SEO audit SOFTWARE

KEYWORD SCORE

How well is this page optimised for its keyword?

https://www.flavourfields.com/

Target keyword “**flavour fields**” · audited on 02 Nov 2026



Needs work

17 problems to fix, 30 warnings and 47 checks passed.

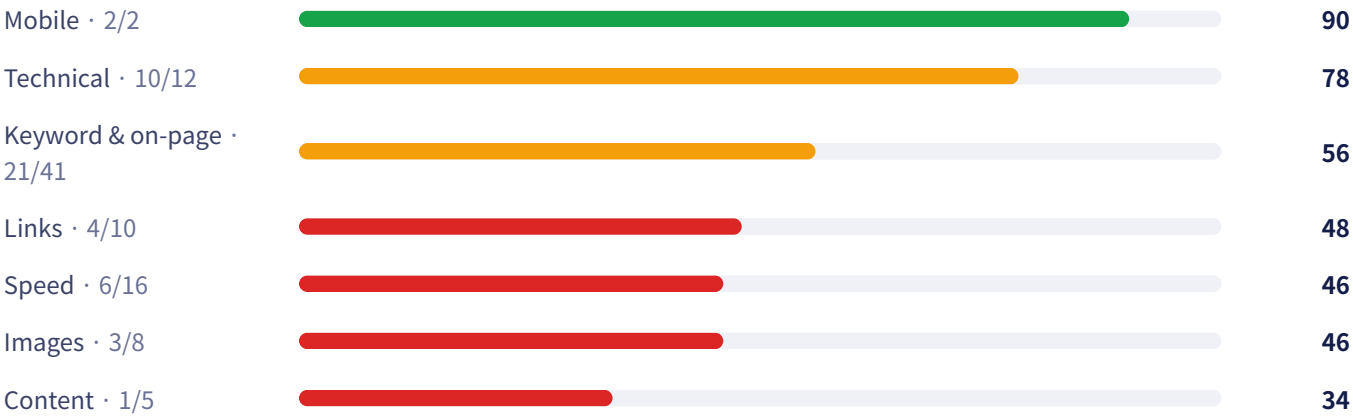
SUMMARY

The page scores 67 for “flavour fields”

Overall optimisation is 67/100. Fixing the top issues will improve keyword relevance and organic visibility.

PROBLEMS TO FIX	WARNINGS	CHECKS PASSED
17	**30**	**47**
Urgent fixes	Worth improving	Working well

Score by area



Fix these first

Keyword & on-page
One H1 heading

One clear H1 tells search engines and readers the main topic of the page.

Speed
Fully Loaded Time

Slow pages lose visitors and rank lower, especially on phones.

Speed
Time to First Byte (TTFB)

A slow first byte delays everything else on the page.

KEYWORD PLACEMENT

Where the keyword appears

Google reads the title, description, H1 and URL first to judge what a page is about. Target keyword: “**flavour fields**”.

How it can look in Google (the keyword is shown in bold)

flavourfields.com

Flavour Fields - Ingredients With A Story

Flavour Fields is the umbrella brand created in 2018 as a hub for culinary innovation. Its focus is to source new and outstanding products for chefs that spark …

Placement breakdown

PLACE	WHAT THE PAGE HAS	RESULT
Title 41 characters	Flavour Fields - Ingredients With A Story Title length should be between 50 to 60 characters	At the start
Meta description 491 characters	Flavour Fields is the umbrella brand created in 2018 as a hub for… Meta description is too long	At the start
H1 0 headings	No H1 Exact keyword in H1	Missing
H2 0 headings	Exact keyword in 0 of 0 Headings repeat check	None
H3 3 headings	Part of the keyword in 2 of 3 H3 check	Partial match
URL	https://www.flavourfields.com/ URL length is good	Partial match
Image alt text	2 alt texts start with the keyword Images check	Exact match
Image file names	0 file names start with the keyword File names check	None
Body text	Used 4 times in 228 words (3.51 %) Body density	Natural level

TAKEAWAY

Keep the target keyword in the page title, H1, meta description, and naturally within the body copy.

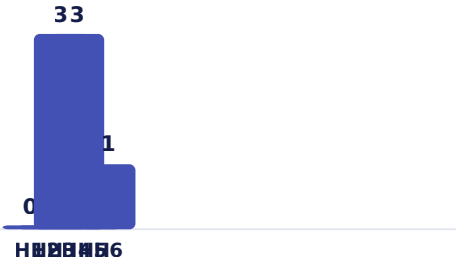
KEYWORD IN HEADINGS

Heading structure & keyword focus

Headings tell readers and Google what each part of the page covers.

HEADINGS ON PAGE	EXACT KEYWORD IN HEADINGS	HEADING ORDER
7	1	False
Total heading tags	Target: 1–2 times	Hierarchical structure

Headings per level



Heading distribution across H1 to H6 levels.

Headings with target keyword

TAG	HEADING	CHARS
H1	Flavour Fields - Ingredients With A Story	41

Headings to optimize

All heading lengths and structures are within recommended limits.

TAKEAWAY

Keep the exact phrase in the H1 and naturally in primary H2 subheadings. Avoid stuffing keywords into every heading.

KEYWORD DENSITY & PHRASES

Natural keyword density & phrase usage

Density is the share of the text taken by the keyword. Recommended range: 0.5%–3%.

KEYWORD USES	DENSITY	WORDS ON PAGE	TOP 3W RELEVANCE
4	3.51 %	228	4.6 %
Exact phrase	Natural range	Content volume	Relevancy score

Most used words

fields	**4**
flavour	**4**
microgreens	4
categories	3
food	3
info@flavourfield…	3

Words forming part of the target keyword are bolded.

Top 2-word phrases

flavour fields	**4**
(pdf) flavour	1
2026 flavour	1
fields koppert	1
fields main	1
fields powered	1

2-word phrases containing the keyword are bolded.

Top 3-word phrases

PHRASE	COUNT	DENSITY	RELEVANCE	TITLE	META	H1	H2	H3
(pdf) flavour fields	1	1.32 %	4.6 %	–	–	–	–	–
2026 flavour fields	1	1.32 %	5.2 %	–	–	–	–	–
fields… × skip	1	1.32 %	2.9 %	–	–	–	–	–
flavour fields koppert	1	1.32 %	5.2 %	–	–	–	–	–
flavour fields main	1	1.32 %	5.2 %	–	–	–	–	–
flavour fields powered	1	1.32 %	5.2 %	–	–	–	–	–

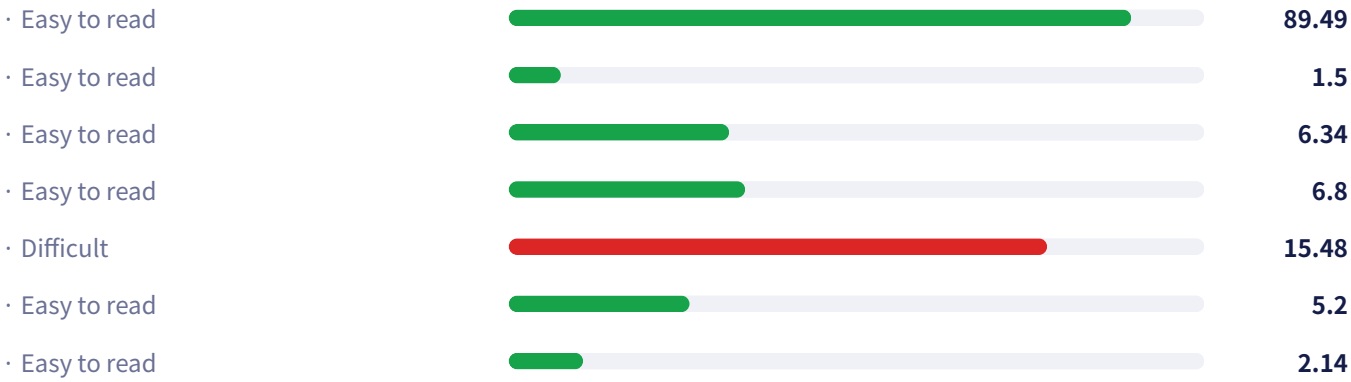
CONTENT & READABILITY

Content readability & structure

Clear and easy to read copy maintains user engagement and reduces bounce rates.

READING EASE	SEO READABILITY	SENTENCES	TOTAL WORDS
89 / 100	81.69 / 100	76.0	228
Flesch reading ease	Formula score	3.09 words/sentence	Word count

Readability formulas



Text facts

Reading level	**1st and 2nd grade**
Complex words	**30.0 (12.77 %)**
Syllables per word	**1.35**
Characters	**1360.0**

Content checks

- × Word count · 228 words
- × Keyword density · 4 uses, 3.51 %
- × Readability · Score 89 / 100

TAKEAWAY

Keep sentence structure concise and paragraphs well-spaced to ensure optimal reading comfort.

PROBLEMS

Critical issues to resolve

These issues carry the highest penalty and directly affect performance and indexing.

Problem · Keyword & on-page **One H1 heading**
Why it matters

One clear H1 tells search engines and readers the main topic of the page.

How to fix

Keep one H1 that describes the page and change the others to H2.

Problem · Speed **Fully Loaded Time**
Why it matters

Slow pages lose visitors and rank lower, especially on phones.

How to fix

Compress images, defer scripts, cache pages and remove unused plugins or widgets.

Problem · Speed **Time to First Byte (TTFB)**
Why it matters

A slow first byte delays everything else on the page.

How to fix

Use page caching, a CDN or a faster host.

Problem · Speed **Server Response Time**
Why it matters

A slow server response delays the whole page.

How to fix

Turn on page caching and check slow database queries or plugins.

WARNINGS

Opportunities to optimize next

Secondary issues that improve ranking potential when addressed.

Keyword & on-page **Meta description length**
The description is your ad text in search results. A clear, complete one gets more clicks. **Fix:** Write 120–160 characters that say what the page offers and give a reason to click.
Keyword & on-page **Heading hierarchy order**
Search engines and screen readers use heading hierarchy to understand section nesting. **Fix:** Do not jump from H1 to H3 or H2 to H4; step down one heading level at a time.
Content **Word count**
Thin pages rarely answer the full question, so they struggle against longer competitors. **Fix:** Add sections that answer common questions: prices, process, areas served and FAQs.
Content **Keyword density**
Too few mentions make the topic unclear; too many look spammy to Google and to readers. **Fix:** Replace some mentions of “flavour fields” with natural variations.
Images **Image alt text**
Alt text helps blind visitors and lets images rank in Google Images. **Fix:** Describe each image in a few words.
Speed **First Contentful Paint**
Visitors leave when the screen stays blank. **Fix:** Inline critical CSS, defer render-blocking scripts and preload the main font.
Speed **HTTP Requests**
Every request adds a round trip, which slows the page on mobile networks. **Fix:** Combine files, remove unused scripts and lazy-load images and embeds.
Keyword & on-page **Title length should be between 50 to 60 characters**
Search results show about 60 characters of a title. A cut-off or very short title gets fewer clicks. **Fix:** Write a title of 50 to 60 characters that leads with the main topic.
Keyword & on-page **Meta description length should be between 140 to 160 characters**
The meta description is your ad text in search results. A complete, clear one earns more clicks. **Fix:** Write 140 to 160 characters that say what the page offers and give a reason to click.
Keyword & on-page **Page should contain at least one H1 tag**
One clear H1 tells search engines and readers the main topic of the page. **Fix:** Add one H1 at the top of the main content that says what the page is about.
Keyword & on-page **Page should contain at least one H2 tag**
Sub-headings split the page into sections that people can skim and Google can understand. **Fix:** Break the content into sections with H2 headings, and use H3s for sub-sections.

SPEED

Page load & resource weight

Faster pages convert visitors better and rank higher in search results.



Speed score / 100

LOAD TIME
6.03 s
Target: < 2 s

PAGE SIZE
632.7 KB
Total resources

REQUESTS
95
HTTP requests

Loading metrics

METRIC	RESULT	TARGET	AVG SITE	RATING
Fully Loaded Time	**6.03 s**	2.0 s	4.0 s	Poor
First Contentful Paint	**2.5 s**	1.8 s	3.0 s	Needs work
Time to First Byte (TTFB)	**1892.0 ms**	200.0 ms	500.0 ms	Poor
Server Response Time	**875.0 ms**	200.0 ms	400.0 ms	Poor
Server Connection Time	**512.0 ms**	200.0 ms	400.0 ms	Poor
Server Blocking Time	**1800.15 ms**	200.0 ms	600.0 ms	Poor
HTTP Requests	**95.0**	75.0	100.0	Needs work
Page Size	**632.67 KB**	150.0 KB	200.0 KB	Poor

Resource breakdown

HTML: **0.0 KB** (0.0 %) CSS: **0.0 KB** (0.0 %) JavaScript: **285.1 KB** (45.1 %) Images: **288.7 KB** (45.6 %) Other: **58.9 KB** (9.3 %)

LINKS & TECHNICAL

Link integrity & technical health

Links, image assets and modern technical standards powering the page.

INTERNAL LINKS	EXTERNAL LINKS	BROKEN LINKS	FAILED REQUESTS
70	16	0	0
Site links	Outbound	All work	Network errors

TOTAL IMAGES	MISSING ALT TEXT	IMAGES > 100 KB	MODERN FORMATS
51	45	0	Active
On page	Accessibility	Heavy images	WebP / AVIF

Repeated links (used > 3 times)

URL	OCCURRENCES
/	13 times

Technical & server configuration

Canonical URL	**Set**
robots.txt	**Found**
Meta robots	**index, follow**
HTTP/2 protocol	—
Charset declaration	**UTF-8 / Declared**
Schema.org JSON-LD	**None detected**
Security headers (HSTS / CSP)	**Standard**

- ✓ Mobile viewport
- ✓ Legible font sizing
- ✓ Touch target spacing
- ✓ Gzip/Brotli compression

PASSED CHECKS & NEXT STEPS

Passed checks & action plan

47 checks passed successfully. Follow the phased plan below to maximize keyword ranking.

Key passed checks

- ✓ Title length
- ✓ Keyword in title
- ✓ Keyword in meta description
- ✓ Readability
- ✓ Broken links and resources
- ✓ Internal links
- ✓ Image file size
- ✓ Text compression
- ✓ Viewport tag
- ✓ Canonical tag
- ✓ robots.txt
- ✓ Indexable
- ✓ Favicon
- ✓ Deprecated HTML
- ✓ URL length is good
- ✓ Underscore not found in the URL
- ✓ Uppercase letters not found in the URL
- ✓ URL starts with the exact keyword

Recommended next steps

This week
Resolve critical placement

Address headings, meta description and title keyword alignment to establish relevance.

This month
Optimize speed & media

Compress heavy images, add missing alt text, and defer non-essential JavaScript.

Ongoing
Monitor rankings

Track search position changes for “flavour fields” and refine content periodically.

SUMMARY

Audited 94 checks on 02 Nov 2026 for target keyword “**flavour fields**”.