



Website Analysis: google.com.au

Generated on May 09 2025 12:04 PM

The score is 34/100



SEO Content

	Title	Google					
		Length : 6					
		Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.					
	Description	Length : 0					
		Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description.					
	Keywords	Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.					
	Og Meta Properties	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.					
	Headings	H1 0	H2 0	H3 0	H4 0	H5 0	H6 0
	Images	We found 1 images on this web page.					
		Good, most or all of your images have alt attributes					
	Text/HTML Ratio	Ratio : 7%					
		This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.					
	Flash	Perfect, no Flash content has been detected on this page.					

SEO Content



Iframe

Great, there are no Iframes detected on this page.

SEO Links



URL Rewrite

Bad. Your links have query string.



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 18 links including 0 link(s) to files



Statistics

External Links : noFollow 0%

External Links : Passing Juice 44.44%

Internal Links 55.56%


In-page links

Anchor	Type	Juice
Images	Internal	Passing Juice
Maps	External	Passing Juice
Play	External	Passing Juice
YouTube	External	Passing Juice
News	External	Passing Juice
Gmail	External	Passing Juice
Drive	External	Passing Juice
Web History	External	Passing Juice
Settings	Internal	Passing Juice
Sign in	External	Passing Juice
Advanced search	Internal	Passing Juice

In-page links

Français	Internal	Passing Juice
Advertising	Internal	Passing Juice
Business Solutions	Internal	Passing Juice
About Google	Internal	Passing Juice
Google.com	Internal	Passing Juice
Privacy	Internal	Passing Juice
Terms	Internal	Passing Juice



SEO Keywords

	Keywords Cloud	offered privacy français solutions sign advertising advanced google business search
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
google	4	✓	✗	✗	✗
search	2	✗	✗	✗	✗
privacy	1	✗	✗	✗	✗
solutions	1	✗	✗	✗	✗
business	1	✗	✗	✗	✗












Usability

	Url	Domain : google.com.au Length : 13
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is en.




Usability

		
	Dublin Core	This page does not take advantage of Dublin Core.

Document

	Doctype	HTML 5						
	Encoding	You have not specified the document's charset. Use this free meta tags generator to declare document's charset.						
	W3C Validity	Errors : 0 Warnings : 0						
	Email Privacy	Great no email address has been found in plain text!						
	Deprecated HTML	<table><tr><th>Deprecated tags</th><th>Occurrences</th></tr><tr><td><u></td><td>1</td></tr><tr><td><center></td><td>1</td></tr></table> <p>Deprecated HTML tags are HTML tags that are no longer used. It is recommended that you remove or replace these HTML tags because they are now obsolete.</p>	Deprecated tags	Occurrences	<u>	1	<center>	1
Deprecated tags	Occurrences							
<u>	1							
<center>	1							
	Speed Tips	<div> Excellent, your website doesn't use nested tables.</div> <div> Too bad, your website is using inline styles.</div> <div> Great, your website has few CSS files.</div> <div> Perfect, your website has few JavaScript files.</div> <div> Perfect, your website takes advantage of gzip.</div>						




Mobile

	Mobile Optimization	<ul style="list-style-type: none"> Apple Icon Meta Viewport Tag
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Mobile

✓ Flash content

Optimization

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <div>http://google.com.au/sitemap.xml https://www.google.com/sitemap.xml</div>
	Robots.txt	<p>http://google.com.au/robots.txt</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>