



# Website Analysis: google.com.au

Generated on May 05 2024 19:10 PM

The score is 40/100







## SEO Content

	Title	Google					
		Length : 6					
		Ideally, your title should contain between 10 and 70 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.					
	Description	Search the world's information, including webpages, images, videos and more. Google has many special features to help you find exactly what you're looking for.					
		Length : 159					
		Great, your meta description contains between 70 and 160 characters.					
	Keywords	Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> 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 <a href="#">this free og properties generator</a> to create them.					
	Headings	H1 0	H2 0	H3 0	H4 0	H5 0	H6 0
	Images	We found 1 images on this web page.					
		Good, most or all of your images have alt attributes					
	Text/HTML Ratio	Ratio : 7%					
		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.
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## SEO Links

	URL Rewrite	Bad. Your links have query string.
	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 17 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 47.06% Internal Links 52.94%

## In-page links

Anchor	Type	Juice
<a href="#">Images</a>	Internal	Passing Juice
<a href="#">Maps</a>	External	Passing Juice
<a href="#">Play</a>	External	Passing Juice
<a href="#">YouTube</a>	External	Passing Juice
<a href="#">News</a>	External	Passing Juice
<a href="#">Gmail</a>	External	Passing Juice
<a href="#">Drive</a>	External	Passing Juice
<a href="#">Web History</a>	External	Passing Juice
<a href="#">Settings</a>	Internal	Passing Juice
<a href="#">Sign in</a>	External	Passing Juice
<a href="#">Advanced search</a>	Internal	Passing Juice
<a href="#">Advertising</a>	Internal	Passing Juice

## In-page links

<a href="#">Business Solutions</a>	Internal	Passing Juice
<a href="#">About Google</a>	Internal	Passing Juice
<a href="#">Google.com</a>	Internal	Passing Juice
<a href="#">Privacy</a>	Internal	Passing Juice
<a href="#">Terms</a>	Internal	Passing Juice





## SEO Keywords

	Keywords Cloud	<p>search advanced privacy advertising history</p> <p>business google solutions sign settings</p>
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## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
google	3	✓	✗	✓	✗
search	2	✗	✗	✓	✗
privacy	1	✗	✗	✗	✗
solutions	1	✗	✗	✗	✗
business	1	✗	✗	✗	✗












## Usability

	Url	Domain : google.com.au Length : 13
	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.
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## Document

	Doctype	HTML 5						
	Encoding	You have not specified the document's charset. Use <a href="#">this free meta tags generator</a> to declare document's charset.						
	W3C Validity	Errors : 0 Warnings : 0						
	Email Privacy	Great no email address has been found in plain text!						
	Deprecated HTML	<table><tr><th>Deprecated tags</th><th>Occurrences</th></tr><tr><td>&lt;u&gt;</td><td>1</td></tr><tr><td>&lt;center&gt;</td><td>1</td></tr></table> <p>Deprecated HTML tags are HTML tags that are no longer used. It is recommended that you remove or replace these HTML tags because they are now obsolete.</p>	Deprecated tags	Occurrences	<u>	1	<center>	1
Deprecated tags	Occurrences							
<u>	1							
<center>	1							
	Speed Tips	<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>						

## Mobile

	Mobile Optimization	<ul style="list-style-type: none"><li> Apple Icon</li><li> Meta Viewport Tag</li><li> Flash content</li></ul>
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## Optimization

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <div><a href="http://google.com.au/sitemap.xml">http://google.com.au/sitemap.xml</a> <a href="https://www.google.com/sitemap.xml">https://www.google.com/sitemap.xml</a></div>
	Robots.txt	<p><a href="http://google.com.au/robots.txt">http://google.com.au/robots.txt</a></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>