








# Seo Analyzer highwayonemotel.com.au

Generated on March 08 2022 10:18 AM

The score is 57/100







## SEO Content

	Title	<p>Accommodation - Highway One Motel Port Augusta</p> <p><b>Length : 46</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p>Highway One Motel is located in Port Augusta, South Australia. We have accommodation to suit all travellers whether it be for business or tourists.</p> <p><b>Length : 147</b></p> <p>Great, your meta description contains between 70 and 160 characters.</p>												
	Keywords	<p>Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.</p>												
	Og Meta Properties	<p>This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use <a href="#">this free og properties generator</a> to create them.</p>												
	Headings	<table border="1" data-bbox="539 1442 1481 1518"> <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>0</td> <td>0</td> <td>3</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="619 1550 1465 1742" style="list-style-type: none"> <li>• [H1] Accommodation in Port Augusta - Welcome to Highway One Motel</li> <li>• [H1] CLICK HERE</li> <li>• [H4] 1800 066 262</li> <li>• [H4] Book online!</li> <li>• [H4] RESTAURANT MENU</li> </ul>	H1	H2	H3	H4	H5	H6	2	0	0	3	0	0
H1	H2	H3	H4	H5	H6									
2	0	0	3	0	0									
	Images	<p>We found 16 images on this web page.</p> <p>16 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>2%</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>												

## SEO 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	Good. Your links looks friendly!
	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 9 links including 1 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 22.22% Internal Links 77.78%

## In-page links

Anchor	Type	Juice
<a href="#">Highway One Motel Port Augusta</a>	Internal	Passing Juice
<a href="#">Book Online</a>	External	Passing Juice
<a href="#">About Us</a>	Internal	Passing Juice
<a href="#">Photos</a>	Internal	Passing Juice
<a href="#">Local Attractions</a>	Internal	Passing Juice
<a href="#">Contact Us</a>	Internal	Passing Juice
<a href="#">CLICK HERE</a>	Internal	Passing Juice
<a href="#">News</a>	Internal	Passing Juice
<a href="#">Magicdust</a>	External	Passing Juice

## SEO Keywords



Keywords Cloud

augusta local online motel photos  
accommodation book port home highway

## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
highway	4	✓	✗	✓	✓
motel	4	✓	✗	✓	✓
port	4	✓	✗	✓	✓
augusta	4	✓	✗	✓	✓
accommodation	1	✓	✗	✓	✓











## Usability

	Url	Domain : highwayonemotel.com.au Length : 22
	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.



## Document

		
	W3C Validity	Errors : 7 Warnings : 15
	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"><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>

## 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	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	<a href="http://highwayonemotel.com.au/robots.txt">http://highwayonemotel.com.au/robots.txt</a>  Great, your website has a robots.txt file.
	Analytics	Missing

## Optimization



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.