Report for
kingspan.com

100 pages tested on 10th February 2014

This report was limited to 100 pages.

6.6 **Overall**
The overall score for this website.

5.9 **Accessibility**
How accessible the website is to mobile and disabled users.

6.2 **Content**
The quality and volume of content in this website.

6.3 **Marketing**
How well this website is marketed online.

6.7 **Technology**
How well designed and built the website is.

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Key points

❌ ## Files are missing
Suggests a technical problem, and may slow down the website.

❌ ## Not W3C compliant
Compliant pages are generally more accessible and compatible with more browsers.

ℹ️ ## Modest amount of content
Search engines judge you heavily on your content.

⚠️ ## Occasionally shared socially
Facebook and Twitter can contribute to traffic and brand awareness.

⚠️ ## Writing is quite hard to understand
Easy-to-understand text benefits users and search engines.

⚠️ ## Potential typosquatter
Typosquatters register similar domain names hoping to attract and sometimes deceive your visitors.

✅ ## Well linked to
Sites with more incoming links rank higher in search engines.

✅ ## Optimised for sharing
Makes use of Open Graph for sharing on social networks.

✅ ## Analytics is used
Analytics allow for detailed analysis of visitor behaviour.

✅ ## Alternative text is used almost everywhere
Alternative text tells blind users what your images contain.

✅ ## Quite quick to load
Slow pages put off users and lower search engine rankings.

✅ ## Updated regularly
Regular updates promote higher search engine rankings.

✅ ## Quite popular
Compared to other websites.

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Summary

5.9   Accessibility summary

How accessible the website is to people with disabilities, users on mobile phones and other devices.

Key points

❌ **Not W3C compliant**
Compliant pages are generally more accessible and compatible with more browsers.

⚠️ **Link styles could be improved**
Links should change appearance when hovered over, visited and selected.

⚠️ **Writing is quite hard to understand**
Easy-to-understand text benefits users and search engines.

✅ **Uses CSS for layout**
CSS is the preferred technology for building webpages (compared with tables).

✅ **Alternative text is used almost everywhere**
Alternative text tells blind users what your images contain.

✅ **URLs are clear**
Simple URLs help users share webpages.

6.2   Content summary

The quality and volume of content in this website.

Key points

❌ **Content doesn't match keywords well**
To rank competitively in search engines, content must match desired keywords

ℹ️ **Modest amount of content**
Search engines judge you heavily on your content.

⚠️ **Writing is quite hard to understand**
Easy-to-understand text benefits users and search engines.

⚠️ **Occasionally shared socially**
Low sharing suggests content could be more appealing.

✅ **Includes contact details**
You should check these details are correct and appropriate.

✅ **Updated regularly**
Regular updates promote higher search engine rankings.

6.3 **Marketing summary**

How well this website is marketed online.

This includes Search Engine Optimisation (SEO) and social marketing.

Key points

❌ **Not on Facebook**
Or no Facebook page could be found linked from this website.

❌ **Not on Twitter**
Or no Twitter account could be found linked from this website.

❌ **Content doesn't match keywords well**
To rank competitively in search engines, content must match desired keywords

ℹ **Modest amount of content**
Search engines judge you heavily on your content.

⚠ **Occasionally shared socially**
Facebook and Twitter can contribute to traffic and brand awareness.

⚠ **Writing is quite hard to understand**
Easy-to-understand text benefits users and search engines.

⚠ **Potential typosquatter**
Typosquatters register similar domain names hoping to attract and sometimes deceive your visitors.

✅ **Ranks very highly in search engines**
Ranking highly in search engines brings relevant visitors to your website.

✅ **Well linked to**
Sites with more incoming links rank higher in search engines.

✅ **Optimised for sharing**
Makes use of Open Graph for sharing on social networks.

✅ **Analytics is used**
Analytics allow for detailed analysis of visitor behaviour.

✅ **URLs are clear**
Simple URLs help users share webpages.

✅ **Quite quick to load**
Slow pages put off users and lower search engine rankings.

✅ **Titles and descriptions are well optimised**
Pages should have titles and descriptions optimised for search engine results.

✅ **Updated regularly**
Regular updates promote higher search engine rankings.

✅ **Quite popular**
Compared to other websites.

✅ **Alternative text is used almost everywhere**
Alternative text tells search engines what your images contain, aiding SEO.

6.7 **Technology summary**

How well designed and built the website is.

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Key points

❌ **Files are missing**
Suggests a technical problem, and may slow down the website.

❌ **Not W3C compliant**
Compliant pages are generally more accessible and compatible with more browsers.

✅ **Uses CSS for layout**
CSS is the preferred technology for building webpages (compared with tables).

✅ **Optimised for sharing**
Makes use of Open Graph for sharing on social networks.

✅ **Analytics is used**
Analytics allow for detailed analysis of visitor behaviour.

✅ **Mostly optimised for printing**
Based on the presence of print-specific styles.

✅ **URLs are clear**
Simple URLs help users share webpages.

✅ **Alternative text is used almost everywhere**
Alternative text tells blind users what your images contain.

✅ **Titles and descriptions are well optimised**
Pages should have titles and descriptions optimised for search engine results.

✅ **Quite quick to load**
Slow pages put off users and lower search engine rankings.

Individual tests

0.0 **Missing files**

98 missing files were found spread over 98 pages.

This suggests a technical problem. It may not be noticeable to users, but you should check to be sure. Missing files can also slow down your site unnecessarily.

Missing files

98

Pages with missing files

98

List of missing files

File	Used by page
header-update-bg.png	www.kingspan.com/our-products/insulation.aspx?p=1
header-update-bg.png	www.kingspan.com/investors/factsheet.aspx?p=1
header-update-bg.png	www.kingspan.com/our-products/environmental.aspx
header-update-bg.png	www.kingspan.com/about-kingspan/corporate-governance/board-committees.aspx
header-update-bg.png	www.kingspan.com/media/releases/pr2013/11-11-2013.aspx
header-update-bg.png	www.kingspan.com/about-kingspan/leadership.aspx?p=1
header-update-bg.png	www.kingspan.com/about-kingspan/history.aspx
header-update-bg.png	www.kingspan.com/our-products/access-floors/access-floor-systems.aspx?p=1

98 found (only showing top 8)

Missing files are detected using a simulated browser.

0.0 **Facebook**

This website does not appear to be on Facebook, as no link to a Facebook page was found in this website.

If this website does have a Facebook page, it should be linked to by this website. It is possible this website links to a page which is only visible to logged in Facebook users. If this is the case, it cannot be detected automatically, and consider making the page publicly visible.

Not every organisation benefits from a Facebook page, but nearly all should consider one. A Facebook page is free, and provides a popular channel for communicating with your fans and customers.

0.0 **Link states**

Links do not change appearance when they are hovered over. This can aid usability by clarifying what areas of the screen are clickable.

Links do not change appearance when they have been visited. For optimal accessibility it is recommended to distinguish most links the user has already visited.

Links do not change appearance when selected. Focused links are links which the user has selected, for example by clicking on them or selecting them with the keyboard.

Specify a distinct hover CSS pseudo class for all links, wherever appropriate.

Specify a distinct visited CSS pseudo class for all links, wherever appropriate.

Specify a distinct focus CSS pseudo class for all links, wherever appropriate.

Hovered-over links

0% distinct

Visited links

0% distinct

Focused links

0% distinct

Active links

0% distinct

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0.0 Twitter

This website does not appear to be on Twitter, as no link to a Twitter account was found in this website.

If this website does have a Twitter account, it should be linked to by this website.

Not every organisation benefits from a Twitter account, but nearly all should consider one. A Twitter account is free, and provides a popular channel for communicating with your fans and customers.

0.0 W3C compliance

No pages are W3C compliant.

W3C compliance is an international standard for measuring code quality, accessibility and browser compatibility.

W3C compliant

0%

XHTML 1

Every page of this website is written using XHTML 1.

XHTML 1 is a widely supported, extensible standard for coding webpages. It is safe for general purpose use on all websites.

0.5 Spelling

463 potential spelling errors were found on this website. All pages appear to contain at least one spelling error.

You can review potentially misspelt words below.

Pages checked

100

Pages skipped

0

Possible misspelt words

Kingspan, Kingspan's, KoolDuct, Kooltherm, Therma, Tarec, Renewables, Klargester, Investis, RoSPA, Rigidal, Paribas, Optim-R, Merchanting, Greencore, Exane, EnvelopeFirst, e.mail, Citi, ThyssenKrupp + 48 more.

This test looks for words it does not recognise in the visible and invisible text on a webpage: meta descriptions, page titles and alternative text are all checked. Spell checking is case-sensitive; for example 'David' is correctly spelt, but 'david' is not.

2.2 Social interest

10% of this website (10 pages) has been shared socially.

Both Facebook and Twitter were tested, the two most popular social networks worldwide.

Likes

126 Likes for pages in this site

Tweets

14 Tweets linking to this site

Facebook breakdown
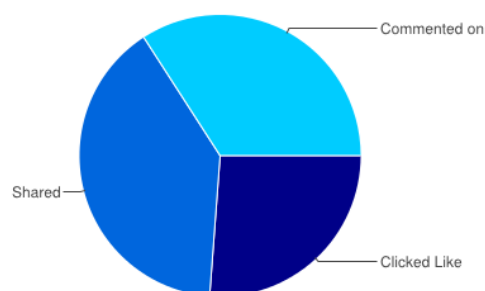
Clicked Like

33

Shared

50

Commented on

43

Pages with any social interest

Page	Likes	Tweets	Total
www.kingspan.com/	115	8	123
www.kingspan.com/careers/graduate-recruitment/message-group-ceo.aspx	3	2	5
www.kingspan.com/our-products/access-floors/access-floor-systems.aspx	1	2	3
www.kingspan.com/investors/financial-reports-and-presentation/2013.aspx?p=1	2	0	2
www.kingspan.com/investors/financial-reports-and-presentation/2013.aspx	2	0	2
www.kingspan.com/investors/key-financial.aspx?p=1	1	0	1

Page	Likes	Tweets	Total
www.kingspan.com/our-products/access-floors/access-floor-systems.aspx?p=1	1	0	1
www.kingspan.com/about-kingspan/leadership/key-management.aspx	0	1	1
www.kingspan.com/investors/key-financial.aspx	1	0	1
www.kingspan.com/media/releases/pr2013/19-08-2013.aspx	0	1	1

2.7 Content keywords

This content of this website is poorly matched to the keywords it is aiming to rank for in search engines.

75 desired keywords (facelift saves energy - kingspan group plc, cpd from kingspan clarifies regulatory requirements - kingspan group plc, kingspan access floors autumn 2010 - kingspan group plc ...) are not mentioned anywhere in this website at all. To rank competitively for a keyword, this site needs to include content about it.

Content for each keyword

How many pages feature each keyword, and how strongly they emphasise them.

Keyword	Pages	Emphasis
kingspan	100	
high performance kw15 wind turbine	2	
insulation boards for roofs	10	
explore kingspan's product & country sites - kingspan group plc	2	
community relationships - kingspan group plc	2	
kingspan wind launching high performance kw15 wind turbine at all-energy 2013 -	2	
our integrated approach has made our products first choice with architects	1	
five year summary	4	
health & safety - kingspan group plc	3	
the group's range of high performance solutions	1	

196 found (only showing top 10)

Report for

kingspan.com

Page analysis

Which keywords are featured on which page.

	Page	Includes keywords
✅	www.kingspan.com/our-responsibilities/contacts.aspx	kingspan, contacts - kingspan group plc, kingspan worldwide - kingspan group plc, responsibility - kingspan group plc, our ambition - kingspan group plc, our products - kingspan group plc, awards - kingspan group plc
✅	www.kingspan.com/investors/calendar/calendar-archive/2014.aspx	kingspan, calendar - kingspan group plc, calendar archive - kingspan group plc, archive - kingspan group plc, our products - kingspan group plc, our ambition - kingspan group plc, about kingspan - kingspan grou
✅	www.kingspan.com/site-services/contact-us/insulated-panels.aspx	insulated panels - kingspan group plc, kingspan, kingspan worldwide - kingspan group plc, site map - kingspan group plc, insulation - kingspan group plc, environmental - kingspan group plc, privacy & cookies - kingspa
✅	www.kingspan.com/our-products/insulation/insulation-boards.aspx	kingspan, insulation boards for roofs, insulation - kingspan group plc, walls and floors - kingspan group plc, our products - kingspan group plc, our ambition - kingspan group plc, about kingspan - kingspan gro
✅	www.kingspan.com/media/releases/pr2013/19-08-2013.aspx	kingspan, results for the six months ended 30 june 2013 - kingspan group plc, 2013 - kingspan group plc, the global leader in high performance insulation and building envelope solutions, results centre - kingspan group plc
✅	www.kingspan.com/our-products/insulation/pipe-insulation.aspx	kingspan, insulation - kingspan group plc, pipe insulation - kingspan group plc, insulation boards for roofs, our products - kingspan group plc, our ambition - kingspan group plc, about kingspan - kingspan grou
✅	www.kingspan.com/our-products/insulation/ductwork-insulation.aspx	kingspan, insulation - kingspan group plc, ductwork insulation - kingspan group plc, insulation boards for roofs, our products - kingspan group plc, our ambition - kingspan group plc, about kingspan - kingspan
✅	www.kingspan.com/our-products/access-floors/access-floor-systems.aspx	kingspan, access floor systems - kingspan group plc, kingspan group are the world's largest supplier of raised access flooring, our products - kingspan group plc, our ambition - kingspan group plc, insulated panels
✅	www.kingspan.com/about-kingspan.aspx	kingspan, about kingspan - kingspan group plc, contacts - kingspan group plc, our products - kingspan group plc, our ambition - kingspan group plc, kingspan recognises the importance of conducting its business in a so
✅	www.kingspan.com/investors/investor-contacts.aspx	kingspan, contacts - kingspan group plc, investor contacts - kingspan group plc, our products - kingspan group plc, our ambition - kingspan group plc, about kingspan - kingspan group plc, global presence - king

100 found (only showing top 10)

5.0 Open Graph

This website makes use of Open Graph tags, but there is room for improvement.

Open Graph tags tell Facebook and other social networks how to share content on this site. Using them correctly makes it more likely content from this website will be shared or clicked on.

Adding Open Graph tags is relatively straightforward for most sites. At a minimum, you should have a title, description, image, type and site name for every page.

Has title

100% (og:title)

Has description

100% (og:description)

Has image

0% (og:image)

Has site name

0% (og:site_name)

5.7 Incoming links

About 658 other websites were found linking to this website.

Generally the more links to a website, the higher it will rank in search engines. Good websites will tend to accumulate links naturally over time.

The website is well linked to.

Consider potential link building strategies.

Incoming links

16,264 links to this website

Incoming linking sites

658 sites link to this website

Source: SEOmoz, at 10th February 2014. Authority refers to the authority of the domain.This test only counts juice-passing links, which means some links may be excluded on purpose. The number of incoming links will always vary from source to source.

6.3 Popularity

This website is ranked 782,141st in the world for popularity (source: Alexa). In the last 3 months, this website has become slightly less popular.

This is quite low and suggests the website is infrequently visited.

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Popularity rank

782,141st

3 month change

Down 8.8%

Relative popularity

Popularity rank of this website.

#	Site	Rank	3 month change
1	www.kingspan.com	782,141st	Down 9%

Source: Alexa, at 10th February 2014. All figures are best estimates for the whole domain shown.

6.3 **Speed**

This website is fairly quick to load.

On average pages take 4.5 seconds to download (on a simulated 4Mb broadband connection).

On average individual pages are fairly quick to respond (0.9 seconds per page).

Load time
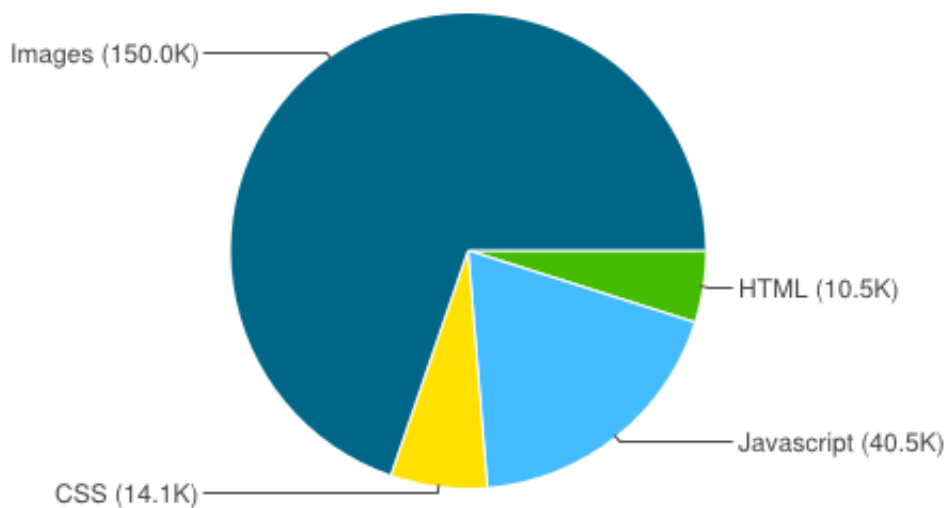
4.5s

How long on average webpages take to load completely.

Response time

0.9s

How long on average webpages take to respond (i.e. to start to load).

Average page sizes

Images (150.0K)

HTML (10.5K)

Javascript (40.5K)

CSS (14.1K)

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The response time is usually a measure of the application powering the website (e.g. a Content Management System or webserver) and the power of any servers running that application.

Good application performance means webpages feel responsive to users, and the server is more likely to handle higher volumes of traffic. Poor performance will dissuade users and search engines from the site.

Response time summary
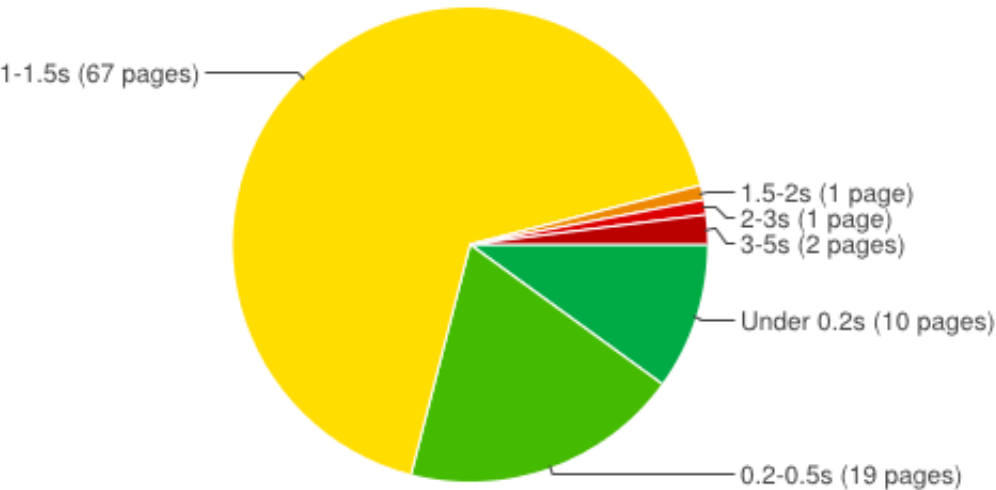
Page speeds are calculated for a simulated web browser and connection speed (4Mb broadband). Javascript files are loaded but not executed. Response time refers to the time between the page request being full sent, and the first byte of a response being received, and only applies to HTML documents. Response times can vary depending on how the website was performing at the time it was tested.

6.3 **Readability**

This website has an average reading age of 16. Readers need to have been educated to around age 16 to understand this site.

In developed countries the average reading age of adults is about 14.

Reading age

16

Example sentence

"WE PUBLISH THE WEBSITE 'AS IS' WITHOUT ANY WARRANTY OF ANY KIND, EXPRESS OR IMPLIED, AS TO THE OPERATION OF OUR SITE, THE ACCURACY OF THE INFORMATION OR THE PRODUCTS OR SERVICES REFERRED TO ON THE WEBSITE (IN SO FAR AS SUCH WARRANTIES MAY BE EXCLUDED UNDER ANY RELEVANT LAW) AND NEITHER WE NOR KINGSPAN GROUP PLC SHALL BE LIABLE FOR ANY LOSSES OR DAMAGE THAT MAY RESULT FROM USE OF THE WEBSITE AS A CONSEQUENCE OF ANY INACCURACIES IN, OR ANY OMISSIONS FROM, THE INFORMATION WHICH THEY MAY CONTAIN."

Pages by reading age
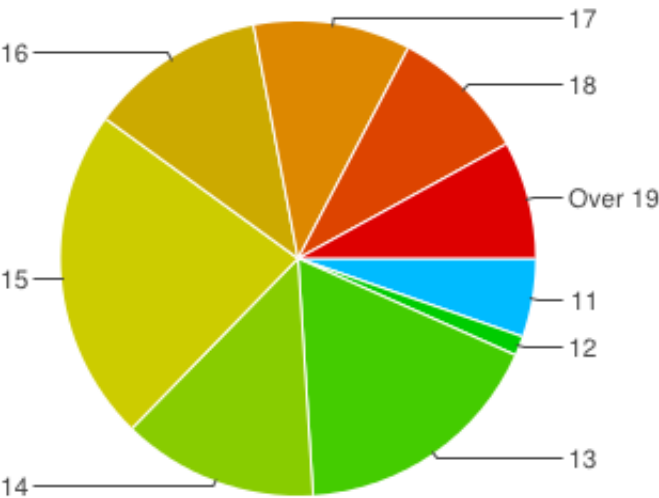
7.8 **Search engine results**

Nearly all pages in this website should appear clearly in search engine results, which will help encourage people to visit this site.

A website can control most of the text that appears in search engine results, seen below. Well chosen titles and descriptions for each page will encourage people to click on your entry in search engine results, increasing the traffic to your site.

Search Engine Results

How pages in this website will typically appear in Google results.

-	Search Engine Result	Issues
✓	**Home - Kingspan Group PLC** Our world is increasingly at risk from the effects of climate change. Kingspan is uniquely positioned within the building sector to meet the ... www.kingspan.com/	Description is too long.
✗	**Insulated Panels - Kingspan Group PLC** Insulated Panels www.kingspan.com/site-services/contact-us/insulated-panels.aspx	Title duplicated elsewhere.Description is too short.
✓	**Explore Kingspan's Product & Country sites - Kingspan Group PLC** Explore Kingspan's Product & Country sites www.kingspan.com/site-services/product-finder.aspx	
✓	**About Kingspan - Kingspan Group PLC** Kingspan Group is a leading provider of a range of sustainable products for the construction industry. The Group's principal activities comprise the ... www.kingspan.com/about-kingspan.aspx	Description is too long.
✓	**Overview - Kingspan Group PLC** Insulated Panels Insulated Roof & Wall Panels Integrated Solar Solutions BENCHMARK Architectural Façade Systems Controlled Environments Structural ... www.kingspan.com/about-kingspan/overview.aspx	Description is too long.
✓	**Global Presence - Kingspan Group PLC** Kingspan has significant operations in Ireland and the UK, accounting for approximately 70% of the Group's revenues in 2007. Historically, the group's ... www.kingspan.com/about-kingspan/global-presence.aspx	Description is too long.
✓	**Strategy - Kingspan Group PLC** The Group's strategic focus is to pursue a broadening geographic footprint of sustainable building solutions, with market leading positions in regions ... www.kingspan.com/about-kingspan/strategic-goals.aspx	Description is too long.
✓	**Leadership - Kingspan Group PLC** The Board provides the Company with entrepreneurial leadership and effective controls. It sets the Company's strategic aims, and establishes the ... www.kingspan.com/about-kingspan/leadership.aspx	Description is too long.
✓	**The Board - Kingspan Group PLC** The directors continue to endorse and apply the principles of good corporate governance set out in the Combined Code. www.kingspan.com/about-kingspan/corporate-governance/the-board.aspx	
✓	**History - Kingspan Group PLC** The Group was founded in the late 1960s as a small engineering business by Eugene Murtagh who was later joined by his brother Brendan in the early ... www.kingspan.com/about-kingspan/history.aspx	Description is too long.

100 found (only showing top 10)

9.2 **Freshness**

This site appears to have been updated recently (5 days ago). On average, this site appears to be updated every 2 weeks.

Up-to-date content creates a positive impression of a website and gives visitors more reason to visit often.

This analysis is an estimate, based on dates mentioned within the website - the same dates that real visitors will see, such as article dates and blog comments. Only the appearance of up-to-date content is considered, not images or page designs.

Most recent update

5 days ago

Update frequency

Every 2 weeks

Perceived age
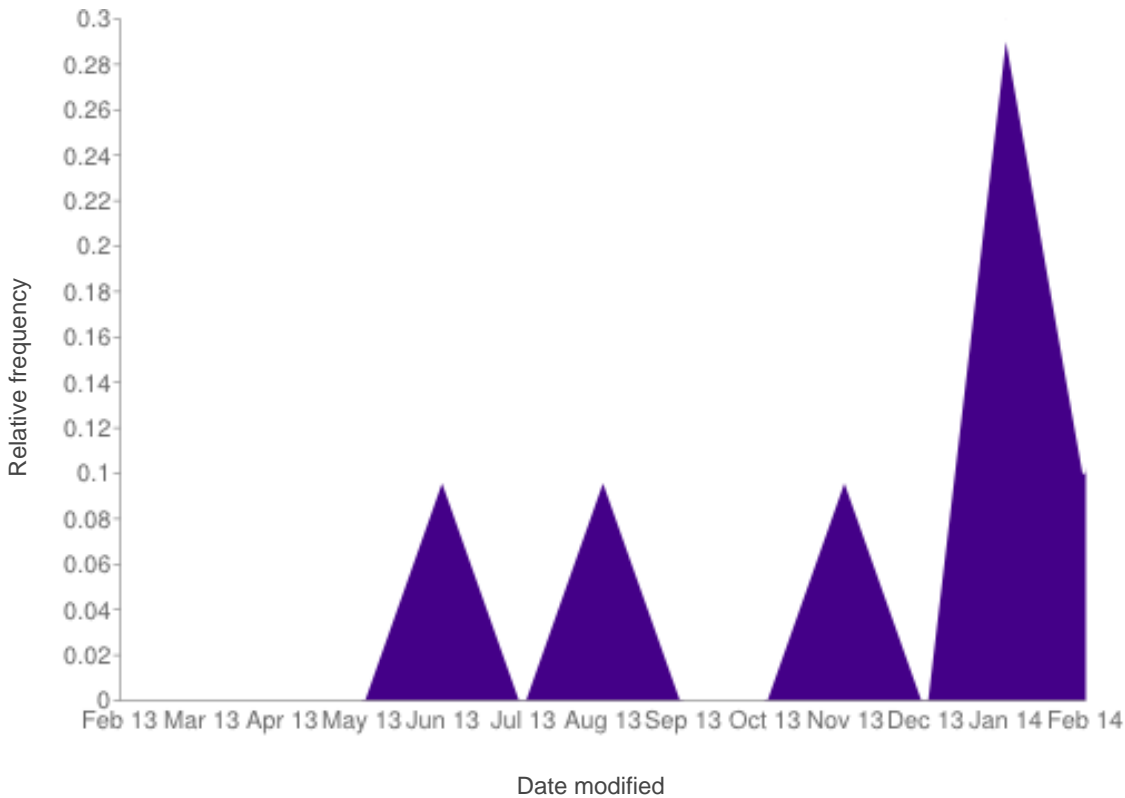
9.5 **Printability**

The majority (84.0%) of this website appears to be optimised for printing.

Wherever possible, a website should define specific 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.

Add print-specific stylesheets for all pages, wherever possible. In most cases, one shared print stylesheet can cover the whole website.

Optimised for printing

84.0%

Best practice

All content pages in the site should have print-specific styles defined using CSS. Use this stylesheet to hide navigation and other irrelevant areas of the page (such as Flash, which doesn't print).

Not printable

Page	Importance
www.kingspan.com/about-kingspan/history.aspx?p=1	★☆☆☆☆
www.kingspan.com/investors/results-centre.aspx?p=1	★☆☆☆☆
www.kingspan.com/about-kingspan/corporate-governance/the-board.aspx?p=1	★☆☆☆☆
www.kingspan.com/investors/factsheet.aspx?p=1	★☆☆☆☆
www.kingspan.com/about-kingspan/strategic-goals.aspx?p=1	★☆☆☆☆
www.kingspan.com/our-products/access-floors/access-floor-systems.aspx?p=1	★☆☆☆☆
www.kingspan.com/our-products/environmental.aspx?p=1	★☆☆☆☆
www.kingspan.com/about-kingspan/overview.aspx?p=1	★☆☆☆☆
www.kingspan.com/about-kingspan/global-presence.aspx?p=1	★☆☆☆☆
www.kingspan.com/our-products/insulated-panels.aspx?p=1	★☆☆☆☆

16 found (only showing top 10)

9.6 **Typosquatting**

It appears that at least one variation of the domain name www.kingspan.com is being used by domain squatters.

Note that at least 2 mis-typed variations of this domain name appear to belong to other legitimate websites. They could be domain squatters which I cannot recognise - you should check these manually.

Note: this test does not affect the summary scores for this website.

💡 Investigate this apparent domain squatter: bidr.trellian.com.

Possible domain typos

-	Domain name	Status
✅	www.kingspan.com	This website
❌	www.kingsan.com	Apparent domain squatter: bidr.trellian.com
✅	www.kingspa.com	Domain used by third party - check
✅	www.kingpan.com	Domain used by third party - check
✅	www.kingpsan.com	Not used
✅	www.kignspan.com	Not used
✅	www.kinsgpan.com	Not used
✅	www.kngspan.com	Not used
✅	www.kigspan.com	Not used
✅	www.kingspn.com	Not used

14 found (only showing top 10)

9.8 **Analytics**

99.0% of this website is using Google Analytics.

Analytics allows you to measure the behaviour of visitors to your website in detail. Ideally you should include analytics on all of your pages.

Report for
kingspan.com

Analytics used

Google Analytics — No analytics
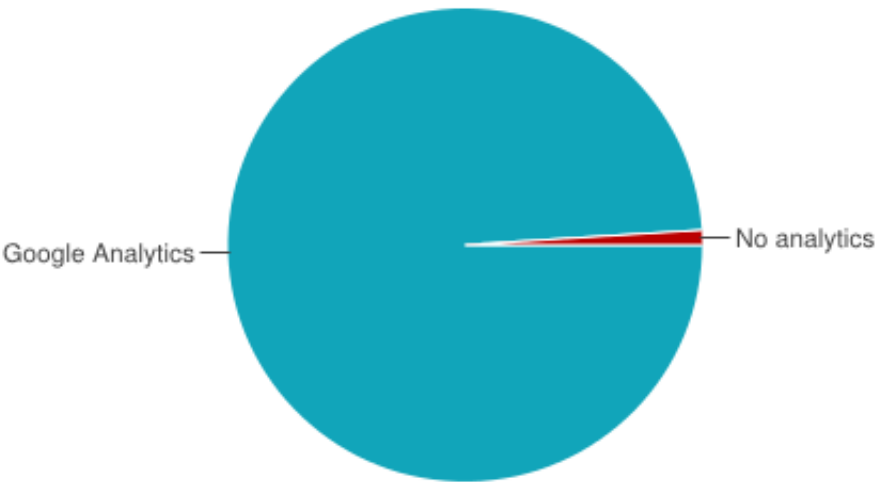
Pages using analytics

99.0%

Pages with no analytics

1.0%

9.8 Headings

One page does not use defined headings.

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

You can review all headings in use below - if this site is particularly concerned with search engine optimisation, these headings should be chosen carefully.

Pages with headings

99.0%

Bad headings

0%

Pages with no headings

Page	Importance
www.kingspan.com/site-services/kingspan-worldwide.aspx	★★★★★

kingspan.com

10 Alternative text

A very small number (0.1%) of images do not have alternative text specified for search engines or 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).

Valid alternative text

99.9%

Invalid pages

1.0%

Valid but weak alternative text

0% (0 of 1,007)

Excluded images

0

10 Domain age

This website has an established domain name (kingspan.com), which will help with ranking in search engines.

Search engines like Google consider the age of a domain name a key factor in how trustworthy a website is.

Registered date

01/10/96

Updated date

18/09/13

Domain age

17.4 years

Expiry date

30/09/14

10 Search ranking

This website ranks extremely well in search engines for selected keywords.

kingspan.com

Website comparison

What websites rank highest for the keywords tested.

	Website	Ranks highly for
1st	kingspan.com	RSS - Kingspan Group PLC, Five Year Summary - Kingspan Group PLC, 2013 - Kingspan Group PLC, Crescent Academy rising with KoolDuct - Kingspan Group PLC, Health & Safety - Kingspan Group PLC, Help - Kingspan Group PLC, Media - Kingspan Group PLC, Key Finan
2nd	markets.ft.com	Five Year Summary - Kingspan Group PLC, 2013 - Kingspan Group PLC, Help - Kingspan Group PLC, RSS - Kingspan Group PLC, Media - Kingspan Group PLC, It's all part of the Service - Kingspan Group PLC
3rd	investing.businessweek.com	Help - Kingspan Group PLC, Five Year Summary - Kingspan Group PLC, 2013 - Kingspan Group PLC, Key Financial - Kingspan Group PLC, Media - Kingspan Group PLC, Home - Kingspan Group PLC
4th	bloomberg.com	Help - Kingspan Group PLC, Home - Kingspan Group PLC, Media - Kingspan Group PLC, 2013 - Kingspan Group PLC, Key Financial - Kingspan Group PLC
5th	finance.yahoo.com	Key Financial - Kingspan Group PLC, Home - Kingspan Group PLC, RSS - Kingspan Group PLC, Help - Kingspan Group PLC
6th	reuters.com	Home - Kingspan Group PLC, Media - Kingspan Group PLC, Key Financial - Kingspan Group PLC, Help - Kingspan Group PLC
7th	kingspan-ar-2012.production.investis.com	Five Year Summary - Kingspan Group PLC, Health & Safety - Kingspan Group PLC, It's all part of the Service - Kingspan Group PLC
8th	londonstockexchange.com	Home - Kingspan Group PLC, RSS - Kingspan Group PLC, Help - Kingspan Group PLC
9th	lse.co.uk	Media - Kingspan Group PLC, It's all part of the Service - Kingspan Group PLC
10th	kingspansolar.co.uk	It's all part of the Service - Kingspan Group PLC, Home - Kingspan Group PLC

38 found (only showing top 10)

Keywords

The rank for selected keywords in each search engine.

Search engine	Keyword	Rank	Number of results	Score
Google Global	Home - Kingspan Group PLC	1st	31,200	10
Google Global	Media - Kingspan Group PLC	1st	246,000	10
Google Global	Key Financial - Kingspan Group PLC	1st	13,300	10

Search engine	Keyword	Rank	Number of results	Score
Google Global	It's all part of the Service - Kingspan Group PLC	1st	6,890	10
Google Global	Help - Kingspan Group PLC	1st	58,900	10
Google Global	Health & Safety - Kingspan Group PLC	1st	15,100	10
Google Global	RSS - Kingspan Group PLC	1st	160,000	10
Google Global	Five Year Summary - Kingspan Group PLC	1st	44,500	10
Google Global	2013 - Kingspan Group PLC	1st	22,500	10
Google Global	Crescent Academy rising with KoolDuct - Kingspan Group PLC	1st	8	10

Additional information

Contact details

7 different email addresses were found in this website. 18 different phone numbers were found in this website.

No postal addresses were found in this website.

Because these contact details were detected automatically by software, it is possible some other details have not been identified. This test can only find contact details written in the text of pages, not those inside images.

💡 Check all contact details (7 emails, 18 phone numbers) are correct.

💡 Consider whether email addresses should be listed on your website, as they will be much more susceptible to spam.

Contact details

Type	Details	Pages
Email	literature@kingspaninsulation.co.uk	2
Email	info@kingspantarec.co.uk	1
Email	info@kingspanwind.com	1
Email	admin@kingspan.ie	2
Email	agm@kingspan.com	1
Email	ourworld@kingsapan.com	1
Email	ir@kingspan.ie	1
Fax	+44 (0) 1544 387 484	2
Fax	+44 (0) 1457 852319	1
Fax	+353 (0) 42 9667501	1
Fax	+353 42 966 7501	1
Fax	+ 353 1 498 0344	1
Phone	+353 (0) 42 9698000	5
Phone	07879 600788	1
Phone	+353 42 9693031	2
Phone	+ 353 1 498 0300	1
Phone	+353 42 969 8000	2
Phone	+353 (0) 1 4980300	2

kingspan.com

Type	Details	Pages
Phone	+44 (0) 1544 387 384	2
Phone	+353 (0) 1 4980 300	1
Phone	0808 168 7363	2
Phone	+353 42 9698000	3
Phone (?)	00 44 207 7696425	3
Phone (?)	0808 168 7363	1
Phone (?)	00442077696425	2

info Content management

This site doesn't appear to use a Content Management System, and it probably should.

A Content Management System allows non-technical users to control the content of a website. For larger and more frequently updated websites, a CMS can save costs and make changes easier.

This test cannot detect concealed or obscure Content Management Systems.

Consider using a Content Management System for this website. Usually, this will require a complete rebuild of the website.

Content Management System

None found

Pages using a CMS

0%

info Mobile

You can see a preview of this website on a mobile and tablet device below.

Report for
kingspan.com