Seo Analyzer
nippers2flippers.com.au

Generated on January 30 2022 18:31 PM

The score is 48/100

SEO Content

⚠️	Title	Home - **Length : 6** 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
locale	en_US
type	website
title	Home -
url	http://nippers2flippers.com.au/

⚪	Headings	

H1	H2	H3	H4	H5	H6
0	8	1	6	0	0

- [H2] Safe Start Swim School
- [H2] Our Programs
- [H2] Contact Nippers2Flippers to find out more or enrol your child today!
- [H2] About Us
- [H2] CONTACT US
- [H2] anita@nippers2flippers.com.au
- [H2] 02 42 250 256
- [H2]

SEO Content

		- [H3] Langson and Whelan Ave, Figtree NSW 2525,Australia - [H4] - [H4] - [H4] - [H4] - [H4] - [H4]
❌	Images	We found 16 images on this web page. 16 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	Perfect! No underscores detected in your URLs.
✅	In-page links	We found a total of 12 links including 0 link(s) to files
⚪	Statistics	External Links : noFollow 0% External Links : Passing Juice 8.33% Internal Links 91.67%

In-page links

Anchor	Type	Juice
Skip to content	Internal	Passing Juice

In-page links

Our Programs		Internal	Passing Juice
About Us		Internal	Passing Juice
Our Facility		Internal	Passing Juice
Our Team		Internal	Passing Juice
About Us		Internal	Passing Juice
Pool Parties		Internal	Passing Juice
Contact Us		Internal	Passing Juice
About Us		Internal	Passing Juice
ENROL NOW		Internal	Passing Juice
-		Internal	Passing Juice
Urban Arcade Media & Design		External	Passing Juice

SEO Keywords

Keywords Cloud	child water programs enrol passionate combined giving now safe start

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
start	4	✖	✖	✖	✔
programs	3	✖	✖	✖	✔
child	3	✖	✖	✖	✔
safe	3	✖	✖	✖	✔
enrol	3	✖	✖	✖	✔

Usability

	Url	Domain : nippers2flippers.com.au Length : 23

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	Perfect. Your declared charset is UTF-8.
❌	W3C Validity	Errors : 8 Warnings : 38
❌	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). ✔ Perfect, your website takes advantage of gzip.

Mobile

⚪	Mobile Optimization	✔ Apple Icon

Mobile

✔ Meta Viewport Tag

✔ Flash content

Optimization

✔	XML Sitemap	Great, your website has an XML sitemap.
		http://nippers2flippers.com.au/sitemap.xml
✔	Robots.txt	http://nippers2flippers.com.au/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.