



Seo Analyzer





bvmcleanscene.com.au

Generated on March 04 2022 09:45 AM


The score is 50/100



SEO Content

|  | Title | <p>BVM Clean Scene - Bio-recovery and Trauma/Forensic Cleaning Service - BVM Clean Scene</p> <p>Length : 85</p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.</p> | | | | | | |
|--|--------------------|--|----------|---------|------|---------|-----------|-----------------|
|  | Description | <p>BVM Clean Scene is Australia’s first-ever forensic cleaning business and the premier provider to government, enterprise and private individuals of bio-recovery and trauma/forensic cleaning services. BVM Clean Scene pioneered the Australian forensic cleaning and restoration industry in 1996 and remains Australia’s longest established company specialising solely in forensic, crime and trauma scene cleaning and restoration. Serving the Sydney Metropolitan as well as NSW regional and rural areas, the company is staffed by diversely qualified and professional personnel including registered nurses and forensic scientists and delivers prompt and professional services with discretion and sensitivity.</p> <p>Length : 707</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.</p> | | | | | | |
|  | Keywords | <p>forensic, crime scene, cleaning, trauma, restoration, removal, biohazard, contamination, blood, decomposition, suicide, police, corrective services, squalor, sharps, remediation, removal, disposal, New South Wales crime scene, forensic, cleaner, cleaning, trauma, decomposition, suicide, squalor, sharps, removal, restoration, remediation, disposal, New South Wales</p> <p>Good, your page contains meta keywords.</p> | | | | | | |
|  | Og Meta Properties | <p>Good, your page take advantage of Og Properties.</p> <table><tr><th>Property</th><th>Content</th></tr><tr><td>type</td><td>website</td></tr><tr><td>site_name</td><td>BVM Clean Scene</td></tr></table> | Property | Content | type | website | site_name | BVM Clean Scene |
| Property | Content | | | | | | | |
| type | website | | | | | | | |
| site_name | BVM Clean Scene | | | | | | | |

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| | | <div>title</div> <div>BVM Clean Scene - Bio-recovery and Trauma/Forensic Cleaning Service</div> | | | | | | | | | | | | |
|---|----------|---|----|----|----|----|----|----|----|----|----|---|---|---|
| | | <div>description</div> <div>BVM Clean Scene is Australia’s first-ever forensic cleaning business and the premier provider to government, enterprise and private individuals of bio-recovery and trauma/forensic cleaning services. BVM Clean Scene pioneered the Australian forensic cleaning and restoration industry in 1996 and remains Australia’s longest established company specialising solely in forensic, crime and trauma scene cleaning and restoration. Serving the Sydney Metropolitan as well as NSW regional and rural areas, the company is staffed by diversely qualified and professional personnel including registered nurses and forensic scientists and delivers prompt and professional services with discretion and sensitivity.</div> | | | | | | | | | | | | |
| | | <div>url</div> <div>http://bvmcleanscene.com.au/</div> | | | | | | | | | | | | |
|  | Headings | <table><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr><tr><td>34</td><td>32</td><td>16</td><td>0</td><td>0</td><td>0</td></tr></table> <div><ul style="list-style-type: none">• [H1]• [H1] Detective Inspector Nick Iorfino of the NSW Drug Squad along with BVM Clean Scene’s Pam Marsden talk with the ABC’s Richard Glover on April 1st 2011 about the incidence and remediation of clandestine drug labs.• [H1] A short feature film about BVM Clean Scene and its work, released in 2000 and premiering at the Valhalla Cinema, Glebe NSW. Written, produced and directed by Anne Delaney and Brett Evans• [H1] BVM Clean Scene’s Pam Marsden talks to 2UE’s Murray Wilton on 16th June ‘09 on the subject of “Strange Jobs”.• [H1] Brisbane B105-FM interviews BVM Clean Scene’s Managing Director, Pam Marsden, on the release of “Dexter” Season 2 on DVD - September 2008 Part 1 Part 2• [H1] BVM Clean Scene’s Pam Marsden talks in a video interview with Tim Artlett of the Daily Telegraph about just how realistic the crime scenes are in the US television series Dexter The interview coincided with the DVD release of Dexter - Season 2 in Australia• [H1] BVM Clean Scene’s Pam Marsden chats with 2MMM’s “Ugly Phil” on the occasion of the release of Season 2 of “Dexter” on DVD• [H1] Sydney NSW - 14th July 2008 - BVM Clean Scene’s Managing Director, Pam Marsden, has recently returned from undergoing additional training and certification in the US. Pam attended the National Institute of Decontamination Specialists (NIDS) in Piedmont, South Carolina, where she completed courses in Crime and Trauma Scene Bio-Recovery as well as OSHA certified training in Bloodborne Pathogens, Hazard Communications, Respiratory Protection, Lockout/Tagout</div> | H1 | H2 | H3 | H4 | H5 | H6 | 34 | 32 | 16 | 0 | 0 | 0 |
| H1 | H2 | H3 | H4 | H5 | H6 | | | | | | | | | |
| 34 | 32 | 16 | 0 | 0 | 0 | | | | | | | | | |

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Awareness and Confined Space Operations Awareness. Pam's sharing of her added skills and increased appreciation of trends within the US bio-recovery industry will only serve to further strengthen BVM Clean Scene's position as the pre-eminent provider of bio-recovery services within Australia.

- [H1] Australian Financial Review - 1st July, 2008 Pam Marsden's first job for her new venture was a corker. A biker had shot up the notorious sado-masochists Hellfire Club in the mean streets of Redfern. Two Bandidos died there, another died soon after in hospital. The music was so loud, the barely-dressed revellers didn't even realise what had happened. But as soon as the bodies were removed, Marsden got the call to gather some troops and clean up the mess. For most people, that would have been the first and last day of their new career, but for former nurse Marsden, it was the beginning of a new life as a forensic cleaner. Marsden started BVM Clean Scene nearly 12 years ago and she must have one of the dirtiest jobs around. Every day, she and her group of 25 contractors scrub away the evidence of murder, suicide, bodies that have been undiscovered for years, and derelict homes that are filled to the ceiling with putrefying rubbish. It is most people's idea of hell ... but she loves her job. Not just finds it satisfying, but loves it. You can hear the passion in her voice over the phone as she takes a break from a morning golf game to talk to the AFR. "I derive enormous satisfaction from it. You are helping people who are in a desperate situation and you can make such a difference. You can solve problems for people," she says. What is more, most of her team (who come from nursing, police or forensic studies) have been with her since those early days more than a decade ago. Marsden is living proof that, no matter how difficult the job, there is always someone who will do it and, probably, enjoy it. Best-selling author Pat Lencioni would say that Marsden and her team benefit from three factors that can make the difference between a miserable job and a great one. US-based Lencioni has recently published a management fable, called *The Three Signs of a Miserable Job* (Wiley, 2007), but is better known for his earlier book, *The Five Dysfunctions of a Team*, which has been on the Wall Street Journal best-seller list for six years running and has sold 6.5 million copies around the world. Lencioni uses his new fable to demonstrate how managers can make all the difference by making sure their staff have three simple things: an understanding of why their job is important, a feeling of being known and understood by their manager (not anonymous), and an ability to measure their own performance. The people at BVM Clean Scene have all these in spades. "Why it is important? That's obvious," Marsden says. Without the cleaners, the families, police or government authorities would have to take care of the mess themselves. Marsden only employs people she already knows, because she has to make sure they are able to handle the situation. So being anonymous is not a problem. "It takes a special sort of person. They are people who have the same attitude as me and like to turn something ghastly into something acceptable - some of these scenes are gruesome," she says. "The success of a job is also easily measured by the time it takes and the cleanliness achieved." "I couldn't agree more with what he says,"

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Marsden says, after Lencioni's simple formula for a happy job is explained. Lencioni, a former management consultant with Bain & Company, says the beauty of his simple message is that it is being easily adopted by smaller organisations, franchisees and small business that do not have the resources to run major management training programs. "All of my books try to embrace very simple wisdom because I think most people - we have enough knowledge, we just forget it. Samuel Johnstone, the great writer [the most quoted UK author after Shakespeare], once said people needed to be reminded more than they need to be instructed and I just think that is so true. 'Whether it is parenting, or marriage, or finances, or leadership, or teamwork ... people need to be reminded about the basic stuff,'" Lencioni says from his office in California.

- [H1] Helen Hawkes interviews BVM Clean Scene's Pam Marsden in American Express's business magazine Business Express - August 2006 Business Express Aug 2006
- [H1] Claire Williams in the Wentworth Courier talks with filmmakers Anne Delaney and Brett Evans following the release of "No Mess", a documentary about the business of BVM Clean Scene - August 1998 Wentworth Courier Aug 1998
- [H1] A profile on BVM Clean Scene's Pam Marsden appearing in New Woman magazine - June 1998 New Woman June 1998
- [H1] Lesley Parker interviews then business partners Pam Marsden and Bronwyn Ward for Business Class magazine - May 1998 Business Class May 1998
- [H1] Aussie Post's Denise Kenny chats with Pam Marsden and Bronwyn Ward - April 1998 Aussie Post April 1998
- [H1] A somewhat lighter-hearted view of the business by Ashley Westerman for Ralph magazine - February 1998 Ralph Feb 1998
- [H1] Pam Marsden and Bronwyn Ward talk to Trudy Harris of The Australian - January 1998 The Australian Jan 1998
- [H1] A business profile by Craig Henderson for Who Weekly - January 1998 Who Weekly Jan 1998
- [H1] Nicola Silva talks with Pam Marsden and Bronwyn Ward in Police News - October 1997 Police News Oct 1997
- [H1]
- [H1] For 24 hour assistance the NSW Government provides a victim support line through its Victims of Crime Bureau. Phone (02) 8688 5400 or 1800 633 063 (Freecall 24 hours)
- [H1] Provides comprehensive and accessible counselling and support services for the terminally ill and their families, and for those recently bereaved. Ph 1 300 654 556 <http://www.bereavementcare.com.au>
- [H1] The mission of The Compassionate Friends is to assist families in the positive resolution of grief following the death of a child and to provide information to help others be supportive. TCF NSW is part of world-wide self-help organisation offering friendship and understanding to bereaved parents, siblings and grand-parents. It offers friendship and understanding to families who are grieving the death of a child of any age, from any cause. All bereaved family members are welcome. Ph (02) 9290 2355 <http://www.thecompassionatefriends.org.au>
- [H1] Offering assistance to victims of crime through counselling, advocacy, information services, court support,

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referrals, education, conferencing, behavioural management programs and critical incident debriefing. Ph (02) 9542 4029<http://www.enoughisenough.org.au>





- [H1] Homicide Victims Support Group (Aust) Inc was formed in 1993 to provide support, counselling and information for families and friends affected by homicide in NSW. Ph (02) 8833 8400 or 1 800 191 777 (Freecall 24 hours)<http://www.hvsgnsw.org.au>
- [H1] The Families and Friends of Missing Persons Unit (FFMPU) provides information and support for families and friends of missing persons, appropriate service providers and community members affected by missing persons issues. Ph 1 800 227 772<http://www.lawlink.nsw.gov.au/missingpersons>
- [H1] This website provides practical information for victims of crime and service providers assisting victims about counselling and support services, police investigations and court processes, obtaining compensation, domestic violence and sexual assault and victims rights Ph (02) 8688 5400 or 1 800 633 063 (freecall 24 hours)http://www.lawlink.nsw.gov.au/lawlink/victimsservices/ll_voc.nsf/pages/voc_index
- [H1] Victims Services is part of the NSW Attorney General's Department and consists of Victims Compensation Tribunal, Victims of Crime Bureau and the Families and Friends of Missing Persons Unit. The services provided by Victims Services include compensation, counselling, referral to other agencies, assistance with Victim Impact Statements, ensuring agencies comply with the Charter of Victims Rights and the provision of a 24 hour victim support line. Ph (02) 8688 5511 or 1 800 069 054 (outside Sydney metro area)<http://www.lawlink.nsw.gov.au/vs>
- [H1] Lifeline provide 24-hour telephone counselling on one national number - 13 11 14 - for the cost of local call. This service is available to anyone, anywhere in Australia, at any time day or night. Help is available and no one has to face their problems alone. Ph 13 11 14<http://www.lifeline.org.au>
- [H1] NALAG (NSW) Incorporated was founded in 1977 after the Granville train disaster. Its main aim is to encourage and promote professional and community education in loss and grief. Since then it has been involved with the establishment of many of the loss and grief support groups throughout Australia. Ph (02) 9988 3376<http://www.nalag.org.au>
- [H1] The Witness Assistance Service (WAS) is a part of the Office of the Director of Public Prosecutions (DPP) and is staffed by professionally qualified workers. WAS provides a range of services to meet the needs of victims of crime and witnesses appearing in court matters prosecuted by the DPP. The Service aims to reduce the trauma to crime victims. Ph (02) 9285 8606<http://www.odpp.nsw.gov.au/was/was.html>
- [H1] The St Vincent de Paul Society was established in NSW in 1881 and is one of the largest charitable organisations operating within the state today. In NSW and the ACT, over 19,000 members and volunteers visit almost 220,000 people in their homes each year, bringing comfort, dignity and hope to men, women, children and families in need. Ph (02) 9560 8666<http://www.vinnies.org.au>
- [H1] The Victims of Crime Assistance League Inc NSW (VOCAL)

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is a not-for-profit charitable organisation based in Newcastle in the Hunter Region of NSW, Australia. VOCAL is generalist support service for people who have suffered as a result of violent crime and similar tragedy. The victims, their families, their friends, and the broader community. Any victim, any crime, any stage. Ph (02) 4961 4755<http://www.vocal.org.au>

- [H1] This website aims to give you simple but comprehensive information about crime, its impact and sources of support and advice. Ph 1 800 633 063<http://www.victimsupport.org.au>
- Industry Links
- [H1] The American Bio-Recovery Association (ABRA) is a US-based, nationwide non-profit association of crime and trauma scene recovery professionals who are dedicated to upholding the highest technical, ethical and educational guidelines of the biohazard remediation industry.<http://www.americanbiorecovery.com>
- [H2]
- [H2] About BVM Clean Scene
- [H2] Service
- [H2] Scene of Crime Investigation
- [H2] Unattended Deaths
- [H2] Biohazard Removal
- [H2] Sharps Disposal
- [H2] Covid-19 Cleaning
- [H2] Service Coverage
- [H2] Service Hours
- [H2] Service Pricing
- [H2] Resources
- [H2] Press
- [H2] Richard Glover of ABC 702's "Drive" program talks Meth Lab Remediation
- [H2] "No Mess" - A short feature film about BVM Clean Scene first released in 2000
- [H2] 2UE Interview - Murray Wilton
- [H2] Brisbane B105-FM Interview
- [H2] "Dexter" - How real is real?
- [H2] Sydney 2MMM Interview
- [H2] More Certification for BVM Clean Scene
- [H2] A dirty job, and somebody's glad to do it
- [H2] Dirty Deeds - Someone's Gotta Do It
- [H2] Gruesome Tale a Winner
- [H2] Pam Marsden - Profile
- [H2] Cleaning Up Crime
- [H2] Murders Mopped Up
- [H2] Bloody Hard Work - Cleaning up Crime
- [H2] Nurses Make Killing in Crime Clean-Up
- [H2] Dirt and Crime
- [H2] Licence to Clean
- [H2] Support Organisations
- [H2] Contact BVM Clean Scene
- [H3] Main Menu
- [H3] Links to various organisations offering support, advice and assistance in times of need.
- [H3] Bereavement Care Centre
- [H3] Compassionate Friends
- [H3] "Enough is Enough" - Anti-Violence Movement

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| | | |
|--|-----------------|--|
| | | <ul style="list-style-type: none">• [H3] Homicide Victims Support Group (Aust) Inc• [H3] Lawlink Families and Friends of Missing Persons Unit• [H3] Lawlink New South Wales Victims of Crime• [H3] Lawlink New South Wales Victims Services• [H3] Lifeline Australia• [H3] NALAG National Association for Loss and Grief• [H3] Office of the Director of Public Prosecutions NSW - Services for Witnesses and Victims of Crime• [H3] St Vincent de Paul Society Australia• [H3] Victims of Crime Assistance League Inc NSW• [H3] Victims Support Australasia Inc• [H3] American Bio-Recovery Association |
|  | Images | We found 8 images on this web page. Good, most or all of your images have alt attributes. |
|  | Text/HTML Ratio | Ratio : 14% This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content. |
|  | Flash | Perfect, no Flash content has been detected on this page. |
|  | Iframe | Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed. |

SEO Links

| | | |
|--|-------------------------|--|
|  | URL Rewrite | Good. Your links looks friendly! |
|  | Underscores in the URLs | We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO. |
|  | In-page links | We found a total of 32 links including 9 link(s) to files |
|  | Statistics | External Links : noFollow 0% External Links : Passing Juice 59.38% Internal Links 40.63% |

In-page links

| Anchor | Type | Juice |
|---|----------|---------------|
| &nbsp; | External | Passing Juice |
| Home | Internal | Passing Juice |
| About | Internal | Passing Juice |
| Service | Internal | Passing Juice |
| Resources | Internal | Passing Juice |
| Contact | Internal | Passing Juice |
| Login | Internal | Passing Juice |
| Business Express Aug 2006 | Internal | Passing Juice |
| Wentworth Courier Aug 1998 | External | Passing Juice |
| New Woman June 1998 | Internal | Passing Juice |
| Business Class May 1998 | Internal | Passing Juice |
| Aussie Post April 1998 | Internal | Passing Juice |
| Ralph Feb 1998 | Internal | Passing Juice |
| The Australian Jan 1998 | Internal | Passing Juice |
| Who Weekly Jan 1998 | External | Passing Juice |
| Police News Oct 1997 | Internal | Passing Juice |
| http://www.bereavementcare.com.au | External | Passing Juice |
| http://www.thecompassionatefriends.org.au | External | Passing Juice |
| http://www.enoughisenough.org.au | External | Passing Juice |
| http://www.hvsgnsw.org.au | External | Passing Juice |
| http://www.lawlink.nsw.gov.au/missingpersons | External | Passing Juice |
| http://www.lawlink.nsw.gov.au/lawlink/victimsservices/ll_voc.nsf/pages/voc_index | External | Passing Juice |
| http://www.lawlink.nsw.gov.au/vs | External | Passing Juice |
| http://www.lifeline.org.au | External | Passing Juice |
| http://www.nalag.org.au | External | Passing Juice |
| http://www.odpp.nsw.gov.au/was/was.html | External | Passing Juice |
| http://www.vinnies.org.au | External | Passing Juice |

In-page links

| | | |
|---|----------|---------------|
| http://www.vocal.org.au | External | Passing Juice |
| http://www.victimsupport.org.au | External | Passing Juice |
| http://www.americanbiorecovery.com | External | Passing Juice |
| Joomla Template | External | Passing Juice |
| ThemeXpert | External | Passing Juice |





SEO Keywords

| | | |
|--|----------------|--|
|  | Keywords Cloud | <p>scene service cleaning crime pam business</p> <p>clean marsden bvm scenes</p> |
|--|----------------|--|



Keywords Consistency

| Keyword | Content | Title | Keywords | Description | Headings |
|---------|---------|-------|----------|-------------|----------|
| clean | 36 | ✓ | ✓ | ✓ | ✓ |
| bvm | 33 | ✓ | ✗ | ✓ | ✓ |
| scene | 31 | ✓ | ✓ | ✓ | ✓ |
| marsden | 24 | ✗ | ✗ | ✗ | ✓ |
| pam | 18 | ✗ | ✗ | ✗ | ✓ |












Usability

| | | |
|--|--------------|--|
|  | Url | Domain : bvmcleanscene.com.au Length : 20 |
|  | Favicon | Great, your website has a favicon. |
|  | Printability | We could not find a Print-Friendly CSS. |
|  | Language | Good. Your declared language is en. |





Usability

| | | |
|--|-------------|---|
|  | | |
|  | 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 : 94 Warnings : 40 | | | | |
|  | Email Privacy | Great no email address has been found in plain text! | | | | |
|  | Deprecated HTML | <table><tr><th>Deprecated tags</th><th>Occurrences</th></tr><tr><td><center></td><td>2</td></tr></table> <p>Deprecated HTML tags are HTML tags that are no longer used. It is recommended that you remove or replace these HTML tags because they are now obsolete.</p> | Deprecated tags | Occurrences | <center> | 2 |
| Deprecated tags | Occurrences | | | | | |
| <center> | 2 | | | | | |
|  | Speed Tips | <div> Excellent, your website doesn't use nested tables.</div> <div> Too bad, your website is using inline styles.</div> <div> Too bad, your website has too many CSS files (more than 4).</div> <div> Too bad, your website has too many JS files (more than 6).</div> <div> Too bad, your website does not take advantage of gzip.</div> | | | | |

Mobile

| | | |
|--|---------------------|---|
|  | Mobile Optimization | <div> Apple Icon</div> <div> Meta Viewport Tag</div> <div> Flash content</div> |
|--|---------------------|---|

Mobile

Optimization

| | | |
|---|-------------|--|
|  | XML Sitemap | <p>Missing</p> <p>Your website does not have an XML sitemap - this can be problematic.</p> <p>A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.</p> |
|  | Robots.txt | <p>http://bvmcleanscene.com.au/robots.txt</p> <p>Great, your website has a robots.txt file.</p> |
|  | Analytics | <p>Missing</p> <p>We didn't detect an analytics tool installed on this website.</p> <p>Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.</p> |