

# Bin There

11/12/09

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**3.1**

**Accessibility Score**  
The accessibility of this website for users with disabilities.

Poor

**6.1**

**Content Score**  
The quality of the content of this website.

Adequate

**3.7**

**Quality Score**  
The quality of the build of this website.

Poor

**1.0**

**Search Score**  
How effectively this website is optimised for search engines.

Very poor

**4.7**

**Site Score**  
An overall summary score for this website.

Poor



**11 webpages were tested** (was looking for up to 250 pages).

Only webpages inside the address [www.binthere.ca](http://www.binthere.ca) were included.

## Good / bad points



**Some images do not specify alternative text**



**No pages have headings defined, compromising SEO**



**This website does not rank well in search engines for selected keywords**



**Most pages have no metadata**



**This website does not appear optimised for printing**



**Many pages have no page titles defined, compromising search engine placement**



**The majority of URLs are less than ideal**



11 webpages found



**Keywords and content are poorly matched for search engines**



This site appears to use 11 different page designs



**Few websites link to this website, making it hard to find**



**No broken links were found**



**This website appears to be rarely visited**



**This website is quick to use**



**Some of this site uses tables for layout**



**This website appears fully spiderable**



**This website does not appear to use any analytics software**

## All tests

33 found

Score	Test	Description
1.0	<a href="#">Printability</a>	Check whether pages appear optimised for printing.
1.0	<a href="#">Fonts</a>	Check for appropriate use of fonts.
1.0	<a href="#">Search engine placement</a>	Check the placement of the website against competitors for a specified search engine phrase
1.0	<a href="#">Links</a>	Report on how links are used in this website
1.0	<a href="#">Analytics software</a>	Checks for use of any website analytics software
1.0	<a href="#">Use of keywords</a>	Analyse how well optimised the website is for specified keywords
1.0	<a href="#">Headings</a>	Check that headings are used and specified correctly
1.0	<a href="#">Popularity rank</a>	Checks how popular the site is
1.8	<a href="#">Metadata</a>	Check that metadata is used and specified correctly
3.8	<a href="#">Incoming links</a>	Count the number of links to this website
5.0	<a href="#">URL format</a>	Check that web addresses (URLs) used on the site are clean and user-friendly
5.6	<a href="#">Readability</a>	Checks the text on a page and reports on approximate readability.
5.9	<a href="#">Alternative text</a>	Check that alternative text is specified for users with visual disabilities, and used correctly
6.0	<a href="#">Number of pages</a>	Count the number of pages
6.4	<a href="#">Page titles</a>	Check that page titles are used and specified correctly
6.4	<a href="#">CSS usage</a>	Check for appropriate use of CSS (Cascading Stylesheets).
6.4	<a href="#">Images</a>	Check for appropriate use of images.
7.5	<a href="#">Spelling</a>	Check spelling of text in this website
10.0	<a href="#">File usage</a>	Check the types, distribution and sizes of all downloadable files on the website
10.0	<a href="#">Flash usage</a>	Check for appropriate use of Flash
10.0	<a href="#">Site structure</a>	Analyse the depth and breadth of this website structure
10.0	<a href="#">URL chopping</a>	Check that URLs handle chopping, i.e. reduction to a higher path

Score	Test	Description
10.0	<a href="#">Redirections</a>	Check for client-side redirections
10.0	<a href="#">Spiderability</a>	Ensure this website can be effectively spidered
10.0	<a href="#">Popups</a>	Check for any popup windows, and how appropriate their use is
10.0	<a href="#">Broken links</a>	Check for broken links (i.e. links to pages or content which does not exist)
i	<a href="#">Cookies</a>	Detect any cookies set by this website
i	<a href="#">Contact details</a>	Looks for all emails, phone numbers and postal addresses on this website
i	<a href="#">Amount of content</a>	Check the amount of content used on each page of the website
i	<a href="#">Key pages</a>	List the most important or prominent pages in the website, particularly to search engines
i	<a href="#">Domain name</a>	Performs a number of checks on this choice of domain name
i	<a href="#">Outgoing links</a>	Report on any outgoing links from this website
i	<a href="#">Design list</a>	List different designs used by this website.



## Analytics software

Very poor

### None of this website is using any recognised analytics software.

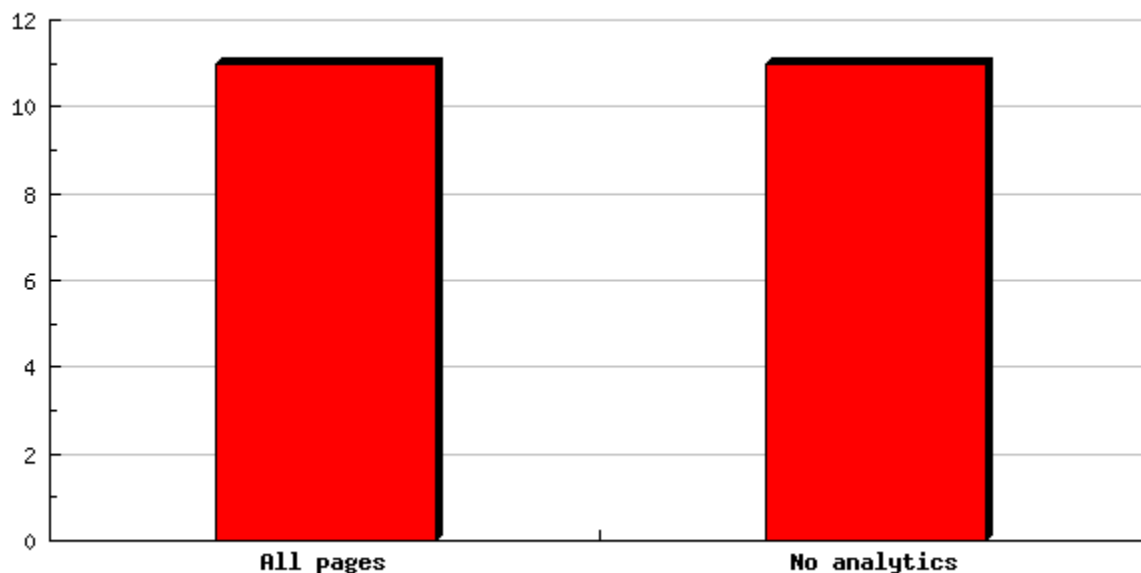
It is still possible to gather a great deal of information from your webserver logs, however complete visitor analysis requires client-side Javascript or an image not found here.

Note that this test can only detect *recognised* analytics solutions. If an analytics solution is new, obscure or used in a non-standard way (e.g. it has been customised) it may not be detected.

**Technical recommendations** Consider a leading website analytics solution, such as WebTrends or Google Analytics.

### Analytics used

Breakdown of pages using analytics.



**Using analytics** 0 of 11 (0.0%)

Proportion of pages using any form of analytics.

### Using analytics detail

11 found (only showing top 10)

- ▼	Page	Analytics
⚠	www.bintthere.ca/	<b>None found</b>
⚠	www.bintthere.ca/page6.html	<b>None found</b>
⚠	www.bintthere.ca/page4.html	<b>None found</b>
⚠	www.bintthere.ca/page2.html	<b>None found</b>
⚠	www.bintthere.ca/page3.html	<b>None found</b>
⚠	www.bintthere.ca/home.html	<b>None found</b>
⚠	www.bintthere.ca/right-white.html	<b>None found</b>
⚠	www.bintthere.ca/menu.html	<b>None found</b>

- ▼	Page	Analytics
	www.bintthere.ca/top.html	<b>None found</b>
	www.bintthere.ca/left-white.html	<b>None found</b>



Very poor

## Fonts

**This website does not apply CSS for fonts.**

CSS offers far greater control over font styling and size than pure HTML.

**Technical recommendations** Rewrite the website to use Cascading Stylesheets (CSS) for fonts.

### Fonts used

All fonts used by this website are listed here, in descending order of frequency (excluding fonts in animations or images).

### Font sizes used

All fonts sizes used by this website are listed here, in descending order of frequency (excluding fonts in animations or images).

### Link state distinctions

This table shows whether each text link state distinguishes itself visually, as it should.



Very poor

## Headings



**No pages were found to be using defined headings.**

Correctly defined headings aid accessibility and are particularly important for search engine optimisation.

**Technical recommendations** Define meaningful headings for all webpages (<H1>, <H2> etc).

### Pages with no headings

11 found (only showing top 10)

	Page
	www.bintthere.ca/
	www.bintthere.ca/left-white.html
	www.bintthere.ca/top.html
	www.bintthere.ca/menu.html
	www.bintthere.ca/home.html
	www.bintthere.ca/right-white.html
	www.bintthere.ca/page2.html
	www.bintthere.ca/page3.html
	www.bintthere.ca/page4.html
	www.bintthere.ca/page5.html

## Headings

No headings found.

### No of headings

Number of headings in website.  
0

### Use headings

Proportion of pages using headings.  
0 of 11 (0.0%)

### Bad headings

Proportion of headings which are empty or invalid.  
0 of 0 ( $\infty$ )



## Links

Very poor

**The majority (66.7%) of links in this site could be defined better.**

2 links are weakly described. Common weak link include 'click here' and 'read more'. These links fail to describe the content the link points to. Properly linking using one or more descriptive words (e.g. 'News', 'September 2009 financial results') benefits search engine optimisation for those words and aids accessibility.

Note that it is possible to change the text a link points to without changing the appearance of the link. For example, **Read more** could be a valid link, if you add a `title` description to it.

## Technical recommendations

Ensure that all links either use appropriate link text, or specify appropriate text in the `title` attribute for the link where this is not appropriate.

### List of links

3 found

- ▼	Page	Link text	Links to	Issue
	www.bintthere.ca/page3.h	CLICK HERE	bintthere.ca/page8.html	<b>Non-descriptive link text</b>
	www.bintthere.ca/page3.h	CLICK HERE	bintthere.ca/page7.html	<b>Non-descriptive link text</b>
	www.bintthere.ca/page4.h	CONTACT US	bintthere.ca/page6.html	

### Links

3

### Duplicate text links

0

### Weak links

2

### Too long links

0



## Popularity rank

Very poor

**This website is not sufficiently popular to identify a world ranking.** It may be less than 3 months old, or outside of the top 5 million most popular websites.

## World Rank

The rank this site currently holds compared to all other sites in the world  
Too low to detect.



## Printability

Very poor

**None of this website appear to be optimised for printing (using CSS).**

Wherever possible, a website should define alternative stylesheets for printing. Printable stylesheets allow for extensive control over the printed version of a webpage, for instance removing navigation and adjusting the layout to fit. They are faster and remove the need for maintaining separate versions of a webpage (e.g. "Click here to print this page").

### Technical recommendations

Add printable stylesheets for all pages, wherever possible. In most cases, websites can share printable stylesheets over many or all pages, as with screen-based stylesheets.

### Not printable

11 found (only showing top 10)

	Page
	www.bintthere.ca/
	www.bintthere.ca/left-white.html
	www.bintthere.ca/top.html
	www.bintthere.ca/menu.html
	www.bintthere.ca/home.html
	www.bintthere.ca/right-white.html
	www.bintthere.ca/page2.html
	www.bintthere.ca/page3.html
	www.bintthere.ca/page4.html
	www.bintthere.ca/page5.html

### Use printable CSS

Proportion of pages using print-specific CSS.

0 of 11 (0.0%)



## Search engine placement

Very poor

**This website does not rank well in search engines for selected keywords.**

Results outside of the top 10 are of limited value, as they do not appear on the first page of search results.

### Technical recommendations

Determine the value of this phrase to the website. Top rankings for highly competitive phrases often require considerable investment and time to obtain. Often more specific and less competitive phrases deliver higher returns.











Consider various search engine optimisation techniques, including but not limited to:

- Include plenty of relevant content on the desired subject
- Keep content topical and regularly updated
- Obtain quality, relevant links to the website
- Ensure all pages are W3C compliant

- Pay particular attention to the text content of links, page titles and headings
- Consider feeding relevant syndicated content into and out of the website
- Ensure all content is appropriately marked up using appropriate HTML (particularly headings)

## Rankings

54 found (only showing top 10)

	Search engine	Keyword ▲	Rank	Score
	Bing > Global	bin rentals	Not found	1.0
	Yahoo > Global	bin rentals	Not found	1.0
	Google > Canada (whole web)	bin rentals	Not found	1.0
	Yahoo > Global	disposal of waste	Not found	1.0
	Bing > Global	disposal of waste	Not found	1.0
	Google > Canada (whole web)	disposal of waste	Not found	1.0
	Yahoo > Global	disposal services	Not found	1.0
	Google > Canada (whole web)	disposal services	Not found	1.0
	Bing > Global	disposal services	Not found	1.0
	Google > Canada (whole web)	dumpster rental	Not found	1.0



### Use of keywords

Very poor

**The content for this site does not match the desired keywords at all. The website will probably underperform on search engines for the desired keywords.**

15 keywords ("**garbage bins**", "**disposal of waste**", "**got junk**" ...) appear to be targeted by this site, but are never mentioned once in the text content for this site. To score highly, desirable keywords should be featured extensively in your text content.

The website does not contain enough text which matches the keywords the website is being promoted for. To rank highly in search engines it is essential to include substantial text content on the topic of the desired keywords, and emphasise those keywords properly.

**The website also does not appear to emphasise keywords very well.** Important keywords can be more effectively promoted by putting them in page titles, headings and links. This increases their prominence to search engines and is a critical first step in Search Engine Optimisation.

### Technical recommendations

Consider adding or revising text on the topic of desired keywords, or changing the keywords that this site is promoted for. Ensure that keywords and the content text broadly match.

Add more emphasis to the desired keywords, by placing them in titles (<title>), headings (<H1>, <H2> etc) and links.

### Desired keywords

Keywords that this website wants to score for, and how well it does so.

39 found (only showing top 10)

-	Keyword	Frequency	Emphasis	Importance ▼	Score
★	roll-off bins	0.00	0.00	10.00	1.0
★	trash bins	0.00	0.00	10.00	1.0
★	rubbish bins	0.00	0.00	10.00	1.0
★	rubbish removal	0.00	0.00	10.00	1.0
★	junk pick up	0.00	0.00	10.00	1.0
★	waste management	0.00	0.00	10.00	1.0
★	trash removal	0.00	0.00	10.00	1.0
★	disposal services	0.00	0.00	10.00	1.0
★	dumpsters	0.00	0.00	10.00	1.0
★	bin rentals	0.00	0.00	10.00	1.0

### Most optimised keywords

The keywords this website emphasises the most.

100 found (only showing top 10)

Keyword	Frequency	Emphasis	Weighted total ▼
bin	1.64	0.27	2.73
untitled document	0.18	0.55	2.36
document	0.18	0.55	2.36
untitled	0.18	0.55	2.36
contact	0.45	0.36	1.91
bin there inc	0.45	0.27	1.55
inc	0.45	0.27	1.55
commercial	0.45	0.27	1.55
residential	0.36	0.27	1.45
services	1.45	0.00	1.45

Average keyword emphasis 0.00



### Metadata

Very poor

**9.1% of recommended metadata was found. The majority (90.9%) of pages do not include any metadata.**

Metadata provide invisible information about the content of a page, and has a wide range of applications, particularly for search engines and website compliance. Public sector websites in particular usually

have to adhere to one or more metadata standards.

- **description** (90.9% pages missing) - A description of the page or website, this is important as search engines tend to display this text in their results pages (SERPs).

This website doesn't make use of **Dublin Core** or **e-GMS** metadata. This is not a problem, unless this website specifically has to adhere to these standards.

### Technical recommendations

Define appropriate metadata for all webpages. At an absolute minimum, all pages should include a `description` or `dc.description` meta tag.

### Metadata used

2 found

Page ▲	-	Name	Scheme	Content
www.binthere.ca/		Description		binthere.ca
www.binthere.ca/		Keywords		bin, Bin There Inc., rubbish bins, bin rentals, dumpsters, waste, garbage, containers, bins, demolition, residential, clean ups,waste removal, trash, skip, skips, solid waste, rubbish, lorry, haulage, demolition, remodel, remodelling, debris, junk, renova

### Use Meta tags

Proportion of pages using any non HTTP-equiv meta tags.

1 of 11 (9.1%)

### Use Keywords

Proportion of pages using meta keywords.

1 of 11 (9.1%)

### Use Description

Proportion of pages using a meta description of any kind.

1 of 11 (9.1%)

### Use Dublin Core

Proportion of pages using Dublin Core (DCMI) metadata.

0 of 11 (0.0%)

### Use e-GMS

Proportion of pages using e-GMS metadata.

0 of 11 (0.0%)



Incoming links

Poor

**About 20 other websites were found linking to this website (0 quality links, out of 20).**

### Technical recommendations

We suggest a minimum of 30 quality links for any given website, to ensure it is listed effectively by [Google](#) and other major search engines.

A large number of web directories, news and affiliate websites can be encouraged to link to you for free. Over time any reasonably successful website should pick up additional links as a matter of course.

### Number of links

Number of links pointing to this website (source: Yahoo.com).

20

### Number of quality links

Number of quality links pointing to this website (source: Google.com). Google filters links more strictly for quality.

0



Adequate

## URL format

**The majority (90.9%) of web addresses (URLs) are less than ideal.**

90.9% of URLs include a file extension. These extensions (*html* found 10 times) appear at the end of web addresses, and have several negative effects. They make the address harder to remember or type (particularly for non-technical users), and can reveal the underlying technology of the website making it very slightly more vulnerable to hackers. They also tie the implementation of the website to a specific technology, which can make subsequent migration of URLs difficult.

**Technical recommendations** Avoid use of file extensions wherever possible.

Consider URL rewriting as an effective and transparent means of creating appropriate URLs.

### Dirty URLs

Number of URLs breaking one or more rules, such as length or inclusion of an ID query parameter.

0 of 11 (0.0%)

### Bad URLs

Number of URLs breaking one or more rules, such as length or inclusion of an ID query parameter.

10 of 11 (90.9%)

### Use file extension

Number of URLs containing a file extension.

10 of 11 (90.9%)

### ID parameter

Number of URLs containing an ID query parameter, which are almost always ignored by Google and other search engines.

0 of 11 (0.0%)



Adequate

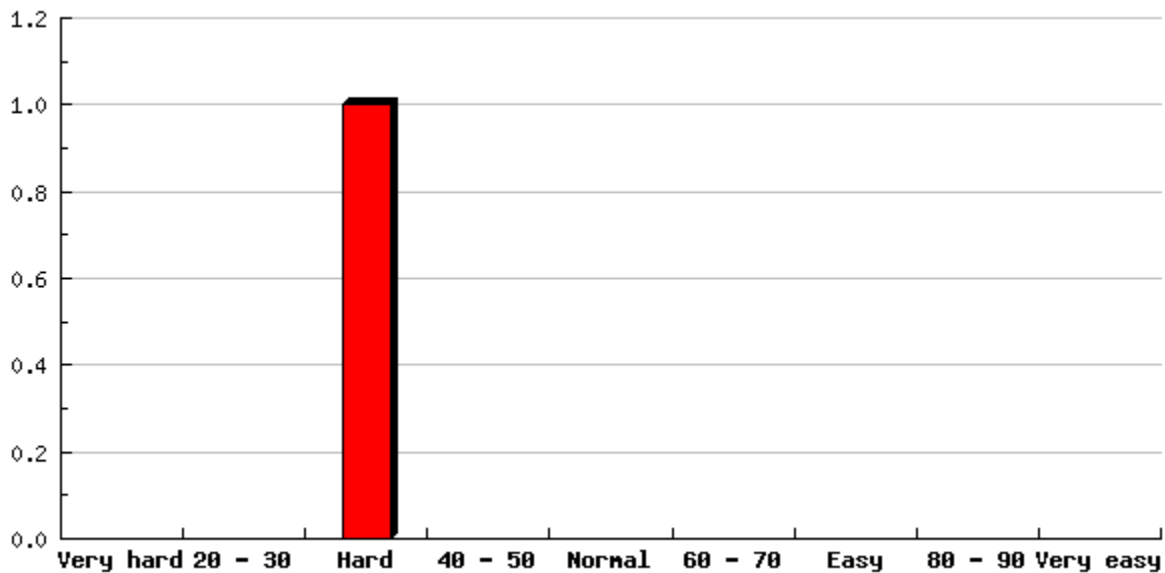
## Readability

**On average text require approximately 14.8 years of formal education to read.**

You may find some of your content is unnecessarily difficult to understand, and would benefit from being written more clearly.

### Readability distribution

How readable pages in this site are. Higher FK scores are easier to read.



### Page readability

One found

Page	FK	GFI	Score ▼
www.binthere.ca/page5.html	38.6	14.8	5.6

FK = Flesch-Kincaid Reading Ease | GFI = Gunning Fog Index

**Flesch-Kincaid Reading Ease**

Average Flesch-Kincaid Reading Ease  
38.55

**Gunning-Fog Index**

Average Gunning Fog Index  
14.78

**Alternative text**

Adequate

**A significant amount (45.5%) of images do not have alternative text specified for users with visual disabilities.**

The website may be harder to use for some disabled users, and therefore in violation of legislation in many countries (e.g. UK, US, Australia).

**Technical recommendations**

Specify text alternatives (e.g. ALT='...') for relevant images in the website, or mark them as not requiring a text equivalent.

**Detail**

5 found

- ▼	Page	Issue
⚠	www.binthere.ca/top.html	Missing ALT tag for <b>WQLOGO.gif</b>
⚠	www.binthere.ca/home.html	Missing ALT tag for <b>Counter.php?sid=0&amp;pid=0</b>
⚠	www.binthere.ca/home.html	Missing ALT tag for <b>bint2.gif</b>
⚠	www.binthere.ca/top.html	Missing ALT tag for <b>spacer.gif</b>
⚠	www.binthere.ca/page5.html	Missing ALT tag for <b>landfill_diagram.gif</b>

**Valid ALTs**

Proportion of alternative text specified in website.  
6 of 11 (54.5%)

**Valid but weak ALTs**

Proportion of alternative text with weak descriptions.  
0 of 6 (0.0%)

**Invalid pages**

Proportion of pages missing one or more ALTs.  
3 of 11 (27.3%)

**Excluded images**

Number of images excluded from this test (e.g. Analytics tracking images).  
0

**Number of pages**

Adequate





**11 webpages were found and tested. Ideally a site should have at least 20 public facing pages to present a range of varied content to users and search engines.**

This should include every single page in this site (I was looking for up to 250 pages).

**Pages and redirections found**

11 found (only showing top 10)

Page	Depth ▲
------	---------

	Page	Depth ▲
	www.bintthere.ca/	0
	www.bintthere.ca/left-white.html	1
	www.bintthere.ca/top.html	1
	www.bintthere.ca/menu.html	1
	www.bintthere.ca/home.html	1
	www.bintthere.ca/right-white.html	1
	www.bintthere.ca/page2.html	2
	www.bintthere.ca/page3.html	2
	www.bintthere.ca/page4.html	2
	www.bintthere.ca/page5.html	2

**Number of pages**

11

**Number of possible pages found**

11

**Looking for pages**

250



Adequate

**CSS usage**

**36.4% of this website appears to use tables for layout (an outdated technique for implementing webpages) in places.**

No external stylesheets are used. External stylesheets are considered best practice for ensuring sites are maintainable and quick to load.

Note: if external CSS files are loaded dynamically by Javascript, it will be impossible to detect them - this is considered bad practice.







**Technical recommendations**

Rewrite the website to use Cascading Stylesheets (CSS) for layout.

Move embedded and inline style definitions into external stylesheets.

**Pages**

6 found

- ▼	Page	Issue
	www.bintthere.ca/page4.html	<b>Uses tables for layout</b>
	www.bintthere.ca/page2.html	<b>Uses tables for layout</b>
	www.bintthere.ca/top.html	<b>Uses tables for layout</b>
	www.bintthere.ca/menu.html	<b>Uses tables for layout</b>
	www.bintthere.ca/page5.html	<b>CSS is not in an external stylesheet</b>
	www.bintthere.ca/home.html	<b>CSS is not in an external stylesheet</b>

## Use CSS

Proportion of pages using CSS.  
7 of 11 (63.6%)

### External stylesheets

Proportion of pages using stylesheets externally (as is best practice).  
0 of 11 (0.0%)

## Styles used

Breakdown of all styles used in this website.



Adequate

## Page titles

**A large number (36.4%) of pages do not specify page titles at all.**

Page titles appear in search results and at the top of the browser's window when visiting the site. Appropriate page titles are particularly important for search engine optimisation.

**Technical recommendations** Define page titles for all webpages (i.e. <title> ... </title>).

### Page titles

11 found (only showing top 10)

- ▼	Page	Title	Issue
!	www.binthere.ca/right-white.html	Untitled Document	<b>No title specified</b>
!	www.binthere.ca/left-white.html	Untitled Document	<b>No title specified</b>
!	www.binthere.ca/top.html		<b>No title specified</b>
!	www.binthere.ca/menu.html		<b>No title specified</b>
i	www.binthere.ca/page5.html	Development	
i	www.binthere.ca/page6.html	Contact Us	
i	www.binthere.ca/page3.html	Residential	
i	www.binthere.ca/page2.html	About Us	
i	www.binthere.ca/	BIN THERE INC.	
i	www.binthere.ca/home.html	Home	

## Use titles

Proportion of pages with titles.  
7 of 11 (63.6%)

## Use weak titles

Proportion of page titles that could be clearly improved.  
0 of 7 (0.0%)



Adequate

## Images

**On average there are 1.2 unique images per page. 63.6% of pages do not contain a single unique image.**

Unique images are not essential for every page. However to maximize aesthetic appeal, top-level pages should ideally feature at least one unique image.

**Some images (27.3%) don't have defined sizes.** Defining an image size allows the webpage to display layout correctly before loading all of the images. Not specifying image often causes the layout of pages to change as the page loads.

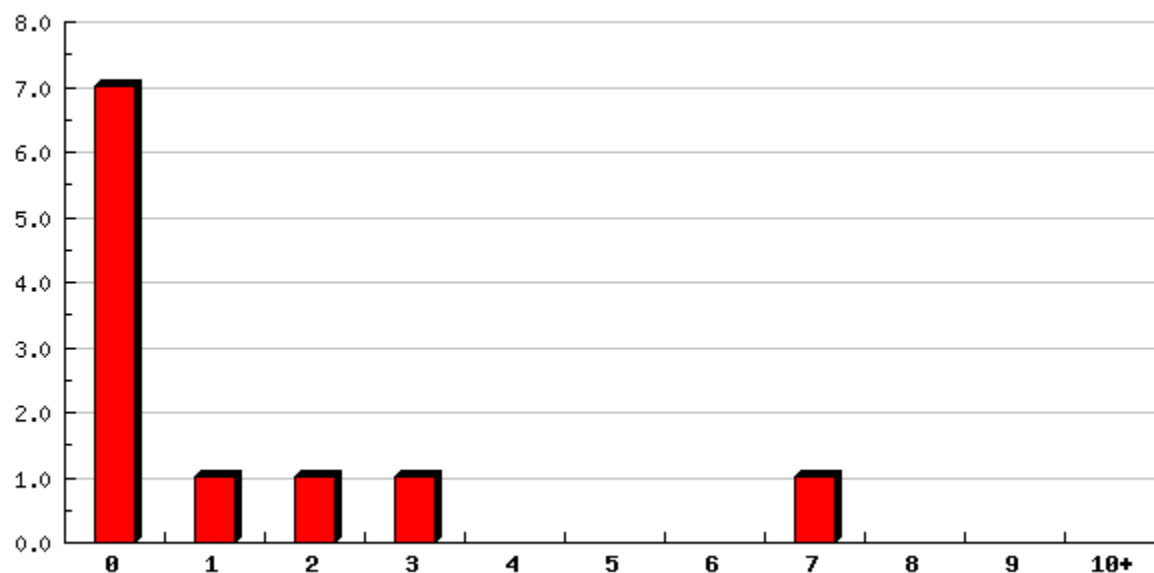
This is not a critical issue, however we recommend image sizes are defined wherever possible.

**Technical recommendations** Include at least one unique image per page wherever possible.

Define image sizes wherever possible.

### Unique image distribution

How many unique images appear per page.



### Images with size

Proportion of images specifying a size where possible.  
8 of 11 (72.7%)

### Number of unique images

Total unique images in website.  
13

### Number of unique images per page

Average unique images per page in website.  
1.2

### Most used images

The most frequently used images in this website.



Good

### Spelling

**Some pages (27.3%) appear to contain at least one spelling error.**

This could be because the spelling dictionary is not familiar with specialist terminology used on this website, or because the website is mixing multiple languages into one page.

**Technical recommendations** Check the list of potentially misspelt words, and correct the website or amend the dictionary as necessary.

### Possible misspelt words

10 found

Word	Pages ▼
<b>accelerant</b>	1
<b>Ancaster</b>	1
<b>Binbrook</b>	1
<b>bioreactor</b>	1
<b>catagories</b>	1
<b>Cleanfill</b>	1
<b>Flamborough</b>	1
<b>Glanbrook</b>	1
<b>hooklift</b>	1
<b>Waterdown</b>	1

## Pages with possible misspellings

10 found

	Page	Word	Extract
	www.binthere.ca/page3.html	accelerant	... must be freon free.) paint cans, and <b>accelerant</b> cans, and propane tanks.* ...
	www.binthere.ca/page3.html	Ancaster	... Kilbride, Greater Hamilton Area <b>Ancaster</b> Binbrook, Dundas, Flamborough, ...
	www.binthere.ca/page3.html	Binbrook	... Greater Hamilton Area (Ancaster, <b>Binbrook</b> Dundas, Flamborough, Glanbrook, ...
	www.binthere.ca/page5.html	bioreactor	... of the art, solid non-hazardous waste <b>bioreactor</b> in the Province of Ontario. As you ...
	www.binthere.ca/page3.html	catagories	... is broken into 2 (two) <b>catagories</b> dirt and concrete. *If any waste is ...
	www.binthere.ca/page3.html	Cleanfill	... what kind of waste you have. <b>Cleanfill</b> Cleanfill is broken into 2 (two) ...
	www.binthere.ca/page3.html	Flamborough	... Area (Ancaster, Binbrook, Dundas, <b>Flamborough</b> Glanbrook, Hamilton, Stoney Creek, ...
	www.binthere.ca/page3.html	Glanbrook	... Binbrook, Dundas, Flamborough, <b>Glanbrook</b> Hamilton, Stoney Creek, Waterdown) ...
	www.binthere.ca/page4.html	hooklift	... 12 or 18 yard <b>hooklift</b> container services ...
	www.binthere.ca/page3.html	Waterdown	... Glanbrook, Hamilton, Stoney Creek, <b>Waterdown</b> and Oakville. For areas outside this ...

### Number of unrecognised words

3

### Pages checked

11

### Pages skipped

0



### Broken links

No broken links were found (22 links tested).

Excellent

#### Detail

No pages found.

#### Broken links

Number of broken links found on site.

0 of 22 (0.0%)



### File usage

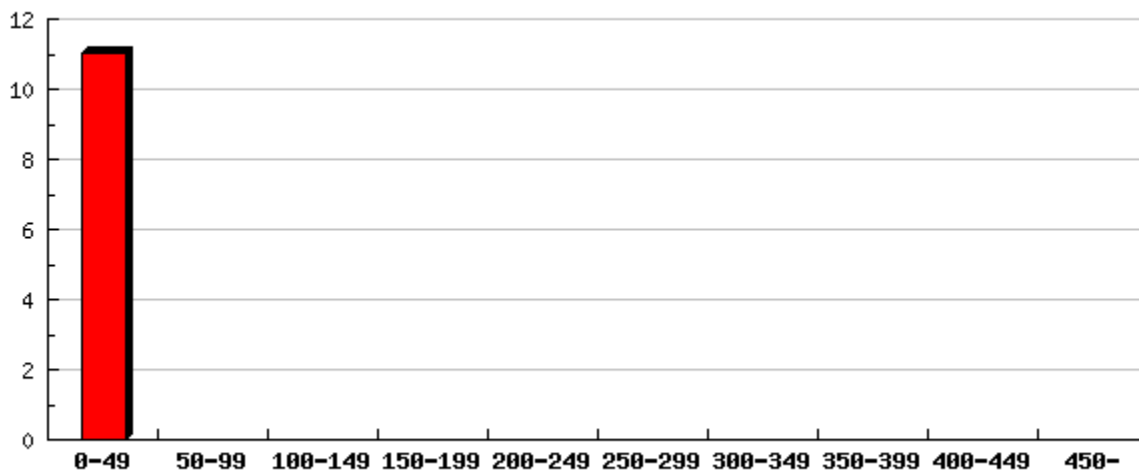
The files in this website are relatively small (for a 512k Broadband connection), making webpages quick to download.

Excellent

On average pages take 0.0 seconds to download on a 512k Broadband connection. 11 files were found in this website.

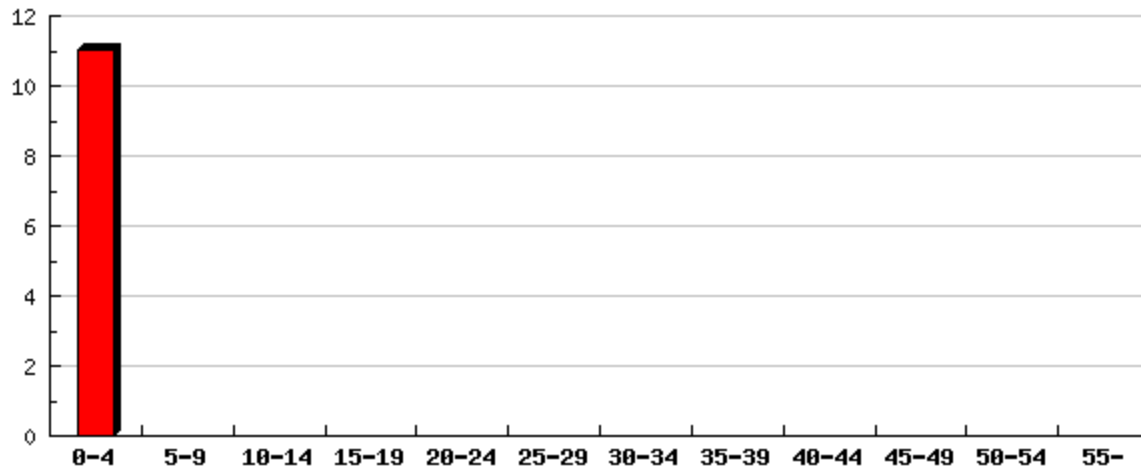
#### Page sizes

Summary of the average size of each webpage.



#### Time to download

Summary of the average time to download each webpage.



### Table of files

Table of all file types and sizes found.

#### File count

Number of files found on site.

11

#### Website size

Total size of all files found in website.

15k

#### Homepage size

Size of the homepage.

1k

#### Homepage download seconds

Time in seconds to download homepage.

0.0

#### Average files per page

Average number of files per webpage.

1.0

#### Average page size

Average size of all pages in website.

1k

#### Average download seconds

Average time in seconds to download a webpage.

0.0



Excellent

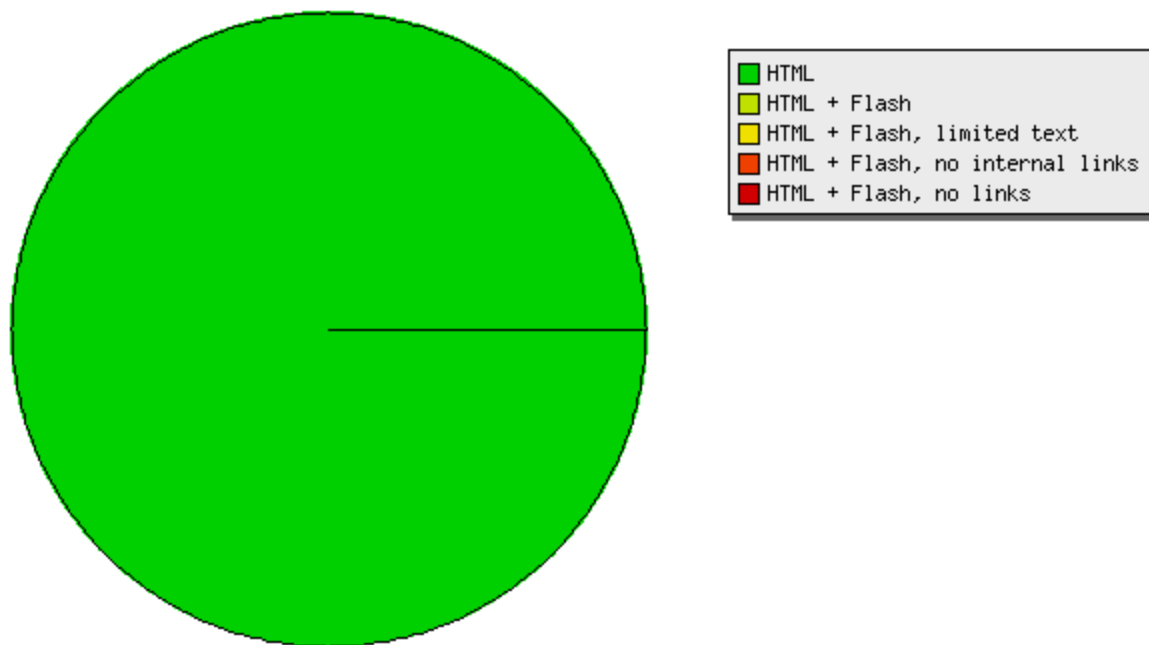
### Flash usage

#### No Flash animation was found on this website.

Flash animation can be appropriate for some websites, when used correctly - e.g. as an extension to existing HTML content on a page, or to narrate a user through a case study. There are some occasions where it is not appropriate to use Flash at all.

### Flash usage

Summary of the use of Flash for all webpages.



#### Include Flash

Proportion of pages featuring Flash.

0 of 11 (0.0%)

#### Number of Flash animations

Number of Flash animations.

0

#### Flash

No flash animations found.

#### Number of Flash detections

Number of Flash detections recognised.

0

#### Requires Flash

Proportion of pages requiring Flash.

0 of 11 (0.0%)



### Popups

Excellent

#### No self-opening popups were found on this website.

Popup windows are generally considered an annoyance by most users, and are increasingly blocked by the majority of web browsers and Internet security applications.

#### Popups

No popups found.

#### Include self-opening popups

Proportion of pages with popups that appear automatically.

0 of 11 (0.0%)

#### Include user-initiated popups

Proportion of pages with popups that are initiated by the user, e.g. clicking a link.

0 of 11 (0.0%)



### Redirections

Excellent

#### No client-side redirections were found on this website.

Client-side redirections generally break the Back button - when

users click Back they are stuck on the current page. This can frustrate users and prevent them from finding their way around a site.

## Redirections

No non-redirections pages found.

### Number of redirections

Number of redirections found in website.

0

### Number of Meta Refresh redirections

Number of Meta Refresh redirections found in website.

0

### Number of Javascript redirections

Number of Javascript redirections found in website.

0



Excellent

## Site structure

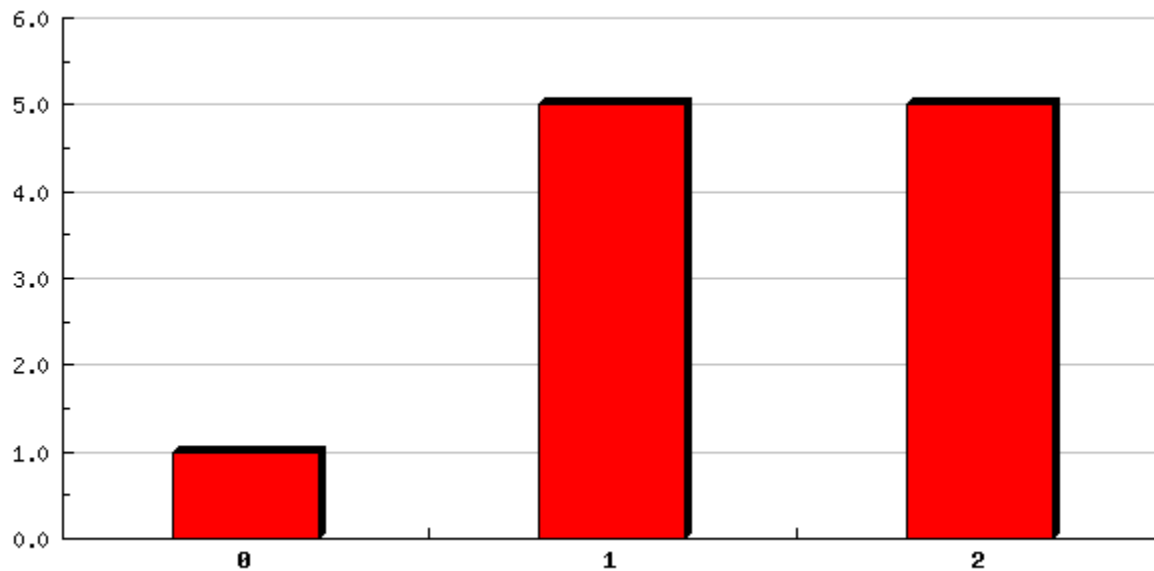
**This website has a shallow page structure. The average page is 1.4 steps away from the homepage.**

The deepest pages are 2 steps away from the homepage.

Note that client-side redirections (e.g. Meta Refreshes, Javascript) count as steps to a page. These should be avoided where possible as they slow down the load speed of a website, particularly for homepages.

## Page distribution









Breakdown of number of pages at each depth level.



## Page depth

11 found (only showing top 10)

Page	Depth ▲
 www.bintthere.ca/	0

	Page	Depth ▲
	www.bintthere.ca/left-white.html	1
	www.bintthere.ca/menu.html	1
	www.bintthere.ca/home.html	1
	www.bintthere.ca/top.html	1
	www.bintthere.ca/right-white.html	1
	www.bintthere.ca/page3.html	2
	www.bintthere.ca/page2.html	2
	www.bintthere.ca/page4.html	2
	www.bintthere.ca/page5.html	2

### Average depth

Average number of clicks from homepage to any other page.

1.4

### Maximum depth

Maximum number of clicks from homepage to any other page.

2

### Distant pages

Number of pages which require 4 or more clicks from the homepage to reach.

0 of 11 (0.0%)



Excellent

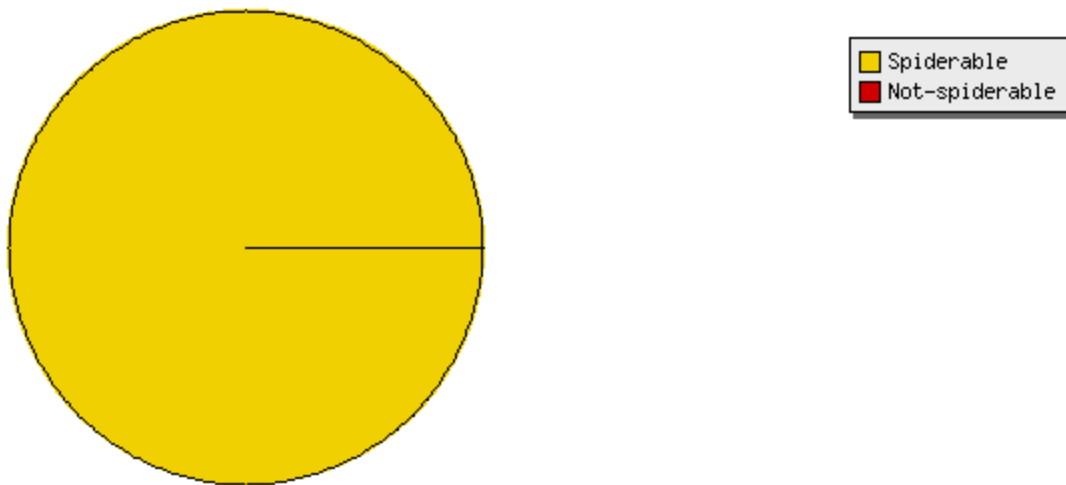
## Spiderability

### This website appears fully spiderable via conventional methods.

This is a crucial first step for any website, as it ensures search engines, users with disabilities and users without Javascript enabled can access all of the pages. This will help search engine rankings and accessibility.

It is possible that some part of this website is non-spiderable, but that the means used to access that content is beyond my ability to detect it. (For example, a login area that I don't have details for). You can optionally choose to add these sections yourselves. Read the Help for more information.

## Spiderability



### Spiderable pages

Proportion of pages which can be spidered.

11 of 11 (100.0%)



Excellent

### URL chopping

#### This website handles 'chopped' URLs correctly.

A chopped URL is where part of an address is cut off at a forward slash, for example reducing **www.example.com/news/acticle1/** to **www.example.com/news/**. Handling these chopped addresses will aid both users and search engines visiting this website. Users may experiment with chopping parts of the URL out manually, particularly if they are using a popular plugin like Google Toolbar, which allows them to do this with a single mouse click. Some search engines also experiment with chopping up URLs to explore more pages.

### Chopped URLs

No chopped urls found.

### Broken paths

Number of reduced paths which report errors.

0 of 0 ( $\infty$ )



Information

### Amount of content

#### There is an appropriate amount of text on this website (average of 21 words per page).

It is possible that some of the text on the website is concealed within Flash animations or images. Search engines and users with visual disabilities cannot read this text, so a proper text equivalent is essential.

### Technical recommendations

Ensure that text equivalents exist for all multimedia content.

#### Number of words

Number of words in website.

458

#### Too many words

Number of pages with too many words on.

0 of 22 (0.0%)

## Words per page

Average number of words per page.  
21

## Too few words

Number of pages with too few words on.  
0 of 22 (0.0%)



## Contact details

Information

**One unique email address was found in this website. 3 different phone numbers were found in this website. No addresses were found in this website.**

Because these contact details were detected automatically by software, it is possible some other details have been omitted.

Any email addresses that can be detected by this test are much more susceptible to spam. Spammers routinely crawl pages in a similar way to harvest new addresses to send spam to. This doesn't mean you shouldn't put email addresses on your website - but do so carefully.

## Technical recommendations

Check all contact details are correct. Consider carefully what email addresses should be listed on your website, as they will be much more susceptible to spam. If an email address has been on your website for some time, there is probably little benefit from removing it.

## Summary

4 found

	Type ▲	Details	Pages
	Email	barb@binthere.ca	1
	Phone (?)	905-634-0777	1
	Phone (?)	(1-866-5623246)	1
	Phone (?)	905-679-1900	1

## Detail

4 found

URL	Type	Details
www.binthere.ca/page6.html	Email	barb@binthere.ca
www.binthere.ca/page6.html	Phone (?)	(1-866-5623246)
www.binthere.ca/page6.html	Phone (?)	905-634-0777
www.binthere.ca/page6.html	Phone (?)	905-679-1900



## Cookies

Information

**This website does not appear to use cookies at all.**

Cookies are used to persist information from one page to another. They are widely used to track users and some interactive applications, such as e-commerce websites. Not requiring cookies is perfectly acceptable.

Note that cookies set using Javascript cannot be detected here.

## Cookies used

Breakdown of cookies used in this website.

### Number of cookies

Number of unique cookies used in this website.  
0

### Pages using cookies

Proportion of pages using cookies.  
0 of 11 (0.0%)



Information

### Design list

**11 page designs were detected. You should check that all of these designs are appropriate.**

Sometimes a different design occurs because out of date pages are still on a website, or when error pages are found.

### Designs used

Breakdown of all styles used in this website.

### Designs

11 found (only showing top 10)

Screenshot	Example	Name ▲	Pages	%
	www.bintthere.ca/	Design #1	1	9.1%
	www.bintthere.ca/page5.html	Design #10	1	9.1%
	www.bintthere.ca/page6.html	Design #11	1	9.1%
	www.bintthere.ca/left-white.htm	Design #2	1	9.1%
	www.bintthere.ca/top.html	Design #3	1	9.1%
	www.bintthere.ca/menu.html	Design #4	1	9.1%
	www.bintthere.ca/home.html	Design #5	1	9.1%
	www.bintthere.ca/right-white.htr	Design #6	1	9.1%
	www.bintthere.ca/page2.html	Design #7	1	9.1%
	www.bintthere.ca/page3.html	Design #8	1	9.1%

Note that screenshots may not be available for all designs, depending on how popular the relevant webpage is.

### No of designs

Total number of different designs.  
11

### Similarity threshold

Threshold for similarity (1 = more pages are similar, 10 = very few pages are similar).  
3

### Design distribution



- Design #1
- Design #2
- Design #3
- Design #4
- Design #5
- Design #6
- Design #7
- Design #8
- Design #9
- Design #10
- Design #11



### Domain name

**There are no obvious signs that this domain name is inappropriate or being abused by domain squatters.**

Information

### Domain typos

Table of likely domain typos and their use.

### Whois

Whois result for domain name.



### Key pages

**12 internal links were found pointing to 11 pages in this website.**

Pages which are linked to extensively are given proportionally higher weight in search engines, and are more likely to be visited by users. It can be helpful to review these 'key pages' particularly for search engines.

You will normally find that pages in your top level navigation appear highest here.

Information

### Technical recommendations

Ensure that specific pages you wish to score highly in search engines are well linked to in your site. Avoid simply linking to every page equally, or linking to too many pages - the positive effect will be lost.

### Key pages

11 found (only showing top 10)

Page	Links to ▼
www.binthere.ca/home.html	2
www.binthere.ca/page3.html	1
www.binthere.ca/right-white.html	1
www.binthere.ca/menu.html	1
www.binthere.ca/page2.html	1

Page	Links to ▼
www.bintthere.ca/left-white.html	1
www.bintthere.ca/page5.html	1
www.bintthere.ca/	1
www.bintthere.ca/top.html	1
www.bintthere.ca/page4.html	1



Information

## Outgoing links

### 3 unique outgoing links were found in this website.

There is nothing wrong with linking to external websites, but knowing what websites you link to can be useful. Some search engines may penalise your site if you link to particularly bad material (e.g. [badware](#)).

If you own a network of sites, there can be some benefit in linking between them.


## Outgoing domains

One found

	Domain	Pages ▼	%
	bintthere.ca	4	36.4%

## Outgoing links

3 found

	URL	Pages ▼	%
	bintthere.ca/page8.html	2	18.2%
	bintthere.ca/page6.html	1	9.1%
	bintthere.ca/page7.html	1	9.1%

## Number of outgoing links

Number of outgoing links in this website.

4

## Number of unique outgoing links

Number of unique outgoing links in this website.

3

## Appendix: Summaries

How summary scores for this report were calculated.



Adequate

### Content Score

The quality of the content of this website.

This is a summary score, comprised of other tests weighted for importance. It can be useful as a quick, rough indicator of the quality of this website - however for a full understanding you should review the individual tests listed below.

#### Derived from

12 found

Score	Test	Extra penalty*	Weight
1.0	<a href="#">Headings</a>		0.25
1.0	<a href="#">Links</a>		0.5
1.8	<a href="#">Metadata</a>		0.5
5.6	<a href="#">Readability</a>		1
5.9	<a href="#">Alternative text</a>		0.25
6.0	<a href="#">Number of pages</a>		1
6.4	<a href="#">Images</a>		1
6.4	<a href="#">Page titles</a>		0.25
7.5	<a href="#">Spelling</a>		1
10.0	<a href="#">Broken links</a>		1
10.0	<a href="#">Site structure</a>		0.25
i	<a href="#">Contact details</a>		0.8

\*An **Extra penalty** is applied where a particular test score is so bad, that it has a far greater impact on a website than the **Weight** usually allows. You should read about each individual test to discover more.



Poor

### Accessibility Score

The accessibility of this website for users with disabilities.

This is a summary score, comprised of other tests weighted for importance. It can be useful as a quick, rough indicator of the accessibility of this website - however for a full understanding you should review the individual tests listed below.

#### Derived from

17 found

Score	Test	Extra penalty*	Weight
1.0	<a href="#">Fonts</a>	<b>-0.8</b> : Poor use of fonts hinders accessibility	1

Score	Test	Extra penalty*	Weight
1.0	<a href="#">Headings</a>	<b>-1.2:</b> Headings are a fundamental requirement for accessibility that is easy to implement with no side effects	1
1.0	<a href="#">Links</a>	<b>-1.2:</b> Poor quality links make navigating a site extremely difficult for many users	1
5.0	<a href="#">URL format</a>		0.8
5.6	<a href="#">Readability</a>		1
5.9	<a href="#">Alternative text</a>	<b>-0.4:</b> Alternative text is a fundamental requirement for accessibility that is easy to implement with no side effects	2
6.0	<a href="#">Number of pages</a>		0.25
6.4	<a href="#">CSS usage</a>	<b>-0.1:</b> Table based layouts are less accessible and unnecessary	1
6.4	<a href="#">Page titles</a>		1
6.4	<a href="#">Images</a>		1
10.0	<a href="#">Flash usage</a>		2
10.0	<a href="#">Site structure</a>		0.5
10.0	<a href="#">Redirections</a>		0.75
10.0	<a href="#">Spiderability</a>		2
10.0	<a href="#">Popups</a>		0.5
10.0	<a href="#">Broken links</a>		1
10.0	<a href="#">File usage</a>		0.5

\*An **Extra penalty** is applied where a particular test score is so bad, that it has a far greater impact on a website than the **Weight** usually allows. You should read about each individual test to discover more.



Poor

## Quality Score

The quality of the build of this website.

This is a summary score, comprised of other tests weighted for importance. It can be useful as a quick, rough indicator of the quality of this website - however for a full understanding you should review the individual tests listed below.

### Derived from

21 found

Score	Test	Extra penalty*	Weight
1.0	<a href="#">Analytics software</a>	<b>-0.2:</b> Analytics is immensely valuable, easy to implement and even available for free	0.5

Score	Test	Extra penalty*	Weight
1.0	<a href="#">Printability</a>	<b>-0.6:</b> Webpages should be designed specifically for easy printing by end users	1
1.0	<a href="#">Fonts</a>		0.75
1.0	<a href="#">Headings</a>	<b>-1.8:</b> Headings are easy to implement and crucial for search engine placement and accessibility	1
1.0	<a href="#">Links</a>		0.5
1.8	<a href="#">Metadata</a>		0.25
5.0	<a href="#">URL format</a>		0.5
5.6	<a href="#">Readability</a>		0.5
5.9	<a href="#">Alternative text</a>	<b>-0.1:</b> Alternative text is easy to implement and crucial for search engine placement and accessibility	0.5
6.4	<a href="#">Images</a>		0.5
6.4	<a href="#">Page titles</a>		1
6.4	<a href="#">CSS usage</a>	<b>-0.1:</b> Table based layouts are an outdated and ineffective practice for web design	0.75
7.5	<a href="#">Spelling</a>		0.5
10.0	<a href="#">Site structure</a>		0.5
10.0	<a href="#">Redirections</a>		0.75
10.0	<a href="#">Spiderability</a>		1
10.0	<a href="#">URL chopping</a>		0.25
10.0	<a href="#">Broken links</a>		1
10.0	<a href="#">Flash usage</a>		1
10.0	<a href="#">File usage</a>		2
10.0	<a href="#">Popups</a>		0.25

\* An **Extra penalty** is applied where a particular test score is so bad, that it has a far greater impact on a website than the **Weight** usually allows. You should read about each individual test to discover more.



Very poor

## Search Score

How effectively this website is optimised for search engines.

This is a summary score, comprised of other tests weighted for importance. It can be useful as a quick, rough indicator of the Search Engine Optimisation (SEO) of this website - however for a full understanding you should review the individual tests listed below.

## Derived from

16 found

Score	Test	Extra penalty*	Weight
1.0	<a href="#">Popularity rank</a>		2
1.0	<a href="#">Search engine placement</a>		2
1.0	<a href="#">Headings</a>	<b>-2.4:</b> Headings are an easy win and fundamental step for SEO with no side effects	1
1.0	<a href="#">Links</a>	<b>-0.6:</b> Poor use of link text compromises the natural SEO benefits of content in this site	1
1.0	<a href="#">Use of keywords</a>	<b>-0.6:</b> Content and keywords are so badly aligned that SEO performance will suffer heavily	2
1.8	<a href="#">Metadata</a>	<b>-0.1:</b> Core descriptive metadata is an easy fundamental step in SEO	1
3.8	<a href="#">Incoming links</a>		2
5.0	<a href="#">URL format</a>		1
5.9	<a href="#">Alternative text</a>	<b>-0.2:</b> Alternative text is an easy win and fundamental step for SEO with no side effects	1
6.4	<a href="#">CSS usage</a>		0.25
6.4	<a href="#">Page titles</a>	<b>-0.2:</b> Page titles are an easy win and fundamental step for SEO with no side effects	1
10.0	<a href="#">Broken links</a>		0.5
10.0	<a href="#">URL chopping</a>		0.25
10.0	<a href="#">Spiderability</a>		1
10.0	<a href="#">File usage</a>		0.5
10.0	<a href="#">Redirections</a>		1

\*An **Extra penalty** is applied where a particular test score is so bad, that it has a far greater impact on a website than the **Weight** usually allows. You should read about each individual test to discover more.



## Site Score

Poor


An overall summary score for this website.

This is a summary score, comprised of all other tests weighted for importance. It can be useful as a quick, rough indicator of how good this website is - however for a full understanding you should review the individual tests listed below.

## Derived from

29 found

Score	Test	Extra penalty*	Weight
1.0	<a href="#">Headings</a>	<b>-0.8</b> : Headings are crucial for accessibility and search engine placement	1
1.0	<a href="#">Links</a>		1
1.0	<a href="#">Analytics software</a>		0.5
1.0	<a href="#">Printability</a>		1
1.0	<a href="#">Search engine placement</a>		1
1.0	<a href="#">Use of keywords</a>		1
1.0	<a href="#">Popularity rank</a>		1.75
1.0	<a href="#">Fonts</a>		1
1.8	<a href="#">Metadata</a>		0.4
3.8	<a href="#">Incoming links</a>		1
5.0	<a href="#">URL format</a>		0.8
5.6	<a href="#">Readability</a>		1
5.9	<a href="#">Alternative text</a>		1
6.0	<a href="#">Number of pages</a>		0.5
6.4	<a href="#">Images</a>		1
6.4	<a href="#">Page titles</a>		1
6.4	<a href="#">CSS usage</a>		1
7.5	<a href="#">Spelling</a>		0.25
10.0	<a href="#">Redirections</a>		1
10.0	<a href="#">Flash usage</a>		1.5
10.0	<a href="#">File usage</a>		2
10.0	<a href="#">Broken links</a>		1
10.0	<a href="#">URL chopping</a>		0.25
10.0	<a href="#">Spiderability</a>		1
10.0	<a href="#">Site structure</a>		0.5
10.0	<a href="#">Popups</a>		1
i	<a href="#">Contact details</a>		0.5
i	<a href="#">Outgoing links</a>		0.5

Score	Test	Extra penalty*	Weight
	<a href="#">Cookies</a>		0.5

\* An **Extra penalty** is applied where a particular test score is so bad, that it has a far greater impact on a website than the **Weight** usually allows. You should read about each individual test to discover more.

## Homepage



Report generated automatically by WebScan.

