









Website Analysis: thetartangroup.com.au

Generated on March 31 2026 08:18 AM




The score is 53/100







SEO Content

	<p>Title</p>	<p>The Tartan Group</p> <p>Length : 16</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	<p>Description</p>	<p>Looking for outsourced finance and accounting solutions at an achievable price point? The Tartan Group Chartered Accountants provide small to medium sized businesses with bookkeeping, finance team and virtual CFO services throughout Australia.</p> <p>Length : 244</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.</p>												
	<p>Keywords</p>	<p>Tartan Group,chartered accountants,CPA,CA,bookkeeping,outsourced finace team,virtual cfo,small business accoutants</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 this free og properties generator to create them.</p>												
	<p>Headings</p>	<table border="1" data-bbox="544 1547 1481 1615"> <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>0</td> <td>5</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="616 1648 1358 1845" style="list-style-type: none"> • [H1] Not just another Chartered Accounting practice. • [H3] Bookkeeping Services • [H3] Outsourced Finance Team • [H3] Virtual CFO • [H3] Sign up to our newsletter • [H3] Enquire Now 	H1	H2	H3	H4	H5	H6	1	0	5	0	0	0
H1	H2	H3	H4	H5	H6									
1	0	5	0	0	0									
	<p>Images</p>	<p>We found 3 images on this web page.</p> <p>1 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 : 23%</p>												

SEO Content

		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	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 22 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100%

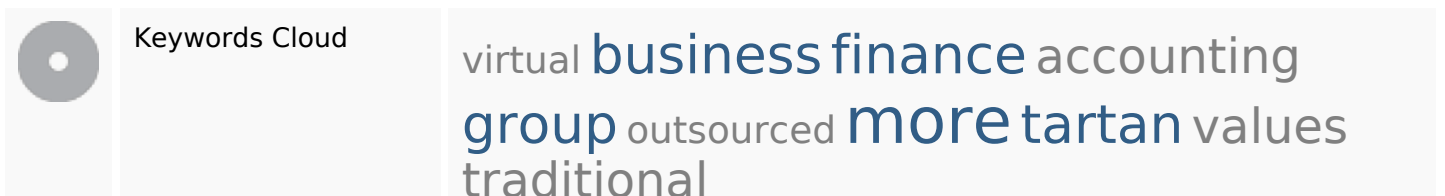
In-page links

Anchor	Type	Juice
Home	Internal	Passing Juice
About	Internal	Passing Juice
Key People	Internal	Passing Juice
Our Brand	Internal	Passing Juice
Benefits	Internal	Passing Juice
Services	Internal	Passing Juice
Bookkeeping	Internal	Passing Juice
Finance Team	Internal	Passing Juice

In-page links

Virtual CFO	Internal	Passing Juice
Approach	Internal	Passing Juice
Partners	Internal	Passing Juice
Values	Internal	Passing Juice
Clients	Internal	Passing Juice
Careers	Internal	Passing Juice
Contact	Internal	Passing Juice
Sign up to our newsletter	Internal	Passing Juice
Sign up	Internal	Passing Juice
Contact	Internal	Passing Juice
Privacy	Internal	Passing Juice
Disclaimer	Internal	Passing Juice
Sitemap	Internal	Passing Juice
Admin	Internal	Passing Juice






SEO Keywords



Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
more	6	✘	✘	✘	✘
finance	4	✘	✘	✔	✔
group	4	✔	✔	✔	✘
business	4	✘	✔	✔	✘
tartan	4	✔	✔	✔	✘


Usability

	Url	Domain : thetartangroup.com.au Length : 21
	Favicon	Great, your website has a favicon.
	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	XHTML 1.0 Strict
	Encoding	Perfect. Your declared charset is ISO-8859-1.
	W3C Validity	Errors : 0 Warnings : 0
	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<ul style="list-style-type: none"> Excellent, your website doesn't use nested tables. Perfect. No inline css has been found in HTML tags! Great, your website has few CSS files. Too bad, your website has too many JS files (more than 6). Too bad, your website does not take advantage of gzip.

Mobile

	Mobile Optimization	<ul style="list-style-type: none"><li data-bbox="555 197 767 232">✘ Apple Icon<li data-bbox="555 264 879 300">✘ Meta Viewport Tag<li data-bbox="555 331 807 367">✔ Flash content
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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>http://thetartangroup.com.au/robots.txt</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>