








Seo Analyzer tourism.net.nz

Generated on March 16 2022 15:02 PM





The score is 65/100







SEO Content

	Title	<p>New Zealand Tourism Guide Accommodation, Attractions, Tours & Travel</p> <p>Length : 70</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p>Are you planning to travel in NZ? New Zealand Tourism Guide provides a wealth of NZ travel information for accommodation, attractions, tours and much more.</p> <p>Length : 155</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 this free online meta tags generator to create keywords.</p>												
	Og Meta Properties	<p>This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them.</p>												
	Headings	<table><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr><tr><td>2</td><td>5</td><td>14</td><td>4</td><td>0</td><td>0</td></tr></table> <ul style="list-style-type: none">• [H1] COVID-19 Update• [H1] New Zealand Tourism Guide - Gateway to NZ Tourism, Travel and Holidays• [H2] COVID-19 Information and Resources• [H2] Prepare for your New Zealand Travel• [H2] NZ Tourism Guide by Destination• [H2] 101 Things to Do in New Zealand• [H2] Why Visit New Zealand• [H3] Accommodation• [H3] Accommodation• [H3] Attractions• [H3] Attractions• [H3] Tours• [H3] Tours• [H3] Transport	H1	H2	H3	H4	H5	H6	2	5	14	4	0	0
H1	H2	H3	H4	H5	H6									
2	5	14	4	0	0									

SEO Content

		<ul style="list-style-type: none"> • [H3] Transport • [H3] Events • [H3] Event Planning • [H3] Dining • [H3] Dining • [H3] North Island • [H3] South Island • [H4] Contact Us • [H4] Travel Trade • [H4] Other • [H4] Partners
	Images	<p>We found 92 images on this web page.</p> <p>5 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 : 27%</p> <p>Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.</p>
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>
	Iframe	<p>Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.</p>

SEO Links

	URL Rewrite	<p>Good. Your links looks friendly!</p>
	Underscores in the URLs	<p>We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.</p>
	In-page links	<p>We found a total of 272 links including 0 link(s) to files</p>
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 4.78%</p> <p>Internal Links 95.22%</p>

In-page links

Anchor	Type	Juice
Skip to main content	Internal	Passing Juice
Home	Internal	Passing Juice
Accommodation	Internal	Passing Juice
Attractions	Internal	Passing Juice
Tours	Internal	Passing Juice
Transport	Internal	Passing Juice
Events	Internal	Passing Juice
Destinations	Internal	Passing Juice
About New Zealand	Internal	Passing Juice
Experience	Internal	Passing Juice
Shop	Internal	Passing Juice
Getting Here	Internal	Passing Juice
Language Options	Internal	Passing Juice
Traveller Tips	Internal	Passing Juice
Currency	Internal	Passing Juice
Traveller Q&A	Internal	Passing Juice
Accessible Travel	Internal	Passing Juice
Drone Videos	Internal	Passing Juice
Featured Businesses	Internal	Passing Juice
Nature	Internal	Passing Juice
Off the Beaten Track	Internal	Passing Juice
Region Information	Internal	Passing Juice
NZ Highlights	Internal	Passing Juice
Scenic Highlights	Internal	Passing Juice
Video Tour	Internal	Passing Juice
Webcams	Internal	Passing Juice
About NZ	Internal	Passing Juice

In-page links

[illegible]

In-page links

=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
Adventure	Internal	Passing Juice
Biking	Internal	Passing Juice
Boats & Sailing	Internal	Passing Juice
Fishing	Internal	Passing Juice
Golf	Internal	Passing Juice
Hiking & Walking	Internal	Passing Juice
Skiing	Internal	Passing Juice
Water Sports	Internal	Passing Juice
Activity Passes	Internal	Passing Juice
Cruise Attractions	Internal	Passing Juice
Entertainment	Internal	Passing Juice
Events & Shows	Internal	Passing Juice
Family Fun	Internal	Passing Juice
Glaciers	Internal	Passing Juice
Sightseeing	Internal	Passing Juice
Scenic Flights	Internal	Passing Juice
Scenic Trains	Internal	Passing Juice
Segway	Internal	Passing Juice
Theme Parks	Internal	Passing Juice
Zoos	Internal	Passing Juice
Day Spas	Internal	Passing Juice
Galleries	Internal	Passing Juice

In-page links

Gardens	Internal	Passing Juice
Heritage & History	Internal	Passing Juice
Hot Pools	Internal	Passing Juice
Maori Culture	Internal	Passing Juice
Meditation	Internal	Passing Juice
Museums	Internal	Passing Juice
Nature & Eco	Internal	Passing Juice
Performing Arts	Internal	Passing Juice
Tourist Shopping	Internal	Passing Juice
Wineries	Internal	Passing Juice
Adventure	Internal	Passing Juice
Dive	Internal	Passing Juice
Expedition	Internal	Passing Juice
Cultural	Internal	Passing Juice
Heritage	Internal	Passing Juice
Spiritual	Internal	Passing Juice
Accessible	Internal	Passing Juice
Age Group	Internal	Passing Juice
Backpacker	Internal	Passing Juice
Gay	Internal	Passing Juice
Small Group	Internal	Passing Juice
Women Only	Internal	Passing Juice
Eco & Wildlife	Internal	Passing Juice
Geothermal	Internal	Passing Juice
Camping	Internal	Passing Juice
Hiking	Internal	Passing Juice
Boat & Sail	Internal	Passing Juice
Cycle	Internal	Passing Juice

In-page links

Fishing	Internal	Passing Juice
Kayaking	Internal	Passing Juice
Rail Trails	Internal	Passing Juice
Segway	Internal	Passing Juice
Ski & Snow	Internal	Passing Juice
Sports & Golf	Internal	Passing Juice
Surfing & Kite	Internal	Passing Juice
4WD Offroad	Internal	Passing Juice
Bus & Coach	Internal	Passing Juice
Motorcycling	Internal	Passing Juice
Motorhome	Internal	Passing Juice
Self Drive	Internal	Passing Juice
Cruises	Internal	Passing Juice
Gardens	Internal	Passing Juice
Helicopter	Internal	Passing Juice
Scenic	Internal	Passing Juice
Agricultural	Internal	Passing Juice
Educational	Internal	Passing Juice
Film & Theme	Internal	Passing Juice
Hobbit Set	Internal	Passing Juice
Food & Cook	Internal	Passing Juice
LOTR	Internal	Passing Juice
Photography	Internal	Passing Juice
Train & Rail	Internal	Passing Juice
Wine	Internal	Passing Juice
Combination	Internal	Passing Juice
Corporate	Internal	Passing Juice
Custom	Internal	Passing Juice

In-page links

Luxury	Internal	Passing Juice
Package	Internal	Passing Juice
Private Guide	Internal	Passing Juice
Shore Trips	Internal	Passing Juice
Travel Agents & Inbound Tour Operators	Internal	Passing Juice
Air Charters	Internal	Passing Juice
Airlines	Internal	Passing Juice
Bus & Coach	Internal	Passing Juice
Trains	Internal	Passing Juice
Airport & Port	Internal	Passing Juice
Park & Store	Internal	Passing Juice
Vehicle Sales	Internal	Passing Juice
Passes	Internal	Passing Juice
Fly & Drive	Internal	Passing Juice
4WD	Internal	Passing Juice
Campervans	Internal	Passing Juice
Cars	Internal	Passing Juice
Motorcycles	Internal	Passing Juice
Relocations	Internal	Passing Juice
Skifields	Internal	Passing Juice
Tracks	Internal	Passing Juice
Rental Cycles	Internal	Passing Juice
Disability	Internal	Passing Juice
Backpacker	Internal	Passing Juice
Shuttles	Internal	Passing Juice
Limousines	Internal	Passing Juice
Taxis	Internal	Passing Juice
Air & Sea	Internal	Passing Juice

In-page links

Boat & Hire	Internal	Passing Juice
Ferry & Taxi	Internal	Passing Juice
Conference	Internal	Passing Juice
Rooms	Internal	Passing Juice
Meeting Venues	Internal	Passing Juice
Corporate Retreats	Internal	Passing Juice
Audio & Lighting	Internal	Passing Juice
Caterers	Internal	Passing Juice
Gifts & Promo	Internal	Passing Juice
Entertainment	Internal	Passing Juice
Equipment Hire	Internal	Passing Juice
Management	Internal	Passing Juice
Photo & Video	Internal	Passing Juice
Public Speakers	Internal	Passing Juice
Security	Internal	Passing Juice
Team Building	Internal	Passing Juice
Trade Display	Internal	Passing Juice
Trainers	Internal	Passing Juice
Cars	Internal	Passing Juice
Catering	Internal	Passing Juice
Dresses & Attire	Internal	Passing Juice
Flowers	Internal	Passing Juice
Accommodation	Internal	Passing Juice
Makeup & Hair	Internal	Passing Juice
Celebrants	Internal	Passing Juice
Photo & Video	Internal	Passing Juice
Planners	Internal	Passing Juice
Stag & Hen	Internal	Passing Juice

In-page links

Venues	Internal	Passing Juice
Flights	Internal	Passing Juice
New Zealand Wide	Internal	Passing Juice
North Island Wide	Internal	Passing Juice
Eastland	Internal	Passing Juice
Hawkes Bay	Internal	Passing Juice
Manawatu	Internal	Passing Juice
Northland	Internal	Passing Juice
Rotorua	Internal	Passing Juice
Ruapehu	Internal	Passing Juice
Taranaki	Internal	Passing Juice
Taupo	Internal	Passing Juice
Waikato	Internal	Passing Juice
Wairarapa	Internal	Passing Juice
Wanganui	Internal	Passing Juice
Wellington	Internal	Passing Juice
Auckland	Internal	Passing Juice
Bay of Plenty	Internal	Passing Juice
Coromandel	Internal	Passing Juice
South Island Wide	Internal	Passing Juice
Dunedin	Internal	Passing Juice
Fiordland	Internal	Passing Juice
Kaikoura	Internal	Passing Juice
Marlborough	Internal	Passing Juice
Mount Cook	Internal	Passing Juice
Nelson	Internal	Passing Juice
Otago	Internal	Passing Juice
Queenstown	Internal	Passing Juice


In-page links

Southland	Internal	Passing Juice
Stewart Island	Internal	Passing Juice
Wanaka	Internal	Passing Juice
West Coast	Internal	Passing Juice
Canterbury	Internal	Passing Juice
Christchurch	Internal	Passing Juice
Cromwell	Internal	Passing Juice
Book a Motel, Cabin or Site Now	External	Passing Juice
CamperCo Campervan Rental	External	Passing Juice
Find out about Kiwi Cards now!	External	Passing Juice
Rental Cars	Internal	Passing Juice
Distinction Hotels	External	Passing Juice
The Point Villas	External	Passing Juice
Kaikoura Fishing Tours	External	Passing Juice
Attractions and Activities	Internal	Passing Juice
Book Accommodation	Internal	Passing Juice
Covid-19 page here	External	Passing Juice
here	External	Passing Juice
Unite against COVID-19 - The Official New Zealand Government Resource	External	Passing Juice
Official advice for New Zealanders living and travelling overseas	External	Passing Juice
Ministry of Business, Innovation & Employment: COVID-19 update for visitors and tourists in New Zealand	External	Passing Juice
things to see and do in New Zealand	Internal	Passing Juice
plan a great kiwi road trip	Internal	Passing Juice
Select Region &#9660;	External	Passing Juice
Bay of Islands	Internal	Passing Juice
Waiheke Island	Internal	Passing Juice
Milford Sound	Internal	Passing Juice

In-page links

&nbsp;	Internal	Passing Juice
make a booking	Internal	Passing Juice
audio visual	Internal	Passing Juice
Tourism Award winner	Internal	Passing Juice
&nbsp;	Internal	Passing Juice
About Us	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Add a Site	Internal	Passing Juice
Advertising	Internal	Passing Juice
Business Centre	Internal	Passing Juice
Advertise a Job	Internal	Passing Juice
NZ Site Awards	External	Passing Juice
Useful Links	Internal	Passing Juice
Buy/Sell a Business	Internal	Passing Juice
Popular Searches	Internal	Passing Juice
Free NZ Maps	Internal	Passing Juice
Link to Us	Internal	Passing Juice
Travel Enquiries	Internal	Passing Juice
Our Partners	Internal	Passing Juice
Privacy	Internal	Passing Juice
Disclaimer	Internal	Passing Juice
Sitemap	Internal	Passing Juice






SEO Keywords

	Keywords Cloud	new all tourism zealand transport travel accommodation adventure guide attractions
--	----------------	---





Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
new	36	✓	✗	✓	✓
zealand	35	✓	✗	✓	✓
travel	18	✓	✗	✓	✓
tourism	16	✓	✗	✓	✓
transport	11	✗	✗	✗	✓








Usability

	Url	Domain : tourism.net.nz Length : 14
	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	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 23 Warnings : 8
	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> Great, your website has few CSS files.</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	<p>Missing</p> <p>Your website does not have an XML sitemap - this can be problematic.</p> <p>A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.</p>
	Robots.txt	<p>http://tourism.net.nz/robots.txt</p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Missing</p> <p>We didn't detect an analytics tool installed on this website.</p> <p>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.</p>