Seo Analyzer
cityofcairns.com

Generated on March 15 2022 21:47 PM

The score is 66/100

SEO Content

✓	Title	Web Design Australia • Search Engine Optimisation Australia **Length : 59** Perfect, your title contains between 10 and 70 characters.
⚠	Description	Boutique web design firm based in Cairns Australia specialising in search engine optimisation, web development and internet marketing. We create aesthetic, functional websites that rank at the very top of the search engines and we do it at a price every business can afford. **Length : 274** Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.
✓	Keywords	cairns, web design, search engine optimisation, australia, web, development, website, internet, marketing, e-commerce, business, commerce, north, queensland, australia, australian, search, engines, engine, positioning, ranking, rank, position, optimization, designer, seo, developer, perform, traffic, online, websites, site, sites, professional, service, company, firm, database, market, marketer, placement, submission Good, your page contains meta keywords.
✗	Og Meta Properties	This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them.
○	Headings	

H1	H2	H3	H4	H5	H6
1	2	6	7	0	0

- [H1] Web Design in Australia
- [H2] Does your website perform?
- [H2] Why us?
- [H3] Feature Website
- [H3] Our Web Services
- [H3] Ours do.
- [H3] Traffic
- [H3] Trust

SEO Content

- [H3] Conversion
- [H4] Small Business Power
- [H4] Traffic
- [H4] Trust
- [H4] Conversion
- [H4] Search Engine Optimisation
- [H4] Aesthetic, Suitable Web Design
- [H4] Appropriate Copy, Seamless Usability

❌	Images	We found 11 images on this web page. 10 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.
✅	Text/HTML Ratio	Ratio : **48%** Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.
✅	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 12 links including 0 link(s) to files
⚪	Statistics	External Links : noFollow 0% External Links : Passing Juice 8.33% Internal Links 91.67%

In-page links

Anchor	Type	Juice

In-page links

Visit website »	External	Passing Juice
Website Development	Internal	Passing Juice
Programming Applications	Internal	Passing Juice
Search Engine Optimisation	Internal	Passing Juice
Internet Marketing	Internal	Passing Juice
Internet Marketing Training	Internal	Passing Juice
Traffic	Internal	Passing Juice
Trust	Internal	Passing Juice
Conversion	Internal	Passing Juice
clients’ websites	Internal	Passing Juice
price	Internal	Passing Juice
web design © city of cairns.com	Internal	Passing Juice

SEO Keywords

Keywords Cloud	internet traffic marketing engine web search business website online design

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
website	31	✖	✔	✔	✔
web	21	✔	✔	✔	✔
business	17	✖	✔	✔	✔
design	17	✔	✔	✔	✔
search	16	✔	✔	✔	✔

Usability

	Url	Domain : cityofcairns.com Length : 16
	Favicon	Great, your website has a favicon.
	Printability	Great. We have found a Print-Friendly CSS.
	Language	You have not specified the language. Use this free meta tags generator to declare the intended language of your website.
	Dublin Core	This page does not take advantage of Dublin Core.

Document

	Doctype	XHTML 1.0 Strict
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 1 Warnings : 8
	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	✔ Excellent, your website doesn't use nested tables. ✘ Too bad, your website is using inline styles. ✘ Too bad, your website has too many CSS files (more than 4). ✔ Perfect, your website has few JavaScript files. ✔ Perfect, your website takes advantage of gzip.

Mobile

	Mobile Optimization		
		✖	Apple Icon
		✖	Meta Viewport Tag
		✔	Flash content

Optimization

	XML Sitemap	Missing Your website does not have an XML sitemap - this can be problematic. 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.
	Robots.txt	http://cityofcairns.com/robots.txt Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool. Google Analytics