






The score is 69/100







SEO Content

	Title	New Zealand travel itinerary planner Length : 36 Perfect, your title contains between 10 and 70 characters.												
	Description	The New Zealand travel guide and itinerary planner allows to create a customized itinerary for traveling in New Zealand simply and flexibly. Length : 140 Great, your meta description contains between 70 and 160 characters.												
	Keywords	New Zealand, travel, guide, itinerary, planning, planner, customized, budget, vacation, activities, accommodation, events Good, your page contains meta keywords.												
	Og Meta Properties	Good, your page take advantage of Og Properties. <table><tr><th>Property</th><th>Content</th></tr><tr><td>image</td><td>https://www.nzyourway.com/images/nzyw.jpg</td></tr></table>	Property	Content	image	https://www.nzyourway.com/images/nzyw.jpg								
Property	Content													
image	https://www.nzyourway.com/images/nzyw.jpg													
	Headings	<table><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr><tr><td>1</td><td>5</td><td>0</td><td>0</td><td>0</td><td>0</td></tr></table> <ul style="list-style-type: none">• [H1] New Zealand Itinerary Planning• [H2] Customized Travel Itinerary Creation• [H2] Travel Tips and Resources• [H2] Discover New Zealand Regions• [H2] Cheap New Zealand Travel Itineraries on a Budget• [H2] Simple and Flexible Travel Planning	H1	H2	H3	H4	H5	H6	1	5	0	0	0	0
H1	H2	H3	H4	H5	H6									
1	5	0	0	0	0									
	Images	We found 2 images on this web page. 1 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 : 26%												

SEO Content

		Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.
	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	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 53 links including 0 link(s) to files
	Statistics	External Links : noFollow 1.89% External Links : Passing Juice 9.43% Internal Links 88.68%

In-page links

Anchor	Type	Juice
Regions	Internal	Passing Juice
Northland	Internal	Passing Juice
Auckland	Internal	Passing Juice
Coromandel	Internal	Passing Juice
Waikato	Internal	Passing Juice
Bay of Plenty	Internal	Passing Juice
Rotorua	Internal	Passing Juice

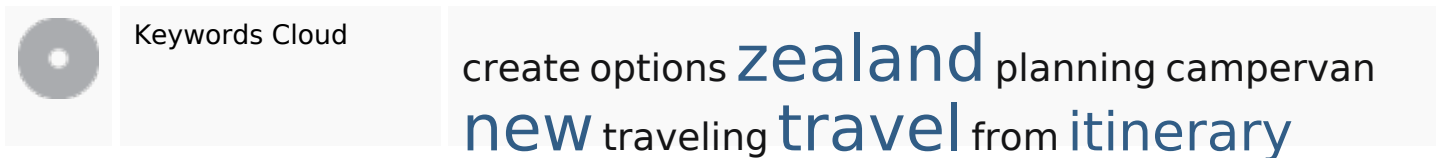
In-page links

Taupo	Internal	Passing Juice
Taranaki	Internal	Passing Juice
Mount Ruapehu	Internal	Passing Juice
Hawkes Bay	Internal	Passing Juice
Wellington	Internal	Passing Juice
Wairarapa	Internal	Passing Juice
Nelson/Marlborough	Internal	Passing Juice
West Coast	Internal	Passing Juice
Canterbury	Internal	Passing Juice
Christchurch	Internal	Passing Juice
Otago	Internal	Passing Juice
Queenstown	Internal	Passing Juice
Southland	Internal	Passing Juice
Itinerary	Internal	Passing Juice
Why and How	External	Passing Juice
Tips and Advice	Internal	Passing Juice
Interactive Map	Internal	Passing Juice
Recommend to Friend	External	Passing Juice
Useful Links	Internal	Passing Juice
#Franz	Internal	Passing Juice
#Whale	Internal	Passing Juice
#Leaving	Internal	Passing Juice
#Discovery	Internal	Passing Juice
#Jackson	Internal	Passing Juice
#Gardens	Internal	Passing Juice
#Johnny	Internal	Passing Juice
#Tours	Internal	Passing Juice
#Carter	Internal	Passing Juice

In-page links

#Reserve	Internal	Passing Juice
#World	Internal	Passing Juice
#Hells	Internal	Passing Juice
Booking	Internal	Passing Juice
Flights	Internal	Passing Juice
Rental Cars	Internal	Passing Juice
Accommodation	Internal	Passing Juice
Campervan Rental	Internal	Passing Juice
Travel Insurance	Internal	Passing Juice
List Your Site	Internal	Passing Juice
Contact Us	External	Passing Juice
Follow Us	Internal	Passing Juice
T-shirts & more	External	Passing Juice
find the best prices	Internal	Passing Juice
unlimited Wi-Fi access	External	noFollow
Legal	Internal	Passing Juice
About Us	Internal	Passing Juice
Privacy	External	Passing Juice

SEO Keywords








Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
travel	20	✓	✓	✓	✓
new	19	✓	✓	✓	✓







Keywords Consistency

zealand	19	✓	✓	✓	✓
itinerary	14	✓	✓	✓	✓
planning	6	✗	✓	✗	✓

Usability

	Url	Domain : nzyourway.com Length : 13
	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 : 3 Warnings : 4
	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	<div>✗ Attention! Try to avoid nested tables in HTML.</div> <div>✗ Too bad, your website is using inline styles.</div>

Document

- ✔ Great, your website has few CSS files.
- ✔ Perfect, your website has few JavaScript files.
- ✔ Perfect, your website takes advantage of gzip.

Mobile



Mobile Optimization

- ✖ Apple Icon
- ✔ Meta Viewport Tag
- ✔ Flash content

Optimization



XML Sitemap

Great, your website has an XML sitemap.

<http://nzyourway.com/sitemap.xml>



Robots.txt

<http://nzyourway.com/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.