



# Website Analysis: mytaxback.co.nz

Generated on March 24 2026 11:32 AM

The score is 63/100



## SEO Content

|    | <p>Title</p>              | <p>Home   MyTaxBack - If we can't get a tax refund for you, nobody can.</p> <p>Length : 68</p> <p>Perfect, your title contains between 10 and 70 characters.</p>  |    |    |    |    |    |    |   |   |   |   |   |   |
|--|---------------------------|---|----|----|----|----|----|----|---|---|---|---|---|---|
|    | <p>Description</p>        | <p>Your default description here</p> <p>Length : 29</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>  |    |    |    |    |    |    |   |   |   |   |   |   |
|  | <p>Keywords</p>           | <p>your, default, keywords, here</p> <p>Good, your page contains meta 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="542 1411 1481 1478"> <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>0</td> <td>2</td> <td>4</td> <td>3</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="614 1512 1508 1915" style="list-style-type: none"> <li>• [H2] Nigel just got \$726 Tax Back</li> <li>• [H2] We've processed over 100,000 tax refund applications.</li> <li>• [H3] Our average tax refund for MyTaxBack clients is now \$639.34</li> <li>• [H3] If we can't get a tax refund for you, nobody can.</li> <li>• [H3] Get your tax refund in 3 easy steps</li> <li>• [H3] IRD Tax Refunds Made Easy by MYTAXBACK</li> <li>• [H4] 2025 Tax Refunds Coming Soon! Register a claim for yours NOW!</li> <li>• [H4] We offer the following services</li> <li>• [H4] IF WE CAN'T GET A TAX REFUND FOR YOU, THEN NOBODY CAN!</li> </ul> | H1 | H2 | H3 | H4 | H5 | H6 | 0 | 2 | 4 | 3 | 0 | 0 |
| H1   | H2                        | H3  | H4 | H5 | H6 |    |    |    |   |   |   |   |   |   |
| 0  | 2                         | 4   | 3  | 0  | 0  |    |    |    |   |   |   |   |   |   |
|  | <p>Images</p>             | <p>We found 0 images on this web page.</p> <p>Good, most or all of your images have alt attributes</p>  |    |    |    |    |    |    |   |   |   |   |   |   |

## SEO Content

|  |                 |  |
|--|-----------------|--|
|  | Text/HTML Ratio | Ratio : 25%<br>Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.         |
|  | Flash           | Perfect, no Flash content has been detected on this page.  |
|  | Iframe          | Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed. |

## 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 19 links including 0 link(s) to files                                      |
|  | Statistics              | External Links : noFollow 0%<br>External Links : Passing Juice 21.05%<br>Internal Links 78.95% |

## In-page links

| Anchor                       | Type     | Juice         |
|------------------------------|----------|---------------|
| <a href="#">MyTaxBack</a>    | Internal | Passing Juice |
| <a href="#">Apply now</a>    | Internal | Passing Juice |
| <a href="#">Menu</a>         | Internal | Passing Juice |
| <a href="#">Home</a>         | Internal | Passing Juice |
| <a href="#">How it Works</a> | Internal | Passing Juice |
| <a href="#">About Us</a>     | Internal | Passing Juice |
| <a href="#">Contact Us</a>   | Internal | Passing Juice |
|                              |          |               |

## In-page links

|   |          |               |
|---|----------|---------------|
| <a href="#">FAQ</a>   | Internal | Passing Juice |
| <a href="#">How it Works</a>  | Internal | Passing Juice |
| <a href="https://www.stuff.co.nz/money/360684891/over-160-million-outstanding-tax-refunds-still-unclaimed-inland-revenue-data-shows">https://www.stuff.co.nz/money/360684891/over-160-million-outstanding-tax-refunds-still-unclaimed-inland-revenue-data-shows</a> | External | Passing Juice |
| <a href="#">Promo Popup Link</a>  | Internal | Passing Juice |
| <a href="#">Error Popup Link</a>  | Internal | Passing Juice |
| <a href="#">Terms &amp; Conditions</a>  | Internal | Passing Juice |
| <a href="#">News</a>  | Internal | Passing Juice |
| <a href="#">Privacy Policy</a>  | Internal | Passing Juice |
| <a href="#">Fees</a>  | Internal | Passing Juice |
| <a href="#">Facebook</a>  | External | Passing Juice |
| <a href="#">RapidSSL</a>  | External | Passing Juice |
| <a href="#">VO2 web design</a>  | External | Passing Juice |

## SEO Keywords



## Keywords Consistency

| Keyword   | Content | Title | Keywords | Description | Headings |
|-----------|---------|-------|----------|-------------|----------|
| tax       | 18      | ✓     | ✗        | ✗           | ✓        |
| refund    | 7       | ✓     | ✗        | ✗           | ✓        |
| returns   | 6       | ✗     | ✗        | ✗           | ✗        |
| mytaxback | 4       | ✓     | ✗        | ✗           | ✓        |
| ird       | 4       | ✗     | ✗        | ✗           | ✓        |

## Usability

|  |              |   |
|--|--------------|---|
|  | Url          | Domain : mytaxback.co.nz<br>Length : 15           |
|  | 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. |

## Document

|  |                 |  |
|--|-----------------|--|
|   | Doctype         | HTML 5   |
|  | Encoding        | Perfect. Your declared charset is UTF-8.   |
|  | W3C Validity    | Errors : 0<br>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> Great, your website has few CSS files.</li><li> Perfect, your website has few JavaScript files.</li><li> Perfect, your website takes 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> |
|--|---------------------|--|

## 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://mytaxback.co.nz/robots.txt">http://mytaxback.co.nz/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>  |