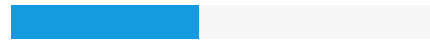




Seo Analyzer eastern1961.com.sg

Generated on February 07 2022 12:21 PM



The score is 39/100







SEO Content

	Title	Eastern (1961)					
		Length : 14					
		Perfect, your title contains between 10 and 70 characters.					
	Description	Length : 0					
		Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description.					
	Keywords						
		Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create 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 1	H2 2	H3 3	H4 2	H5 0	H6 0
		<ul style="list-style-type: none">• [H1] WE ARE EASTERN SINCE 1961• [H2] OUR HISTORY• [H2] NETWORK & LOCATIONS• [H3] ADDRESS• [H3] EMAIL• [H3] CALL US• [H4] Site map• [H4] Login Form					
	Images	We found 9 images on this web page.					
		Good, most or all of your images have alt attributes.					
	Text/HTML Ratio	Ratio : 13%					
		This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.					

SEO 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	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 42 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100%

In-page links

Anchor	Type	Juice
HOME	Internal	Passing Juice
History	Internal	Passing Juice
Services	Internal	Passing Juice
Overview	Internal	Passing Juice
Depot Service	Internal	Passing Juice
Reefer Service	Internal	Passing Juice
Warranty Services	Internal	Passing Juice
Container or Equipment Sales	Internal	Passing Juice
Mobile Technical Services	Internal	Passing Juice

In-page links

Ship-Kits Management Services	Internal	Passing Juice
Recognition of Service Quality	Internal	Passing Juice
Reefer Receptacle	Internal	Passing Juice
Spare parts	Internal	Passing Juice
OVERVIEW	Internal	Passing Juice
Reefer Make	Internal	Passing Juice
Carrier	Internal	Passing Juice
Daikin	Internal	Passing Juice
Mitsubishi	Internal	Passing Juice
Star Cool	Internal	Passing Juice
Thermo King	Internal	Passing Juice
Order Form	Internal	Passing Juice
Reefer Socket	Internal	Passing Juice
Locations	Internal	Passing Juice
JOINT VENTURE LINKS	Internal	Passing Juice
Contact Us	Internal	Passing Juice
General Enquiry	Internal	Passing Juice
Join Us (Career)	Internal	Passing Juice
Our Address	Internal	Passing Juice
Login/Logout	Internal	Passing Juice
JV Login	Internal	Passing Juice
LOCATE &nbsp; US	Internal	Passing Juice
WEBSITE	Internal	Passing Juice
CONTACT	Internal	Passing Juice
HOME	Internal	Passing Juice
HISTORY	Internal	Passing Juice
SERVICES	Internal	Passing Juice
SPARE PARTS	Internal	Passing Juice

In-page links

CONTACT US	Internal	Passing Juice
JOIN US (Careers)	Internal	Passing Juice
STAFF	Internal	Passing Juice
Forgot your username?	Internal	Passing Juice
Forgot your password?	Internal	Passing Juice





SEO Keywords

	Keywords Cloud	service website email singapore reefer tel eastern fax services machinery
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
services	13	✗	✗	✗	✗
eastern	12	✓	✗	✗	✓
reefer	11	✗	✗	✗	✗
tel	9	✗	✗	✗	✗
website	8	✗	✗	✗	✗

Usability

	Url	Domain : eastern1961.com.sg Length : 18
	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.
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Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 23 Warnings : 25
	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	<div><div></div> Excellent, your website doesn't use nested tables.</div> <div><div></div> Too bad, your website is using inline styles.</div> <div><div></div> Too bad, your website has too many CSS files (more than 4).</div> <div><div></div> Too bad, your website has too many JS files (more than 6).</div> <div><div></div> Too bad, your website does not take advantage of gzip.</div>

Mobile

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

	XML Sitemap	Missing
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Optimization



		<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>Missing</p> <p>Your website doesn't have a robots.txt file - this can be problematic.</p> <p>A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.</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>