



Website review upgrade2.co.uk

Generated on April 20 2024 19:22 PM

The score is 64/100



SEO Content

	Title	UP2 upgrade2 - ancillary ecommerce for hotels Length : 47 Perfect, your title contains between 10 and 70 characters.												
	Description	upgrade2 is the world's first post-sales add-on, upgrade and upsell ancillary e-commerce engine for hotels that works for all pre-sale, during stay, and post stay times. We drive incremental revenue and help hotels enhance the guest experience. Here you will find information about how hoteliers around the world can engage with customers better. Length : 354 Ideally, your meta description should contain between 70 and 160 characters (spaces included).												
	Keywords	Very bad. We haven't found meta keywords on your page.												
	Og Meta Properties	Good, your page take advantage of Og Properties. <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>site_name</td><td>UP2 &#124; upgrade2</td></tr><tr><td>title</td><td>UP2 upgrade2 - ancillary ecommerce for hotels</td></tr><tr><td>url</td><td>https://www.upgrade2.co.uk</td></tr><tr><td>type</td><td>website</td></tr><tr><td>description</td><td>upgrade2 is the world's first post-sales add-on, upgrade and upsell ancillary e-commerce engine for hotels that works for all pre-sale, during stay, and post stay times. We drive incremental revenue and help hotels enhance the guest experience. Here you will find information about how hoteliers arou</td></tr></tbody></table>	Property	Content	site_name	UP2 | upgrade2	title	UP2 upgrade2 - ancillary ecommerce for hotels	url	https://www.upgrade2.co.uk	type	website	description	upgrade2 is the world's first post-sales add-on, upgrade and upsell ancillary e-commerce engine for hotels that works for all pre-sale, during stay, and post stay times. We drive incremental revenue and help hotels enhance the guest experience. Here you will find information about how hoteliers arou
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SEO Content





image	http://static1.squarespace.com/static/53666d71e4b0b3f114a79822/t/61e54102ffebfd582be492b8/1642414339013/Upgrade2HeaderImage.jpg?format=1500w
image:width	909
image:height	425

Headings





H1	H2	H3	H4	H5	H6
22	2	17	0	0	0

- [H1]
- [H1] UP2 | Upgrade2
- [H1] UP2 | Upgrade2
- [H1] up2 Preferences
- [H1] up2 Preferences
- [H1] Letting guests adjust their stay
- [H1] Up2 Add Ons
- [H1] Up2 Add Ons
- [H1] Enabling Guests To Purchase Add-Ons As And When They Want
- [H1] up2 Standby
- [H1] up2 Standby
- [H1] Guests can buy an option to upgrade on arrival. If the better room is available then you sell it to them!
- [H1] Upgrade2 Trees!
- [H1] Upgrade2 Trees!
- [H1] UP2 can now help Your hotel guests Plant trees Every Time They stay with you.
- [H1] Pre Arrival Check In
- [H1] Pre Arrival Check In
- [H1] safe
- [H1] Delight guests
- [H1] SpeedYCheck-in
- [H1] up2 e-mail
- [H1] up2 e-mail
- [H2] OUR LATEST NEWS AND PRODUCTS
- [H2] Subscribe
- [H3] Every day, hotels around the world receive millions of reservations through multiple on-line and off-line channels. Invariably, after a reservation is placed, not very much happens at all... This is where we come in.
- [H3] UP2 is a unique product, designed to help hoteliers offer more to their customers, after a reservation is made.
- [H3] UP2 Ancillary Sales
- [H3] UP2 E-MAIL AUTOMATION
- [H3] Upgrade2Trees
- [H3] UP2 Pre-Arrival Check-In
- [H3] Guest Itinerary Portal (Jan 2024)
- [H3] A happy guest is now worth more than ever before.
- [H3] Let your guests tell you what they want
- [H3] EASY as 1,2,3!
- [H3] Your Tree Has Been Planted. Thank you so much!
- [H3] TO FIND MORE, CONTACT US USING THE CHAT OPTION ON

SEO Content

		<p>the bottom right of THIS PAGE, OR SIMPLY click here to open our contact us form.</p> <ul style="list-style-type: none"> • [H3] contactless check-in • [H3] by offering them options • [H3] Reduce Staff Workload • [H3] Automated, personal, stay-specific offers, directly in your customers' confirmation e-mails, INBOXES, and EVEN IN the OTA communications platforms • [H3] Upgrade2 now offers an out-of-the-box ability to create links on your reservation confirmation, modification, or even cancellation and promotional e-mails (even if they have booked from one of the OTAs) which will prompt these confirmed reservation guests to interact with you - and increase both your revenues and Your improve substantially your customer satisfaction metrics.
	Images	<p>We found 36 images on this web page.</p> <p>6 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>
	Text/HTML Ratio	<p>Ratio : 17%</p> <p>Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.</p>
	Flash	Perfect, no Flash content has been detected on this page.
	Iframe	Great, there are no Iframes detected on this page.

SEO Links

	URL Rewrite	Good. Your links looks friendly!
	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 21 links including 1 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 38.1%</p> <p>Internal Links 61.9%</p>

In-page links

Anchor	Type	Juice
Joy Killmar	Internal	Passing Juice
Thavorn Group Ancillary Sales At Record Highs	Internal	Passing Juice
SELLING ANCILLARY PRODUCTS FOR HOTELS RULE 4 - RESPECT THE RECIPIENT	Internal	Passing Juice
Contact Us To Learn More	Internal	Passing Juice
Click here to request a demo	External	Passing Juice
contact us	Internal	Passing Juice
Twitter	External	Passing Juice
Facebook	External	Passing Juice
LinkedIn	External	Passing Juice
Instagram	External	Passing Juice
here	Internal	Passing Juice
here	Internal	Passing Juice
If you are new to UP2	Internal	Passing Juice
Corporate Social Responsibility	Internal	Passing Juice
Beehive Hospitality Partners	External	Passing Juice
Cookiebite Partners	External	Passing Juice
Upgrade2 Trees Explained	Internal	Passing Juice
UP2 Trees 4 Hotels	Internal	Passing Juice
Demo Hotel	Internal	Passing Juice
Upgrade2Trees 4 Guests	Internal	Passing Juice
Davis Aniston Stallard Hospitality Consultants	External	Passing Juice

SEO Keywords








Keywords Cloud

hotel all **guests up2** from upgrade2 stay
upgrade them guest





Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
guests	38	✘	✘	✘	✔
up2	35	✔	✘	✘	✔
upgrade2	21	✔	✘	✔	✔
guest	20	✘	✘	✔	✔
all	19	✘	✘	✔	✔








Usability

	Url	Domain : upgrade2.co.uk Length : 14
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is en.
	Dublin Core	This page does not take advantage of Dublin Core.

Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 84 Warnings : 22
	Email Privacy	Warning! At least one email address has been found in the plain text.





Document

	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<ul style="list-style-type: none"> Excellent, your website doesn't use nested tables. Too bad, your website is using inline styles. Great, your website has few CSS files. Too bad, your website has too many JS files (more than 6). Perfect, your website takes advantage of gzip.

Mobile

	Mobile Optimization	<ul style="list-style-type: none"> Apple Icon Meta Viewport Tag Flash content
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Optimization

	XML Sitemap	Great, your website has an XML sitemap. https://www.upgrade2.co.uk/sitemap.xml
	Robots.txt	http://upgrade2.co.uk/robots.txt Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool. You can also use this free tool to analyse estimated website worth of any website.  Google Analytics