



Website Analysis: jamespowell.nz

Generated on January 23 2026 11:39 AM





The score is 58/100






SEO Content

|  | Title | James Powell | | | | | | | | | | | | | | | | | |
|--|--|--|----------|---------|---------|---------|---------|----------|---------|------|---------|-------|--------------|-------------|--|-------|--|-----|-----------------------------|
| | | Length : 12 | | | | | | | | | | | | | | | | | |
| | | Perfect, your title contains between 10 and 70 characters. | | | | | | | | | | | | | | | | | |
|  | Description | Award-winning designer, director, and aesthetic agitator. James mixes strategy, instinct, and experience to create designs with purpose. | | | | | | | | | | | | | | | | | |
| | | Length : 136 | | | | | | | | | | | | | | | | | |
| | | 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 | Good, your page take advantage of Og Properties. | | | | | | | | | | | | | | | | | |
| | | <table><tr><th>Property</th><th>Content</th></tr><tr><td>type</td><td>website</td></tr><tr><td>title</td><td>James Powell</td></tr><tr><td>description</td><td>Award-winning designer, director, and aesthetic agitator. James mixes strategy, instinct, and experience to create designs with purpose.</td></tr><tr><td>image</td><td>https://framerusercontent.com/assets/TYmfQzrkWKvopJvq3aSb4VQvcgA.png</td></tr><tr><td>url</td><td>https://www.jamespowell.nz/</td></tr></table> | | | | | | Property | Content | type | website | title | James Powell | description | Award-winning designer, director, and aesthetic agitator. James mixes strategy, instinct, and experience to create designs with purpose. | image | https://framerusercontent.com/assets/TYmfQzrkWKvopJvq3aSb4VQvcgA.png | url | https://www.jamespowell.nz/ |
| Property | Content | | | | | | | | | | | | | | | | | | |
| type | website | | | | | | | | | | | | | | | | | | |
| title | James Powell | | | | | | | | | | | | | | | | | | |
| description | Award-winning designer, director, and aesthetic agitator. James mixes strategy, instinct, and experience to create designs with purpose. | | | | | | | | | | | | | | | | | | |
| image | https://framerusercontent.com/assets/TYmfQzrkWKvopJvq3aSb4VQvcgA.png | | | | | | | | | | | | | | | | | | |
| url | https://www.jamespowell.nz/ | | | | | | | | | | | | | | | | | | |
|  | Headings | H1 0 | H2 26 | H3 0 | H4 0 | H5 0 | H6 0 | | | | | | | | | | | | |
| | | <ul style="list-style-type: none">• [H2] James Powell• [H2] James Powell• [H2] CS Cavity Sliders | | | | | | | | | | | | | | | | | |


SEO Content

| | | |
|---|-----------------|---|
| | | <ul style="list-style-type: none">• [H2] Beachhouse• [H2] Hinterland• [H2] A Man Holds a Fish• [H2] Fable Hotel• [H2] Samson• [H2] Johnson&Laird• [H2] PPG — Paint it Strange• [H2] CS Cavity Sliders• [H2] Beachhouse• [H2] Hinterland• [H2] A Man Holds a Fish• [H2] Fable Hotel• [H2] Samson• [H2] Johnson&Laird• [H2] PPG — Paint it Strange• [H2] CS Cavity Sliders• [H2] Beachhouse• [H2] Hinterland• [H2] A Man Holds a Fish• [H2] Fable Hotel• [H2] Samson• [H2] Johnson&Laird• [H2] PPG — Paint it Strange |
|  | Images | <p>We found 15 images on this web page.</p> <p>15 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 : 0%</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>Great, there are no Iframes detected on this page.</p> |

SEO Links

| | | |
|---|-------------------------|---|
|  | URL Rewrite | <p>Good. Your links looks friendly!</p> |
|  | Underscores in the URLs | <p>Perfect! No underscores detected in your URLs.</p> |
|  | In-page links | <p>We found a total of 0 links including 0 link(s) to files</p> |

SEO Links

| | | |
|--|------------|--|
|  | Statistics | External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 0% |
|--|------------|--|

In-page links

| Anchor | Type | Juice |
|--------|------|-------|
|--------|------|-------|

SEO Keywords

| | | |
|--|----------------|--|
|  | Keywords Cloud | direction james design powell linkedin |
|--|----------------|--|


Keywords Consistency

| Keyword | Content | Title | Keywords | Description | Headings |
|-----------|---------|-------|----------|-------------|----------|
| james | 8 | ✓ | ✗ | ✓ | ✓ |
| powell | 8 | ✓ | ✗ | ✗ | ✓ |
| linkedin | 3 | ✗ | ✗ | ✗ | ✗ |
| design | 1 | ✗ | ✗ | ✓ | ✗ |
| direction | 1 | ✗ | ✗ | ✗ | ✗ |












Usability

| | | |
|--|--------------|---|
|  | Url | Domain : jamespowell.nz Length : 14 |
|  | 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 : 107 Warnings : 18 |
|  | 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 | <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> Too bad, your website does not take 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 | Great, your website has an XML sitemap. |
|---|-------------|---|

Optimization

| | | |
|--|------------|--|
| | | https://www.jamespowell.nz/sitemap.xml |
|  | Robots.txt | http://jamespowell.nz/robots.txt Great, your website has a robots.txt file. |
|  | 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. |