



# Seo Analyzer ipwea.org

Generated on March 03 2022 01:27 AM





The score is 39/100







## SEO Content

	Title	<p>Home - Institute of Public Works Engineering Australasia</p> <p><b>Length : 56</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p>The Institute of Public Works Engineering Australasia (IPWEA) is the peak association for the professionals who deliver public works and engineering services to communities in Australia and New Zealand. IPWEA provides services to its members and advocacy on their behalf.</p> <p><b>Length : 271</b></p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>												
	Keywords	<p>Institute of Public Works Engineering Australasia, ipwea, IPWEA, Asset Management, Fleet Management, Parks &amp; Landscape, NAMS , NAMS Canada, inspire magazine, intouch magazine, ebooks, e-books</p> <p>Good, your page contains meta keywords.</p>												
	Og Meta Properties	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1451 1481 1731"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>title</td> <td>Institute of Public Works Engineering Australasia (IPWEA)</td> </tr> </tbody> </table>	Property	Content	type	website	title	Institute of Public Works Engineering Australasia (IPWEA)						
Property	Content													
type	website													
title	Institute of Public Works Engineering Australasia (IPWEA)													
	Headings	<table border="1" data-bbox="539 1765 1481 1832"> <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>6</td> <td>4</td> <td>8</td> <td>1</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="619 1865 1305 2067" style="list-style-type: none"> <li>• [H1] Home</li> <li>• [H1] NAMS+</li> <li>• [H1] IPWEA Asset Management Pathway</li> <li>• [H1] 6th Edition IIMM E-Book</li> <li>• [H1] IPWEA Asset Tracking &amp; Monitoring Program</li> <li>• [H1] IPWEA E-Book Subscription</li> </ul>	H1	H2	H3	H4	H5	H6	6	4	8	1	0	0
H1	H2	H3	H4	H5	H6									
6	4	8	1	0	0									

## SEO Content

		<ul style="list-style-type: none"><li>• [H2] ALL UPCOMING EVENTS</li><li>• [H2] IPWEA DIVISIONS</li><li>• [H2] LATEST BLOGS</li><li>• [H2] CORPORATE PARTNERS</li><li>• [H3] A New Framework for Urban Water Management - Is It Time?</li><li>• [H3] Valuation of Infrastructure Assets - ONLINE</li><li>• [H3] 2022 State Conference</li><li>• [H3] IPWEA NZ Northern Branch Meeting</li><li>• [H3] IPWEA Australasian Fleet Conference   Rob Wilson announces he's stepping back</li><li>• [H3] IPWEA FLEET Plant and Vehicle Management Professional Development Opportunities</li><li>• [H3] Everyone thinks they're a fleet manager</li><li>• [H3] Ask-Your-Mates (FAQ)</li><li>• [H4] IPWEA is a Technical Society of:</li></ul>
	Images	We found 38 images on this web page.  19 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 : <b>3%</b>  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	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

## SEO Links

	URL Rewrite	Bad. Your links have query string.
	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 92 links including 0 link(s) to files
	Statistics	External Links : noFollow 0%  External Links : Passing Juice 2.17%  Internal Links 97.83%

## In-page links

Anchor	Type	Juice
<a href="#">Skip to main content (Press Enter).</a>	Internal	Passing Juice
<a href="#">Login</a>	Internal	Passing Juice
<a href="#">Skip auxiliary navigation (Press Enter).</a>	Internal	Passing Juice
<a href="#">Australasia Home</a>	Internal	Passing Juice
<a href="#">Divisions</a>	Internal	Passing Juice
<a href="#">Canada</a>	Internal	Passing Juice
<a href="#">Contact</a>	Internal	Passing Juice
<a href="#">About IPWEA</a>	Internal	Passing Juice
<a href="#">History</a>	Internal	Passing Juice
<a href="#">Mission &amp; Vision</a>	Internal	Passing Juice
<a href="#">IPWEA Board</a>	Internal	Passing Juice
<a href="#">IPWEA Staff</a>	Internal	Passing Juice
<a href="#">Divisions</a>	Internal	Passing Juice
<a href="#">Canada</a>	Internal	Passing Juice
<a href="#">International Partners</a>	Internal	Passing Juice
<a href="#">Corporate Info</a>	Internal	Passing Juice
<a href="#">2019 Excellence Awards</a>	Internal	Passing Juice
<a href="#">Contact Us</a>	Internal	Passing Juice
<a href="#">Join</a>	Internal	Passing Juice
<a href="#">Renew</a>	Internal	Passing Juice
<a href="#">Emeritus Members</a>	Internal	Passing Juice
<a href="#">Member Testimonials</a>	Internal	Passing Juice
<a href="#">Member Directory</a>	Internal	Passing Juice
<a href="#">Asset Management</a>	Internal	Passing Juice
<a href="#">IPWEA AM Committee</a>	Internal	Passing Juice
<a href="#">Fleet Management</a>	Internal	Passing Juice

## In-page links

<a href="#">EMERGING TECHNOLOGY</a>	Internal	Passing Juice
<a href="#">Parks &amp; Facilities</a>	Internal	Passing Juice
<a href="#">NAMS Canada</a>	Internal	Passing Juice
<a href="#">All Communities</a>	Internal	Passing Juice
<a href="#">Join Communities</a>	Internal	Passing Juice
<a href="#">IPWEA AM Pathway</a>	Internal	Passing Juice
<a href="#">Upcoming Australasia Training</a>	Internal	Passing Juice
<a href="#">Credly Digital Badge</a>	Internal	Passing Juice
<a href="#">LEAP</a>	Internal	Passing Juice
<a href="#">Inhouse Training</a>	Internal	Passing Juice
<a href="#">ALL DIVISIONS EVENTS &amp; TRAINING</a>	Internal	Passing Juice
<a href="#">Scholarships</a>	Internal	Passing Juice
<a href="#">CONFERENCES</a>	Internal	Passing Juice
<a href="#">Event Photo Gallery</a>	Internal	Passing Juice
<a href="#">INSITE</a>	Internal	Passing Juice
<a href="#">inspire magazine</a>	Internal	Passing Juice
<a href="#">intouch enews</a>	Internal	Passing Juice
<a href="#">Fleet intouch enews</a>	Internal	Passing Juice
<a href="#">IPWEA blogs</a>	Internal	Passing Juice
<a href="#">Press Releases</a>	Internal	Passing Juice
<a href="#">Submissions</a>	Internal	Passing Juice
<a href="#">In the News</a>	Internal	Passing Juice
<a href="#">Social Media</a>	Internal	Passing Juice
<a href="#">SLSC Spotlight</a>	Internal	Passing Juice
<a href="#">Bookshop</a>	Internal	Passing Juice
<a href="#">E-BOOK Library</a>	Internal	Passing Juice
<a href="#">Library</a>	Internal	Passing Juice
<a href="#">My IPWEA</a>	Internal	Passing Juice

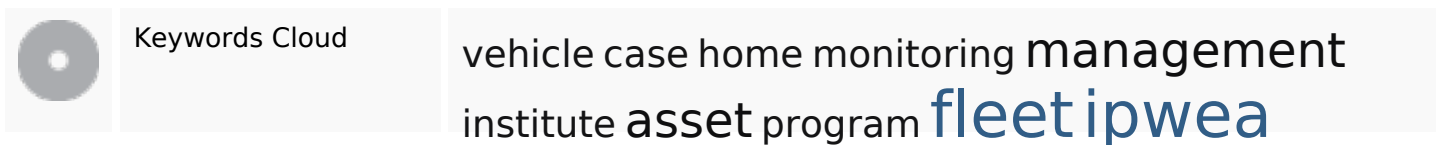
## In-page links

<a href="#">About Hoopla4Jobs</a>	Internal	Passing Juice
<a href="#">Current Vacancies</a>	Internal	Passing Juice
<a href="#">Place Job Ad</a>	Internal	Passing Juice
<a href="#">Ask Your Mates Open Forum</a>	Internal	Passing Juice
<a href="#">YIPWEA Coffee Cup Challenge</a>	Internal	Passing Juice
<a href="#">Engineers Australia</a>	Internal	Passing Juice
<a href="#">Create IPWEA Web Account</a>	Internal	Passing Juice
<a href="#">View/Update Your Subscriptions</a>	Internal	Passing Juice
<a href="#">NAMS+</a>	Internal	Passing Juice
<a href="#">IPWEA+</a>	Internal	Passing Juice
<a href="#">FLEET+</a>	Internal	Passing Juice
<a href="#">ISO Maturity Assessment</a>	Internal	Passing Juice
<a href="#">E-Book Library</a>	Internal	Passing Juice
<a href="#">E-IIMM</a>	Internal	Passing Juice
<a href="#">E-IIFMM</a>	Internal	Passing Juice
<a href="#">E-Learning Platform</a>	Internal	Passing Juice
<a href="#">FIND OUT MORE</a>	Internal	Passing Juice
<a href="#">FIND OUT MORE</a>	Internal	Passing Juice
<a href="#">FIND OUT MORE</a>	Internal	Passing Juice
<a href="#">FIND OUT MORE</a>	Internal	Passing Juice
<a href="#">FIND OUT MORE</a>	Internal	Passing Juice
<a href="#">A New Framework for Urban Water Management - Is It Time?</a>	Internal	Passing Juice
<a href="#">Valuation of Infrastructure Assets - ONLINE</a>	Internal	Passing Juice
<a href="#">2022 State Conference</a>	External	Passing Juice
<a href="#">IPWEA NZ Northern Branch Meeting</a>	Internal	Passing Juice
<a href="#">View more events</a>	Internal	Passing Juice
<a href="#">All divisions</a>	Internal	Passing Juice
<a href="#">IPWEA Australasian Fleet Conference   Rob Wilson announces he's stepping back</a>	Internal	Passing Juice

## In-page links

<a href="#">FLEET e-news</a>	Internal	Passing Juice
<a href="#">IPWEA FLEET Plant and Vehicle Management Professional Development Opportunities</a>	Internal	Passing Juice
<a href="#">Everyone thinks they're a fleet manager</a>	Internal	Passing Juice
<a href="#">Ask-Your-Mates (FAQ)</a>	Internal	Passing Juice
<a href="#">More</a>	Internal	Passing Juice
<a href="#">Skip Navigation Links</a>	Internal	Passing Juice
<a href="#">Privacy</a>	Internal	Passing Juice
<a href="#">Subscribe</a>	Internal	Passing Juice
<a href="#">Code of Conduct</a>	Internal	Passing Juice
<a href="#">Powered by Higher Logic</a>	External	Passing Juice


## SEO Keywords







## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
fleet	6	✘	✔	✘	✔
ipwea	5	✘	✔	✔	✔
asset	3	✘	✔	✘	✔
management	3	✘	✔	✘	✔
home	2	✔	✘	✘	✔












## Usability

	Url	Domain : ipwea.org Length : 9
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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	You have not specified the document's charset. Use <a href="#">this free meta tags generator</a> to declare document's charset.
	W3C Validity	Errors : 76 Warnings : 35
	Email Privacy	Warning! At least one email address has been found in the plain text. Use <a href="#">free antispam protector</a> to hide email from spammers.
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<ul style="list-style-type: none"><li> Attention! Try to avoid nested tables in HTML.</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> Too bad, your website does not take advantage of gzip.</li></ul>




## Mobile

	Mobile Optimization	<ul style="list-style-type: none"><li> Apple Icon</li></ul>
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## Mobile

- ✔ Meta Viewport Tag
- ✔ Flash content

## Optimization

	XML Sitemap	<p>Missing</p> <p>Your website does not have an XML sitemap - this can be problematic.</p> <p>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.</p>
	Robots.txt	<p><a href="http://ipwea.org/robots.txt">http://ipwea.org/robots.txt</a></p> <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>