Seo Analyzer
labourmatters.co.zw

Generated on February 20 2022 12:41 PM

The score is 43/100

SEO Content

⚠️	Title	LABOUR MATTERS ZIM – Your People, Your Performance, Our Commitment **Length : 72** Ideally, your title should contain between 10 and 70 characters (spaces included). Use [this free tool](#) to calculate text length.
❌	Description	**Length : 0** 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	Good, your page take advantage of Og Properties.

Property	Content
type	website
title	LABOUR MATTERS ZIM
description	Your People, Your Performance, Our Commitment
url	http://www.labourmatters.co.zw/
site_name	LABOUR MATTERS ZIM
image	http://www.labourmatters.co.zw/wp-content/uploads/2018/12/cropped-WhatsApp-Image-2018-11-30-at-16.47.14.jpeg
image:width	512
image:height	512
locale	en_US

SEO Content

	Headings							
		H1 0	**H2** 2	**H3** 2	**H4** 0	**H5** 6	**H6** 0	
		[H2] Workers Committee Training [H2] Our Services [H3] Labour Broking Services [H3] Categories [H5] HCM Consultancy [H5] Labour/IR Services [H5] Retainer Based Services [H5] Training Services [H5] HRIS Services [H5] Media						

❌	Images	We found 15 images on this web page. 2 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 : **7%** 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	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
✅	In-page links	We found a total of 25 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 16% Internal Links 84%

In-page links

Anchor	Type	Juice
WordPress.org	External	Passing Juice
Documentation	External	Passing Juice
Support	External	Passing Juice
Feedback	External	Passing Juice
Log In	Internal	Passing Juice
Register	Internal	Passing Juice
Skip to content	Internal	Passing Juice
LABOUR MATTERS ZIM	Internal	Passing Juice
HOME	Internal	Passing Juice
HR Community	Internal	Passing Juice
Resources	Internal	Passing Juice
Articles	Internal	Passing Juice
About Us	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Our Clients	Internal	Passing Juice
Labour Broking Services	Internal	Passing Juice
Recruitment Services	Internal	Passing Juice
HCM Consultancy	Internal	Passing Juice
Labour/IR Services	Internal	Passing Juice
Retainer Based Services	Internal	Passing Juice
Training Services	Internal	Passing Juice
HRIS Services	Internal	Passing Juice
Media	Internal	Passing Juice
Labour Relations	Internal	Passing Juice
People Management	Internal	Passing Juice

SEO Keywords

	Keywords Cloud	
		search consultancy **services** training **labour** matters **more** broking **read** provide

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
services	11	✖	✖	✖	✔
labour	10	✔	✖	✖	✔
read	7	✖	✖	✖	✖
more	7	✖	✖	✖	✖
broking	5	✖	✖	✖	✔

Usability

	Url	Domain : labourmatters.co.zw Length : 19
✔	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
✔		

Document

✓	Encoding	Perfect. Your declared charset is UTF-8.
✗	W3C Validity	Errors : 10 Warnings : 78
✗	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.
✓	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
◐	Speed Tips	✓ Excellent, your website doesn't use nested tables. ✗ Too bad, your website is using inline styles. ✗ Too bad, your website has too many CSS files (more than 4). ✗ Too bad, your website has too many JS files (more than 6). ✗ Too bad, your website does not take advantage of gzip.

Mobile

◐	Mobile Optimization	✓ Apple Icon ✓ Meta Viewport Tag ✓ Flash content

Optimization

✓	XML Sitemap	Great, your website has an XML sitemap. http://labourmatters.co.zw/sitemap.xml http://www.labourmatters.co.zw/sitemap.xml http://www.labourmatters.co.zw/news-sitemap.xml
✓	Robots.txt	http://labourmatters.co.zw/robots.txt 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.