# Seo Analyzer
# hulsandco.com.au

Generated on January 12 2022 11:22 AM

**The score is 48/100**

# SEO Content

| | | |
|---|---|---|
| ✓ | Title | Huls &amp; Co Pty Ltd<br><br>**Length : 21**<br><br>Perfect, your title contains between 10 and 70 characters. |
| ✗ | Description | **Length : 0**<br><br>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** 2    **H2** 2    **H3** 1    **H4** 8    **H5** 0    **H6** 0<br><br>• [H1] HULS & CO<br>• [H1] services<br>• [H2] about us<br>• [H2] Enquiry form<br>• [H3] ACCOUNTING & TAX SERVICES<br>• [H4] Welcome to<br>• [H4] Individual Tax Returns<br>• [H4] Sole Trader Tax Returns<br>• [H4] Partnership Tax Returns<br>• [H4] Company Tax Return<br>• [H4] Preparation of Financial Statements<br>• [H4] Preparation and Lodgement of Business Activity Statements<br>• [H4] Bookkeeping |
| ✗ | Images | We found 8 images on this web page.<br><br>7 alt attributes are empty or missing. Add alternative text so that |

# SEO Content

| | | |
|---|---|---|
| | | search engines can better understand the content of your images. |
| ❌ | Text/HTML Ratio | Ratio : **8%**<br><br>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 | Good. Your links looks friendly! |
| ✅ | Underscores in the URLs | Perfect! No underscores detected in your URLs. |
| ✅ | In-page links | We found a total of 3 links including 0 link(s) to files |
| ⚪ | Statistics | External Links : noFollow 0%<br><br>External Links : Passing Juice 0%<br><br>Internal Links 100% |

# In-page links

| Anchor | Type | Juice |
|---|---|---|
| Home | Internal | Passing Juice |
| Services | Internal | Passing Juice |
| Contact Us | Internal | Passing Juice |

# SEO Keywords

| | |
|---|---|
| Keywords Cloud | tax process business xero huls |

# SEO Keywords

services professional bookkeeping including accounting

# Keywords Consistency

| Keyword | Content | Title | Keywords | Description | Headings |
|---------|---------|-------|----------|-------------|----------|
| services | 6 | ✖ | ✖ | ✖ | ✔ |
| business | 5 | ✖ | ✖ | ✖ | ✔ |
| xero | 3 | ✖ | ✖ | ✖ | ✖ |
| accounting | 3 | ✖ | ✖ | ✖ | ✔ |
| tax | 3 | ✖ | ✖ | ✖ | ✔ |

# Usability

| | Url | Domain : hulsandco.com.au<br>Length : 16 |
|---|---|---|
| ✔ | Favicon | Great, your website has a favicon. |
| ✔ | Printability | Great. We have found 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 : 3<br>Warnings : 0 |
| ✓ | 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 | ✓ Excellent, your website doesn't use nested tables.<br>✖ Too bad, your website is using inline styles.<br>✖ Too bad, your website has too many CSS files (more than 4).<br>✖ Too bad, your website has too many JS files (more than 6).<br>✖ Too bad, your website does not take advantage of gzip. |

# Mobile

| | | |
|---|---|---|
| ⦿ | Mobile Optimization | ✓ Apple Icon<br>✓ Meta Viewport Tag<br>✓ Flash content |

# Optimization

| | | |
|---|---|---|
| ✓ | XML Sitemap | Great, your website has an XML sitemap.<br><br>http://hulsandco.com.au/sitemap.xml<br>https://www.hulsandco.com.au/wp-sitemap.xml |
| ✓ | Robots.txt | http://hulsandco.com.au/robots.txt<br><br>Great, your website has a robots.txt file. |
| ❌ | Analytics | Missing<br><br>We didn't detect an analytics tool installed on this website.<br><br>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. |

# Optimization