





The score is 62/100







SEO Content

	Title	GSA Insurance Brokers Length : 21 Perfect, your title contains between 10 and 70 characters.												
	Description	For more than 20 years, our knowledgeable insurance brokers have been creating customised insurance solutions for businesses across Australia. Length : 142 Great, your meta description contains between 70 and 160 characters.												
	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	Good, your page take advantage of Og Properties. <table border="1"><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>type</td><td>website</td></tr></tbody></table>	Property	Content	type	website								
Property	Content													
type	website													
	Headings	<table border="1"><thead><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr></thead><tbody><tr><td>2</td><td>4</td><td>12</td><td>5</td><td>0</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none">• [H1] Insurance is not about us. It's about you. It's about you sleeping comfortably at night knowing you've properly mitigated your risk. We've got your back because we listen, take action, and consistently deliver. That may sound surprising, but that's what makes us different.• [H1] Insurance is not about us. It's about you. It's about you sleeping comfortably at night knowing you've properly mitigated your risk. We've got your back because we listen, take action, and consistently deliver. That may sound surprising, but that's what makes us different.• [H2] AboutGSA• [H2] Why UseGSA?• [H2] RecentHighlights.	H1	H2	H3	H4	H5	H6	2	4	12	5	0	0
H1	H2	H3	H4	H5	H6									
2	4	12	5	0	0									

SEO Content

		<ul style="list-style-type: none">• [H2] Clients WeWork With.• [H3] It's Personal.• [H3] Tough Negotiators.• [H3] Leading Advice.• [H3] Surprising.• [H3] Surprising.• [H3] Leading Advice.• [H3] Tough Negotiators.• [H3] It's Personal.• [H3] The History of 137 Harrington Street• [H3] Vinnies CEO Sleepout• [H3] Touch of Colour 2021• [H3] We're a new breed of Insurance Broker, who think insurance should do more than just cover you for loss.• [H4] Quick Links.• [H4] Our Services.• [H4] Associations.• [H4] Lodge a Claim.• [H4] Get in Touch.
	Images	<p>We found 120 images on this web page.</p> <p>94 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 : 14%</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>Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.</p>

SEO Links

	URL Rewrite	<p>Good. Your links looks friendly!</p>
	Underscores in the URLs	<p>Perfect! No underscores detected in your URLs.</p>
	In-page links	<p>We found a total of 6 links including 0 link(s) to files</p>
	Statistics	<p>External Links : noFollow 0%</p>

SEO Links


External Links : Passing Juice 16.67%

Internal Links 83.33%

In-page links

Anchor	Type	Juice
Contact Us	Internal	Passing Juice
Start a Conversation	Internal	Passing Juice
View All Blogs & More	Internal	Passing Juice
-	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Combinate	External	Passing Juice

SEO Keywords

	Keywords Cloud	best right team all gsa insurance claim more broker street
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
insurance	19	✓	✗	✓	✓
gsa	16	✓	✗	✗	✓
claim	11	✗	✗	✗	✓
broker	10	✓	✗	✓	✓
more	9	✗	✗	✓	✓

Usability

Url	Domain : gsaib.com.au Length : 12
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Usability

		
	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 : 5 Warnings : 13
	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.
	Speed Tips	<ul style="list-style-type: none"> Excellent, your website doesn't use nested tables. Too bad, your website is using inline styles. Great, your website has few CSS files. Too bad, your website has too many JS files (more than 6). Perfect, your website takes advantage of gzip.

Mobile

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

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <pre>http://gsaib.com.au/sitemap.xml</pre> <pre>https://www.gsaib.com.au/sitemap.xml</pre>
	Robots.txt	<pre>http://gsaib.com.au/robots.txt</pre> <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>