









# Website Analysis: marsonhire.com.au

Generated on April 09 2026 23:01 PM




The score is 42/100







## SEO Content

	<p>Title</p>	<p>Marson Equipment Hire Adelaide   The Adelaide Access Hire and Adelaide Equipment Hire People</p> <p>Length : 92</p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>												
	<p>Description</p>	<p>Length : 0</p> <p>Very bad. We haven't found meta description on your page. Use <a href="#">this free online meta tags generator</a> to create description.</p>												
	<p>Keywords</p>	<p>Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.</p>												
	<p>Og Meta Properties</p>	<p>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.</p>												
	<p>Headings</p>	<table border="1" data-bbox="544 1447 1481 1514"> <thead> <tr> <th>H1</th> <th>H2</th> <th>H3</th> <th>H4</th> <th>H5</th> <th>H6</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>4</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="616 1547 1461 1809" style="list-style-type: none"> <li>• [H1] Our Goal is to provide the highest level of customer service with Flexibility, Understanding and Commitment. We achieve this by supplying quality equipment and building mutually beneficial relationships with our clients. MORE</li> <li>• [H2] Featured Equipment for Hire</li> <li>• [H2] Latest News</li> <li>• [H2] Equipment for hire quick links</li> <li>• [H2] Equipment for hire quick links</li> </ul>	H1	H2	H3	H4	H5	H6	1	4	0	0	0	0
H1	H2	H3	H4	H5	H6									
1	4	0	0	0	0									
	<p>Images</p>	<p>We found 17 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>												
	<p>Text/HTML Ratio</p>	<p>Ratio : 12%</p>												

## SEO Content

		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.
	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 49 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 4.08% Internal Links 95.92%

## In-page links

Anchor	Type	Juice
<a href="#">upgrade your browser</a>	External	Passing Juice
<a href="#">activate Google Chrome Frame</a>	External	Passing Juice
<a href="#">About</a>	Internal	Passing Juice
<a href="#">Company Overview</a>	Internal	Passing Juice
<a href="#">Company Details</a>	Internal	Passing Juice
<a href="#">The Team</a>	Internal	Passing Juice
<a href="#">Our History</a>	Internal	Passing Juice
<a href="#">Company Policy</a>	Internal	Passing Juice

## In-page links

<a href="#">Hire Equipment</a>	Internal	Passing Juice
<a href="#">News &amp; Events</a>	Internal	Passing Juice
<a href="#">Projects</a>	Internal	Passing Juice
<a href="#">Accounts</a>	Internal	Passing Juice
<a href="#">Contact</a>	Internal	Passing Juice
<a href="#">Contact Information</a>	Internal	Passing Juice
<a href="#">Maps and Locations</a>	Internal	Passing Juice
<a href="#">Online Enquiries</a>	Internal	Passing Juice
<a href="#">Marson Hire Newsletter</a>	Internal	Passing Juice
<a href="#">Access</a>	Internal	Passing Juice
<a href="#">Air Compressors</a>	Internal	Passing Juice
<a href="#">Air Tools</a>	Internal	Passing Juice
<a href="#">Brick and Tile Saws</a>	Internal	Passing Juice
<a href="#">Cleaning</a>	Internal	Passing Juice
<a href="#">Compaction</a>	Internal	Passing Juice
<a href="#">Concrete Equipment</a>	Internal	Passing Juice
<a href="#">Concrete Saws</a>	Internal	Passing Juice
<a href="#">Cooling and Heating</a>	Internal	Passing Juice
<a href="#">Excavators</a>	Internal	Passing Juice
<a href="#">Garden and Landscape</a>	Internal	Passing Juice
<a href="#">Generators and Lighting</a>	Internal	Passing Juice
<a href="#">Hand Tools</a>	Internal	Passing Juice
<a href="#">Lifting &amp; Handling</a>	Internal	Passing Juice
<a href="#">Machine Attachments</a>	Internal	Passing Juice
<a href="#">Measuring and Safety</a>	Internal	Passing Juice
<a href="#">Plumbing</a>	Internal	Passing Juice
<a href="#">Power Saws</a>	Internal	Passing Juice
<a href="#">Power Tools</a>	Internal	Passing Juice

## In-page links

<a href="#">Pumps</a>	Internal	Passing Juice
<a href="#">Shoring</a>	Internal	Passing Juice
<a href="#">Site Amenities</a>	Internal	Passing Juice
<a href="#">Skidsteers</a>	Internal	Passing Juice
<a href="#">Testing Equipment</a>	Internal	Passing Juice
<a href="#">Trailers</a>	Internal	Passing Juice
<a href="#">Vacuum Excavation Trailers</a>	Internal	Passing Juice
<a href="#">Vehicles</a>	Internal	Passing Juice
<a href="#">Welding</a>	Internal	Passing Juice
<a href="#">Wheel Loaders</a>	Internal	Passing Juice
<a href="#">MORE</a>	Internal	Passing Juice
<a href="#">Air &amp; Air Accessories</a>	Internal	Passing Juice
<a href="#">Website by Simple</a>	Internal	Passing Juice






## SEO Keywords














## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
equipment	7	✓	✗	✗	✓
saws	6	✗	✗	✗	✗
tools	6	✗	✗	✗	✗
hire	5	✓	✗	✗	✓
power	4	✗	✗	✗	✗

## Usability

	Url	Domain : marsonhire.com.au Length : 17
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	You have not specified the language. Use <a href="#">this free meta tags generator</a> to declare the intended language of your website.
	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	<ul style="list-style-type: none"><li> Excellent, your website doesn't use nested tables.</li><li> Too bad, your website is using inline styles.</li><li> Too bad, your website has too many CSS files (more than 4).</li><li> Perfect, your website has few JavaScript files.</li><li> Too bad, your website does not take advantage of gzip.</li></ul>

## 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>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><a href="http://marsonhire.com.au/robots.txt">http://marsonhire.com.au/robots.txt</a></p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Great, your website has an analytics tool.</p> <div data-bbox="555 1084 1481 1160"> Google Analytics</div>