





# Website Analysis: wardkeller.com.au

Generated on September 05 2024 12:36 PM






The score is 51/100







## SEO Content

|    | <p>Title</p>  | <p>Ward Keller   The Territory Law Firm   Northern Territory</p> <p>Length : 57</p> <p>Perfect, your title contains between 10 and 70 characters.</p>   |          |         |     |                                |           |             |        |       |      |         |       |   |             |   |
|---|---|---|----------|---------|-----|--------------------------------|-----------|-------------|--------|-------|------|---------|-------|---|-------------|---|
|    | <p>Description</p>  | <p>Ward Keller is a full service law firm dealing with all matters related to business &amp; personal law, we have lawyers to represent any type of legal matters.</p> <p>Length : 159</p> <p>Great, your meta description contains between 70 and 160 characters.</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>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1312 1481 1935"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>url</td> <td>https://www.wardkeller.com.au/</td> </tr> <tr> <td>site_name</td> <td>Ward Keller</td> </tr> <tr> <td>locale</td> <td>en_US</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>title</td> <td>Ward Keller   The Territory Law Firm   Northern Territory</td> </tr> <tr> <td>description</td> <td>Ward Keller is a full service law firm dealing with all matters related to business &amp; personal law, we have lawyers to represent any type of legal matters.</td> </tr> </tbody> </table> | Property | Content | url | https://www.wardkeller.com.au/ | site_name | Ward Keller | locale | en_US | type | website | title | Ward Keller   The Territory Law Firm   Northern Territory | description | Ward Keller is a full service law firm dealing with all matters related to business & personal law, we have lawyers to represent any type of legal matters. |
| Property  | Content   |   |          |         |     |                                |           |             |        |       |      |         |       |   |             |   |
| url   | https://www.wardkeller.com.au/  |   |          |         |     |                                |           |             |        |       |      |         |       |   |             |   |
| site_name   | Ward Keller   |   |          |         |     |                                |           |             |        |       |      |         |       |   |             |   |
| locale  | en_US   |   |          |         |     |                                |           |             |        |       |      |         |       |   |             |   |
| type  | website   |   |          |         |     |                                |           |             |        |       |      |         |       |   |             |   |
| title   | Ward Keller   The Territory Law Firm   Northern Territory   |   |          |         |     |                                |           |             |        |       |      |         |       |   |             |   |
| description   | Ward Keller is a full service law firm dealing with all matters related to business & personal law, we have lawyers to represent any type of legal matters. |   |          |         |     |                                |           |             |        |       |      |         |       |   |             |   |

# SEO Content

|    | Headings        | <table><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>11</td><td>0</td><td>13</td><td>3</td><td>2</td></tr></tbody></table> <ul style="list-style-type: none"><li>• [H2]</li><li>• [H2] Practice Areas</li><li>• [H2] Ward Keller - The Territory Law Firm</li><li>• [H2] Make An Appointment</li><li>• [H2] First Consultation</li><li>• [H2] About Our Firm</li><li>• [H2] Our Latest</li><li>• [H2] Blog Posts</li><li>• [H2] Got a quick legal question</li><li>• [H2] About Us</li><li>• [H2] Contact</li><li>• [H4] Business law</li><li>• [H4] Conveyancing</li><li>• [H4] Criminal law</li><li>• [H4] Debt collection</li><li>• [H4] Employment law</li><li>• [H4] Estate planning</li><li>• [H4] Family law</li><li>• [H4] Migration</li><li>• [H4] Mining &amp; resources</li><li>• [H4] Pastoral &amp; Agribusines</li><li>• [H4] Personal injury</li><li>• [H4] Worker's compensation</li><li>• [H4] or just want some direction on a legal issue?</li><li>• [H5] Lawyers Associated Worldwide Elects Chair and Vice Chair</li><li>• [H5] Amending Domestic Violence Orders</li><li>• [H5] The Consequences Of Having A Domestic Violence Order Against You</li><li>• [H6] What We Do</li><li>• [H6] What Clients Say</li></ul> | H1 | H2 | H3 | H4 | H5 | H6 | 0 | 11 | 0 | 13 | 3 | 2 |
|--|-----------------|---|----|----|----|----|----|----|---|----|---|----|---|---|
| H1   | H2              | H3  | H4 | H5 | H6 |    |    |    |   |    |   |    |   |   |
| 0  | 11              | 0   | 13 | 3  | 2  |    |    |    |   |    |   |    |   |   |
|  | Images          | <p>We found 6 images on this web page.</p> <p>3 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>  |    |    |    |    |    |    |   |    |   |    |   |   |
|  | Text/HTML Ratio | <p>Ratio : 1%</p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>   |    |    |    |    |    |    |   |    |   |    |   |   |
|  | Flash           | <p>Perfect, no Flash content has been detected on this page.</p>  |    |    |    |    |    |    |   |    |   |    |   |   |
|  | Iframe          | <p>Great, there are no Iframes detected on this page.</p>   |    |    |    |    |    |    |   |    |   |    |   |   |

## 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 72 links including 0 link(s) to files                                |
|  | Statistics              | External Links : noFollow 0%<br>External Links : Passing Juice 0%<br>Internal Links 100% |

## In-page links

| Anchor                                | Type     | Juice         |
|---------------------------------------|----------|---------------|
| <a href="#">Skip to content</a>       | Internal | Passing Juice |
| <a href="#">Home</a>                  | Internal | Passing Juice |
| <a href="#">Managing Partner</a>      | Internal | Passing Juice |
| <a href="#">Partners</a>              | Internal | Passing Juice |
| <a href="#">Consultants</a>           | Internal | Passing Juice |
| <a href="#">Special Counsel</a>       | Internal | Passing Juice |
| <a href="#">Senior Associates</a>     | Internal | Passing Juice |
| <a href="#">Associates</a>            | Internal | Passing Juice |
| <a href="#">Senior Lawyers</a>        | Internal | Passing Juice |
| <a href="#">Lawyers</a>               | Internal | Passing Juice |
| <a href="#">Practice Manager</a>      | Internal | Passing Juice |
| <a href="#">Migration Agents</a>      | Internal | Passing Juice |
| <a href="#">Conveyancers</a>          | Internal | Passing Juice |
| <a href="#">Support staff</a>         | Internal | Passing Juice |
| <a href="#">Graduate Law Clerks</a>   | Internal | Passing Juice |
| <a href="#">Banking &amp; finance</a> | Internal | Passing Juice |

## In-page links

|  |          |               |
|--|----------|---------------|
| <a href="#">Building Construction</a>                        | Internal | Passing Juice |
| <a href="#">Business &amp;#038; share transfers</a>          | Internal | Passing Juice |
| <a href="#">Commercial disputes</a>                          | Internal | Passing Juice |
| <a href="#">Debt collection &amp;#038; credit management</a> | Internal | Passing Juice |
| <a href="#">Employment</a>                                   | Internal | Passing Juice |
| <a href="#">Environmental law &amp;#038; regulation</a>      | Internal | Passing Juice |
| <a href="#">Information technology</a>                       | Internal | Passing Juice |
| <a href="#">Infrastructure &amp;#038; major projects</a>     | Internal | Passing Juice |
| <a href="#">Insurance</a>                                    | Internal | Passing Juice |
| <a href="#">Intellectual property</a>                        | Internal | Passing Juice |
| <a href="#">Leasing &amp;#038; franchising</a>               | Internal | Passing Juice |
| <a href="#">Liquor licencing</a>                             | Internal | Passing Juice |
| <a href="#">Migration</a>                                    | Internal | Passing Juice |
| <a href="#">Mining &amp;#038; resources</a>                  | Internal | Passing Juice |
| <a href="#">Pastoral &amp;#038; agribusiness</a>             | Internal | Passing Juice |
| <a href="#">Property Law</a>                                 | Internal | Passing Juice |
| <a href="#">Securities</a>                                   | Internal | Passing Juice |
| <a href="#">Stamp duty &amp;#038; payroll tax</a>            | Internal | Passing Juice |
| <a href="#">Conveyancing</a>                                 | Internal | Passing Juice |
| <a href="#">Criminal law</a>                                 | Internal | Passing Juice |
| <a href="#">Discrimination</a>                               | Internal | Passing Juice |
| <a href="#">Employment</a>                                   | Internal | Passing Juice |
| <a href="#">Estate planning</a>                              | Internal | Passing Juice |
| <a href="#">Child support agreements</a>                     | Internal | Passing Juice |
| <a href="#">Consent orders</a>                               | Internal | Passing Juice |
| <a href="#">Divorce</a>                                      | Internal | Passing Juice |
| <a href="#">Parenting matters</a>                            | Internal | Passing Juice |
| <a href="#">Property settlements</a>                         | Internal | Passing Juice |

## In-page links

|  |          |               |
|--|----------|---------------|
| <a href="#">Insurance</a>  | Internal | Passing Juice |
| <a href="#">Medical negligence</a>   | Internal | Passing Juice |
| <a href="#">Migration</a>  | Internal | Passing Juice |
| <a href="#">Motor vehicle accidents</a>  | Internal | Passing Juice |
| <a href="#">Notary Public</a>  | Internal | Passing Juice |
| <a href="#">Personal injury</a>  | Internal | Passing Juice |
| <a href="#">Workers compensation</a>   | Internal | Passing Juice |
| <a href="#">Publications</a>   | Internal | Passing Juice |
| <a href="#">Online Payment</a>   | Internal | Passing Juice |
| <a href="#">Careers</a>  | Internal | Passing Juice |
| <a href="#">CONTACT US</a>   | Internal | Passing Juice |
| <a href="#">partners</a>   | Internal | Passing Juice |
| <a href="#">News</a>   | Internal | Passing Juice |
| <a href="#">Publications</a>   | Internal | Passing Juice |
| <a href="#">Lawyers Associated Worldwide Elects Chair and Vice Chair</a>         | Internal | Passing Juice |
| <a href="#">Amending Domestic Violence Orders</a>                                | Internal | Passing Juice |
| <a href="#">The Consequences Of Having A Domestic Violence Order Against You</a> | Internal | Passing Juice |
| <a href="#">About Us</a>   | Internal | Passing Juice |
| <a href="#">Business</a>   | Internal | Passing Juice |
| <a href="#">Personal</a>   | Internal | Passing Juice |
| <a href="#">News</a>   | Internal | Passing Juice |
| <a href="#">Contact Us</a>   | Internal | Passing Juice |
| <a href="#">Privacy Policy</a>   | Internal | Passing Juice |
| <a href="#">Terms of Use</a>   | Internal | Passing Juice |
| <a href="#">Level 7/22 Mitchell St, Darwin NT 0800</a>                           | Internal | Passing Juice |
| <a href="#">Our Team</a>   | Internal | Passing Juice |
| <a href="#">Practice Areas</a>   | Internal | Passing Juice |
| <a href="#">Family law</a>   | Internal | Passing Juice |

## SEO Keywords



Keywords Cloud

orders legal **december** domestic  
territory **violence** time court ward lawyer

## Keywords Consistency

| Keyword   | Content | Title | Keywords | Description | Headings |
|-----------|---------|-------|----------|-------------|----------|
| december  | 6       | ✘     | ✘        | ✘           | ✘        |
| violence  | 5       | ✘     | ✘        | ✘           | ✔        |
| domestic  | 4       | ✘     | ✘        | ✘           | ✔        |
| territory | 3       | ✔     | ✘        | ✘           | ✔        |
| lawyer    | 3       | ✘     | ✘        | ✔           | ✔        |











## Usability

|  |              |   |
|--|--------------|---|
|  | Url          | Domain : wardkeller.com.au<br>Length : 17   |
|  | 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     | Good. Your declared language is en.   |
|  | Dublin Core  | Great. This page take advantage of Dublin Core.   |





## Document

|  |          |  |
|--|----------|--|
|  | Doctype  | HTML 5                                   |
|  | Encoding | Perfect. Your declared charset is UTF-8. |




## Document

|  |                 |  |
|--|-----------------|--|
|  |                 |  |
|  | W3C Validity    | Errors : 0<br>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      | <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> Too bad, your website has too many JS files (more than 6).</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> |
|--|---------------------|--|

## Optimization

|  |             |   |
|--|-------------|---|
|  | XML Sitemap | Great, your website has an XML sitemap.<br><br><code>http://wardkeller.com.au/sitemap.xml</code><br><code>https://www.wardkeller.com.au/sitemaps.xml</code> |
|  | Robots.txt  | <code>http://wardkeller.com.au/robots.txt</code><br>Great, your website has a robots.txt file.  |
|  | Analytics   | Missing<br><br>We didn't detect an analytics tool installed on this website.  |

## Optimization

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.