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SCORE / 100

https://www.gadgetreviews.net
27 June 2026 at 04:43

This site has potential — there is genuine content here — but it is being strangled by technical issues. No HTTPS, duplicate H1s on every page, missing viewport meta tag, and a redirect chain wasting crawl budget. The content itself is decent, but search engines are struggling to index it properly. Fix the technical foundations first, then optimise.

Findings (5)

CRITICAL

No HTTPS — site served over plain HTTP

Google marks HTTP sites as "Not Secure" in Chrome. This is an immediate trust-killer for visitors and a confirmed negative ranking signal.

FIX: Install an SSL certificate (free via Let's Encrypt) and 301-redirect all HTTP traffic to HTTPS. Also enable HSTS.

CRITICAL

Duplicate H1 tag on every page

Every page has the same H1: "Gadget Reviews UK". This tells search engines every page is about the same topic, diluting topical relevance across the entire site.

FIX: Give each page a unique, descriptive H1 that includes the primary keyword. E.g., "Best Wireless Earbuds 2025 — Tested & Reviewed".

CRITICAL

Missing viewport meta tag

The site renders at desktop width on mobile devices. Google uses mobile-first indexing — this is a significant ranking liability.

FIX: Add `<meta name="viewport" content="width=device-width, initial-scale=1">` to the `<head>` of every page.

WARNING

Redirect chain on category pages

Category URLs (e.g., /reviews ? /category/reviews ? /categories/reviews) create a 2-hop redirect. This wastes crawl budget and slows page load.

FIX: Update internal links to point directly to the final destination URLs. Update the redirect rules to use single-hop 301s.

WARNING**Thin content on 60% of review pages**

Most review pages have under 300 words. Search engines may classify these as "thin content" which can suppress rankings across the entire domain.

FIX: Expand the shortest 15 review pages to 500+ words. Add testing methodology, comparison tables, and pros/cons lists.

Checks Passed (5)

- ? Server responded with HTTP 200 (OK) — no error pages.
- ? Title tags are present and unique on all pages.
- ? Meta descriptions exist on 70% of pages (though often too short).
- ? Content is original and well-written where it exists.
- ? Domain has reasonable backlink profile (52 referring domains).

YLAN - ylan.co.uk - Rankings that pay.

This is a sample report. Run a free scan at ylan.co.uk/tools/seo-scanner.