

Seo Analyzer roymorgan.com

Generated on March 26 2022 04:14 AM

The score is 55/100



SEO Content

	Title	Roy Morgan - Market Research & Analysis - Roy Morgan Research Length : 61 Perfect, your title contains between 10 and 70 characters.												
	Description	Australia's leading Consumer, Industry and Market Research company. Discover your edge with accurate information, analysis and new ways of thinking. We have offices in Melbourne, Sydney, Brisbane, Perth, Indonesia, UK and USA. Length : 226 Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.												
	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. <table border="1"><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>type</td><td>website</td></tr><tr><td>title</td><td>Home</td></tr><tr><td>url</td><td>http://www.roymorgan.com/</td></tr><tr><td>site_name</td><td>Roy Morgan</td></tr></tbody></table>	Property	Content	type	website	title	Home	url	http://www.roymorgan.com/	site_name	Roy Morgan		
Property	Content													
type	website													
title	Home													
url	http://www.roymorgan.com/													
site_name	Roy Morgan													
	Headings	<table border="1"><thead><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr></thead><tbody><tr><td>0</td><td>27</td><td>46</td><td>17</td><td>6</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none">[H2] Since March 2019 government trust & distrust have fluctuated but 2021 ended with soaring levels of distrust[H2] Cinema attendance improves but well down on pre-pandemic[H2] ANZ-Roy Morgan Consumer Confidence drops 4.6pts to 91.2 as nation faces a jump in fuel prices – lowest since	H1	H2	H3	H4	H5	H6	0	27	46	17	6	0
H1	H2	H3	H4	H5	H6									
0	27	46	17	6	0									

SEO Content





September 2020

- [H2] The ALP increases its lead over the L-NP as petrol prices spike well above \$2 per litre: ALP 58% cf. L-NP 42%
- [H2] 2.9 million New Zealanders read newspapers and nearly 1.8 million read magazines in 2021
- [H2] Roy Morgan Business Confidence jumped 19pts to 120.5 in February as Omicron variant rapidly receded
- [H2] Inflation Expectations up 0.2% points to 5.1% in February; highest for nearly eight years since June 2014
- [H2] Australian unemployment up to 8.5% in February as Omicron variant slowly recedes around Australia and restrictions ease
- [H2] Honeymoon continues for National Leader Christopher Luxon with National support now at 38% - highest since January 2020
- [H2] Total News readership is up 0.9 per cent for the 12 months to December 2021 with growth in all Australian states and territories.
- [H2] Mobile banking apps and the internet are more satisfying for customers than branch visits or phone banking
- [H2] Women closing the superannuation gap
- [H2] Wonder Woman top superhero for Young Australians
- [H2] Wonder Woman on top and Captain Marvel one to watch
- [H2] New Zealand PM Jacinda Ardern has highest 'Net Trust Score' of all political leaders while Australian PM Scott Morrison has a 'Net Distrust Score' to overcome
- [H2] TV viewership of the AFL Women's competition increases while others decline
- [H2] Prime Minister Jacinda Ardern set to sweep to a 'crushing' election victory on Saturday
- [H2] Newsletter Sign Up
- [H2] State of the Nation - Wealth Report
- [H2] State Of The Nation
- [H2] Federal 2 Party Vote
- [H2] Confidence Ratings
- [H2] Unemployment
- [H2] Top News Sites
- [H2] Testimonials
- [H2] Twitter Feed
- [H2] Roy Morgan Papers
- [H3] Quick Links
- [H3] Australia
- [H3] State of the Nation Report 28
- [H3] Spotlight on Media (August 2017)
- [H3] State of the Nation Report 27
- [H3] Spotlight on Automotive (March 2017)
- [H3] State of the Nation Report 26
- [H3] Spotlight on Retail (November 2016)
- [H3] State of the Nation Report 25
- [H3] Spotlight on Financial Risk (August 2016)
- [H3] State of the Nation Report 24
- [H3] Spotlight on the 2016 Federal Election (May 2016)
- [H3] ALP
- [H3] L-NP
- [H3] Australian Business Confidence; 10/02/2022
- [H3] Australian Consumer Confidence 22/03/2022





SEO Content

- [H3] NZ Consumer Confidence 04/03/2022
- [H3] Indonesian Consumer Confidence 29/04/2020
- [H3] Unemployment
- [H3] Under-Employment
- [H3] news.com.au (News)
- [H3] abc.net.au/news (ABC News)
- [H3] smh.com.au (SMH)
- [H3] 7News.com.au (7 News)
- [H3] 9News.com.au (9 News)
- [H3] About Roy Morgan Research
- [H3] District of Port Phillip and Victoria today - Victoria Day Council, 2019 La Trobe Lecture by Gary Morgan, July 20, 2019.
- [H3] Women, the Media, and People from Other Countries who have made Victoria - 1851 to Today. Victoria Day Council, 2008 La Trobe Lecture by Gary Morgan, July 5, 2008.
- [H3] The LaTrobe Society - 'Early Melbourne Paintings' Catalogue (Updated July 2020)
- [H3] 2021
- [H3] 2020
- [H3] 2019
- [H3] 2018
- [H3] 2017
- [H3] 2016
- [H3] 2015
- [H3] 2014
- [H3] 2013
- [H3] 2012
- [H3] 2011
- [H3]
- [H3] Latest in Store
- [H3] Links
- [H3] Social
- [H3] Roy Morgan
- [H3] Head Office
- [H4] Market Research : Finding No: 8933
- [H4] Market Research : Finding No: 8919
- [H4] Economic : Finding No: 8940
- [H4] Political : Finding No: 8922
- [H4] Market Research : Finding No: 8926
- [H4] Economic : Finding No: 8923
- [H4] Economic : Finding No: 8921
- [H4] Economic : Finding No: 8924
- [H4] Political : Finding No: 8912
- [H4] Market Research : Finding No: 8908
- [H4] Market Research : Finding No: 8909
- [H4] October 12 2018
- [H4] September 24 2018
- [H4] March 07 2019
- [H4] March 19 2020
- [H4] June 23 2020
- [H4] October 15 2020
- [H5]
- [H5]
- [H5]
- [H5]
- [H5]
- [H5]

SEO Content

		• [H5]
	Images	We found 34 images on this web page. 12 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 : 33% 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	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

SEO Links

	URL Rewrite	Bad. Your links have query string.
	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 110 links including 1 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 9.09% Internal Links 90.91%

In-page links

Anchor	Type	Juice
About	Internal	Passing Juice
Services	Internal	Passing Juice
Products	Internal	Passing Juice

In-page links

Findings	Internal	Passing Juice
Industries	Internal	Passing Juice
Morgan Poll	Internal	Passing Juice
Store	External	Passing Juice
Careers	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Home	Internal	Passing Juice
Newsletter	Internal	Passing Juice
Social	External	Passing Juice
Print	External	Passing Juice
Roy Morgan Research	Internal	Passing Juice
History	Internal	Passing Juice
Founder	Internal	Passing Juice
Philosophy	Internal	Passing Juice
Gary Morgan	Internal	Passing Juice
Michele Levine	Internal	Passing Juice
Certification	Internal	Passing Juice
In the News	Internal	Passing Juice
Papers	Internal	Passing Juice
International Operations	Internal	Passing Juice
Indonesia	Internal	Passing Juice
New Zealand	Internal	Passing Juice
United Kingdom	Internal	Passing Juice
United States	Internal	Passing Juice
Other Businesses	Internal	Passing Juice
ABIX-Roy Morgan Daily News Summary	Internal	Passing Juice
Mapes and Ross	Internal	Passing Juice
Advertising Research	Internal	Passing Juice

In-page links

B2B Research	Internal	Passing Juice
Customised Research	Internal	Passing Juice
PitchPLANNER	Internal	Passing Juice
Online Research	Internal	Passing Juice
International Interviewing	Internal	Passing Juice
Qualitative Research	Internal	Passing Juice
Telephone Interviewing	Internal	Passing Juice
Target Mapping	Internal	Passing Juice
ASTEROID	Internal	Passing Juice
Customer Satisfaction Awards	Internal	Passing Juice
Helix Personas	Internal	Passing Juice
Reactor	Internal	Passing Juice
Single Source	Internal	Passing Juice
Risk	Internal	Passing Juice
Social Media	Internal	Passing Juice
Values Segments	Internal	Passing Juice
Audiences	Internal	Passing Juice
Young Australians Survey	Internal	Passing Juice
Segmentation Analytics	Internal	Passing Juice
BEST	Internal	Passing Juice
Technology Adoption Segments	Internal	Passing Juice
Food Segments	Internal	Passing Juice
Major Studies	Internal	Passing Juice
State of the Nation	Internal	Passing Juice
Digital Universe	Internal	Passing Juice
HILDA	Internal	Passing Juice
Footprints	Internal	Passing Juice
Government Policy	Internal	Passing Juice


In-page links

Alcohol	Internal	Passing Juice
Automotive	Internal	Passing Juice
Banking and Finance	Internal	Passing Juice
Consumer Products	Internal	Passing Juice
Economic, Political and Social	Internal	Passing Juice
Gambling	Internal	Passing Juice
Media	Internal	Passing Juice
Cross-Platform Audience	Internal	Passing Juice
Retail	Internal	Passing Juice
Telecommunications-Technology	Internal	Passing Juice
Travel and Tourism	Internal	Passing Juice
Superannuation	Internal	Passing Juice
Utilities	Internal	Passing Juice
Morgan Poll	Internal	Passing Juice
About	Internal	Passing Juice
Morgan Poll Review	Internal	Passing Juice
Margin of Error	Internal	Passing Juice
Federal Poll	Internal	Passing Juice
NZ National Poll	Internal	Passing Juice
State Poll	Internal	Passing Juice
Consumer Confidence	Internal	Passing Juice
Business Confidence	Internal	Passing Juice
Federal Poll	Internal	Passing Juice
Business Confidence	Internal	Passing Juice
Consumer Confidence	Internal	Passing Juice
Unemployment	Internal	Passing Juice
New Zealand	Internal	Passing Juice
Unemployment	Internal	Passing Juice

In-page links

Store	Internal	Passing Juice
=	External	Passing Juice
Satisfaction with Banking Channels Report	Internal	Passing Juice
=	Internal	Passing Juice
58%	Internal	Passing Juice
120.5	Internal	Passing Juice
Tweets by @roymorganonline	External	Passing Juice
=	External	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
Buy Now	Internal	Passing Juice
Feedback	Internal	Passing Juice
Help	Internal	Passing Juice
Interviewer Login	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Quality Policy	Internal	Passing Juice
Site Map	Internal	Passing Juice
Terms of Use	Internal	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	Internal	Passing Juice






SEO Keywords

 Keywords Cloud	research nation state consumer spotlight morgan roy confidence report news
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
morgan	15	✓	✗	✗	✓
confidence	10	✗	✗	✗	✓
state	10	✗	✗	✗	✓
nation	9	✗	✗	✗	✓
consumer	8	✗	✗	✓	✓








Usability

	Url	Domain : roymorgan.com Length : 13
	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
	Encoding	You have not specified the document's charset. Use this free meta tags generator to declare document's charset.
	W3C Validity	Errors : 39 Warnings : 17
	Email Privacy	Great no email address has been found in plain text!




Document

	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<ul style="list-style-type: none"> Excellent, your website doesn't use nested tables. Too bad, your website is using inline styles. Great, your website has few CSS files. 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	<ul style="list-style-type: none"> Apple Icon Meta Viewport Tag Flash content
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Optimization

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