

Website Analysis: almarwan.com

Generated on June 12 2025 06:29 AM

The score is 45/100



SEO Content

	Title	<p>Al Marwan Rent & Buy Heavy Equipment & Parts New & Used</p> <p>Length : 71</p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.</p>					
	Description	<p>Al Marwan is your one-stop shop for new & used heavy equipment & machinery rental and sale in the UAE, GCC, and Middle East</p> <p>Length : 131</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	H1 1	H2 61	H3 30	H4 3	H5 103	H6 51
		<ul style="list-style-type: none">• [H1] Authorized distributor for leading heavy equipment brands• [H2] Excavators• [H2] Off Road Trucks• [H2] Loaders• [H2] Cranes• [H2] Bulldozers• [H2] Compactors• [H2] Generator Sets• [H2] Manlifts• [H2] Material Handling• [H2] Aggregate Equipment• [H2] Motor Graders• [H2] Drilling Equipment• [H2] Transport Trucks• [H2] Pumps					

SEO Content

- [H2] Excavators
- [H2] Off Road Trucks
- [H2] Loaders
- [H2] Cranes
- [H2] Bulldozers
- [H2] Compaction
- [H2] Manlifts
- [H2] Material Handling
- [H2] Aggregate Equipment
- [H2] Motor Graders
- [H2] Drilling Equipment
- [H2] Transport Trucks
- [H2] Breakers
- [H2] Buckets
- [H2] Piling Attachments
- [H2] Drilling Attachments
- [H2] Special Attachments
- [H2] Kobelco distributor
- [H2] Skip the upfront cost
- [H2] Low-hours used machinery
- [H2] Kobelco crawler cranes
- [H2] Popular categories
- [H2] Brand new heavy machinery for sale
- [H2] Used heavy machinery for sale
- [H2] We are AL MARWAN.
- [H2] We are AL MARWAN.
- [H2] Pioneering Digital Machinery Solutions
- [H2] One-stop shop for all equipment needs
- [H2] The heavy machinery you need for every project
- [H2] Get your equipment in easy steps
- [H2] Close your next deal. Safe and secure.
- [H2] One-stop solution for equipment upkeep
- [H2] Helping you run your business through our flexible financing solutions
- [H2] Satisfied customers we are proud of
- [H2] Read our customers thoughts
- [H2] Latest news & updates
- [H2] Join our mailing list
- [H2] Have any questions?
- [H2] Trending products
- [H2] Brands
- [H2] Popular categories
- [H2] Rentals
- [H2] New for sale
- [H2] Used for sale
- [H2] Popular models
- [H2] Top Attachments
- [H2] Location
- [H3] - Machinery
- [H3] Excavators
- [H3] Off Road Trucks
- [H3] Loaders
- [H3] Cranes
- [H3] Bulldozers
- [H3] Compactors
- [H3] Generator Sets

SEO Content

- [H3] Manlifts
- [H3] Material Handling
- [H3] Aggregate Equipment
- [H3] Motor Graders
- [H3] Drilling Equipment
- [H3] Transport Trucks
- [H3] Pumps
- [H3] + Attachment
- [H3] Breakers
- [H3] Buckets
- [H3] Piling Attachments
- [H3] Drilling Attachments
- [H3] Special Attachments
- [H3] Authorized dealer for Japanese technology, built to last.
- [H3] Discover equipment rentals with certified operators.
- [H3] Trusted brands. Top quality. Well-maintained.
- [H3] Most trusted in the industry.
- [H3] Inside Look: How CIFA New Smart Pumps Are Changing the Way We Build
- [H3] Excavator 101: How to Operate Heavy Equipment Like a Pro
- [H3] Al Marwan: SOCMA Heavy Machinery and Forklifts in the UAE
- [H3] Scissor Lift Safety: Essential Tips for Workers
- [H3] Burj Azizi: Second Tallest Tower and Dubai's Next Skyline Marvel
- [H4] Great value
- [H4] Safe Transaction
- [H4] Trusted Quality
- [H5] Mini Excavators (19)
- [H5] Medium Excavators (31)
- [H5] Large Excavators (46)
- [H5] Long Boom Excavators (8)
- [H5] Wheel Excavators (2)
- [H5] Articulated Dump Trucks (30)
- [H5] Rigid Dump Trucks (56)
- [H5] Off-Road Tankers (3)
- [H5] Wheel Loaders (41)
- [H5] Crawler Loaders (1)
- [H5] Backhoe Loaders (5)
- [H5] Skid Steer Loaders (12)
- [H5] Crawler Cranes (24)
- [H5] Mobile Cranes (10)
- [H5] Crawler Dozers (53)
- [H5] Single Drum Rollers (29)
- [H5] Double Drum Rollers (41)
- [H5] Plate Compactors (39)
- [H5] Rammers (4)
- [H5] Mix Spreaders (1)
- [H5] Pneumatic Rollers (4)
- [H5] Diesel Generator Sets (4)
- [H5] Diesel Boom Lifts (24)
- [H5] Electric Boom Lifts (13)
- [H5] Diesel Scissor Lifts (4)
- [H5] Electric Scissor Lifts (19)
- [H5] Hydraulic Scissor Lifts (13)





SEO Content

- [H5] Spider Lifts (6)
- [H5] Vertical Mast Lifts (3)
- [H5] Diesel Forklifts (16)
- [H5] Electric Forklifts (11)
- [H5] All Terrain Forklifts (1)
- [H5] Material Handlers (4)
- [H5] Telescopic Handlers (7)
- [H5] Crushers (23)
- [H5] Screeners (20)
- [H5] Pavers (9)
- [H5] Trenchers (2)
- [H5] Millers (6)
- [H5] Graders (7)
- [H5] Drill Rigs (4)
- [H5] Sheet Piling Rigs (8)
- [H5] Concrete Pump Trucks (16)
- [H5] Concrete Mixer Trucks (6)
- [H5] Mixer Pump Trucks (7)
- [H5] Tipper Dumper Trucks (6)
- [H5] Prime Movers Truck Tractors (4)
- [H5] Utility Service Trucks (4)
- [H5] Water Trucks (10)
- [H5] Dewatering Pumps (22)
- [H5] Mini Excavators (1)
- [H5] Medium Excavators (3)
- [H5] Large Excavators (6)
- [H5] Long-Boom Excavators (7)
- [H5] Wheel Excavators (2)
- [H5] Articulated Dump Trucks (3)
- [H5] Rigid Dump Trucks (1)
- [H5] Off-Road Tankers (1)
- [H5] Wheel Loaders (7)
- [H5] Crawler Loaders (1)
- [H5] Backhoe Loaders (2)
- [H5] Skid Steer Loaders (1)
- [H5] Crawler Cranes (3)
- [H5] Mobile Cranes (3)
- [H5] Crawler Dozers (5)
- [H5] Single Drum Rollers (1)
- [H5] Double Drum Rollers (1)
- [H5] Plate Compactors (1)
- [H5] Pneumatic Rollers (PTRs) (1)
- [H5] Scissor Lifts (2)
- [H5] Boom Lifts (4)
- [H5] Forklifts (1)
- [H5] Crushers (1)
- [H5] Screeners (1)
- [H5] Millers (1)
- [H5] Pavers (1)
- [H5] Graders (6)
- [H5] Drill Rigs (1)
- [H5] Sheet Piling Rigs (1)
- [H5] Tipper/Dumper Trucks (2)
- [H5] Concrete Mixer Trucks (1)
- [H5] Concrete Pump Trucks (1)
- [H5] Small Breakers (1)





SEO Content

- [H5] Medium Breakers (5)
- [H5] Large Breakers (6)
- [H5] Crusher Buckets (4)
- [H5] Screener Buckets (6)
- [H5] Vibratory Hammers (5)
- [H5] Auger Drives (2)
- [H5] Cutter Heads (12)
- [H5] Road Planers (12)
- [H5] SEARCH EQUIPMENT TO RENT OR BUY
- [H5] Compare your selection
- [H5] BOOK YOUR EQUIPMENT
- [H5] GET YOUR PROJECT STARTED
- [H5] Nakheel
- [H5] Hamriyah Freezone Authority
- [H5] DoubleTree by Hilton
- [H5] Arada Developments
- [H5] Dubai Municipality
- [H5] Nefzer Special Effects GmbH
- [H5] Al Marwan Construct
- [H5] We are here
- [H6] Off-Road trucks
- [H6] Excavators
- [H6] Crawler Cranes
- [H6] Crawler dozers
- [H6] Wheel loaders
- [H6] Compactors
- [H6] LATEST IN OUR STOCK
- [H6] 2025 Kobelco SK500XDLC-10 Track Excavator
- [H6] 2025 Kobelco CKS1000 Crawler Crane
- [H6] 2025 Socma HNFY-80 Rough Terrain Forklift
- [H6] 2025 Sinoboom 1623RD Rough Terrain Scissor Lift
- [H6] 2025 Cifa K42L Concrete Pump Truck
- [H6] 2025 Kobelco 7250S Crawler Crane
- [H6] 2025 Kobelco SK220XDLC-10 Track Excavator
- [H6] 2025 Powerscreen Premiertrak 600E Jaw Crusher
- [H6] 2025 Kobelco Amphibious SK380XDLC-10 Excavator
- [H6] LATEST IN OUR STOCK
- [H6] 2019 Komatsu PC850-8R1 Track Excavator
- [H6] 2019 Komatsu PC2000-8 Track Excavator
- [H6] 2011 Caterpillar 777D Rigid Dump Truck
- [H6] 2023 Komatsu WA600-6R Wheel Loader
- [H6] 2022 Cat 395 Track Excavator
- [H6] 2022 Cat 777E Rigid Dump Truck
- [H6] 2022 Volvo A40G Articulated Dump Truck
- [H6] 2021 Volvo P5320B ABG Track Paver
- [H6] 2019 Hitachi EX1200-6 Track Excavator
- [H6] 2012 Manotti ARM550 Mobile Crane
- [H6] Brands we trust
- [H6] Orders fulfilled
- [H6] Years in business
- [H6] Operators
- [H6] Machinery in stock
- [H6] Construction
- [H6] Mining
- [H6] Oil & Gas
- [H6] Quarry & Aggregate

SEO Content

		<ul style="list-style-type: none">• [H6] How it works• [H6] customers stories• [H6] Record Project Completion Time• [H6] Accelerating Connectivity at Scale• [H6] Constructing a Hospitality Destination• [H6] Bringing Arada's Vision to Life in Aljada• [H6] For a Cleaner, Healthier Community• [H6] Heavy Equipment for Big Screen Blockbusters• [H6] On Building an 89 km Road through the Mountain• [H6] LEARN FROM OUR INDUSTRY EXPERTS• [H6] FAQ'S• [H6] Head Office Address• [H6] Call Us• [H6] Office Hours• [H6] Send us an email
	Images	<p>We found 246 images on this web page.</p> <p>4 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 : 4%</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>
	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>Bad. Your links have query string.</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 74 links including 5 link(s) to files</p>
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 8.11%</p> <p>Internal Links 91.89%</p>

In-page links

Anchor	Type	Juice
For rent	Internal	Passing Juice
Used for sale	Internal	Passing Juice
Attachments	Internal	Passing Juice
Cranes	Internal	Passing Juice
Excavators	Internal	Passing Juice
Aggregate Equipment	Internal	Passing Juice
Drilling Machines	Internal	Passing Juice
Concrete Pumps	Internal	Passing Juice
Concrete Mixers	Internal	Passing Juice
Manlifts	Internal	Passing Juice
Forklifts	Internal	Passing Juice
Compactors	Internal	Passing Juice
About	Internal	Passing Juice
Services	Internal	Passing Juice
Agencies	Internal	Passing Juice
Maintenance	Internal	Passing Juice
FAQ	Internal	Passing Juice
News	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Explore inventory	Internal	Passing Juice
Browse inventory	Internal	Passing Juice
Explore inventory	Internal	Passing Juice
View inventory	Internal	Passing Juice
View inventory	Internal	Passing Juice
View our stock	Internal	Passing Juice
privacy policy	Internal	Passing Juice
+(971) 56 543 3222	External	Passing Juice

In-page links

Kobelco	Internal	Passing Juice
Powerscreen	Internal	Passing Juice
Caterpillar	Internal	Passing Juice
Komatsu	Internal	Passing Juice
Volvo	Internal	Passing Juice
Hitachi	Internal	Passing Juice
Screeners	Internal	Passing Juice
Excavators	Internal	Passing Juice
Crawler Cranes	Internal	Passing Juice
Wheel Loaders	Internal	Passing Juice
Bulldozers	Internal	Passing Juice
Manlifts	Internal	Passing Juice
Dump Trucks for rent	Internal	Passing Juice
Long-Boom Excavators for rent	Internal	Passing Juice
Piling rigs for rent	Internal	Passing Juice
Crushers for Rent	Internal	Passing Juice
Double Drum Rollers for rent	Internal	Passing Juice
Mobile cranes for rent	Internal	Passing Juice
Kobelco excavator for sale	Internal	Passing Juice
Kobelco crane for sale	Internal	Passing Juice
Dynapac drum roller for sale	Internal	Passing Juice
Powerscreen crusher for sale	Internal	Passing Juice
ABI piling rig for sale	Internal	Passing Juice
Kobelco mini excavator for sale	Internal	Passing Juice
CAT dozer for sale used	Internal	Passing Juice
CAT excavator for sale used	Internal	Passing Juice
CAT dump truck for sale used	Internal	Passing Juice
Volvo dump truck for sale used	Internal	Passing Juice

In-page links

Komatsu excavator for sale used	Internal	Passing Juice
Manlift for sale used	Internal	Passing Juice
Kobelco SK380	Internal	Passing Juice
Kobelco 220	Internal	Passing Juice
CAT D8	Internal	Passing Juice
CAT D9	Internal	Passing Juice
CAT 777	Internal	Passing Juice
Volvo A40G	Internal	Passing Juice
Komatsu PC220	Internal	Passing Juice
Teeth Bucket	Internal	Passing Juice
Jackhammer	Internal	Passing Juice
Crusher Bucket	Internal	Passing Juice
Screening Bucket	Internal	Passing Juice
Vibratory Hammer	Internal	Passing Juice
United Arab Emirates	External	Passing Juice
Oman	External	Passing Juice
Saudi Arabia	External	Passing Juice
Dubai	External	Passing Juice
Sharjah	External	Passing Juice

SEO Keywords








Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
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Keywords Consistency

sale	24	✗	✗	✓	✓
heavy	24	✓	✗	✓	✓
equipment	24	✓	✗	✓	✓
marwan	22	✓	✗	✓	✓
machinery	19	✗	✗	✓	✓






Usability

	Url	Domain : almarwan.com Length : 12
	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 : 347 Warnings : 3
	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	✓ Excellent, your website doesn't use nested tables.




Document

		 Too bad, your website is using inline styles.
		 Too bad, your website has too many CSS files (more than 4).
		 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	 Apple Icon
		 Meta Viewport Tag
		 Flash content

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://almarwan.com/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>