Website Analysis: firstpagetoday.com.au

The score is 54/100

SEO Content

✅	Title	First Page Today - First Page Today Length : 35 Perfect, your title contains between 10 and 70 characters.
⚠️	Description	First Page Today is a digital marketing, SEO and website designing company that you can trust. We offer our SEO services to businesses and woocommerce stores in Australia. Length : 171 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.

Property	Content
locale	en_US
type	website
title	First Page Today
description	First Page Today is a digital marketing, SEO and website designing company that you can trust. We offer our SEO services to businesses and woocommerce stores in Australia.
url	https://firstpagetoday.com.au/
site_name	First Page Today
image	https://firstpagetoday.com.au/wp-content/uploads/2024/07/design-tool.jpg

SEO Content

	Headings	H1	H2	H3	H4	H5	H6	
		1	12	11	7	5	2	

- [H1]
- [H2] First Page Today
- [H2] Maximize your visibility to get more customers.
- [H2] Solutions Are Here
- [H2] Delivering SEO Results
- [H2] Our Services
- [H2] The Main Reasons Why You Should Choose Us
- [H2] Maximize your visibility to get more customers.
- [H2] The Benefits of SEO For Your Business
- [H2] Our Company
- [H2] News & Press
- [H2] Contact Us
- [H2] Send Us a Message
- [H3] Quality Guaranteed
- [H3] WHAT WE DO
- [H3]
- [H3] Our WORK
- [H3] THE ADVANTAGE
- [H3] OUR BLOG
- [H3] Address
- [H3] E-mail Address
- [H3] Phone Number
- [H3] USEFUL LINKS
- [H3] Opening Hours
- [H4] Search Engine Optimisation
- [H4] Local Seo
- [H4] ECOMMERCE SEO PLAN
- [H4] ON-SITE OPTIMIZATION
- [H4] WEBSITE DESIGN
- [H4] WEBSITE DEVELOPMENT
- [H4] First Page Today: The Digital Marketing and SEO Company You Can Trust in Australia
- [H5] Proven Expertise in SEO and web design
- [H5] Competitive Pricing
- [H5] Free Quote
- [H5] Detailed report at the end of the campaign
- [H5] Permanent results guaranteed
- [H6] READ MORE
- [H6] READ MORE

	Images	We found 11 images on this web page. 5 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 : 3% This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.
	Flash	Perfect, no Flash content has been detected on this page.

SEO Content

	Iframe	Great, there are no Iframes detected on this page.

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 14 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100%

In-page links

Anchor	Type	Juice
-	Internal	Passing Juice
Home	Internal	Passing Juice
Services	Internal	Passing Juice
Seo	Internal	Passing Juice
Local Seo	Internal	Passing Juice
Ecommerce SEO	Internal	Passing Juice
Website Design	Internal	Passing Juice
Website Development	Internal	Passing Juice
Our Prices	Internal	Passing Juice
About Us	Internal	Passing Juice
Contact	Internal	Passing Juice

In-page links

Admin	Internal	Passing Juice
No Comments	Internal	Passing Juice
First Page Today: The Digital Marketing and SEO Company You Can Trust in Australia	Internal	Passing Juice

SEO Keywords

Keywords Cloud	read business **search** more **seo** optimization get first page website

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
seo	10	✖	✖	✔	✔
search	6	✖	✖	✖	✔
more	6	✖	✖	✖	✔
get	5	✖	✖	✖	✔
first	4	✔	✖	✔	✔

Usability

	Url	Domain : firstpagetoday.com.au Length : 21
✔	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.

Usability

Document

✓	Doctype	HTML 5
✓	Encoding	Perfect. Your declared charset is UTF-8.
✗	W3C Validity	Errors : 13 Warnings : 1
✗	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. ✗ 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	✓ Apple Icon ✓ Meta Viewport Tag ✓ Flash content

Optimization

✓	XML Sitemap	Great, your website has an XML sitemap. http://firstpagetoday.com.au/sitemap.xml
✗	Robots.txt	Missing Your website doesn't have a robots.txt file - this can be problematic.

		A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.
❌	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.