Website Analysis: fishingguides.co.nz

Generated on March 28 2026 21:12 PM

The score is 65/100

SEO Content

✓	Title	Fly Fishing Guides New Zealand - NZPFGA Length : 39 Perfect, your title contains between 10 and 70 characters.
✓	Description	The official New Zealand Professional Fishing Guides Association. Information about fly fishing in NZ and our professional member guides. Find a fishing guide Length : 158 Great, your meta description contains between 70 and 160 characters.
✗	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	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.
•	Headings	H1: 1 H2: 6 H3: 1 H4: 1 H5: 0 H6: 0 • [H1] New Zealand Professional Fishing Guides Association • [H2] Fishing • [H2] Guides • [H2] Our fishing guides will get you to the best waters! • [H2] Catch a trophy brown or rainbow trout! • [H2] Fish world famous New Zealand rivers! • [H2] Want a unique NZ fishing experience? • [H3] New Zealand Professional • [H4] Association
✗	Images	We found 7 images on this web page. 7 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%

SEO Content

		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	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 42 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
Fly Fishing	Internal	Passing Juice
Upper North Island	Internal	Passing Juice
Rotorua, Bay of Plenty and Waikato	Internal	Passing Juice
Central North Island, Taupo & Turangi	Internal	Passing Juice
Hawkes Bay & Gisborne	Internal	Passing Juice
Lower North Island & Taranaki	Internal	Passing Juice
Nelson & Marlborough	Internal	Passing Juice
West Coast	Internal	Passing Juice

In-page links

Christchurch & North Canterbury	Internal	Passing Juice
Central South Island	Internal	Passing Juice
Queenstown & Otago	Internal	Passing Juice
Southland & Fiordland	Internal	Passing Juice
Salmon Fishing	Internal	Passing Juice
Canterbury	Internal	Passing Juice
Lake Fishing	Internal	Passing Juice
Rotorua & Taupo	Internal	Passing Juice
West Coast : South Island	Internal	Passing Juice
Canterbury	Internal	Passing Juice
Central Otago Lakes	Internal	Passing Juice
Southland & Fiordland Lakes	Internal	Passing Juice
Drift Boat Fishing	Internal	Passing Juice
Otago Drift Boat Fishing	Internal	Passing Juice
Hawkes Bay & Gisborne Drift Boat Fishing	Internal	Passing Juice
Saltwater Fly Fishing	Internal	Passing Juice
Upper South Island	Internal	Passing Juice
Bay of Plenty	Internal	Passing Juice
Fishing in NZ	Internal	Passing Juice
Fishing Seasons	Internal	Passing Juice
FAQ	Internal	Passing Juice
Useful Links	Internal	Passing Juice
Agents	Internal	Passing Juice
Sustainability	Internal	Passing Juice
Help protect New Zealand's fresh water fishery	Internal	Passing Juice
About NZPFGA	Internal	Passing Juice
Executive Members	Internal	Passing Juice
Become a Member	Internal	Passing Juice

In-page links

Contact	Internal	Passing Juice
Login	Internal	Passing Juice
Find a fishing guide	Internal	Passing Juice
salt water	Internal	Passing Juice
fishing guide members	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice

SEO Keywords

	Keywords Cloud	association fly island guides trout fishing zealand professional water new

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
fishing	24	✔	✖	✔	✔
new	14	✔	✖	✔	✔
zealand	13	✔	✖	✔	✔
guides	8	✔	✖	✔	✔
fly	7	✔	✖	✔	✖

Usability

	Url	Domain : fishingguides.co.nz Length : 19
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is en.

Usability

✗	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 : 0 Warnings : 0
✓	Email Privacy	Great no email address has been found in plain text!
✓	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	Missing

Optimization

		Your website does not have an XML sitemap - this can be problematic. 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.
	Robots.txt	http://fishingguides.co.nz/robots.txt Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool. Google Analytics