

# Seo Analyzer kpmg.co.nz

Generated on February 23 2022 05:24 AM






The score is 64/100



## SEO Content





	Title	KPMG New Zealand - KPMG New Zealand <b>Length : 35</b> Perfect, your title contains between 10 and 70 characters.												
	Description	KPMG is a global network of professional firms providing Audit, Tax and Advisory services. <b>Length : 90</b> Great, your meta description contains between 70 and 160 characters.												
	Keywords	Energy efficiency,Deforestation,Forestry management,Lumber,Paper and packaging,Paper-mills,Saw-mills,Wood products,Woodlands management,Fossil fuels,Oil industry,Power Purchase Agreements,PPAs,Green energy,low-carbon economy,Renewable generation,Renewables subsidy,Offshore wind,Turbine,Wind farms,Megaprojects,Energy efficiency,Deforestation,Forestry management,Lumber,Paper and packaging,Paper-mills,Saw-mills,Wood products,Woodlands management,Fossil fuels,Oil industry,Power Purchase Agreements,PPAs,Green energy,low-carbon economy,Renewable generation,Renewables subsidy,Offshore wind,Turbine,Wind farms,Megaprojects Good, your page contains meta keywords.												
	Og Meta Properties	Good, your page take advantage of Og Properties. <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>image</td><td>https://assets.kpmg/is/image/kpmg/kpmg-entrance:cq5dam.web.1200.630</td></tr><tr><td>type</td><td>website</td></tr><tr><td>site_name</td><td>KPMG</td></tr><tr><td>title</td><td>KPMG KPMG New Zealand</td></tr><tr><td>locale</td><td>en</td></tr></tbody></table>	Property	Content	image	https://assets.kpmg/is/image/kpmg/kpmg-entrance:cq5dam.web.1200.630	type	website	site_name	KPMG	title	KPMG KPMG New Zealand	locale	en
Property	Content													
image	https://assets.kpmg/is/image/kpmg/kpmg-entrance:cq5dam.web.1200.630													
type	website													
site_name	KPMG													
title	KPMG KPMG New Zealand													
locale	en													

## SEO Content

		<p>url <span style="float: right;">https://home.kpmg/nz/en/home.html</span></p> <p>description <span style="float: right;">KPMG is a global network of professional firms providing Audit, Tax &amp; Advisory services.</span></p>												
	Headings	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">H1</th> <th style="text-align: left;">H2</th> <th style="text-align: left;">H3</th> <th style="text-align: left;">H4</th> <th style="text-align: left;">H5</th> <th style="text-align: left;">H6</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>7</td> <td>16</td> <td>2</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul style="list-style-type: none"> <li>• [H1] KPMG IMPACT</li> <li>• [H2] {{vm.title}}</li> <li>• [H2] {{ vm.welcomeLabel.trim() }}, {{ vm.userName }}</li> <li>• [H2] KPMG Personalisation</li> <li>• [H2] You may be interested in</li> <li>• [H2] Want to do business with KPMG ?</li> <li>• [H2] Industries</li> <li>• [H2] Services</li> <li>• [H3] {{ vm.title }}</li> <li>• [H3] Government &amp; Public Sector</li> <li>• [H3] Financial Services</li> <li>• [H3] Agribusiness</li> <li>• [H3] Māori</li> <li>• [H3] Construction</li> <li>• [H3] Transport</li> <li>• [H3] Advisory</li> <li>• [H3] Audit and Assurance</li> <li>• [H3] Tax</li> <li>• [H3] Private Enterprise</li> <li>• [H3] Submit RFP</li> <li>• [H3] Submit RFP</li> <li>• [H3] Subscription</li> <li>• [H3] Subscribe to KPMG Insights</li> <li>• [H3] Subscription</li> <li>• [H4] {{ vm.title }}</li> <li>• [H4] {{ vm.title }}</li> </ul>	H1	H2	H3	H4	H5	H6	1	7	16	2	0	0
H1	H2	H3	H4	H5	H6									
1	7	16	2	0	0									
	Images	<p>We found 29 images on this web page.</p> <p>19 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>3%</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>												
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>												
	Iframe	<p>Great, there are no Iframes detected on this page.</p>												

# SEO Content

## 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 24 links including 5 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 4.17% Internal Links 95.83%

## In-page links

Anchor	Type	Juice
<a href="#">Insights</a>	Internal	Passing Juice
<a href="#">Industries</a>	Internal	Passing Juice
<a href="#">Services</a>	Internal	Passing Juice
<a href="#">About us</a>	Internal	Passing Juice
<a href="#">{{vm.label}}</a>	Internal	Passing Juice
<a href="#">Skip to content</a>	Internal	Passing Juice
<a href="#">{{ vm.home.label }}</a>	Internal	Passing Juice
<a href="#">{{ vm.topics.label }}</a>	Internal	Passing Juice
<a href="#">{{ vm.authors.label }}</a>	Internal	Passing Juice
<a href="#">Global (EN)</a>	Internal	Passing Juice
<a href="#">{{vm.newUser2}}</a>	Internal	Passing Juice
<a href="#">{{site.countryLocale}}</a>	Internal	Passing Juice
<a href="#">Legal</a>	Internal	Passing Juice
<a href="#">Privacy</a>	Internal	Passing Juice

## In-page links

<a href="#">Accessibility</a>	Internal	Passing Juice
<a href="#">Sitemap</a>	Internal	Passing Juice
<a href="#">Help</a>	Internal	Passing Juice
<a href="#">Glossary</a>	Internal	Passing Juice
<a href="#">Contact</a>	Internal	Passing Juice
<a href="#">International Hotline</a>	Internal	Passing Juice
<a href="#">Press Releases</a>	Internal	Passing Juice
<a href="#">Media contact</a>	Internal	Passing Juice
<a href="#">Alumni</a>	Internal	Passing Juice
<a href="https://home.kpmg/governance">https://home.kpmg/governance</a>	External	Passing Juice






## SEO Keywords











## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
kpmg	21	✓	✗	✓	✓
new	21	✓	✓	✗	✗
zealand	11	✓	✗	✗	✗
insurance	9	✗	✗	✗	✗
covid-19	8	✗	✗	✗	✗


## Usability

	Url	Domain : kpmg.co.nz Length : 10
	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	Great. This page take advantage of Dublin Core.




## Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 50 Warnings : 34
	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> Great, your website has few CSS files.</li><li> Perfect, your website has few JavaScript files.</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	<p>Great, your website has an XML sitemap.</p> <p><a href="http://kpmg.co.nz/sitemap.xml">http://kpmg.co.nz/sitemap.xml</a></p>
	Robots.txt	<p><a href="http://kpmg.co.nz/robots.txt">http://kpmg.co.nz/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>