Seo Analyzer
essentialelectrical.com.au

Generated on February 10 2022 02:07 AM

The score is 43/100

SEO Content

⚠️	Title	Essential Electrical Wholesalers!, Essential Electrical Wholesalers in South Australia **Length : 86** Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.
⚠️	Description	Essential Electrical Wholesalers! : - Hand Tools OH&S & Safty Gear Cable Accessories Conduit and Cable Management Cable Pulling Equiptment Data and communications Labelling Products Test and Measuring Equipment Switchgear Fasteners & Fixings HOUSEWATCH Security Products The Repelec Conpendium 6 LED Lighting Solutions Airconditioning Accessories ecommerce, open source, shop, online shopping, store **Length : 400** Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.
✅	Keywords	Hand Tools OH&S & Safty Gear Cable Accessories Conduit and Cable Management Cable Pulling Equiptment Data and communications Labelling Products Test and Measuring Equipment Switchgear Fasteners & Fixings HOUSEWATCH Security Products The Repelec Conpendium 6 LED Lighting Solutions Airconditioning Accessories ecommerce, open source, shop, online shopping, store 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
2	0	9	0	0	0

- [H1] Congratulations! You have successfully installed your Zen Cart® E-Commerce Solution.
- [H1] This is an Australian Website
- [H3] Categories

SEO Content

		[H3] Information [H3] More Information [H3] Important Links [H3] Search [H3] New Products - [more] [H3] Bestsellers [H3] Specials - [more] [H3] Who's Online
❌	Images	We found 25 images on this web page. 14 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 : **8%** 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	Great, there are no Iframes detected on this page.

SEO Links

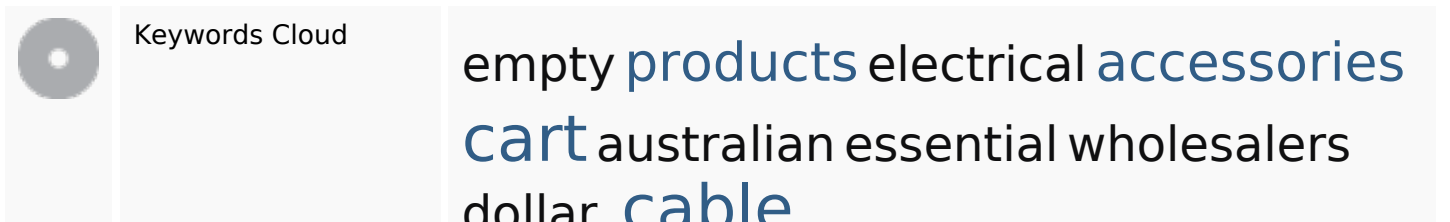|		
❌	URL Rewrite	Bad. Your links have query string.
❌	Underscores in the URLs	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
✅	In-page links	We found a total of 46 links including 0 link(s) to files
⚪	Statistics	External Links : noFollow 0% External Links : Passing Juice 2.17% Internal Links 97.83%

In-page links

Anchor	Type	Juice

In-page links

[Australian Dollar ($)](#)	Internal	Passing Juice
[US Dollar ($)](#)	Internal	Passing Juice
[Australian Dollar ($)](#)	Internal	Passing Juice
[Log In](#)	Internal	Passing Juice
[New Account](#)	Internal	Passing Juice
[Home](#)	Internal	Passing Juice
[New Products](#)	Internal	Passing Juice
[Specials](#)	Internal	Passing Juice
[Featured Products](#)	Internal	Passing Juice
[My Account](#)	Internal	Passing Juice
[View Cart](#)	Internal	Passing Juice
[Checkout](#)	Internal	Passing Juice
[LED Lighting Solutions->](#)	Internal	Passing Juice
[HOUSEWATCH Security Products->](#)	Internal	Passing Juice
[Airconditioning Accessories](#)	Internal	Passing Juice
[Fasteners & Fixings->](#)	Internal	Passing Juice
[Hand Tools](#)	Internal	Passing Juice
[OH&S & Safty Gear](#)	Internal	Passing Juice
[Cable Accessories](#)	Internal	Passing Juice
[Conduit and Cable Management](#)	Internal	Passing Juice
[Cable Pulling Equiptment](#)	Internal	Passing Juice
[Data and communications](#)	Internal	Passing Juice
[Labelling Products](#)	Internal	Passing Juice
[Test and Measuring Equipment](#)	Internal	Passing Juice
[Switchgear](#)	Internal	Passing Juice
[The Repelec Conpendium 6](#)	Internal	Passing Juice
[All Products ...](#)	Internal	Passing Juice
[Terms and Conditons of Supply](#)	Internal	Passing Juice

In-page links

Privacy Policy	Internal	Passing Juice
Terms and Conditions	Internal	Passing Juice
Contact Us	Internal	Passing Juice
About Us	Internal	Passing Juice
Wholesalers/Traders	Internal	Passing Juice
Credit Application	Internal	Passing Juice
Specification Sheet	Internal	Passing Juice
Advanced Search	Internal	Passing Juice
[more]	Internal	Passing Juice
26w Dimmable LED Energetic Oyster...	Internal	Passing Juice
Bi Pin Halogen Lamp 100W	Internal	Passing Juice
Stand Alone Sensor 12V AC/DC	Internal	Passing Juice
High Frequency LED Sensor Globe...	Internal	Passing Juice
Twilight Switch	Internal	Passing Juice
[more]	Internal	Passing Juice
Featured Products	Internal	Passing Juice
Essential Electrical Wholesalers	Internal	Passing Juice
BakasIT	External	Passing Juice

SEO Keywords

	Keywords Cloud	empty products electrical accessories cart australian essential wholesalers dollar cable

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings

Keywords Consistency

cable	6	✖	✔	✔	✖
cart	5	✖	✖	✖	✔
products	4	✖	✔	✔	✔
accessories	4	✖	✔	✔	✖
electrical	3	✔	✖	✔	✖

Usability

	Url	Domain : essentialelectrical.com.au Length : 26
✔	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	XHTML 1.0 Transitional
✔	Encoding	Perfect. Your declared charset is UTF-8.
✖	W3C Validity	Errors : 22 Warnings : 6
✔	Email Privacy	Great no email address has been found in plain text!
✔	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.

Document

	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.
		✗ Too bad, your website does not take 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	Missing Your website doesn't have a robots.txt file - this can be problematic. 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.
❌	Analytics	Missing We didn't detect an analytics tool installed on this website. 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.