

# Website Analysis: roofingsystems.co.nz

Generated on February 08 2026 07:23 AM





The score is 62/100







## SEO Content

	Title	<p>Roofing Contractors Bay of Plenty, Tauranga, Mt Maunganui - Roofing Systems</p> <p>Length : 75</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>					
	Description	<p>Whether your preference is Clay Tile or Metal Tile, Concrete Tile or Long Run Roofing and Cladding, Roofing Systems have the knowledge and experience to ensure your roofing project is handled with the greatest of care and at the most competitive prices.</p> <p>Length : 253</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>					
	Keywords	<p>Roofing Tauranga, Roofing Bay of Plenty, Long Run Roofing, Clay Tiles, Metal Tiles, Concrete Tiles, Long Run Cladding, Monier, Roofman, metrotile</p> <p>Good, your page contains meta keywords.</p>					
	Og Meta Properties	<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>					
	Headings	H1 0	H2 4	H3 8	H4 0	H5 0	H6 0
		<ul style="list-style-type: none"><li>• [H2] Our Services</li><li>• [H2] Featured Projects</li><li>• [H2] Who we are</li><li>• [H2] Testimonials</li><li>• [H3] Roof Installation</li><li>• [H3] Re-roofing</li><li>• [H3] Maintenance</li><li>• [H3] Mt Maunganui – Gerard Calibre profile</li><li>• [H3] Whakamarama Jewel</li><li>• [H3] Jensen Rd - Metal roof</li></ul>					

## SEO Content

		<ul style="list-style-type: none"><li>• [H3] Suppliers of</li><li>• [H3] Partners to</li></ul>
	Images	We found 16 images on this web page.  4 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 : 18%  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 14 links including 0 link(s) to files
	Statistics	External Links : noFollow 0%  External Links : Passing Juice 0%  Internal Links 100%

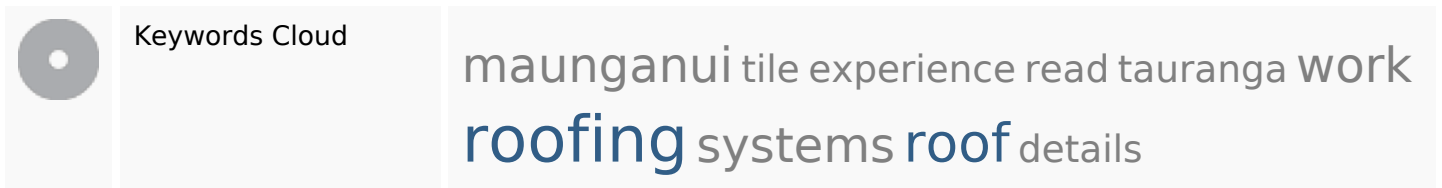
## In-page links

Anchor	Type	Juice
<a href="#">Brand</a>	Internal	Passing Juice
<a href="#">Home</a>	Internal	Passing Juice
<a href="#">Services</a>	Internal	Passing Juice

## In-page links

<a href="#">Long Run Roofing and Cladding</a>	Internal	Passing Juice
<a href="#">Metal Tile Roofing</a>	Internal	Passing Juice
<a href="#">Concrete/Clay tile Roofing</a>	Internal	Passing Juice
<a href="#">Rain Water Systems (Fascia &amp; Gutter)</a>	Internal	Passing Juice
<a href="#">Testimonials</a>	Internal	Passing Juice
<a href="#">Contact</a>	Internal	Passing Juice
<a href="#">Gallery</a>	Internal	Passing Juice
<a href="#">Advice</a>	Internal	Passing Juice
<a href="#">Concrete/Clay Tile</a>	Internal	Passing Juice
<a href="#">Metal Tile</a>	Internal	Passing Juice
<a href="#">Long Run Roofing and Cladding</a>	Internal	Passing Juice

## SEO Keywords



## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
roofing	9	✓	✓	✓	✓
roof	6	✓	✓	✓	✓
maunganui	4	✓	✗	✗	✓
systems	4	✓	✗	✓	✗
work	4	✗	✗	✗	✗












## Usability

	Url	Domain : roofingsystems.co.nz Length : 20
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## Usability

	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 Warnings : 0
	Email Privacy	Warning! At least one email address has been found in the plain text. Use <a href="#">free antispam protector</a> to hide email from spammers.
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<div><div></div> Excellent, your website doesn't use nested tables.</div> <div><div></div> Too bad, your website is using inline styles.</div> <div><div></div> Great, your website has few CSS files.</div> <div><div></div> Perfect, your website has few JavaScript files.</div> <div><div></div> Too bad, your website does not take advantage of gzip.</div>

## Mobile

	Mobile Optimization	<div><div></div> Apple Icon</div> <div><div></div> Meta Viewport Tag</div>
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## Mobile

✓ Flash content

## Optimization

✓	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <p><a href="http://roofingsystems.co.nz/sitemap.xml">http://roofingsystems.co.nz/sitemap.xml</a></p>
✓	Robots.txt	<p><a href="http://roofingsystems.co.nz/robots.txt">http://roofingsystems.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>