










Seo Analyzer iesnz.co.nz

Generated on February 16 2022 15:14 PM



The score is 35/100







SEO Content

| | | | | | | | | | | | | | | |
|--|--------------------|---|-----------|-----------|-----------|-----------|-----------|-----------|---|---|---|---|---|---|
|  | Title | IES Ltd - Equipment and Packaging Supplies Length : 42 Perfect, your title contains between 10 and 70 characters. | | | | | | | | | | | | |
|  | Description | Equipment and Packaging Supplies Length : 32 Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length. | | | | | | | | | | | | |
|  | Keywords | Auckland, NZ, New Zealand, Equipment supplies, packaking supplies, Desiccants & Adsorbents, Food Processing Equipment, Product Packaging, Production Process Inspection, Packaging and Filling Machines, Can Seamers 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 | <table><tr><td>H1</td><td>H2</td><td>H3</td><td>H4</td><td>H5</td><td>H6</td></tr><tr><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr></table> | H1 | H2 | H3 | H4 | H5 | H6 | 0 | 0 | 0 | 0 | 0 | 0 |
| H1 | H2 | H3 | H4 | H5 | H6 | | | | | | | | | |
| 0 | 0 | 0 | 0 | 0 | 0 | | | | | | | | | |
|  | Images | We found 49 images on this web page. 49 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 : 15% Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent. | | | | | | | | | | | | |
| | Flash | Perfect, no Flash content has been detected on this page. | | | | | | | | | | | | |

SEO Content

| | | |
|--|--------|--|
|  | | |
|  | Iframe | Great, there are no Iframes detected on this page. |


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 1 links including 0 link(s) to files |
|  | Statistics | External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100% |

In-page links

| Anchor | Type | Juice |
|--------|----------|---------------|
| = | Internal | Passing Juice |

SEO Keywords

| | | |
|--|----------------|---|
|  | Keywords Cloud | machinery machines packaging filling systems process all sealer vacuum texture |
|--|----------------|---|






Keywords Consistency

| Keyword | Content | Title | Keywords | Descripti on | Headings |
|---------|---------|-------|----------|-----------------|----------|
|---------|---------|-------|----------|-----------------|----------|






Keywords Consistency

| | | | | | |
|-----------|----|---|---|---|---|
| packaging | 10 | ✓ | ✓ | ✓ | ✗ |
| systems | 6 | ✗ | ✗ | ✗ | ✗ |
| machinery | 4 | ✗ | ✗ | ✗ | ✗ |
| vacuum | 4 | ✗ | ✗ | ✗ | ✗ |
| process | 3 | ✗ | ✓ | ✗ | ✗ |

Usability

| | | |
|--|--------------|--|
|  | Url | Domain : iesnz.co.nz Length : 11 |
|  | Favicon | Great, your website has a favicon. |
|  | Printability | We could not find a Print-Friendly CSS. |
|  | Language | You have not specified the language. Use this free meta tags generator to declare the intended language of your website. |
|  | Dublin Core | This page does not take advantage of Dublin Core. |

Document

|  | Doctype | Missing doctype | | | | |
|---|-----------------|---|-----------------|-------------|--------|----|
|  | Encoding | You have not specified the document's charset. Use this free meta tags generator to declare document's charset. | | | | |
|  | W3C Validity | Errors : 379 Warnings : 31 | | | | |
|  | Email Privacy | Great no email address has been found in plain text! | | | | |
|  | Deprecated HTML | <table><tr><th>Deprecated tags</th><th>Occurrences</th></tr><tr><td></td><td>71</td></tr></table> | Deprecated tags | Occurrences | | 71 |
| Deprecated tags | Occurrences | | | | | |
| | 71 | | | | | |

Document

2

Deprecated HTML tags are HTML tags that are no longer used. It is recommended that you remove or replace these HTML tags because they are now obsolete.



Speed Tips

- ✖ Attention! Try to avoid nested tables in HTML.
- ✖ Too bad, your website is using inline styles.
- ✔ Great, your website has few CSS files.
- ✔ 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

<http://iesnz.co.nz/robots.txt>

Great, your website has a robots.txt file.



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.