






The score is 57/100







## SEO Content

	Title	Nine for Brands - Where Australia Connects <b>Length : 42</b> Perfect, your title contains between 10 and 70 characters.																				
	Description	Nine for Brands - This is the home of Australia's most trusted and loved brands spanning News, Sport, Lifestyle and Entertainment. <b>Length : 130</b> Great, your meta description contains between 70 and 160 characters.																				
	Keywords	Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.																				
	Og Meta Properties	Good, your page take advantage of Og Properties. <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>locale</td><td>en_US</td></tr><tr><td>type</td><td>website</td></tr><tr><td>title</td><td>Nine for Brands - Where Australia Connects</td></tr><tr><td>description</td><td>Nine for Brands - This is the home of Australia's most trusted and loved brands spanning News, Sport, Lifestyle and Entertainment.</td></tr><tr><td>url</td><td>https://www.nineforbrands.com.au/</td></tr><tr><td>site_name</td><td>Nine for Brands</td></tr><tr><td>image</td><td>https://www.nineforbrands.com.au/wp-content/uploads/2019/09/Nine-Corporate.jpg</td></tr><tr><td>image:width</td><td>1024</td></tr><tr><td>image:height</td><td>576</td></tr></tbody></table>	Property	Content	locale	en_US	type	website	title	Nine for Brands - Where Australia Connects	description	Nine for Brands - This is the home of Australia's most trusted and loved brands spanning News, Sport, Lifestyle and Entertainment.	url	https://www.nineforbrands.com.au/	site_name	Nine for Brands	image	https://www.nineforbrands.com.au/wp-content/uploads/2019/09/Nine-Corporate.jpg	image:width	1024	image:height	576
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## SEO Content

		image:type	image/jpeg				
	Headings	<b>H1</b> 8	<b>H2</b> 2	<b>H3</b> 0	<b>H4</b> 0	<b>H5</b> 0	<b>H6</b> 0
		<ul style="list-style-type: none"> <li>• [H1] Where Australia Connects</li> <li>• [H1] Subscribe to Nine Insights for the latest news</li> <li>• [H1] Advertise with us</li> <li>• [H1] Latest News</li> <li>• [H1] Case Studies</li> <li>• [H1] Media Releases</li> <li>• [H1] Our Brands</li> <li>• [H1] Connect with us</li> <li>• [H2] UNLOCK THE POWER OF SPORTS MARKETING WITH NRL ON NINE</li> <li>• [H2] TELL YOUR STORY AND START PLANNING WITH NINE IN 2022</li> </ul>					
	Images	<p>We found 90 images on this web page.</p> <p>6 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>					
	Text/HTML Ratio	<p>Ratio : <b>4%</b></p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>					
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>					
	Iframe	<p>Great, there are no Iframes detected on this page.</p>					

## 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 44 links including 0 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 97.73%</p>

## SEO Links

Internal Links 2.27%


### In-page links

Anchor	Type	Juice
<a href="#">About Us</a>	External	Passing Juice
<a href="#">Our Name</a>	External	Passing Juice
<a href="#">Our History</a>	External	Passing Juice
<a href="#">Corporate Responsibility</a>	Internal	Passing Juice
<a href="#">People</a>	External	Passing Juice
<a href="#">Community</a>	External	Passing Juice
<a href="#">Environment</a>	External	Passing Juice
<a href="#">Governance</a>	External	Passing Juice
<a href="#">Program Submissions</a>	External	Passing Juice
<a href="#">Viewer Feedback</a>	External	Passing Juice
<a href="#">Contact Us</a>	External	Passing Juice
<a href="#">Brands</a>	External	Passing Juice
<a href="#">Television</a>	External	Passing Juice
<a href="#">Broadcast Video on Demand</a>	External	Passing Juice
<a href="#">Radio</a>	External	Passing Juice
<a href="#">Digital &amp; Print</a>	External	Passing Juice
<a href="#">Subscription Video on Demand</a>	External	Passing Juice
<a href="#">Events</a>	External	Passing Juice
<a href="#">Advertise</a>	External	Passing Juice
<a href="#">Ad Specs</a>	External	Passing Juice
<a href="#">Broadcast</a>	External	Passing Juice
<a href="#">Digital</a>	External	Passing Juice
<a href="#">Print and Magazines</a>	External	Passing Juice
<a href="#">Radio</a>	External	Passing Juice

## In-page links

<a href="#">Advertising Enquiries</a>	External	Passing Juice
<a href="#">Case Studies</a>	External	Passing Juice
<a href="#">Powered by Nine</a>	External	Passing Juice
<a href="#">Our Audience</a>	External	Passing Juice
<a href="#">Advertising Terms &amp;#038; Conditions</a>	External	Passing Juice
<a href="#">Research</a>	External	Passing Juice
<a href="#">Consumer Pulse</a>	External	Passing Juice
<a href="#">News</a>	External	Passing Juice
<a href="#">Insight &amp;#038; Opinion</a>	External	Passing Juice
<a href="#">Media Preview Lounge</a>	External	Passing Juice
<a href="#">Investors</a>	External	Passing Juice
<a href="#">Financial Reports</a>	External	Passing Juice
<a href="#">ASX Announcements</a>	External	Passing Juice
<a href="#">Share Price</a>	External	Passing Juice
<a href="#">Careers at Nine</a>	External	Passing Juice
<a href="#">Nine 2022</a>	External	Passing Juice
<a href="#">Help</a>	External	Passing Juice
<a href="#">Terms of Use</a>	External	Passing Juice
<a href="#">Privacy Policy</a>	External	Passing Juice
<a href="#">Advertise with Nine</a>	External	Passing Juice

## SEO Keywords

	Keywords Cloud	entertainment releases subscribe <b>brands</b> media football news <b>nine</b> connect video
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## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
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## Keywords Consistency

nine	8	✓	✗	✓	✓
brands	5	✓	✗	✓	✓
video	3	✗	✗	✗	✗
media	3	✗	✗	✗	✓
news	3	✗	✗	✓	✓


## Usability

	Url	Domain : fairfax.com.au Length : 14
	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	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 6 Warnings : 19
	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	<ul style="list-style-type: none"><li>✓ Excellent, your website doesn't use nested tables.</li><li>✗ Too bad, your website is using inline styles.</li><li>✗ Too bad, your website has too many CSS files (more than 4).</li><li>✗ Too bad, your website has too many JS files (more than 6).</li><li>✓ Perfect, your website takes advantage of gzip.</li></ul>
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## Mobile

	Mobile Optimization	<ul style="list-style-type: none"><li>✓ Apple Icon</li><li>✓ Meta Viewport Tag</li><li>✓ Flash content</li></ul>
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## Optimization

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <p><a href="http://fairfax.com.au/sitemap.xml">http://fairfax.com.au/sitemap.xml</a></p>
	Robots.txt	<p><a href="http://fairfax.com.au/robots.txt">http://fairfax.com.au/robots.txt</a></p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Great, your website has an analytics tool.</p> <p> <a href="#">Google Analytics</a></p>