

The score is 59/100



## SEO Content

	Title	<p>Princeton Security &amp;#x2d; A Multi&amp;#x2d;Service Solutions Provider</p> <p><b>Length : 65</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>																
	Description	<p>Princeton Group is an industry leader in risk management &amp;#x2d; guarding and armed response; cleaning and landscaping with sites throughout the Western Cape</p> <p><b>Length : 156</b></p> <p>Great, your meta description contains between 70 and 160 characters.</p>																
	Keywords	<p>Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.</p>																
	Og Meta Properties	<p>Good, your page take advantage of Og Properties.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Property</th> <th style="text-align: left;">Content</th> </tr> </thead> <tbody> <tr> <td>image</td> <td>https://facebook.com/princetonarmedresponse</td> </tr> <tr> <td>locale</td> <td>en_US</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>title</td> <td>home</td> </tr> <tr> <td>description</td> <td>Princeton Group is an industry leader in risk management &amp;#x2d; guarding and armed response; cleaning and landscaping with sites throughout the Western Cape</td> </tr> <tr> <td>url</td> <td>/</td> </tr> <tr> <td>site_name</td> <td>Princeton Security</td> </tr> </tbody> </table>	Property	Content	image	https://facebook.com/princetonarmedresponse	locale	en_US	type	website	title	home	description	Princeton Group is an industry leader in risk management &#x2d; guarding and armed response; cleaning and landscaping with sites throughout the Western Cape	url	/	site_name	Princeton Security
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	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 style="text-align: center;">2</td> <td style="text-align: center;">9</td> <td style="text-align: center;">32</td> <td style="text-align: center;">0</td> <td style="text-align: center;">0</td> <td style="text-align: center;">0</td> </tr> </tbody> </table>	H1	H2	H3	H4	H5	H6	2	9	32	0	0	0				
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# SEO Content

		<ul style="list-style-type: none"><li>• [H1] WHO WE ARE:</li><li>• [H1] WHY CHOOSE US</li><li>• [H2] We are Princeton Group</li><li>• [H2] Princeton Armed Response</li><li>• [H2] WHAT CLIENTS SAY</li><li>• [H2] OUR SERVICES</li><li>• [H2] CHECK OUT WHAT IS NEW AND ON THE GO!</li><li>• [H2] OUR SPECIALISTS</li><li>• [H2] Have a question? Speak to one of our specialists!</li><li>• [H2] CONTACT US</li><li>• [H2] Check Out Our Social Links!</li><li>• [H3] Armed Response</li><li>• [H3] Guarding</li><li>• [H3] Cleaning</li><li>• [H3] Landscaping and Irrigation</li><li>• [H3] Technology</li><li>• [H3] Trolley Management</li><li>• [H3] Compliance</li><li>• [H3] Locally owned and managed</li><li>• [H3] Technologically driven</li><li>• [H3] Price and Service competitive</li><li>• [H3] Community focus</li><li>• [H3] Service Excellence</li><li>• [H3] Armed Response</li><li>• [H3] Guarding</li><li>• [H3] Cleaning</li><li>• [H3] Landscaping and Irrigation</li><li>• [H3] Technology</li><li>• [H3] Trolley Management</li><li>• [H3] Updated legislation for Security officers wages</li><li>• [H3] Groote Schuur Hospital</li><li>• [H3] COVID19 and the Effect on our industry</li><li>• [H3] Home Security System explained in simple terminology so that even your granny understands it.</li><li>• [H3] Kenilworth Residents Association Post</li><li>• [H3] 021 448 9030</li><li>• [H3] 021 448 9030</li><li>• [H3] 21 Montrose Avenue, Claremont</li><li>• [H3] 021 448 9030</li><li>• [H3] enquiries@princeton.co.za</li><li>• [H3] Open 24 Hours</li><li>• [H3] Instagram</li><li>• [H3] LinkedIn</li><li>• [H3] Facebook</li></ul>
	Images	<p>We found 37 images on this web page.</p> <p>23 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>2%</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>

## SEO 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	Good. Your links looks friendly!
	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 10 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 10% Internal Links 90%

## In-page links

Anchor	Type	Juice
<a href="#">Skip to content</a>	Internal	Passing Juice
<a href="#">News</a>	Internal	Passing Juice
<a href="#">Updated legislation for Security officers wages</a>	Internal	Passing Juice
<a href="#">Groote Schuur Hospital</a>	Internal	Passing Juice
<a href="#">COVID19 and the Effect on our industry</a>	Internal	Passing Juice
<a href="#">Agency</a>	Internal	Passing Juice
<a href="#">Home Security System explained in simple terminology so that even your granny understands it.</a>	Internal	Passing Juice
<a href="#">Uncategorized</a>	Internal	Passing Juice
<a href="#">Kenilworth Residents Association Post</a>	Internal	Passing Juice

## In-page links

[Dev200](#)

External

Passing Juice

## SEO Keywords



Keywords Cloud

facilities trolley service management technology  
landscaping **response armed**  
**princeton** guarding

## Keywords Consistency

Keyword	Content	Title	Keywords	Descripti on	Headings
response	11	✘	✘	✔	✔
armed	11	✘	✘	✔	✔
princeton	9	✔	✘	✔	✔
service	5	✔	✘	✘	✔
guarding	5	✘	✘	✔	✔

## Usability

	Url	Domain : princeton.co.za Length : 15
	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 : 49 Warnings : 43
	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> Excellent, your website doesn't use nested tables.</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> 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	Great, your website has an XML sitemap. <pre>http://princeton.co.za/sitemap.xml</pre> <pre>https://princeton.co.za/sitemap.xml</pre>
	Robots.txt	<pre>http://princeton.co.za/robots.txt</pre> <p>Great, your website has a robots.txt file.</p>

## Optimization



Analytics

Great, your website has an analytics tool.



Google Analytics