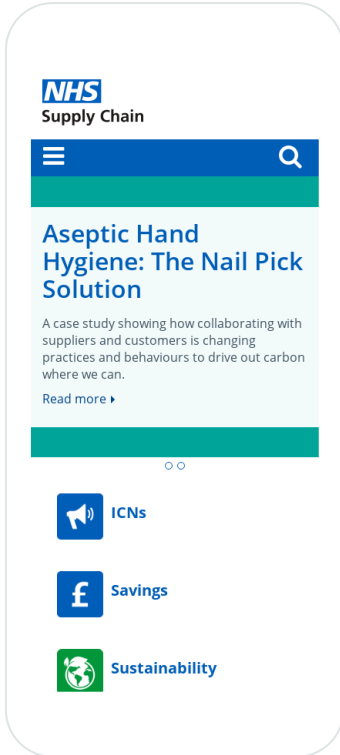
```
<meta name="viewport" content="width=device-width, initial-scale=1" />
```

✔ Media Query Responsive Test

This webpage is using CSS media queries, which is the base for responsive design functionalities.



Mobile Snapshot Test



Advanced SEO

0 Failed

2 Warnings

8 Passed

✔ Structured Data Test

This webpage is using structured data.

✔ Custom 404 Error Page Test

This website is using a custom 404 error page. We recommend to have a custom 404 error page in order to improve the website's user experience by letting users know that only a specific page is missing/broken (and not the entire site), providing them helpful links, the opportunity to report bugs, and potentially [track the source of broken links](#).

✔ Noindex Tag Test

This webpage does not use the noindex meta tag. This means that it can be indexed by search engines.



✓ Canonical Tag Test

This webpage is using the canonical link tag. This tag specifies that the URL: <https://www.supplychain.nhs.uk/> is preferred to be used in search results. Please ensure that this specification is correct, as canonical tags are often hard-coded and may not always reflect the latest changes in a site's URL structure.

```
<link href="https://www.supplychain.nhs.uk/" rel="canonical"/>
```

⊙ Nofollow Tag Test

This webpage does not use the nofollow meta tag. This means that search engines will crawl all links from this webpage.

⊙ Disallow Directive Test

Your robots.txt file includes a disallow command which instructs search engines to avoid certain parts of your website! You are advised to confirm if access to these resources or pages are intended to be blocked (e.g., if they contain internal-only content or sensitive information).

✓ Meta Refresh Test

This webpage is not using a meta refresh tag.

✓ SPF Records Test

This DNS server is using an SPF record.

```
v=spf1 ip4:147.154.227.249 ip4:62.200.194.0 ip4:138.1.43.205 include:amazonses.com  
include:eu.rp.oracleemaildelivery.com include:lhr1.rp.oracleemaildelivery.com " " include:spf.protection.outlook.com  
include:servers.mcsv.net include:_spf.elasticemail.com include:spf_c.oraclecloud.com -all
```

⚠ Ads.txt Validation Test

This website doesn't use an ads.txt file! Ads.txt is a text file that contains a list of Authorized Digital Sellers. The purpose of ads.txt files is to give advertisers and advertising networks the ability to verify who is allowed to sell advertising on your website.