








Seo Analyzer scoop.co.nz

Generated on April 01 2022 10:18 AM





The score is 67/100







SEO Content

	Title	Scoop - New Zealand News Length : 24 Perfect, your title contains between 10 and 70 characters.																	
	Description	Scoop Provides up to the minute New Zealand News. Press Releases, Analysis, Opinion Pieces, all published the instant they are available Length : 136 Great, your meta description contains between 70 and 160 characters.																	
	Keywords	Scoop, News, New Zealand, NZ, media, politics, government 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>http://img.scoop.co.nz/stories/images/1908/scoop_image.jpg</td></tr></table>						Property	Content	image	http://img.scoop.co.nz/stories/images/1908/scoop_image.jpg								
Property	Content																		
image	http://img.scoop.co.nz/stories/images/1908/scoop_image.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>6</td><td>2</td><td>0</td></tr></table> <ul style="list-style-type: none">• [H1] Gordon Campbell: On Good Riddance To The America’s Cup• [H2] NEW ZEALAND POLITICS• [H2] BUSINESS, SCIENCE & TECH• [H2] COMMENT• [H2] WORLD• [H2] LIFESTYLE• [H4] ALSO:• [H4] LATEST HEADLINES• [H4] LATEST HEADLINES• [H4] LATEST HEADLINES• [H4] LATEST HEADLINES• [H4] LATEST HEADLINES						H1	H2	H3	H4	H5	H6	1	5	0	6	2	0
H1	H2	H3	H4	H5	H6														
1	5	0	6	2	0														

SEO Content

		<ul style="list-style-type: none">• [H5]• [H5] Scoop Media
	Images	We found 34 images on this web page. 31 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 : 17% Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 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	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 205 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 2.44% Internal Links 97.56%

In-page links

Anchor	Type	Juice
Scoop	Internal	Passing Juice
Werewolf	External	Passing Juice
Wellington	Internal	Passing Juice

In-page links

The Dig	External	Passing Juice
Business Scoop	Internal	Passing Juice
Pacific	Internal	Passing Juice
Community	Internal	Passing Juice
Review of Books	Internal	Passing Juice
InfoPages	Internal	Passing Juice
Front Page	Internal	Passing Juice
Scoops	Internal	Passing Juice
Parliament	Internal	Passing Juice
Politics	Internal	Passing Juice
Regional	Internal	Passing Juice
Business	Internal	Passing Juice
Sci-Tech	Internal	Passing Juice
World	Internal	Passing Juice
Culture	Internal	Passing Juice
Education	Internal	Passing Juice
Health	Internal	Passing Juice
Scams At Record Levels	Internal	Passing Juice
Concerns With STAP Programme	Internal	Passing Juice
First Islamic Art Stamp	Internal	Passing Juice
Overfishing Threatens Oceans	Internal	Passing Juice
Tax Time Traps	Internal	Passing Juice
Merger Charterchat, Part 4	Internal	Passing Juice
WCC Votes Against Fast-Tracking District Plan	Internal	Passing Juice
More>>	Internal	Passing Juice
Latest Tweets by ScoopNZ	External	Passing Juice
Breaking News	External	Passing Juice
NEW ZEALAND POLITICS	Internal	Passing Juice

In-page links

More>>	Internal	Passing Juice
More>>	Internal	Passing Juice
April 1 Changes No Consolation For Squeezed Middle	Internal	Passing Juice
More>>	Internal	Passing Juice
More>>	Internal	Passing Juice
More>>	Internal	Passing Juice
More>>	Internal	Passing Juice
Milestone Reached With Graduation Of 3,000th Police Recruit	Internal	Passing Juice
New Zealand Governmen...	Internal	Passing Juice
Support People Into Jobs, Not The Benefit	Internal	Passing Juice
New Zealand National Party	Internal	Passing Juice
Consumer Confidence Goes From &#x2018;bad To Worse&#x2019;	Internal	Passing Juice
STAPP Report Reveals A Biased And Unfair Govt	Internal	Passing Juice
Auditor General Slams Dodgy Tourism Fund For Racial Discrimination	Internal	Passing Juice
ACT New Zealan...	Internal	Passing Juice
Labour&#x2019;s Car Tax Is No April Fool&#x2019;s Joke	Internal	Passing Juice
More	Internal	Passing Juice
Wellington City Mission Celebrates Benefit Boost	Internal	Passing Juice
Wellington City Mission	Internal	Passing Juice
NZNO Welcomes Living Wage Increase	Internal	Passing Juice
NZNO	Internal	Passing Juice
Fairer Future: Government Needs To Go Further With Benefit Increases	Internal	Passing Juice
ActionStatio...	Internal	Passing Juice
Joint P&#x101;nui On The Te Herenga Waka Vaccine Mandate Review	Internal	Passing Juice
VUWSA	Internal	Passing Juice
Air Force Marks 85 Years Of Service To New Zealand	Internal	Passing Juice

In-page links

New Zealand Defence Force	Internal	Passing Juice
Findings From Third Survey Of Public Sector Information Management Released	Internal	Passing Juice
More	Internal	Passing Juice
Operation Grizzly &#x2013; Police Seeking David Tuitupou	Internal	Passing Juice
New Zealand Police	Internal	Passing Juice
Fossil Of The Day Awards Delivered To MP Offices	Internal	Passing Juice
Extinction Rebellion Otautahi	Internal	Passing Juice
Rotorua Cityride Bus Services To Resume Normal Timetables From This Monday	Internal	Passing Juice
Bay of...	Internal	Passing Juice
Council To Remove Staff Vaccination Policy	Internal	Passing Juice
Hamilton City Council	Internal	Passing Juice
New Council Committee And A New Transport Board	Internal	Passing Juice
Craig Lord	Internal	Passing Juice
Late-night Vaccination Events Among This Weekend&#x2019;s Pop-ups	Internal	Passing Juice
NRHCC	Internal	Passing Juice
UPDATE - Colac Bay incident	Internal	Passing Juice
More	Internal	Passing Juice
Less congestion, except in Wellington, after first day of Transmission Gully	Internal	Passing Juice
Fewer new covid cases and fewer covid patients in hospital	Internal	Passing Juice
Security increased and police on alert for more protests at Parliament	Internal	Passing Juice
Protestor arrested at Parliament a second time; police prepare for second protest	Internal	Passing Juice
New Children&rsquo;s Hospital handed over to CCDHB	Internal	Passing Juice
Wellington Airport&rsquo;s first international arrival in almost a year &ndash; from Brisbane	Internal	Passing Juice
More	Internal	Passing Juice
BUSINESS, SCIENCE & TECH	Internal	Passing Juice

In-page links

More>>	Internal	Passing Juice
More>>	Internal	Passing Juice
More>>	Internal	Passing Juice
More>>	Internal	Passing Juice
More>>	Internal	Passing Juice
More>>	Internal	Passing Juice
Avocados Market 2022 Growth Development Tends, Analysis Of The Impact Of Covid-1...	Internal	Passing Juice
Baby Food & Infant Formula Market: Top Manufacturers, Development Status, Opport...	Internal	Passing Juice
Baby Hair Care Products Market Research Report By Business Scope, Revenue, Major...	Internal	Passing Juice
Titanium Powder For 3D Printing Market 2022 To Witness Notable Growth: Covid-19 ...	Internal	Passing Juice
Cage Free Eggs Market Research Report By Business Scope, Revenue, Major Drivers ...	Internal	Passing Juice
Property Brokers Welcomes Major Player As It Expands In Tauranga	Internal	Passing Juice
Property Brokers	Internal	Passing Juice
What You Need To Know About Shiden (SDN) In 2022	Internal	Passing Juice
ACN Newswire	Internal	Passing Juice
More	Internal	Passing Juice
NIWA-Nippon Foundation Tonga Eruption Seabed Mapping Project A "rare Opportunity...	Internal	Passing Juice
University of Auckland	Internal	Passing Juice
Tree Planting Key To Controlling Hill Country Erosion	Internal	Passing Juice
NZ Forest Service	Internal	Passing Juice
Somar Digital Achieves Amazon Web Services Partner Status	Internal	Passing Juice
Somar Digital	Internal	Passing Juice
New Investigation Into Native Honey	Internal	Passing Juice
Plant and Food Research	Internal	Passing Juice
PF2050 Ltd Supporting Breakthrough Science For Predator	Internal	Passing Juice

In-page links

[Eradication](#)

[Predator Free...](#)

Internal

Passing Juice

[Family Donation Supports Otago University Research On World Bipolar Day](#)

Internal

Passing Juice

[Universit...](#)

Internal

Passing Juice

[More](#)

Internal

Passing Juice

[COMMENT](#)

Internal

Passing Juice

[More>>](#)

Internal

Passing Juice

[More>>](#)

Internal

Passing Juice

[More>>](#)

Internal

Passing Juice

[More>>](#)

Internal

Passing Juice

[More>>](#)

Internal

Passing Juice

[More>>](#)

Internal

Passing Juice

[Merger Charterchat Part 5](#)

Internal

Passing Juice

[Tom Frewen](#)

Internal

Passing Juice

[Don't Let A Mountain In Montenegro Be Lost To A War In Ukraine](#)

Internal

Passing Juice

[David Swanson](#)

Internal

Passing Juice

[Binoy Kampmark](#)

Internal

Passing Juice

[Gordon Campbell](#)

Internal

Passing Juice

[What Makes Good Public Health Sense Also Makes Good Sense For Other Things](#)

Internal

Passing Juice

[Ian Po...](#)

Internal

Passing Juice

[More](#)

Internal

Passing Juice

[WORLD](#)

Internal

Passing Juice

[More>>](#)

Internal

Passing Juice

[More>>](#)

Internal

Passing Juice

[More>>](#)

Internal

Passing Juice

[More>>](#)

Internal

Passing Juice

[More>>](#)

Internal

Passing Juice

In-page links

More>>	Internal	Passing Juice
Tunisia: Dissolving Parliament Violates Constitution, Further Complicates Existi...	Internal	Passing Juice
Crisis X: Is Asia Ready To Face The Next Pandemic?	Internal	Passing Juice
ADB Institute	Internal	Passing Juice
MENACW 2022 Galvanizes Regional Momentum For COP27	Internal	Passing Juice
UNFCCC	Internal	Passing Juice
Tuvalu Ratifies The Comprehensive Nuclear-Test-Ban Treaty	Internal	Passing Juice
CTBTO Preparatory Commi...	Internal	Passing Juice
Thailand: Dismiss Ongoing Criminal Defamation Cases, Decriminalize Defamation	Internal	Passing Juice
Avance Clinical Announces New Office Opening In Melbourne	Internal	Passing Juice
Zhenro Properties Announces Annual Results 2021	Internal	Passing Juice
More	Internal	Passing Juice
LIFESTYLE	Internal	Passing Juice
More>>	Internal	Passing Juice
≥	Internal	Passing Juice
More>>	Internal	Passing Juice
More>>	Internal	Passing Juice
Endurance Finals Go Live On Sky TV	Internal	Passing Juice
Iconsport	Internal	Passing Juice
Endurance Finals Go Live On Sky TV	Internal	Passing Juice
Howard Davis	Internal	Passing Juice
Toro y Moi Shares New Single & Video 'D&#xE9;j&#xE0; Vu'	Internal	Passing Juice
The Label	Internal	Passing Juice
Luke Buda & Fables Join French For Rabbits On The 'The Overflow' Tour This April	Internal	Passing Juice
Mouthful Is Making The Miniature Comedy Festival Bigger	Internal	Passing Juice
Mouthful	Internal	Passing Juice
Sky&#x2019;s The Limit For New Zealand And Pacific Music	Internal	Passing Juice

In-page links


National Library Of New Zealand	Internal	Passing Juice
More	Internal	Passing Juice
UN Health Agency Launches Bid To Stop A New Global Pandemic	Internal	Passing Juice
UN News	Internal	Passing Juice
Shape-shifting Volcano Virus Points To New Ways To Deliver Drugs, Vaccines	Internal	Passing Juice
UVA He...	Internal	Passing Juice
The Omicron Journey, A Stark Warning From Inside Out	Internal	Passing Juice
NZIMLS	Internal	Passing Juice
Cancer Society Not Surprised By New Research Showing High Death Rate From Melan...	Internal	Passing Juice
Hawke's Bay DHB Blesses New Theatre And Admissions Discharge Unit Today	Internal	Passing Juice
Hawke's B...	Internal	Passing Juice
Health Warning Lifted For Lake Rotorua And The Ohau Channel	Internal	Passing Juice
Toi Te Ora Public Hea...	Internal	Passing Juice
NZ Tops World For Melanoma Deaths &#x2013; Expert Reaction	Internal	Passing Juice
Science Media Centre	Internal	Passing Juice
More	Internal	Passing Juice
'Broken' System Leaves Disabled Students Without Support	Internal	Passing Juice
IHC New Zealand	Internal	Passing Juice
Applications Now Open To Te Ara A Kupe Beaton Scholarships	Internal	Passing Juice
Crimson Education	Internal	Passing Juice
Toi Ohomai Begins Te P&#x16B;kenga Co-branding	Internal	Passing Juice
Toi Ohomai Institute of Technology	Internal	Passing Juice
Nursing Students Earn While They Learn In Covid Response	Internal	Passing Juice
Te Pukenga	Internal	Passing Juice
Waitangi Treaty Grounds Supporting Teachers With New	Internal	Passing Juice

In-page links

[Aotearoa New Zealand Histor...](#)

Billie&#x2019;s Building Her Future	Internal	Passing Juice
Universal College Of Learning	Internal	Passing Juice
Bassist To The Stars Now Teaching Skills At EIT's IDEAschool	Internal	Passing Juice
Eastern Institute of...	Internal	Passing Juice
More	Internal	Passing Juice
MOBILE SITE	Internal	Passing Juice
Contact	Internal	Passing Juice
About	Internal	Passing Juice
Submit News	Internal	Passing Juice
Newsagent	Internal	Passing Juice
Donate	Internal	Passing Juice
Social Media	Internal	Passing Juice
Scoop Network	Internal	Passing Juice
Scoop Foundation	Internal	Passing Juice
Next Election NZ	External	Passing Juice
Complaints Policy	Internal	Passing Juice
Licensed Orgs.	Internal	Passing Juice
About Scoop Pro	Internal	Passing Juice
Apply for a license	Internal	Passing Juice
Terms of Use	Internal	Passing Juice






SEO Keywords

	Keywords Cloud	police from scoop government national zealand research more rss new
--	----------------	---





Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
new	29	✓	✓	✓	✓
more	20	✗	✗	✗	✗
zealand	19	✓	✓	✓	✓
scoop	8	✓	✓	✓	✓
rss	8	✗	✗	✗	✗



Usability

	Url	Domain : scoop.co.nz Length : 11
	Favicon	Great, your website has a favicon.
	Printability	Great. We have found a Print-Friendly CSS.
	Language	You have not specified the language. Use this free meta tags generator to declare the intended language of your website.
	Dublin Core	Great. This page take advantage of Dublin Core.


Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 73 Warnings : 41
	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	<div><div>✓ Excellent, your website doesn't use nested tables.</div><div>✗ Too bad, your website is using inline styles.</div><div>✗ Too bad, your website has too many CSS files (more than 4).</div><div>✓ Perfect, your website has few JavaScript files.</div><div>✓ Perfect, your website takes advantage of gzip.</div></div>

Mobile

	Mobile Optimization	<div><div>✓ Apple Icon</div><div>✓ Meta Viewport Tag</div><div>✓ Flash content</div></div>
--	---------------------	--

Optimization

	XML Sitemap	<div>Great, your website has an XML sitemap.</div> <div><div>http://scoop.co.nz/sitemap.xml</div><div>http://www.scoop.co.nz/sitemap.xml</div></div>
	Robots.txt	<div>http://scoop.co.nz/robots.txt</div> <div>Great, your website has a robots.txt file.</div>
	Analytics	<div>Great, your website has an analytics tool.</div> <div><div> Google Analytics</div></div>