Website Analysis: story.com.au

The score is 59/100

SEO Content

	Title	Digital Agency Responsive UX Interface Ecommerce | STORY GROUP - A Web Design & Website Development Company Melbourne Length : 117 Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.
⚠️	Description	The Story Group is a digital agency servicing Melbourne, Perth and Sydney. Our services include digital strategy, web design, ecommerce website development, content management systems and online marketing. Length : 205 Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.
✅	Keywords	responsive, graphic design, digital, melbourne, sydney, perth, user experience, strategy, web design, development, eCommerce, expressionengine Good, your page contains meta keywords.
✅	Og Meta Properties	Good, your page take advantage of Og Properties.

Property	Content
title	Digital Agency Responsive UX Interface Ecommerce | STORY GROUP
type	website
url	https://story.com.au
image	assets/logo.png
image:width	300
image:height	300
site_name	STORY GROUP

SEO Content

		description	The Story Group is a digital agency servicing Melbourne, Perth and Sydney. Our services include digital strategy, web design, ecommerce website development, content management systems and online marketing.				

	Headings	H1	H2	H3	H4	H5	H6
		1	2	0	0	0	11

- [H1] WE DESIGN DEVELOP & DEPLOY DIGITAL SolutionsBuilt by a dedicated team of web professionals in our Melbourne studios every day
- [H2] What we do.
- [H2] Some of our recent projects...
- [H6] Easy to Use
- [H6] Great Performance
- [H6] Easy to Manage
- [H6] SEO "Friendly"
- [H6] Works Everywhere
- [H6] Great Support
- [H6] Story Group Content
- [H6] LATEST WORK/CASE STUDIES
- [H6] LATEST NEWS
- [H6] CONTACT INFORMATION
- [H6] Our Newsletter

❌	Images	We found 21 images on this web page. 11 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 : 16% 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.

SEO Links

✓	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
OUR STORY	Internal	Passing Juice
About the Story Group	Internal	Passing Juice
Agency Partnerships	Internal	Passing Juice
Work at Story Group	Internal	Passing Juice
OUR WORK	Internal	Passing Juice
NEWS	Internal	Passing Juice
CONTACT	Internal	Passing Juice
Maton Guitars	Internal	Passing Juice
Genetic Cures Australia	Internal	Passing Juice
St George Mining Limited	Internal	Passing Juice
Craft CMS and Algolia Search	Internal	Passing Juice
Craft CMS and Cloudflare	Internal	Passing Juice
Privacy & Disclaimer	Internal	Passing Juice
Sitemap	Internal	Passing Juice

SEO Keywords

●	Keywords Cloud	see sites click story work group digital easy web craft

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
story	19	✔	✘	✔	✔
click	9	✘	✘	✘	✘
see	9	✘	✘	✘	✘
group	8	✔	✘	✔	✔
work	6	✘	✘	✘	✔

Usability

⊙	Url	Domain : story.com.au Length : 12
✘	Favicon	Very bad. We have not found shortcut icon. Icons are one of easy ways to attract regular visitors to your website more often.
✘	Printability	We could not find a Print-Friendly CSS.
✘	Language	You have not specified the language. Use this free meta tags generator 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.

Document

Speed Tips

✔ Excellent, your website doesn't use nested tables.

✖ Too bad, your website is using inline styles.

✔ Great, your website has few CSS files.

✔ Perfect, your website has few JavaScript files.

✔ Perfect, your website takes advantage of gzip.

Mobile

Mobile Optimization

✖ Apple Icon

✔ Meta Viewport Tag

✔ Flash content

Optimization

	XML Sitemap	Missing Your website does not have an XML sitemap - this can be problematic. 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.
	Robots.txt	http://story.com.au/robots.txt Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool. Google Analytics