

 excavation
<https://yourdomain.com.au>

Page quality score

32
Score



41 Passed

13 Notices

13 Warnings

0 Errors

Title



The <head> section contains one <title> tag

Mid North, Yorke Peninsula, Spencer Gulf & surrounds

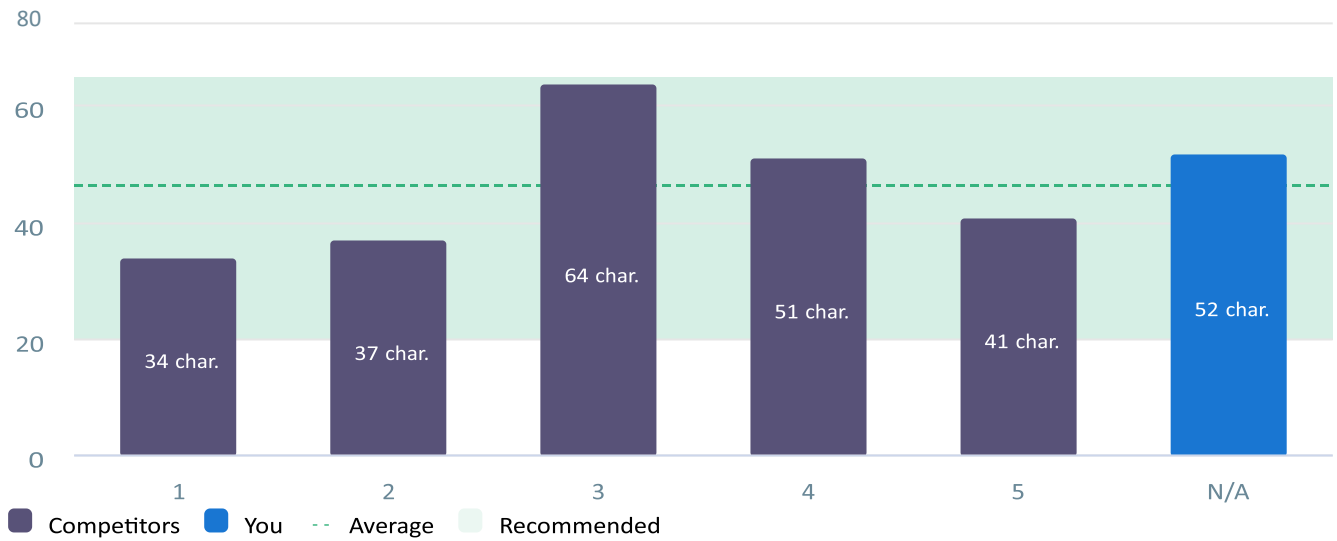


The page title is the text displayed as part of the snippet in the SERPs. Make sure the page contains the <title> tag, which must be located within the <head> section of the page's HTML. If the <title> tag is missing, it will be automatically generated by search engines, i.e. taken from the heading tags. If the <title> tag is not empty, check if it contains the recommended number of characters.



The <title> tag is within the recommended length

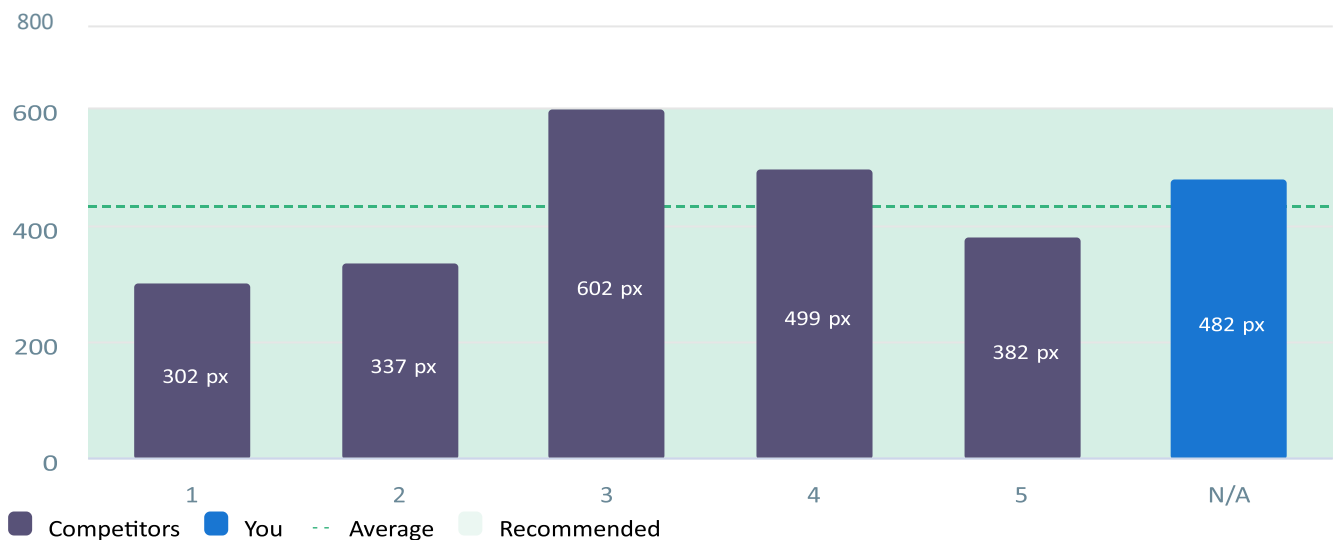
Your value: 52 char. Recommended: 20 - 65 char. Top 5 competitors: 34 - 64 char. Top 5 average: 45 char.



The page title is the text displayed as part of the snippet in the SERPs. Make sure the page contains the <title> tag, which must be located within the <head> section of the page's HTML. If the <title> tag is missing, it will be automatically generated by search engines, i.e. taken from the heading tags. If the <title> tag is not empty, check if it contains the recommended number of characters.

The <title> tag is within the recommended pixel length

Your value: 482 px Recommended: up to 600 px Top 5 competitors: 302 - 602 px Top 5 average: 424 px



The page title is the text displayed as part of the snippet in the SERPs. Make sure the page contains the <title> tag, which must be located within the <head> section of the page's HTML. If the <title> tag is missing, it will be automatically generated by search engines, i.e. taken from the heading tags. If the <title> tag is not empty, check if it contains the recommended number of characters.

The <title> tag does not include the analyzed keywords

Add keywords to the <title>

Mid North, Yorke Peninsula, Spencer Gulf & surrounds



The page title is the text displayed as part of the snippet in the SERPs. Add the analyzed keywords to the <title> tag if they are needed.

Description



The <head> section contains one <meta name="description"> tag

Earthmoving, Machinery Sales & Hire. Road & site preparations, **excavations**. Multiple quarries, transport & quarrying contractor. .

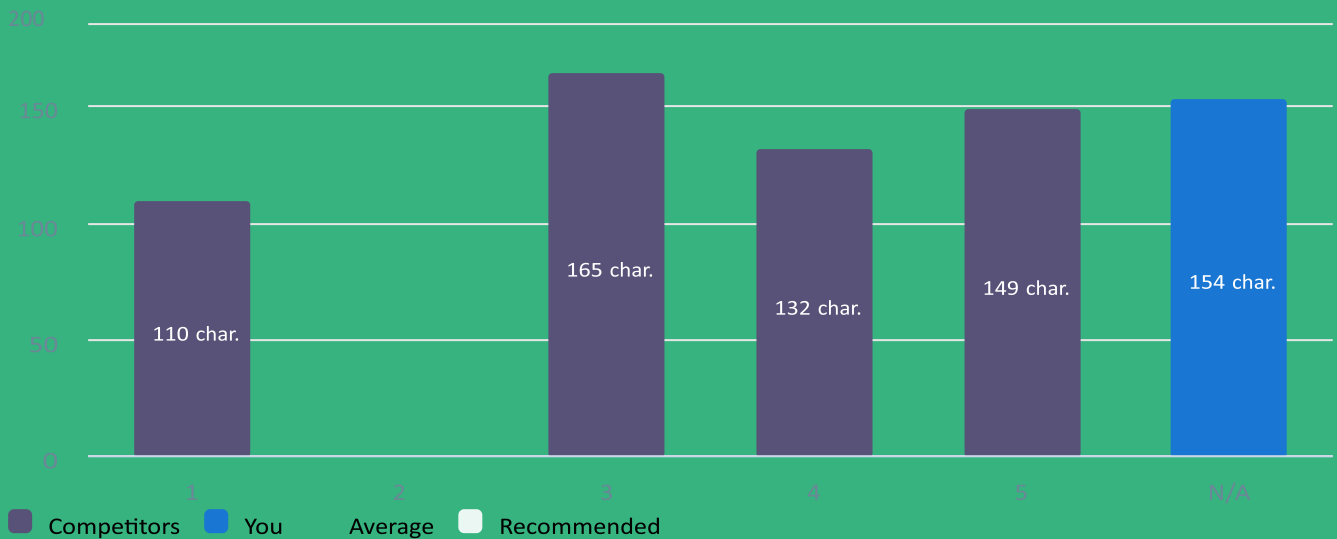


The meta description is the text that appears as part of the snippet in the SERPs. Check if the page contains the description tag, which must be located within the <head> section of the page's HTML. If the description tag is missing, it will be generated by default, i.e. taken from the body of the page. If the description is not empty, check if it contains the recommended number of characters including spaces.



The description is within the recommended length

Your value: 154 char. Recommended: up to 158 char. Top 5 competitors: 110 - 165 char. Top 5 average: 139 char.



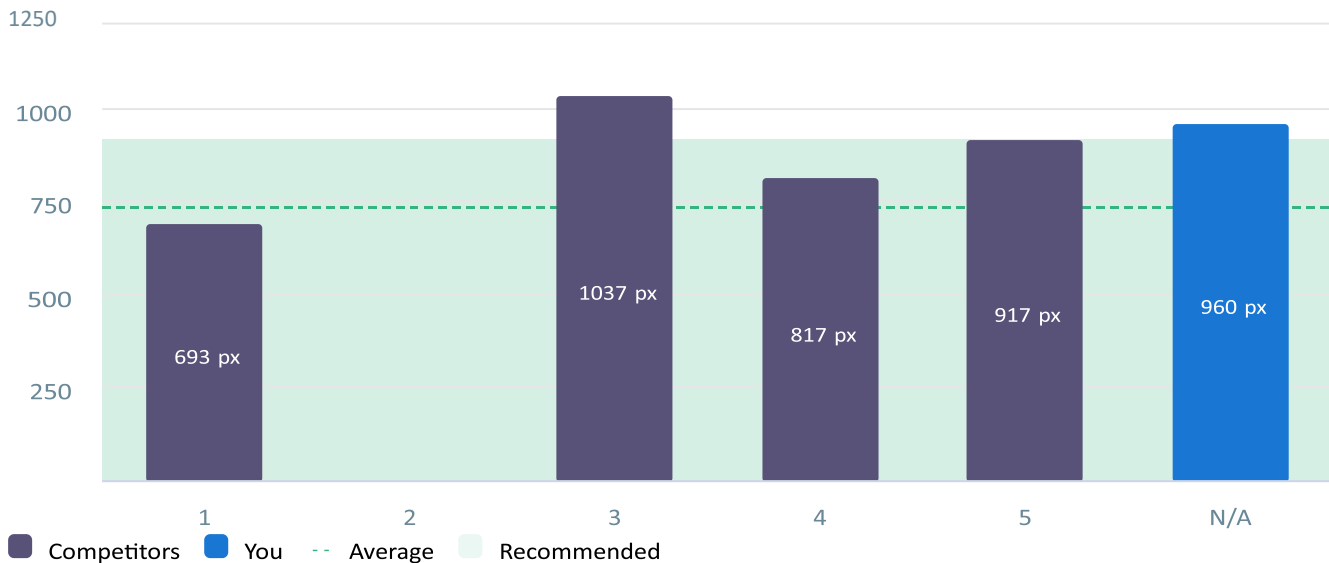
The meta description is the text that appears as part of the snippet in the SERPs. Check if the page contains the description tag, which must be located within the <head> section of the page's HTML. If the description tag is missing, it will be generated by default, i.e. taken from the body of the page. If the description is not empty, check if it contains the recommended number of characters including spaces.





The description exceeds the recommended length

Decrease the description length by 40 px


Your value: 960 px Recommended: up to 920 px Top 5 competitors: 693 - 1,037 px Top 5 average: 866 px




 The meta description is the text that appears as part of the snippet in the SERPs. Check if the page contains the description tag, which must be located within the <head> section of the page's HTML. If the description tag is missing, it will be generated by default, i.e. taken from the body of the page. If the description is not empty, check if its pixel length is within the recommended range.

 The description includes the analyzed keywords

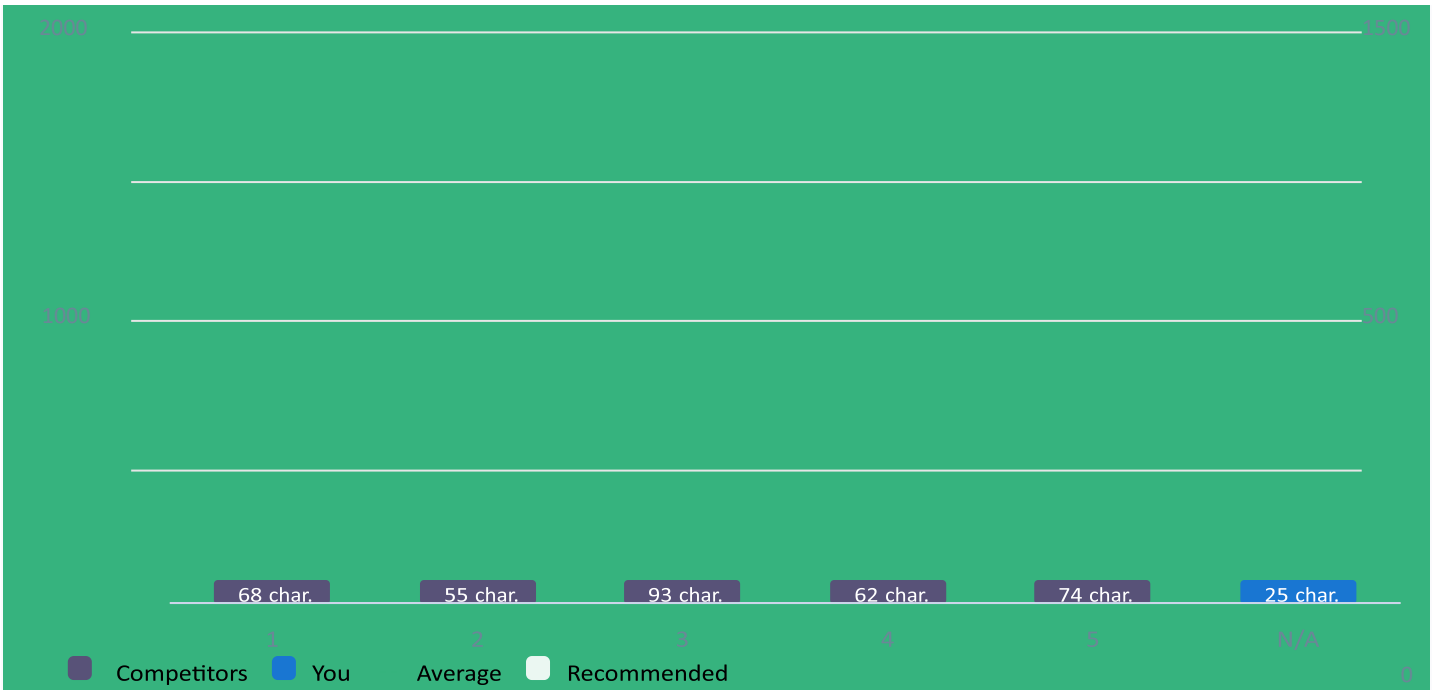
Earthmoving, Machinery Sales & Hire. Road & site preparations, **excavations**. Multiple quarries, transport & quarrying contractor. .


 The meta description is the text that appears as part of the snippet in the SERPs. Add the analyzed keywords to the the description tag if they are needed.


URL


 URL is within the recommended length


Your value: 25 char. Recommended: up to 2,000 char. Top 5 competitors: 55 - 93 char. Top 5 average: 70 char.





 Check if the URL length is within the recommended range. If the URL is too long, it goes beyond the visible part of the address bar and has a complex structure, which ultimately affects user experience and the website's SEO performance. Clean URLs should be readable, easy-to-understand, contain keywords, have a logical folder structure, and should not include any uppercase letters or underscores.

 The URL does not contain uppercase letters


 Clean URLs should contain only lowercase letters. Using complex URLs that contain uppercase letters can lead to duplicate content issues. In addition, users may mistype such URLs and trigger 404 errors.

 The URL does not contain underscores


 Clean URLs should not contain any underscores. Algorithms may understand a phrase with underscores as a single word, so it is better to use a hyphen to separate different words.

 The URL does not include the analyzed keywords

Add keywords to the URL <https://yourdomain.com.au>

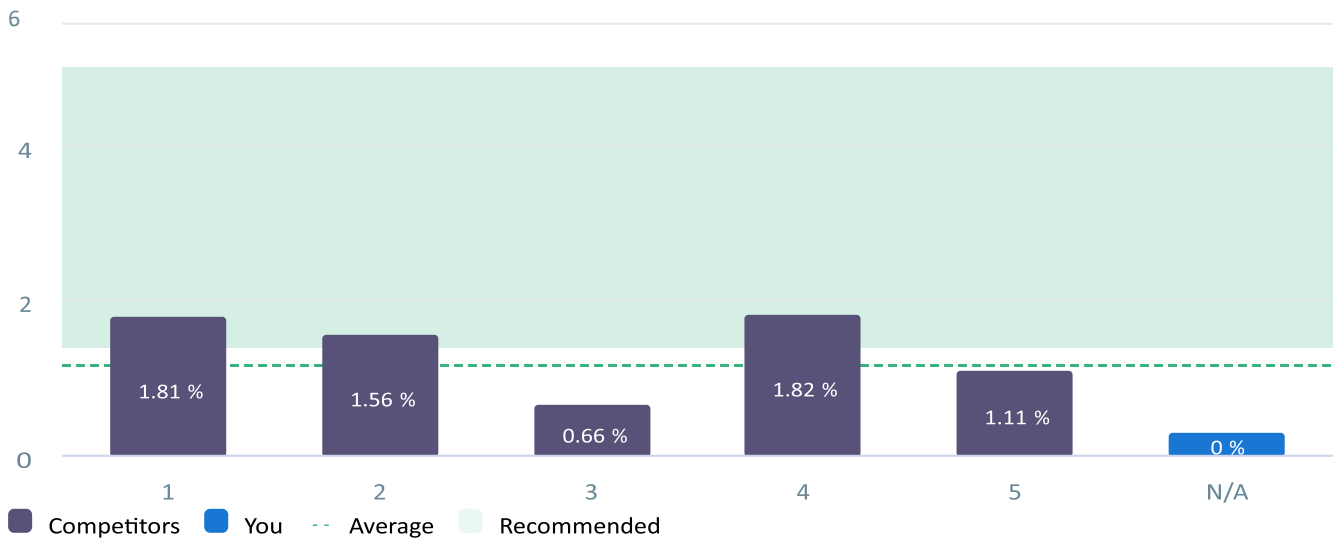
 Using relevant keywords in URLs can help users understand what pages are about and can result in search engines ranking such pages higher. Make sure you use only relevant keywords and add them at the beginning of the URL.

Text content

 Primary keyword density in the <body> tag does not fall within the normal range

Increase the keyword density in the tag by **1.39 %**

Your value: **0 %** Recommended: **1,39 - 5 %** Top 5 competitors: **0,66 - 1,82 %** Top 5 average: **1,39 %**



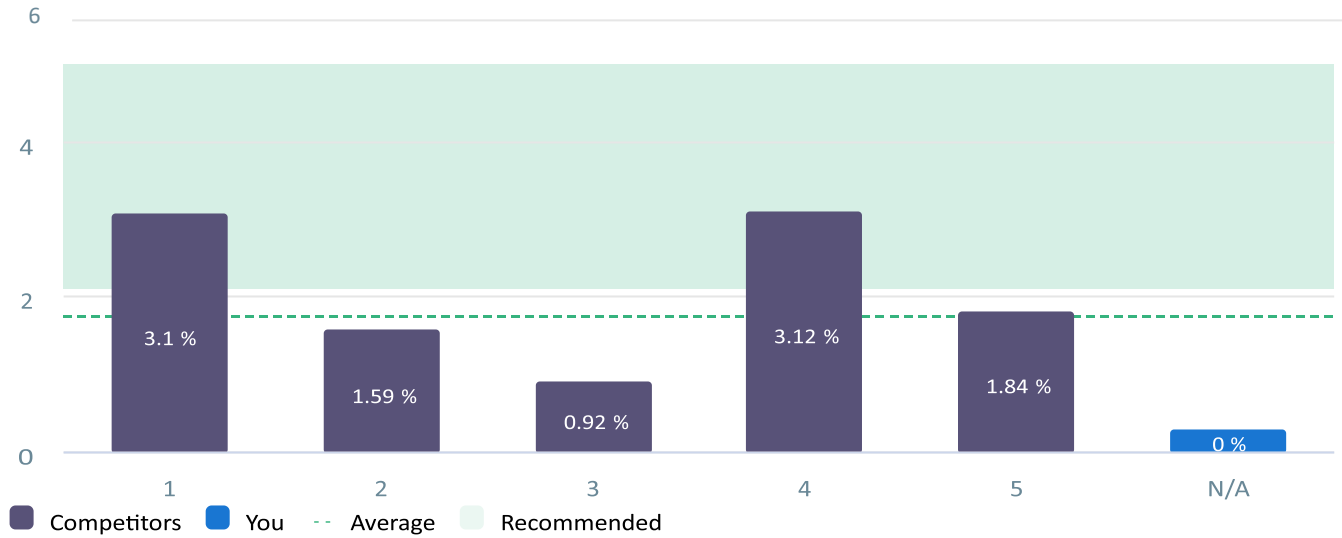
Keyword density refers to the number of times the primary keyword appears in the text. To calculate it, we divide the number of times the keyword is mentioned by the total number of words. Then, we check if the resulting gure falls within the recommended range.



Primary keyword density in the main content does not fall within the normal range

Increase the keyword density in the main content by **2.11 %**

Your value: **0 %** Recommended: **2.11 - 5 %** Top 5 competitors: **0.92 - 3.12 %** Top 5 average: **2.11 %**



Keyword density refers to the number of times the primary keyword appears in the text. To calculate it, we divide the number of times the keyword is mentioned by the total number of words. Then, we check if the resulting gure falls within the recommended range.



Keywords in use


KEYWORD	TYPE	FOUND	COUNT	DENSITY
excavation	PRIMARY		0/0/0	0%/0%/0%





The content of the page is unique

Your value: 90,8 % Recommended: from 90 % Top 5 competitors: 0 %


<paragraph removed for privacy reasons, there will be your content here on your report>


PAGES	MATCHED PERCENT
 https://www.ldearthmoving.com.au/about-us.html	9.2%

 The content uniqueness score shows what percentage of page content is unique. A high score means that the text doesn't match any other texts published online. Search engines take uniqueness into account when determining page rankings. If content is plagiarized, search engines can remove such pages from the index.

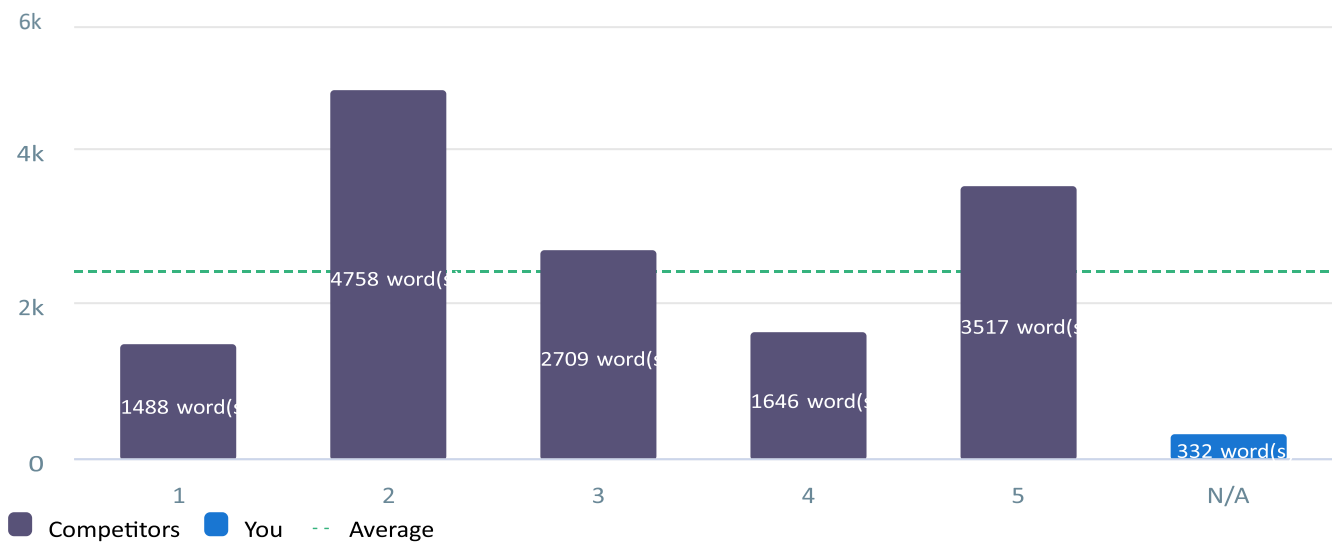
 **<h1>–<h6> headings are out of order or skip hierarchy levels, breaking the content structure**


Make sure that **<h1>–<h6> headings maintain hierarchy**


 **<h1>–<h6> headings give both visitors and search engines an understanding of the content's hierarchy. Headings should be logically structured: a page should start with the <h1> heading, followed by <h2>, <h3>, <h4>, etc.**

 **Number of words on page**

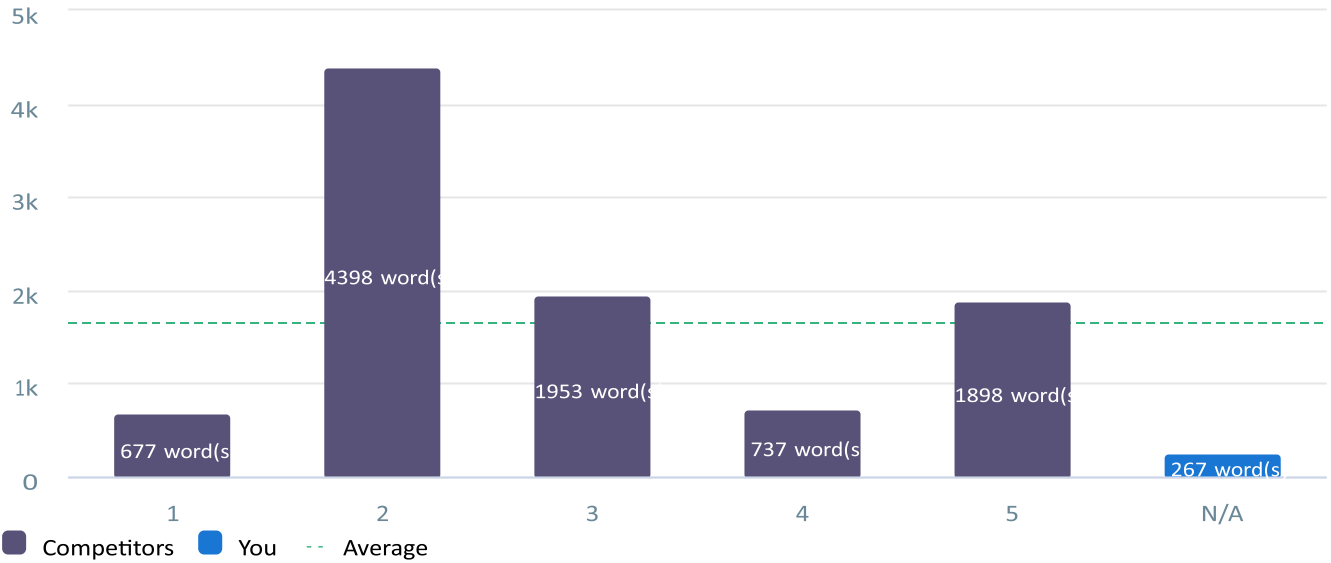
Your value: 332 word(s)




 The word count varies by page type, but the rule of thumb is to have more than 250 words. The text should be long enough to fully cover a topic or provide all necessary details about a product.

 **Number of words in main content**

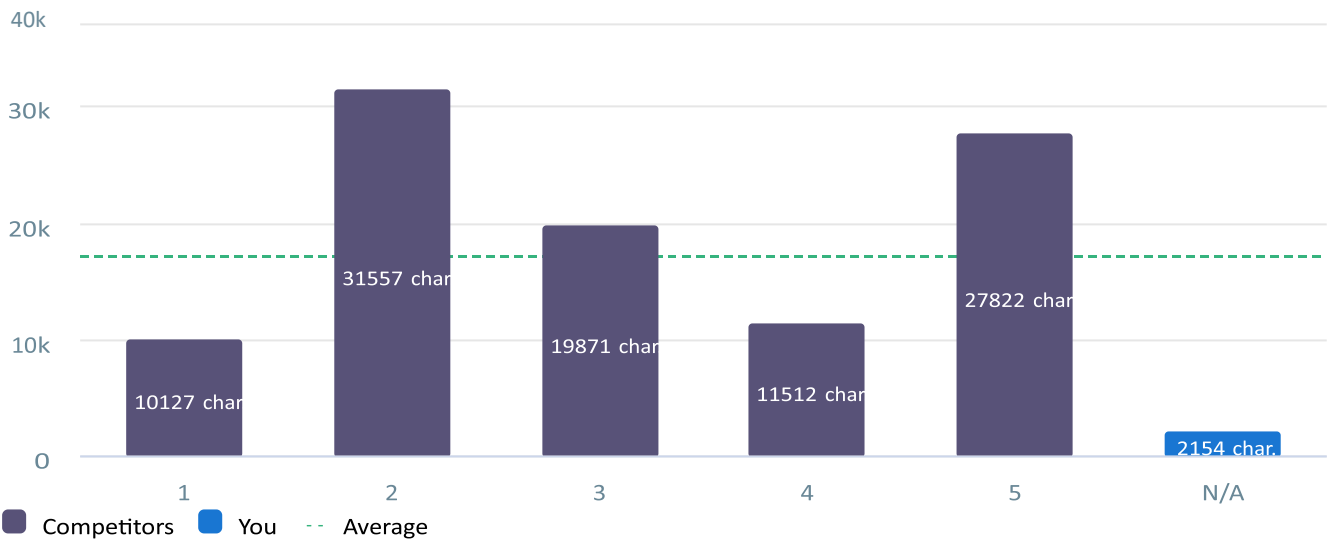
Your value: 267 word(s)




 The word count varies by page type, but the rule of thumb is to have more than 250 words. The text should be long enough to fully cover a topic or provide all necessary details about a product.

Number of characters on page

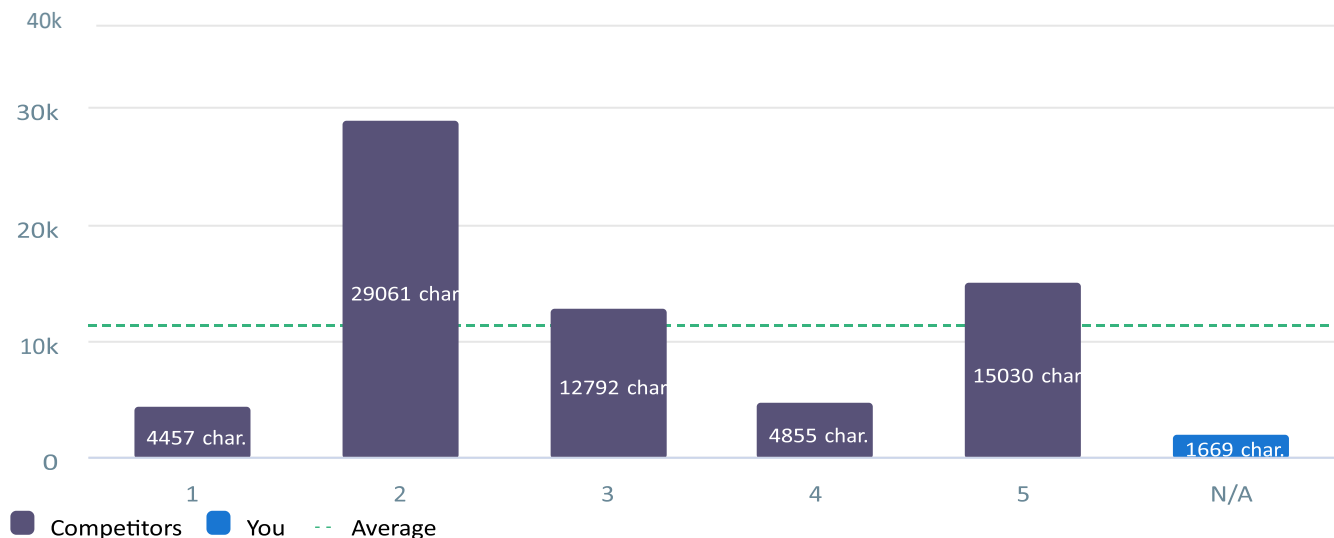
Your value: 2,154 char.



 The optimal number of characters depends on the type of page, but the rule of thumb is for content to consist of more than 1000 characters. The text should be long enough to fully cover a topic or provide all necessary details about a product.

Number of characters in main content

Your value: 1669 char.



The optimal number of characters depends on the type of page, but the rule of thumb is for content to consist of more than 1000 characters. The text should be long enough to fully cover a topic or provide all necessary details about a product.

No keywords are used at the beginning of the page

Use keywords within the first 150 words of the page

Using keywords at the beginning of the text helps SEO. It is recommended to include keywords within the first 150 words of the page.


<h1>–<h6> headings are used on the page


H1: 1 H2: 4 H3: 0 H4: 2 H5: 0


TAG	AREA	CONTENT
h1	MC	Earthmoving, quarrying and transporting in South Australia since 1954
h2	MC	We're local
h2	SC	Services & Machinery
h2	MC	Environment
h2	MC	Sign me up
h4	SC	Contact


TAG	AREA	CONTENT
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h4	MC	About
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 HTML <h1>–<h6> tags define the hierarchy of headings on the page: from higher-level <h1> to lower-level <h6>. If put in sequential order, header define content tags structure for search engines and improve page navigation for users.


 One <h1> tag is used on the page

 Earthmoving, quarrying and transporting in South Australia since 1954

 The <h1> tag defines the headline of the page. It tells people and search engines what the page is about. Best practices suggest to have one <h1> heading per page for clear structure and correct indexing.

 Keyword(s) missing in <h1>–<h6> headings

Add keywords to <h1>–<h6> headings

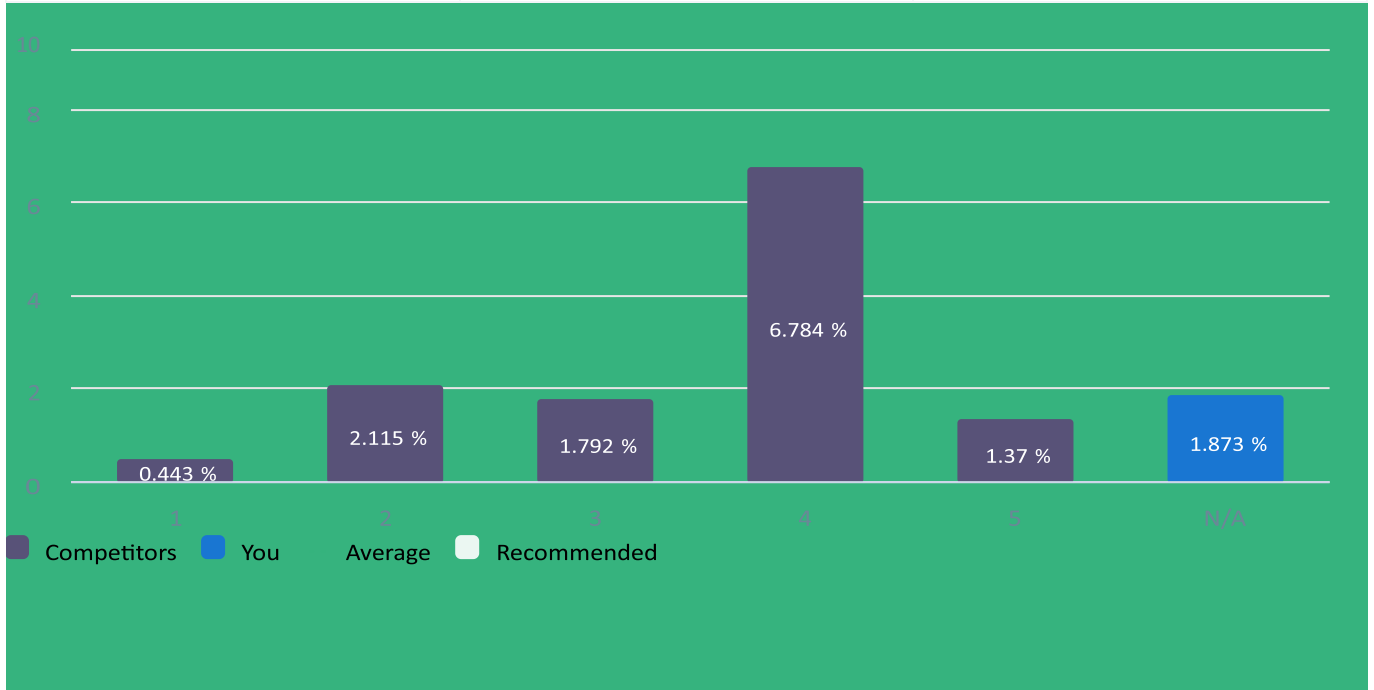
 The use of the primary and secondary keywords in the <h1> heading helps SEO. The same keywords can also be used in lower-level headings. However, excessive use of the primary and secondary keywords in <h1>–<h6> tags may be considered as spam by search engines.


 There are no grammatical mistakes or their share is less than 10%

Your value: 1.873 % Recommended: up to 10 % Top 5 competitors: 0.443 - 6.784 % Top 5 average: 2.5 %

WRONG	CORRECT	DESCRIPTION
Earthmoving, quarrying and transporting in South Au...	Earth moving	Possible spelling mistake found.
... equipped with a eet of transport and earthmoving machinery is ready when you are. Enviro...	earth moving	Possible spelling mistake found.
...s region is our home. So is our planet.#wegiveashit. Proudly based in the Clare Valley and ...		Possible spelling mistake found.
...highly regarded as the region’s leading earthmoving, transport and quarrying contractor. Th...	earth moving	Possible spelling mistake found.

WRONG	CORRECT	DESCRIPTION
<p>Earthmoving, transport, quarrying. . We provide a v...</p>	<p>Earth moving</p>	<p>Possible spelling mistake found.</p>

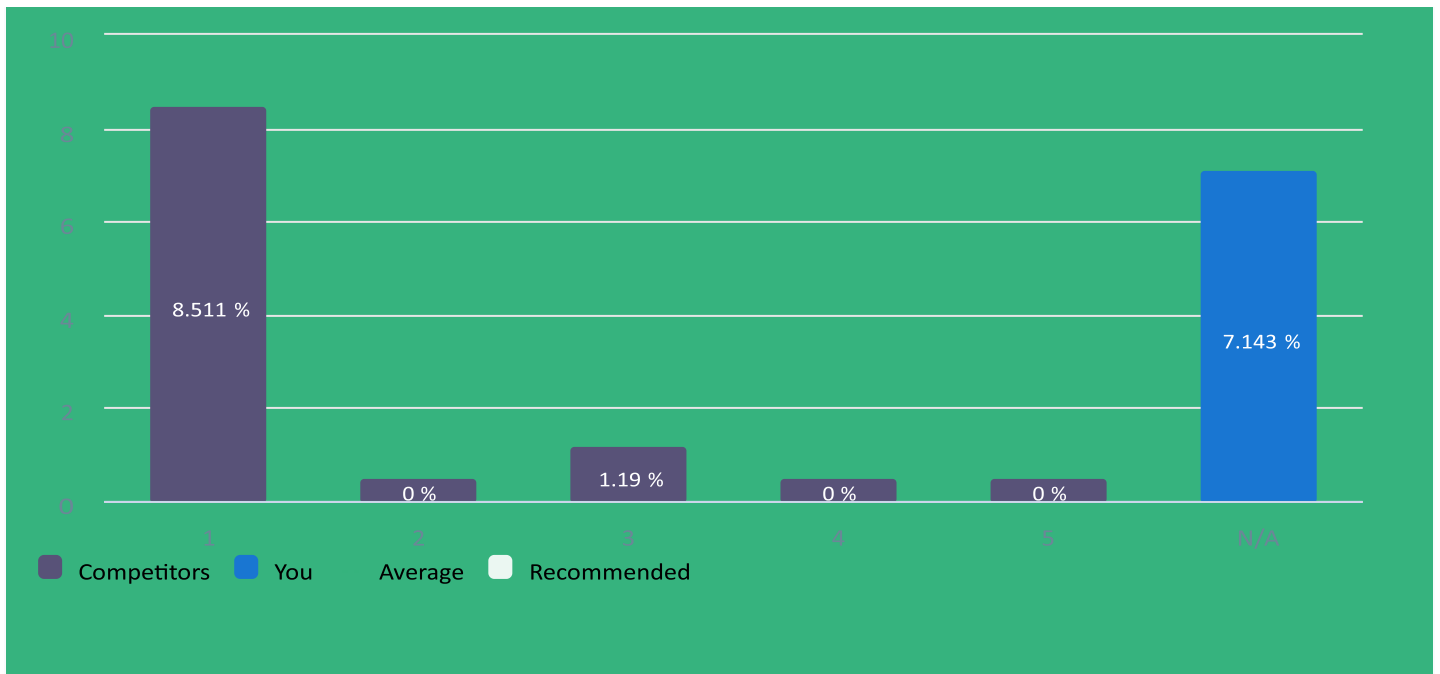


 Poor grammar can affect the page quality and user experience. It is important to proofread content to make sure there are no grammatical or spelling mistakes on the page.

 There are no punctuation mistakes or their share is less than 10%

Your value: 7.143 % Recommended: up to 10 % Top 5 competitors: up to 8.511 % Top 5 average: 1.94 %

WRONG	DESCRIPTION
...r needs. All rights reserved © 2024 your company	Add a space between sentences.



Punctuation mistakes can affect the page quality and user experience. It is important to proofread content to make sure there are no punctuation mistakes on the page.



The amount of irrelevant content does not exceed 60%

Your value: 45 % Recommended: up to 60 % Top 5 competitors: 39 - 46 % Top 5 average: 42.4 %

Stop words: our, as, only, here, a, now, whose, their, when, ltd, such, within, the, and, it, than, so, whole, well, from, with, of, us, you, provides, has, for, not, are, s, in, your, this, all, more, by, been, needs, over, available, throughout, to, re, gets, is, but, about, we, co, since, also



Quality content should not contain any spammy words. Low-quality content leads to a bad user experience and can severely impact SEO.



There are no duplicate headings on the page



No results found

We haven't found any data in the search results.



Each page should have descriptive and unique headings to help search engines and users better understand the content. Duplicate headings can result in a poor user experience and declined rankings.



Keywords are not used in tags <u> <i>

Use <u> <i> tags to highlight keywords



The , , <u>, , <i> tags are used to highlight the targeted keywords and emphasize their meaning. You can use tags to improve a webpage's SEO and make it easier for search engines to understand the content.



Readability

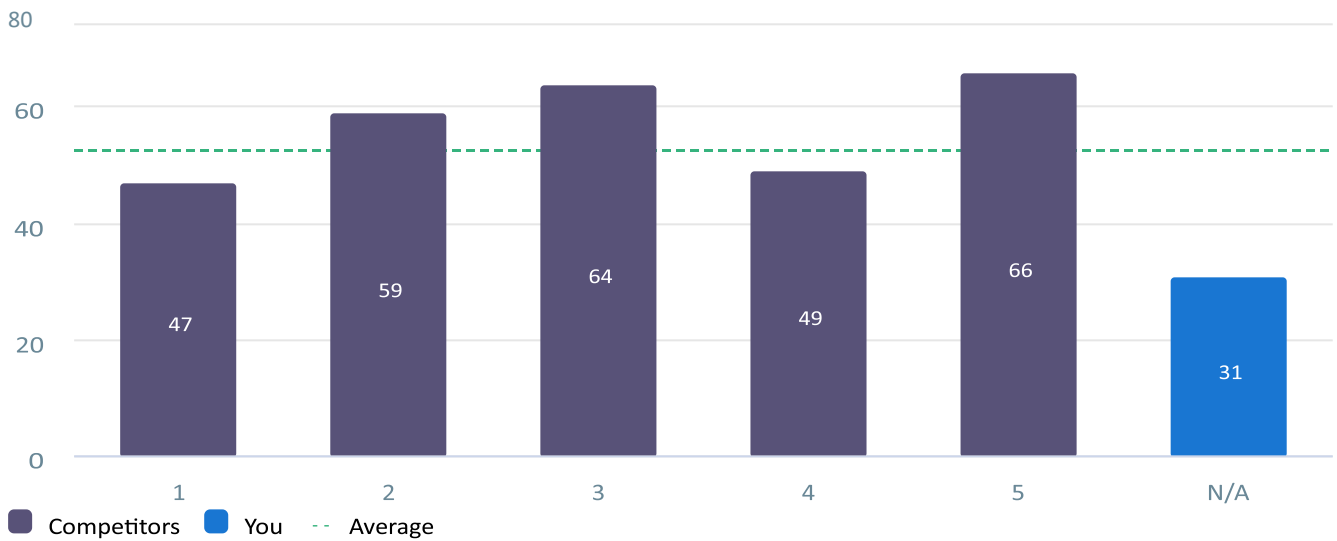
Your value: 66.03



Readability shows how easy or difficult it is to understand the content. The factors that impact readability are word choice, average word length, as well as length, structure, and the number of sentences. Readable content plays an important role in driving user engagement and can affect rankings.


Content Score

Your value: 31



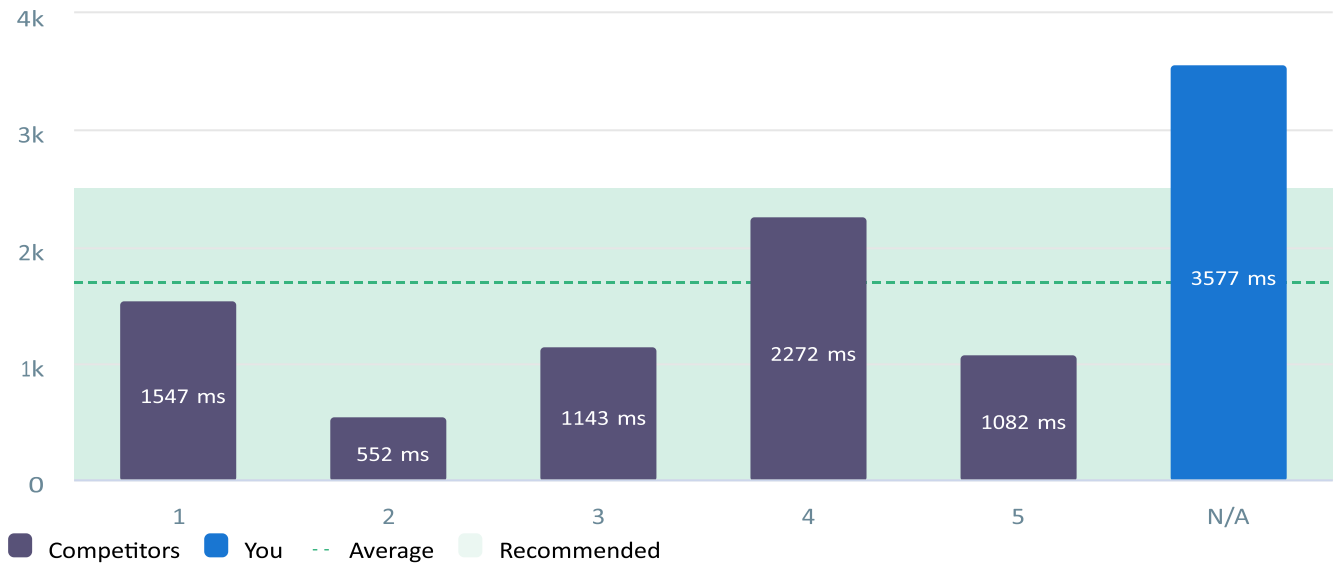
Content Score is a metric calculated based on competitors from the Top 10 search results. It considers various factors, such as word count, number of headings, paragraphs, images, the usage of particular words in headings and main text, etc. The metric constantly changes as competitors in the Top 10 lose and gain positions and update content on their pages. We recommend keeping your Content Score on par with competitors' average, at the very least.


Page experience


 The largest visible element of the page is displayed with a delay

Improve the time it takes to fully render the largest content element on the page (LCP)

Your value: 3,577 ms Recommended: up to 2,500 ms Top 5 competitors: 552 - 2,272 ms Top 5 average: 1,319,2 ms

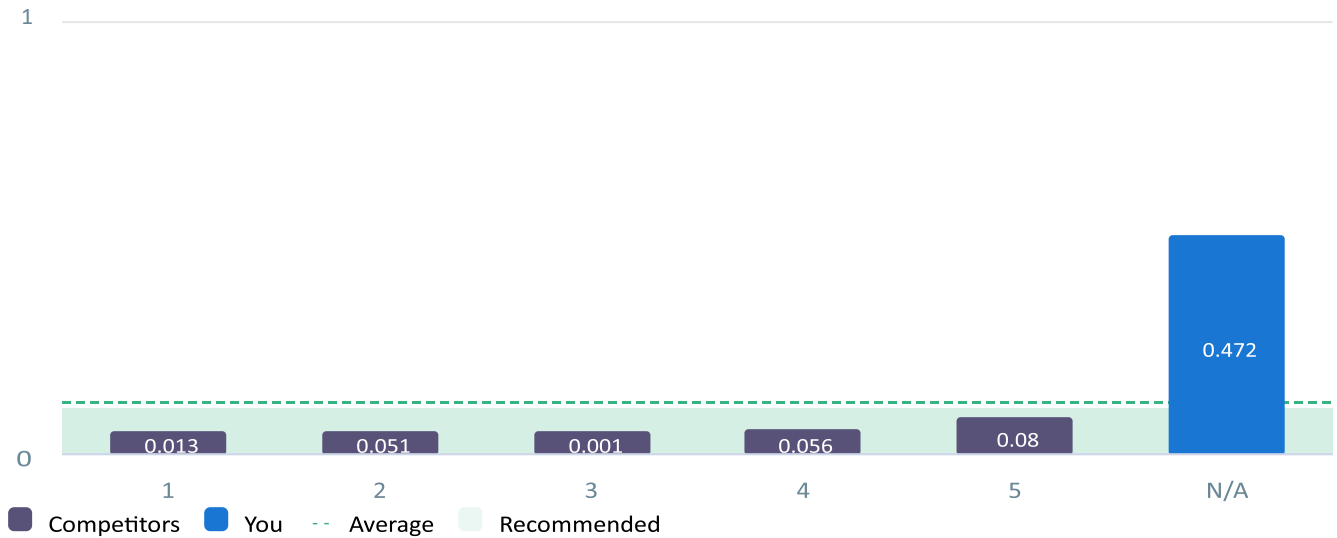


 LCP shows the time needed to render the largest content element in the viewport: a picture, video, or text block. If these elements show up on the screen fast, users understand that the page is being loaded successfully.

 The page layout shifts significantly during loading

Reduce Cumulative Layout Shift (CLS) by **0**

Your value: **0,472** Recommended: up to 0,1 Top 5 competitors: 0,001 - 0,08

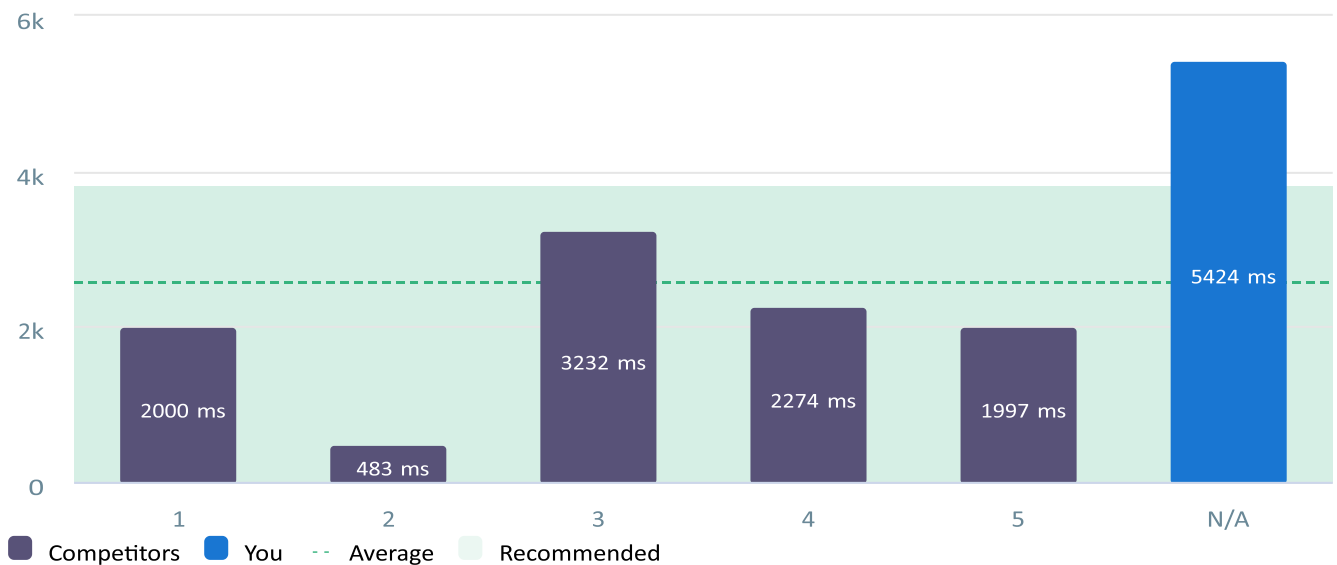


CLS shows if your page's layout visible to users is stable or shifts during page loading. Spontaneous movement of visible page elements annoys users and can cause damage, like clicking on the Pay button instead of Cancel when they suddenly move.

⚠ Interactive page elements are fully usable after a delay

Reduce the page's load responsiveness (Time to Interactive or TTI) by **1624 ms**

Your value: **5,424 ms** Recommended: up to 3,800 ms Top 5 competitors: 483 - 3,232 ms Top 5 average: 1,997,2 ms





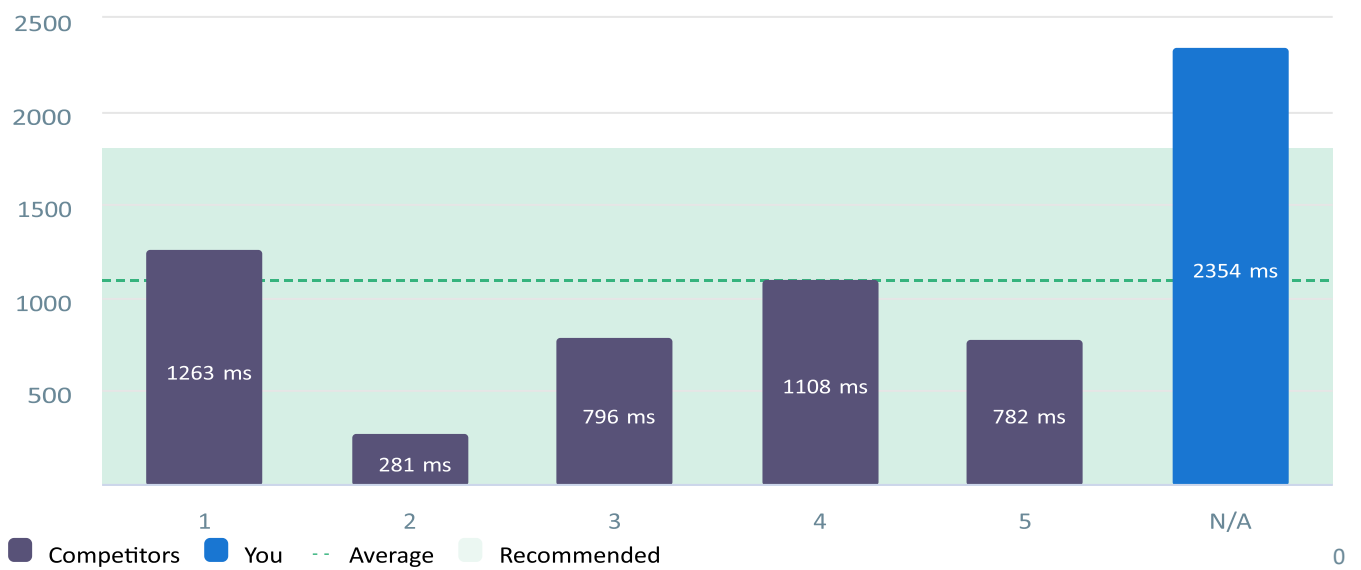
TTI measures the time from the moment the page starts loading until the moment a stable response to user actions is made.



The first content on the page is displayed with a delay

Improve the First Contentful Paint (FCP) score by **554 ms**

Your value: 2,354 ms Recommended: up to 1,800 ms Top 5 competitors: 281 - 1,263 ms Top 5 average: 846 ms





FCP shows how much time it takes for the user to see the first content-rich element on the page, for instance text or image.



Interaction to Next Paint (INP). No data found for the page

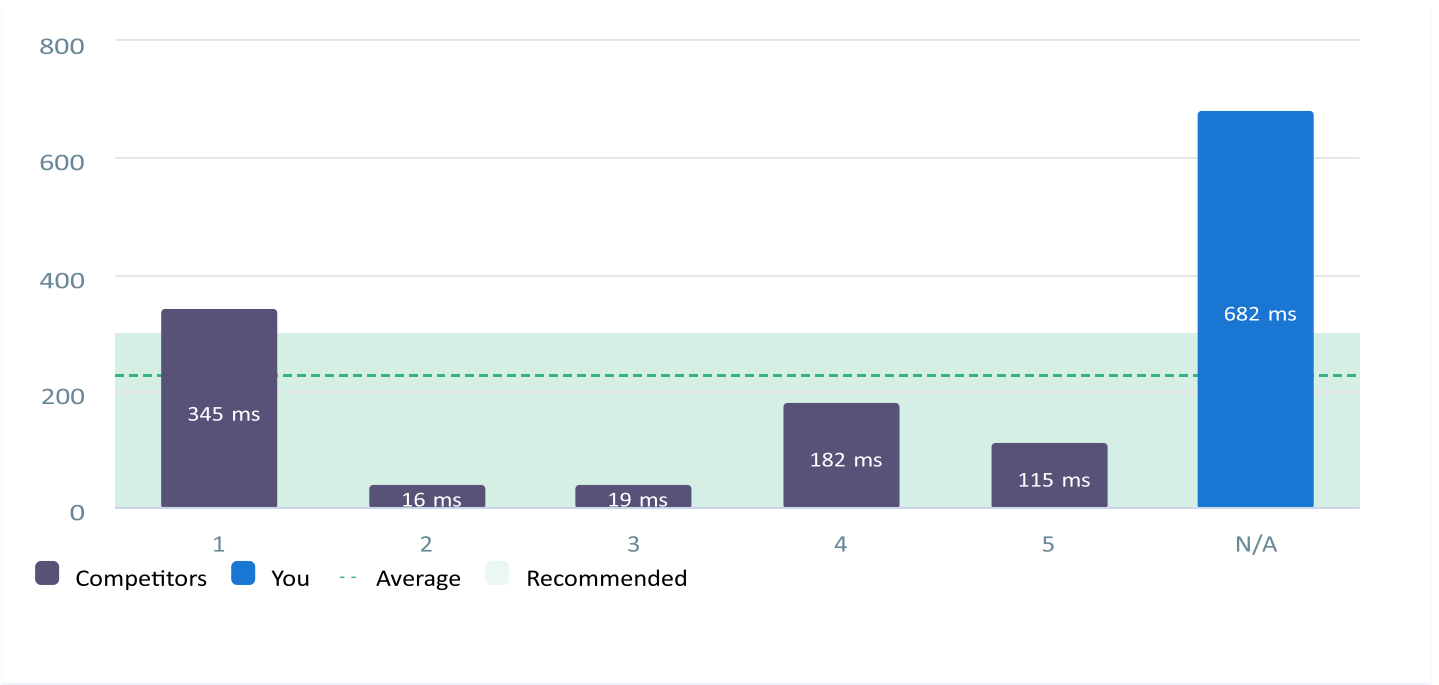


 INP assesses the page's overall responsiveness to user interactions. It observes the latency of all qualifying interactions that occur throughout the entire user session on that page. The final INP value is the longest interaction observed (sometimes ignoring outliers). CrUX data is used for the calculation. You can find detailed recommendations for improving the metric on [this page](#).

 The page starts responding to user input with a delay

Reduce Total Blocking Time (TBT) on the site by **382 ms**

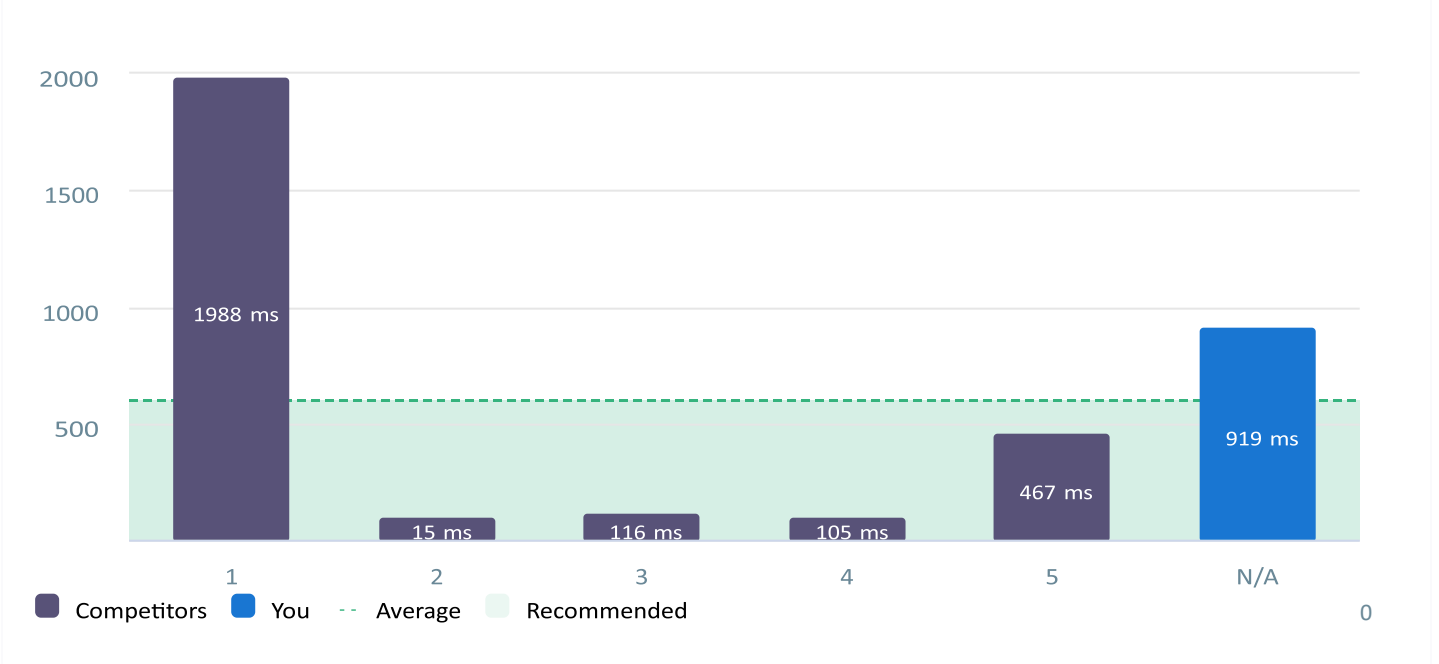
Your value: 682 ms Recommended: up to 300 ms Top 5 competitors: 16 - 345 ms Top 5 average: 135,4 ms




TBT measures the total blocking time during which the page is unavailable for user input (mouse, keyboard, or screen touch).

The server response is slow

Reduce the website's Time to First Byte (TTFB) by **319 ms**
 Your value: **919 ms** Recommended: up to 600 ms Top 5 competitors: 15 - 1,988 ms Top 5 average: 538,2 ms



TTFB shows how much time it takes your server to respond. The faster the server responds, the sooner the page starts loading.


 Unused JavaScript code is increasing page load time

Remove JavaScript code that isn't used by the page

URL	TRANSFER SIZE	POTENTIAL SAVING
https://www.youtube.com/s/player//player_ias.v set/de_DE/base.js	825,618 KB	512,165 KB
https://www.youtube.com/s/player//www-embed-player.v set/www...	98,638 KB	51,673 KB



JavaScript code, such as ads, analytics, social media buttons, and others can slow pages down. Disable the unnecessary and unused JavaScript code to increasing page load speed.

 Third-party code isn't affecting page load time

URL	TRANSFER SIZE	MAIN - THREAD BLOCKING TIME
	530,057 KB	504.3 ms
https://yourco-cdn.net/wp-content/plugins/elementor-pro/assets/js/nav-me...	2,515 KB	263.8 ms
https://yourco-cdn.net/wp-content/plugins/elementor-pro/assets/js/elemen...	10,911 KB	228.7 ms
https://yourco-cdn.net/wp-content/plugins/elementor/assets/js/frontend-m...	20,206 KB	11.9 ms
https://yourco-cdn.net/wp-content/plugins/elementor/assets/lib/font-aweso...	82,385 KB	0 ms
https://yourco-cdn.net/wp-content/plugins/elementor/assets/lib/font-aweso...	78,969 KB	0 ms
Other resources	335,071 KB	0 ms
	1,366,953 KB	199.4 ms
https://www.youtube.com/s/player/ /player_ias.v set/de_DE/base...	825,618 KB	98.6 ms
https://www.youtube.com/s/player/ /www-embed-player.v set/ww...	98,638 KB	53.6 ms
https://www.youtube.com/embed/?controls=0&rel=0&playsinli...	38,988 KB	47.2 ms
https://i.ytimg.com/vi/qcen_8yYNjo/maxresdefault.jpg?sqp=-oaymwEmCIA...	275,166 KB	0 ms
Other resources	128,543 KB	0 ms
	3,158,268 KB	0 ms
https://r.googlevideo.com/videoplayback?expire=1717744...	1,952,638 KB	0 ms

https://.googlevideo.com/videoplayback?expire=1717744...	699,866 KB	0 ms
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URL	TRANSFER SIZE	MAIN - THREAD BLOCKING TIME
Other resources	505,764 KB	0 ms
	87,208 KB	0 ms
https://fonts.gstatic.com/s/lato/v24/S6u9w4BMUTPHh6UVSwiPGQ3q5d0....	14,286 KB	0 ms
https://fonts.gstatic.com/s/lato/v24/S6uyw4BMUTPHjx4wXiWtFcC.woff2	14,097 KB	0 ms
https://fonts.gstatic.com/s/lato/v24/S6u9w4BMUTPHh7USSwiPGQ3q5d0....	14,032 KB	0 ms
https://fonts.gstatic.com/s/roboto/v18/KFOICnqEu92Fr1MmEU9fBBc4AMP...	10,815 KB	0 ms
https://fonts.gstatic.com/s/roboto/v18/KFOmCnqEu92Fr1Mu4mxKKTU1Kg....	10,775 KB	0 ms
Other resources	23,203 KB	0 ms
	62,735 KB	0 ms
https://inn-pa.googleapis.com/\$rpc//Create	41,885 KB	0 ms
https://www.google.com/js/th/ZzOoodA...	20,668 KB	0 ms
	495 KB	0 ms
	256 KB	0 ms




Third-party code can affect page load time. Disable unnecessary third-party code to reduce traffic consumption.




Unused CSS is increasing page load time

Remove unused CSS

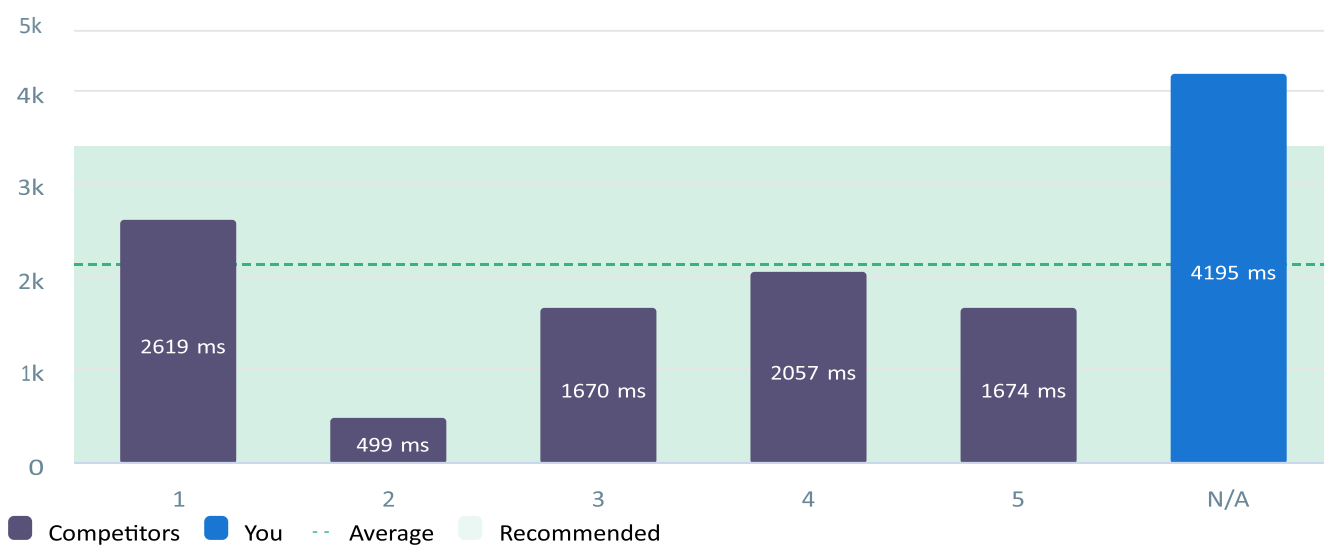
URL	TRANSFER SIZE	POTENTIAL SAVING
https://yourco-cdn.net/wp-content/plu...	52,951 KB	52,481 KB
https://www.youtube.com/s/player/e0...	48,031 KB	45,883 KB
https://yourco-cdn.net/wp-content/plu...	24,861 KB	23,707 KB
https://yourco-cdn.net/wp-content/plu...	13,731 KB	13,649 KB


 CSS is used to style pages, for example, to change text size and color, add animations, and other features. Unused CSS reduces page performance and increases rendering time.


 **The page content is displayed with a delay**

Reduce speed index by **795 ms**

Your value: 4,195 ms Recommended: up to 3,400 ms Top 5 competitors: 499 - 2,619 ms Top 5 average: 1,703,8 ms



 The Speed Index measures how quickly content is visually displayed during page loading. It helps evaluate how effective page loading seems to users. The smaller the index, the better users perceive the loading process.

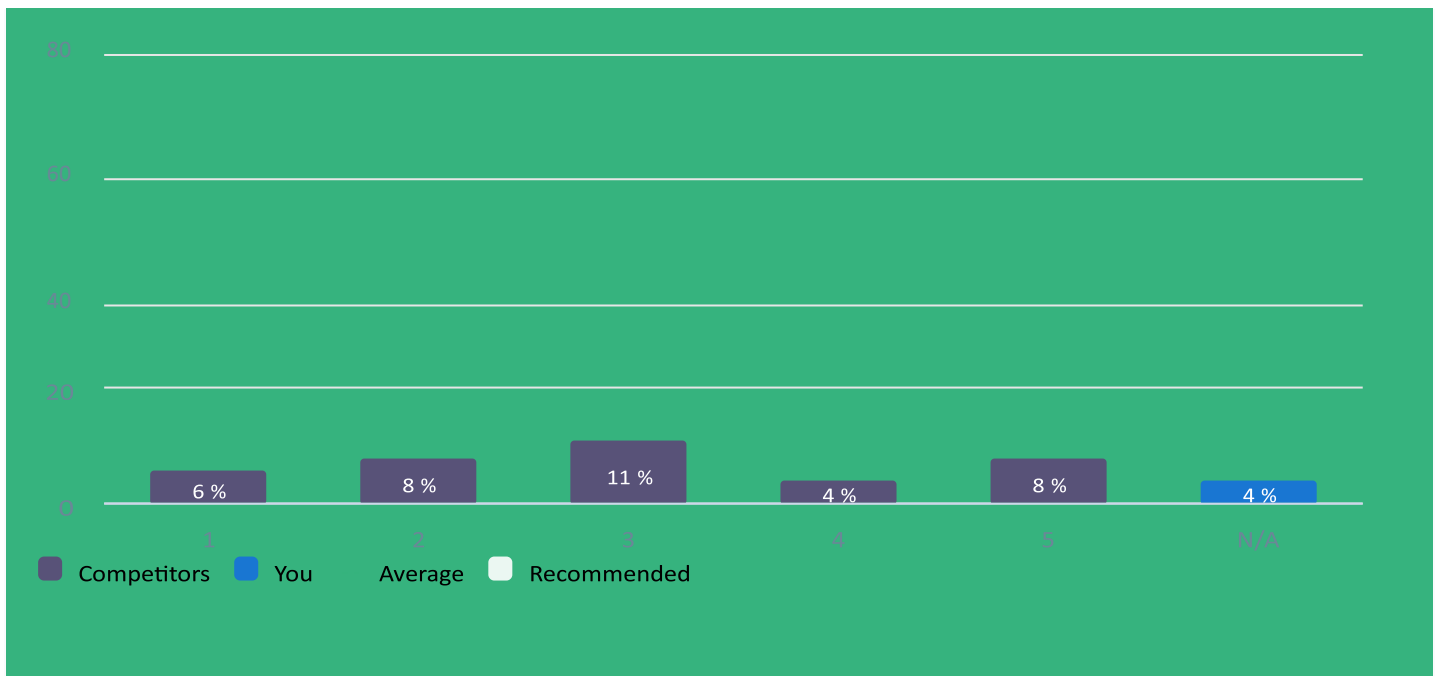
 **Text-based content is compressed**

 Text compression can significantly reduce your page weight, enabling it to load faster. Doing so allows you to optimize page performance and improve rankings.

 **The Text to HTML ratio is unacceptable**

Increase the Text to HTML ratio by **6 %**

Your value: 4 % Recommended: 10 - 70 % Top 5 competitors: 4 - 11 % Top 5 average: 7,4 %

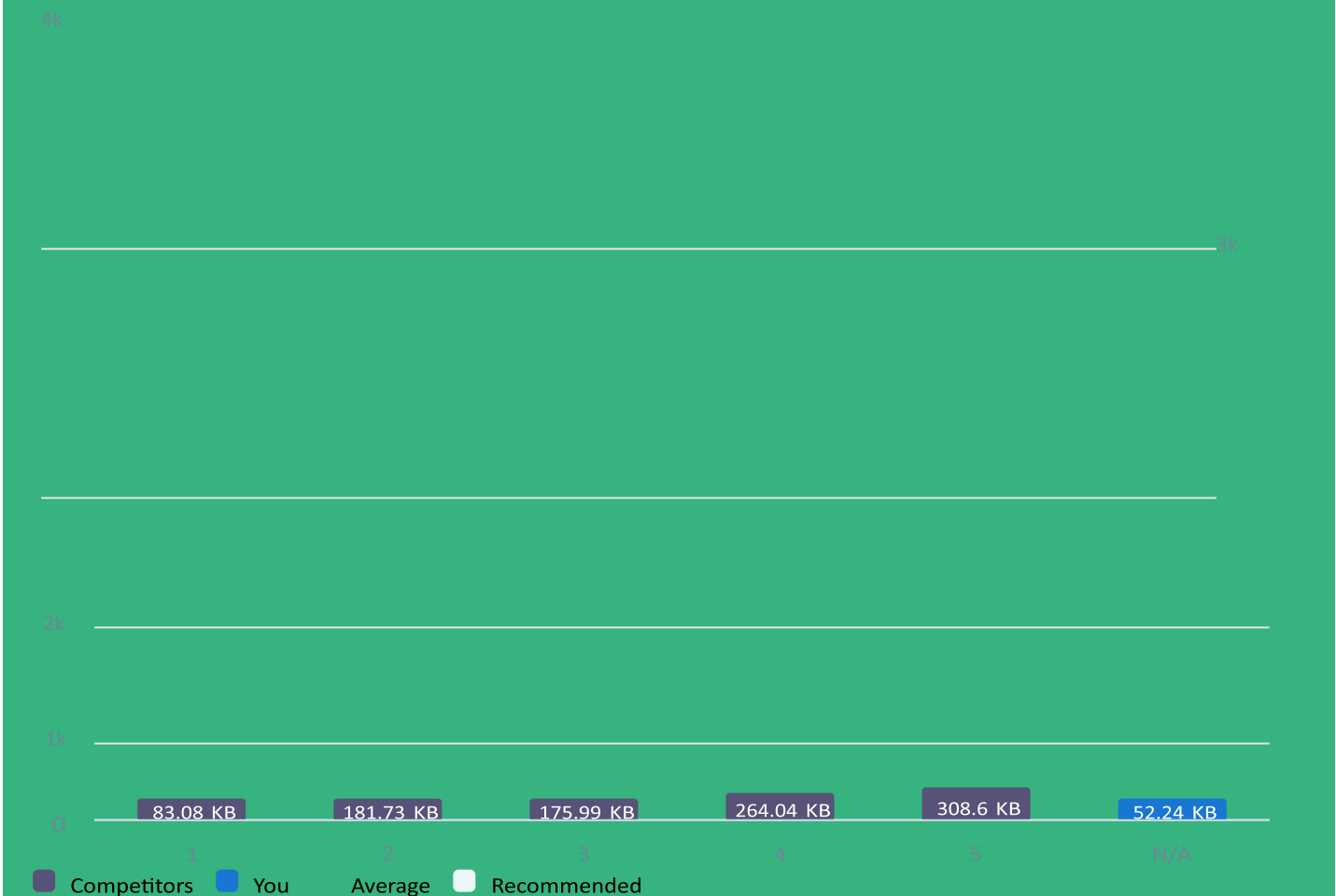



The Text to HTML ratio shows the percentage of visible page content in the overall content of the HTML le. If the page has a lot of hidden text with keywords and links that are only visible to robots, search engines may ban the page because of an attempt to manipulate the page rank.



The page HTML code size is optimal

Your value: 52,24 KB Recommended: up to 3,072 KB Top 5 competitors: 83,08 - 308,6 KB Top 5 average: 202,69 KB



 The HTML file size is the entire size of the web page's HTML code in KB (excluding images and external code that load to the page separately). The smaller is the size of the page's HTML code, the faster the page is loaded. Search engines give preference to more lightweight pages and rank them higher because they provide a better user experience.

Site



The page loads via HTTPS protocol, securing the connection to the page. User data is encrypted



HTTPS is an extension of the HTTP protocol used for secure communication between a user and a website. Switching to HTTPS is essential as it indicates that a website protects user data.



The page can be found in the website's sitemap.xml file



A sitemap is a file with a list of website pages. Creating a sitemap.xml file and adding all pages to it will help search engines understand if you want a particular page to be indexed.




The server's IP address matches the page's target region, ensuring faster loading



It is recommended that the server's IP address matches the target region unless you use a CDN or other systems to redirect traffic to the user's location. If the target region is not specified, it can affect page load speed and rankings in the selected region.


according to

✓ The SSL certificate expires in more than two weeks


 An SSL certificate is essential for protecting a website and users' personal data. SSL certificates can expire, as they have validity periods. When an SSL certificate expires, website visitors see a warning message, which can eventually lead to traffic loss and ranking drops.

Usability


✓ The page contains a favicon

 The favicon is a small icon displayed in the address bar of a browser. Favicons help pages stand out when multiple tabs are open and make pages more attractive in the eyes of visitors.


✓ The viewport meta tag is configured correctly

 The viewport meta tag allows controlling the width and scaling of the viewport — the user's visible area of a page — so that it's displayed correctly on screens of all sizes, from desktop computers to laptops and from tablets to mobile phones. With the help of this data, browsers can get information on how to control the dimensions and scaling of web pages.


✓ The page has a mirror URL with or without the "www" prefix

 If a website is accessible through both www and non-www, it is important to tell search engines which of the domain names is the preferred one. To do this, create a 301 redirect. Otherwise, search engines will treat the www and non-www versions as separate websites, which will cause duplicate content issues.


✓ The page contains the rel="canonical" attribute

 The rel="canonical" attribute tells search engines which version of a page they should rank. It is used when a website has the main version of a page along with other versions with similar content. In this case, the attribute points search engines to the main version of the page. It is important to use the rel="canonical" attribute to avoid similar or duplicate content appearing in search results.


✓ Frame elements are not used on the page

 The frame is an HTML element used to divide pages into multiple sections where each section can load content independently. Make sure not to use frames in the web pages as search engines are unable to index such pages properly.

✓ Flash elements are not used on the page

 Flash is a technology used to show animations on websites. Don't use a lot of Flash content on the page. If the page predominantly consists of Flash elements instead of HTML, search engines will not be able to scan the information displayed on the page.

⊖ Safe browsing. No data found for the page


 Protect the website against phishing, malware, or unwanted software. To make the site secure, enable Google's Safe Browsing feature.


Media


 Media files

IMAGE	ALT	TITLE	STATUS	SIZE	EXTENSION
https://yourco-cdn.net/wpcontent/uploads/elementor/thumbnails/Associate-proo23erplgoa2qftrb5autq4sq5e1199s8xabykn4.png	Associate	Associate	200	13,918 KB	PNG
https://yourco-cdn.net/wpcontent/uploads/elementor/thumbnails/cropped-yourdomains-logop2z5zg5jw0t04ge0sddoqdpgh9n0lvxknhfvwdeg28.png	cropped-yourdomainslogo.png	croppedyourdomainslogo.png	200	24,610 KB	PNG

IMAGE	ALT	TITLE	STATUS	SIZE	EXTENSION
https://yourco-cdn.net/wpcontent/uploads/elementor/thumbnails/cropped-yourdomains-logop2z5zg5jw0t04ge0sddoqdpgh9n0lvxknhfvwdeg28.png	cropped-yourdomainslogo.png	croppedyourdomainslogo.png	200	24,610 KB	PNG
https://yourco-cdn.net/wpcontent/uploads/elementor/thumbnails/smarter-safet-logotransparent-p3lv2ioy44fkq1y6ea0x1lqoe1mbbn3s7eu0itensw.png	smarter-safet-logotransparent	smarter-safetlogotransparent	200	10,822 KB	PNG
https://yourco-cdn.net/wpcontent/uploads/elementor/thumbnails/ccf-logo-p3lv62iz2w5gs17vltr2yfdiq0318dc3q66wwjdji6.jpg	ccf-logo	ccf-logo	200	3,700 KB	JPG
https://yourco-cdn.net/wpcontent/uploads/elementor/thumbnails/SARTA-LOGO_2017p3lv2p9s83wptwv690olg32jw8ygfndla0b2rb6ngs.png	SARTA LOGO_2017	SARTA LOGO_2017	200	5,977 KB	PNG
https://moderate4-v4.antispam.org/pixel/44.gif	Antispam Pixel	Antispam Pixel	200	43 KB	GIF

 All images have the alt attribute in their tags

 The alt attribute provides text information on images that cannot be loaded on a page. It provides better image descriptions to search engines, helping them index an image properly.

 Alt and title attributes in tags are the same

Create unique alt and title attributes in tags

IMAGE	ALT	TITLE	STATUS	SIZE	EXTENSION
https://yourco-cdn.net/wpcontent/uploads/elementor/thumbnails/Associate-proo23erplgoa2qftrb5autq4sq5e1199s8xabykn4.png	Associate	Associate	200	13,918 KB	PNG
https://yourco-cdn.net/wpcontent/uploads/elementor/thumbnails/cropped-yourdomains-logop2z5zg5jw0t04ge0sddoqdpgh9n0lvxknhfvwdeg28.png	cropped-yourdomainslogo.png	croppedyourdomainslogo.png	200	24,610 KB	PNG
https://yourco-cdn.net/wpcontent/uploads/elementor/thumbnails/cropped-yourdomains-logop2z5zg5jw0t04ge0sddoqdpgh9n0lvxknhfvwdeg28.png	cropped-yourdomainslogo.png	croppedyourdomainslogo.png	200	24,610 KB	PNG


IMAGE	ALT	TITLE	STATUS	SIZE	EXTENSION
https://yourco-cdn.net/wpcontent/uploads/elementor/thumbnails/smarter-safet-logotransparent-p3lv2ioy44fkq1y6ea0x1lqoe1mbbn3s7eu0itensw.png	smarter-safet-logotransparent	smarter-safetlogotransparent	200	10,822 KB	PNG
https://yourco-cdn.net/wpcontent/uploads/elementor/thumbnails/ccf-logo-p3lv62iz2w5gs17vltr2yfdiq0318dc3q66wwjdji6.jpg	ccf-logo	ccf-logo	200	3,700 KB	JPG
https://yourco-cdn.net/wpcontent/uploads/elementor/thumbnails/SARTA-LOGO_2017-p3lv2p9s83wptwv690olg32jw8ygfndda0b2rb6ngs.png	SARTA LOGO_2017	SARTA LOGO_2017	200	5,977 KB	PNG
https://moderate4-v4.antispam.org/pixel/.gif	Antispam Pixel	Antispam Pixel	200	43 KB	GIF




The alt attribute provides text information on images that cannot be loaded on a page. The title attribute is a text used to provide additional information when a user hovers over an image. Given their different purposes, it is recommended to use unique alt and title attributes in tags to improve user experience.




All images are compressed and do not exceed 600 KB in file size

 The image file size affects the page loading speed and rankings. The size of files is especially important when a page contains a lot of images. To improve your page speed, make sure that the size of each image does not exceed 600 KB.


 All images are added in the recommended file formats: jpg, png, gif, svg, webp


 The file format affects page loading speed and image quality. It is important to use only recommended image file formats: jpg, png, gif, svg, webp.

 The page contains media resources whose file names contain underscores instead of hyphens


Remove all underscores from file names

IMAGE	ALT	TITLE	STATUS	SIZE	EXTENSION
https://yourco-cdn.net/wpcontent/uploads/elementor/thumbnails/SARTA-LOGO_2017p3lv2p9s83wptwv690olg32jw8ygfndda0b2rb6ngs.png	SARTA LOGO_2017	SARTA LOGO_2017	200	5,977 KB	PNG


 Image file names should not contain underscores. Algorithms may understand a phrase with underscores as a single word, so it is better to use a hyphen to separate different words.

 No keywords are used in the alt and title attributes of the tag

Add keywords to the alt and title attributes of the tag


 The use of keywords in the alt and title attributes of the tag will help optimize an image for a particular search query and increase page relevance. It is recommended to use one keyword and only Latin characters in the file name.

Indexing

 Page is indexed


Mid North, Yorke Peninsula, Spencer Gulf & surrounds <https://yourdomains.com.au>


Earthmoving, Machinery Sales & Hire. Road & site preparations, excavations. Multiple quarries, transport & quarrying contractor. .

 The <title> tag in the HTML code and search snippet. The page is not displayed among the top 100 search results. Snippet not found.


HTML CODE	SERP SNIPPET


Mid North, Yorke Peninsula, Spencer Gulf & surrounds	—
--	---


 The <title> tag will not be displayed as part of the search snippet if it is not added to the HTML code, it does not relate to the page's content, or it is too long, spammy, or duplicated. If the <title> tag is not taken from the HTML code, the search engine will generate it from the <h1>—<h3> tags, from the description, or from the main content of the page.


 Description in the HTML code and search snippet. The page is not displayed among the top 100 search results. Snippet not found.

HTML CODE	SERP SNIPPET
Earthmoving, Machinery Sales & Hire. Road & site preparations, excavations.	—


 The meta description from the HTML code does not match the snippet in the SERPs if it does not relate to the page's content, or it is too long, spammy, or duplicated. If the description is not taken from the HTML code, the search engine will generate it from the main content of the page.

 The robots.txt file contains the page and works correctly


 Robots.txt is a text file that tells search engine crawlers which pages to access and index on your website.

 The page is not open for indexing by the Common Crawl bot

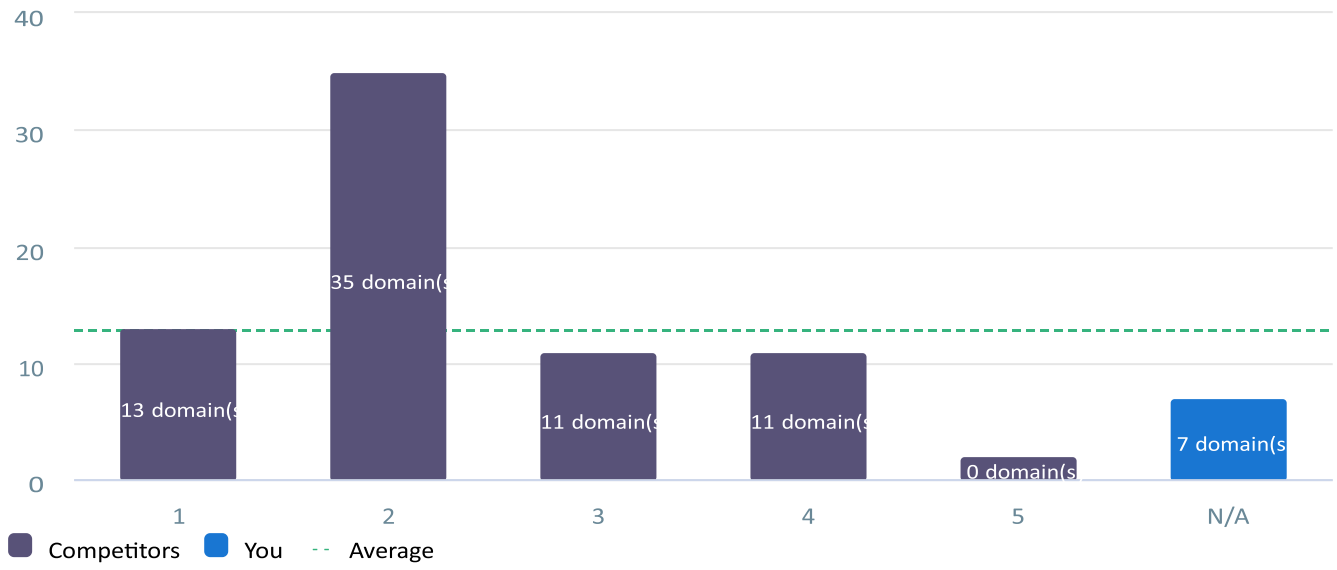
Grant access rights to the Common Crawl bot in the robots.txt file


 AI models are trained on data collected, including data from the Common Crawl bot. If you want your brand to be mentioned in AI responses (including answers generated by ChatGPT), make sure you have allowed the Common Crawl bot to access your pages.


Backlinks

 Number of referring domains linking to page

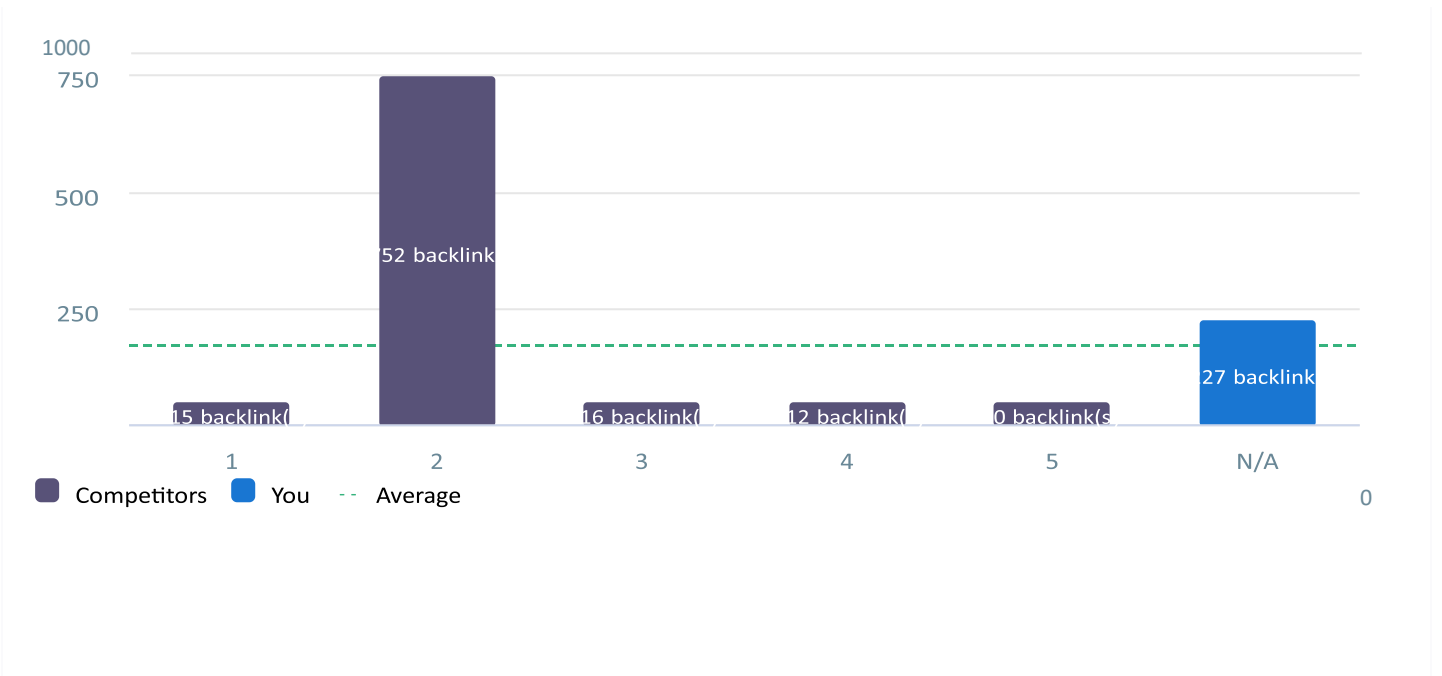
Your value: 7 domain(s)



 Backlinks (or inbound links) are links from one website to a page on another website. Quality backlinks can help improve page rankings. It is important to have more links coming from high-quality websites that are relevant to the page topic.

 **Number of inbound page links**

Your value: 227 backlink(s)

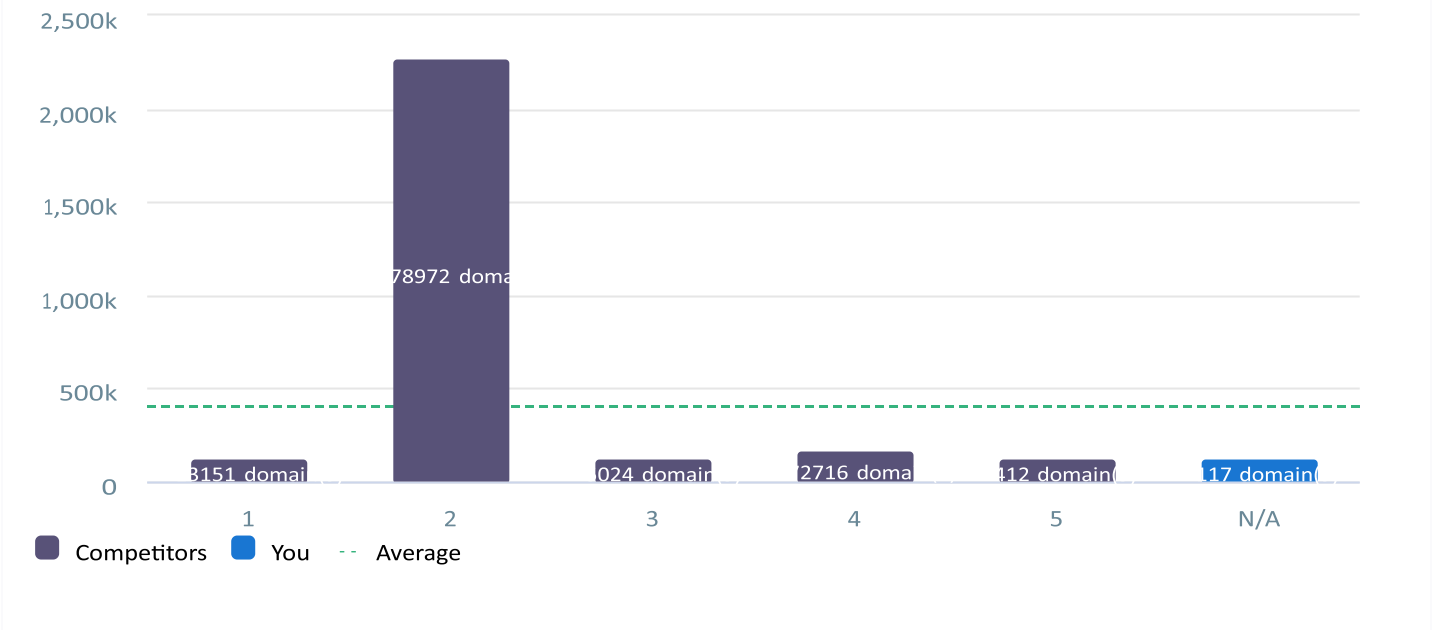


Backlinks (or inbound links) are links from one website to a page on another website. Quality backlinks can help improve page rankings. It is important to have more links coming from high-quality websites that are relevant to the page topic.



Number of referring domains linking to domain

Your value: 117 domain(s)

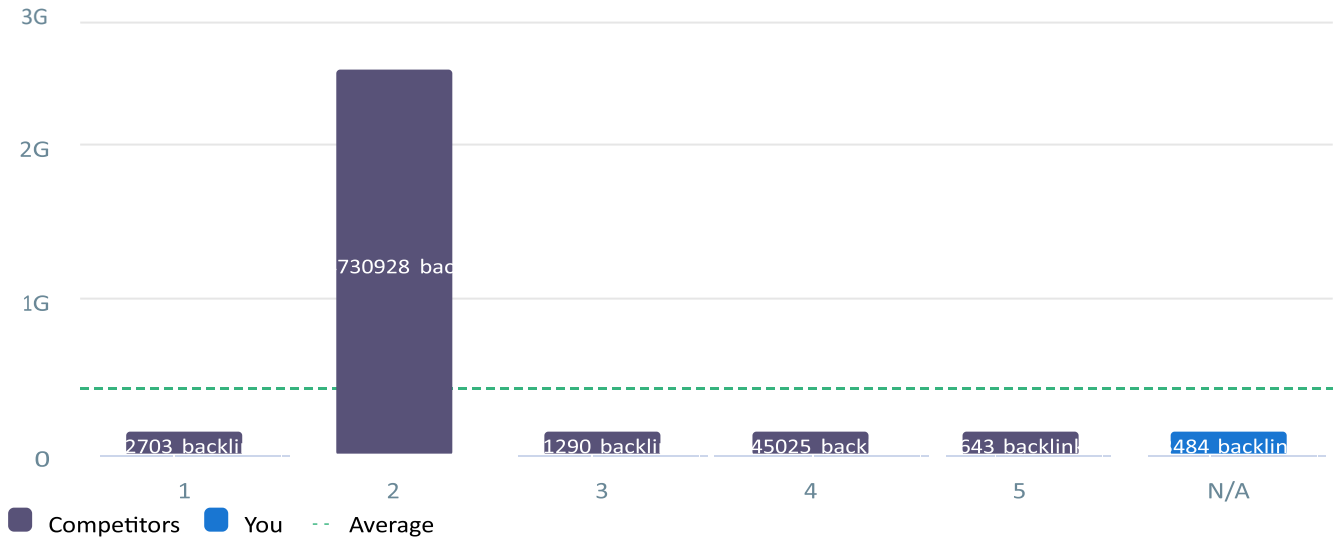



Backlinks (or inbound links) are links from one website to a page on another website. Quality backlinks can help improve page rankings. It is important to have more links coming from high-quality websites that are relevant to the page topic.




Number of inbound domain links

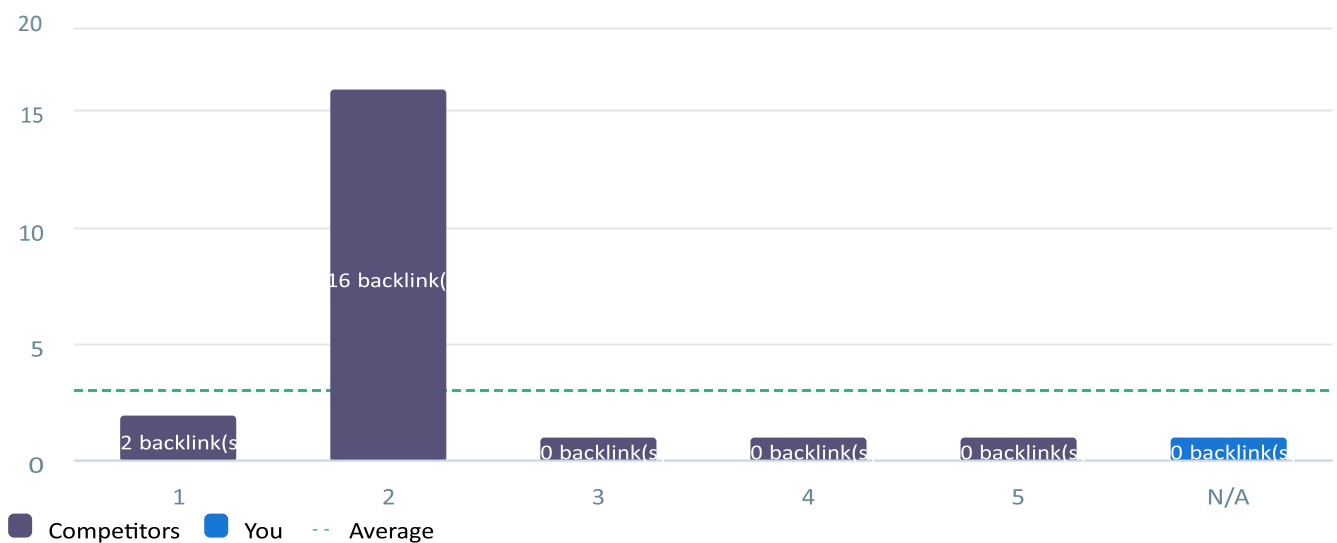
Your value: 13,484 backlink(s)




 Backlinks (or inbound links) are links from one website to a page on another website. Quality backlinks can help improve page rankings. It is important to have more links coming from high-quality websites that are relevant to the page topic.

 **Number of inbound page links from .gov domains**

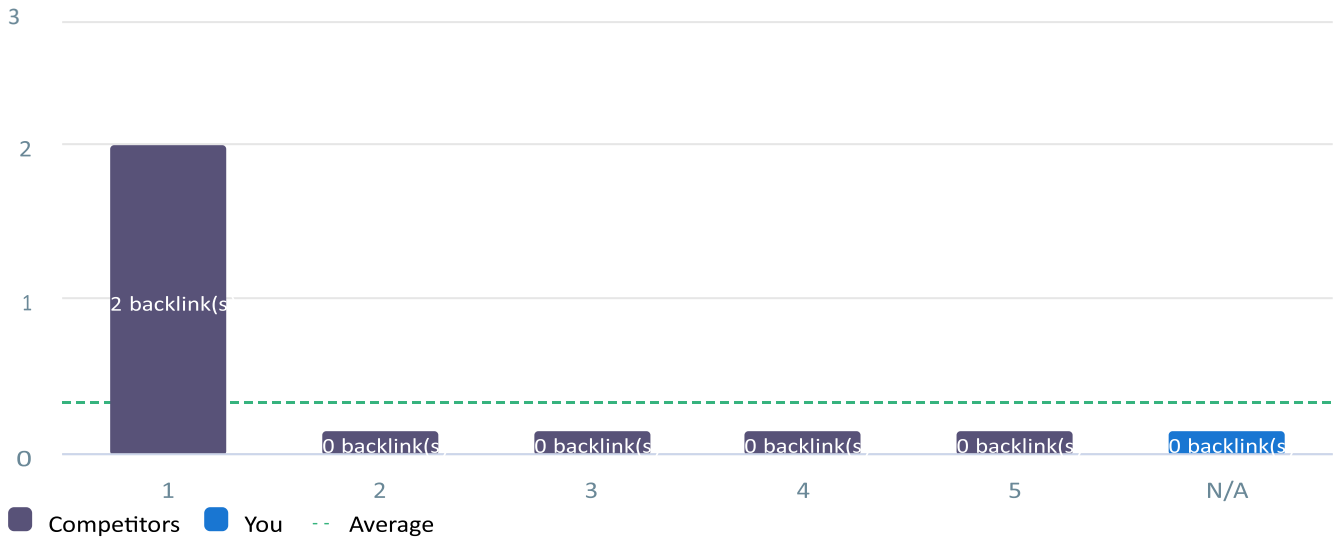
Your value: 0 backlink(s)




 Backlinks (or inbound links) are links from one website to a page on another website. Quality backlinks can help improve page rankings. It is important to have more links coming from high-quality websites that are relevant to the page topic.

Number of inbound page links from .edu domains

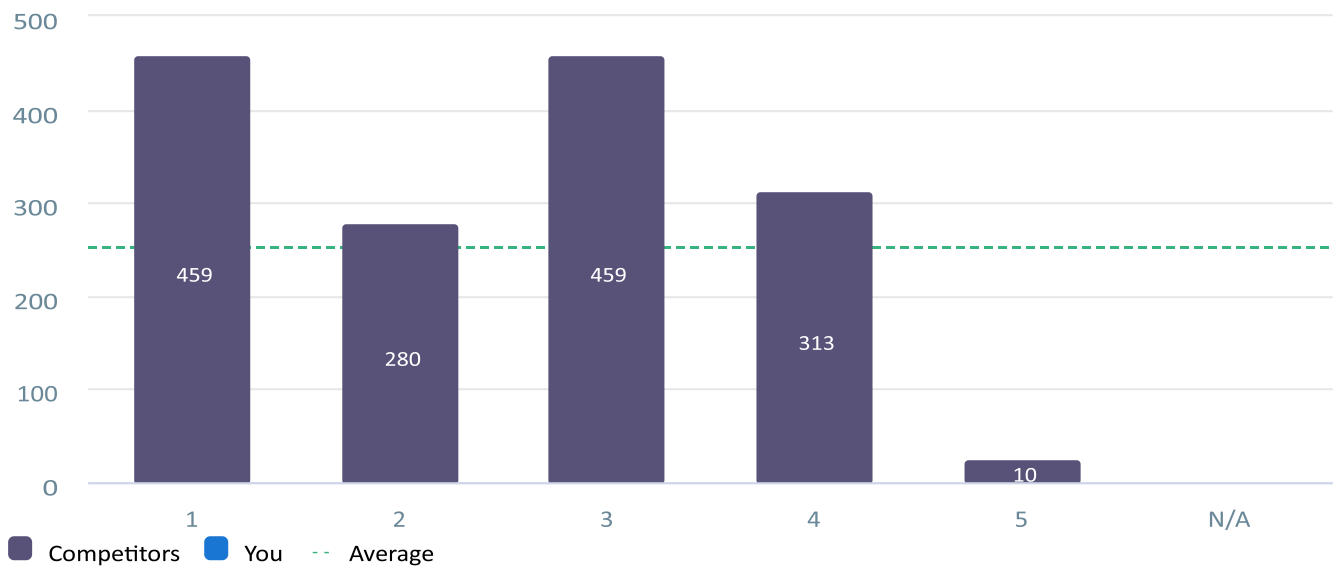
Your value: 0 backlink(s)



 Backlinks (or inbound links) are links from one website to a page on another website. Quality backlinks can help improve page rankings. It is important to have more links coming from high-quality websites that are relevant to the page topic.

Domain

Domain age. No data found for the page

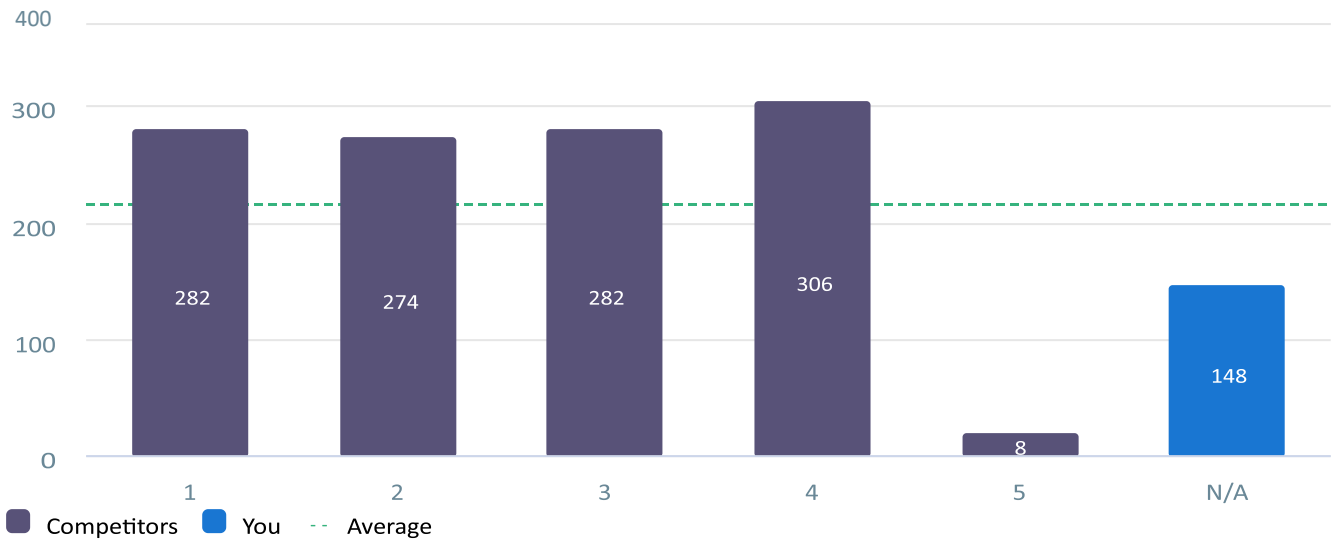




We use Whois records to determine the domain age and the registration date.



Website age according to web.archive.org



We use archive.org to determine the domain age and the registration date.



Domain expiration date. No data found for the page

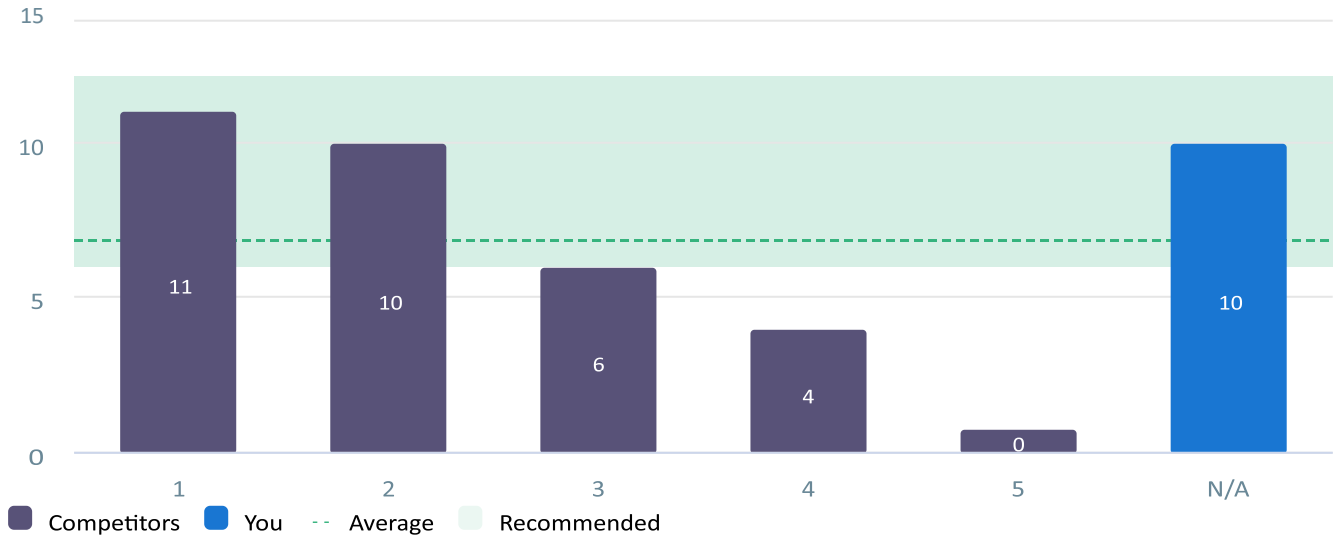


Each domain name has its registration and expiration date. A domain must be renewed before the expiration date in order to be active.



The Page Trust score is higher or the same as that of your competitors

Your value: **10** Recommended: **from 6** Top 5 competitors: **0 - 11** Top 5 average: **6**

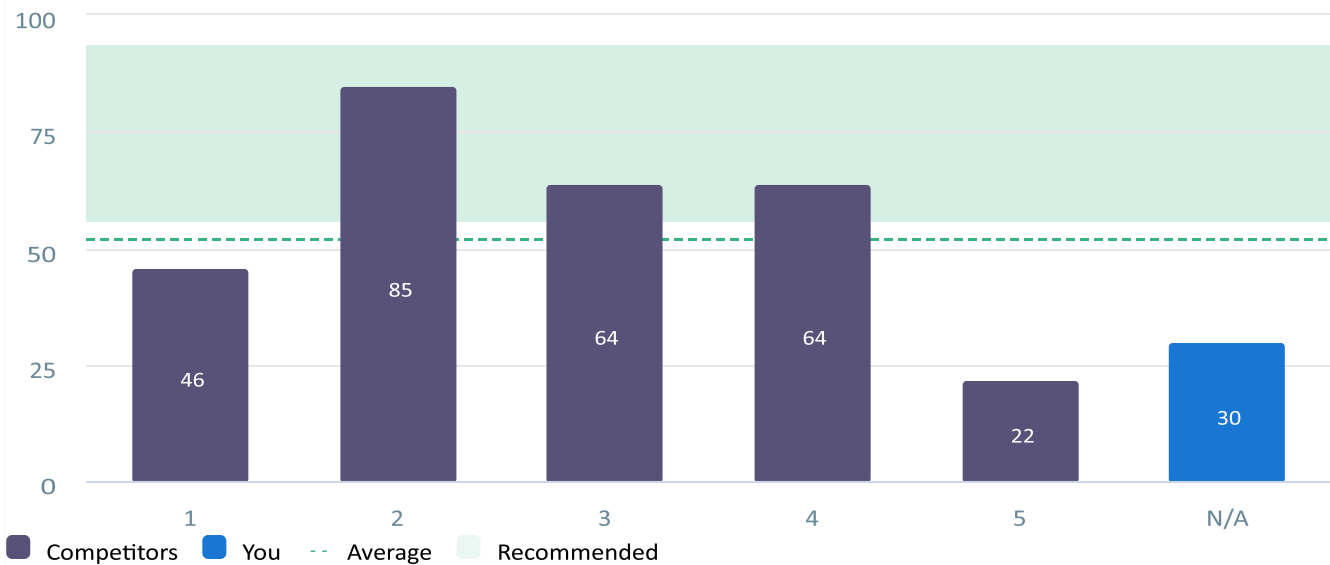


Page Trust is an aggregated page quality score based on the number and the quality of referring domains and backlinks pointing to a page. Page Trust has a scale from 0 to 100; the higher the score, the higher the page's chance to rank in the top of the search results.

The Domain Trust score is lower than that of your competitors

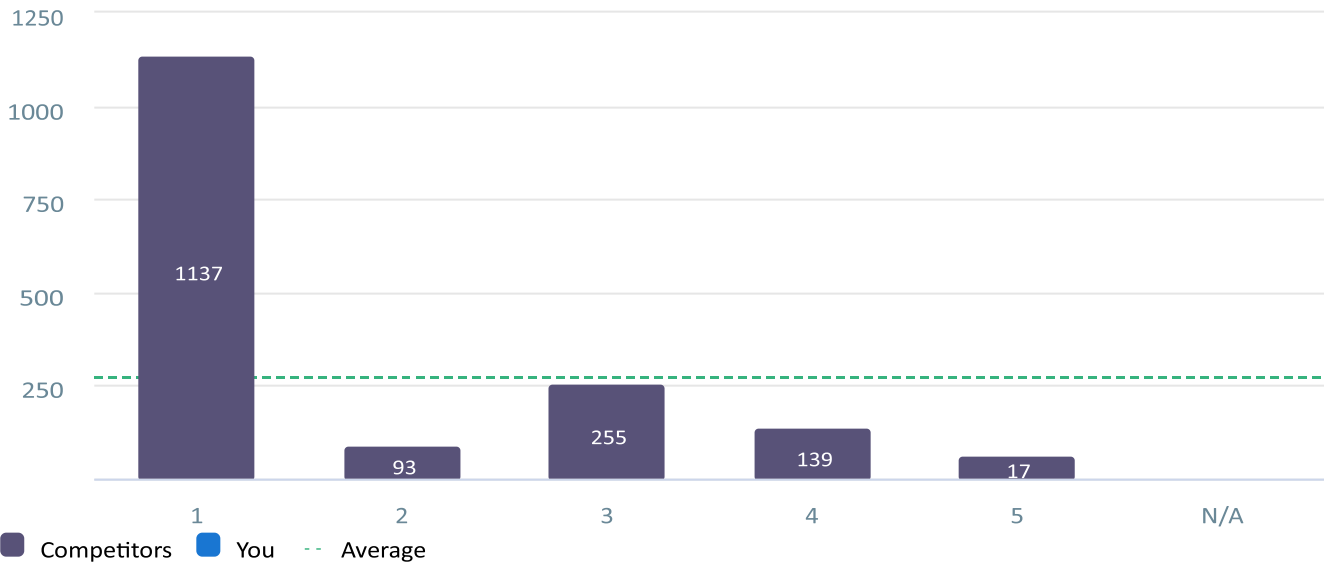
Increase your Domain Trust score by **26**

Your value: **30** Recommended: **from 56** Top 5 competitors: **22 - 85** Top 5 average: **56**



Domain Trust is an aggregated domain quality score that is based on the number and the quality of a website's referring domains and backlink profile.

Organic traffic forecast. No data found for the page



With the help of an organic traffic forecast, you can see what growth potential the website has prior to the launch of a search campaign.

Internal links

Internal links

URL	DOFOLLOW	ANCHOR	STATUS
https://yourdomains.com.au/#content	✓	Skip to content	200
https://yourdomains.com.au/	✓	cropped-yourdomains-logo.png	200
https://yourdomains.com.au/whsy/	✓	WHS	200
https://yourdomains.com.au/services/	✓	Services & Machinery	200
https://yourdomains.com.au/env/	✓	Environment	200
https://yourdomains.com.au/about/	✓	About	200
https://yourdomains.com.au/servicereqs/	✓	Service Requests	200
https://yourdomains.com.au/contact/	✓	Contact	200

https://yourdomains.com.au/hands	✓	WHS	200
https://yourdomains.com.au/services	✓	Services & Machinery	200
https://yourdomains.com.au/envs	✓	Environment	200
https://yourdomains.com.au/about/	✓	About	200
https://yourdomains.com.au/sreqs	✓	Service Requests	200
https://yourdomains.com.au/contact/	✓	Contact	200
https://yourdomains.com.au/	✓	cropped-yourdomains-logo.png	200
https://yourdomains.com.au/hands	✓	WHS	200
https://yourdomains.com.au/services	✓	Services & Machinery	200
https://yourdomains.com.au/envs	✓	Environment	200
https://yourdomains.com.au/about/	✓	About	200
https://yourdomains.com.au/sreqs	✓	Service Requests	200

URL	DOFOLLOW	ANCHOR	STATUS
https://yourdomains.com.au/contact/	✓	Contact	200
https://yourdomains.com.au/hands	✓	WHS	200
https://yourdomains.com.au/services	✓	Services & Machinery	200
https://yourdomains.com.au/envs	✓	Environment	200
https://yourdomains.com.au/about/	✓	About	200
https://yourdomains.com.au/sreqs	✓	Service Requests	200
https://yourdomains.com.au/contact/	✓	Contact	200
https://yourdomains.com.au/sreqs	✓	REQUEST A SERVICE	200

https://yourdomains.com.au/about/	✓	—	200
https://yourdomains.com.au/services	✓	—	200
https://yourdomains.com.au/envs	✓	—	200
tel:08 8888 8888	✓	08 8888 8888	—

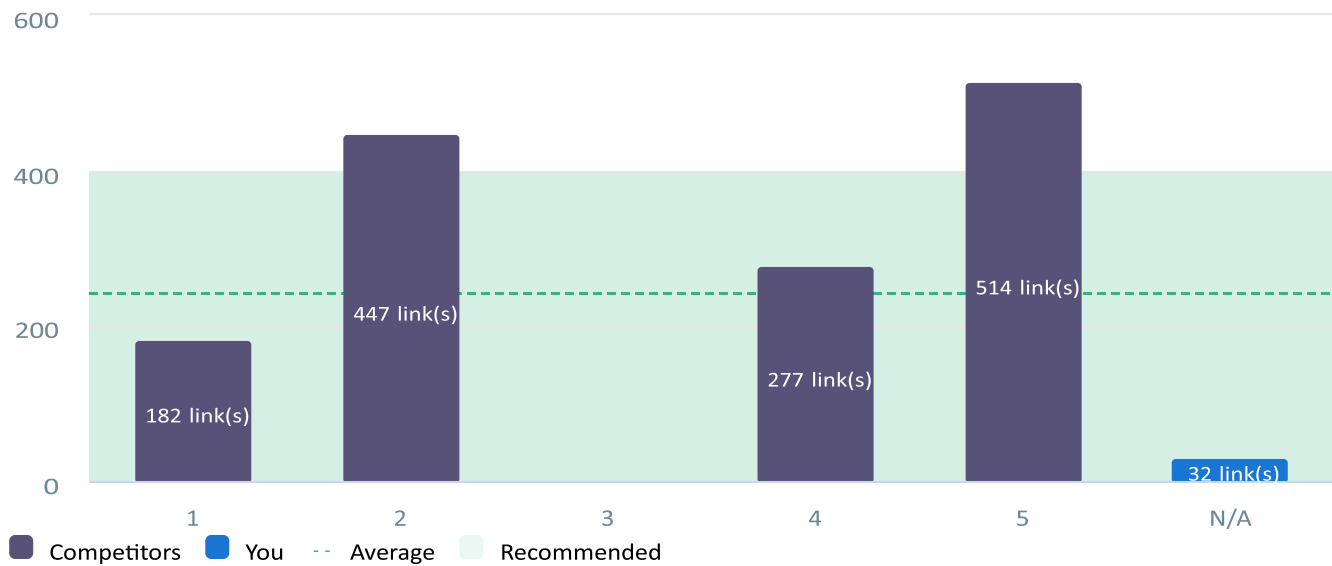


Internal links are tags pointing to other pages on the same domain. Internal linking distributes link equity between the pages of a site. This means, internal links shouldn't use the rel = "nofollow" attribute, otherwise, they won't pass any link equity to target pages.



The number of internal links is within the recommended range

Your value: 32 link(s) Recommended: up to 400 link(s) Top 5 competitors: 182 - 514 link(s) Top 5 average: 355 link(s)



The internal link count shows the number of tags linking to other pages of the domain. If the page contains too many links, it may look spammy for both search engines and site visitors. Pages with an excessive number of links don't tend to rank high and may not get indexed at all.



The page doesn't link to error pages on the website

Your value: 0 link(s)



Broken internal links are tags pointing to nonexistent or inaccessible pages on the same domain. They lead visitors and bots to error pages instead of useful content, waste link equity and crawl budget, therefore they should be removed or xed.



The page contains internal links without anchor texts

Make sure that all internal links contain anchor text

Your value: 3 link(s)

URL	DOFOLLOW	ANCHOR	STATUS
https://yourdomains.com.au/about/	✓	—	200
https://yourdomains.com.au/services	✓	—	200
https://yourdomains.com.au/envs	✓	—	200



An anchor text is the link text specified between the opening <a> and the closing tags, visible on the page as well as clickable. Internal links without SEO-friendly anchor texts either use a naked URL, or meaningless symbols instead. Users and search engines need meaningful anchor texts to get some context about the link's destination.



The page doesn't link to redirected pages on the website

Your value: 0 link(s)



Pages with internal redirects respond with 3XX HTTP status codes and forward visitors and crawlers to other URLs on the site. If some of the tags on the page link to redirected pages, users and bots may arrive at a wrong destination. Additionally, linking to redirected pages causes a loss of some part of link equity, slows down page load, and wastes the site's crawl budget.

External links



External links

URL	DOFOLLOW	ANCHOR	STATUS
https://www.google.com/maps/place/Your+company+%26+Co+Pty+Ltd/@-33.77512038,587861,18.13z/data=!4m19!1m1!3!4m12!1m4!2m2!1d138.5815599!2d-33.8354229!4e1!1m6!1m2!1s0x6abbdafb4fa006d3:0xe1fd873e09ebef3a!2syour+company!2m2!1d138.589334!2d-33.776161!3m4!1s0x6abbdafb4fa006d3:0xe1fd873e09ebef3a!8m2!3d-33.776161!4d138.589334	✓	1 Clare St, Clare SA 5453	200
https://www.facebook.com/Your-company-Co-Pty-Ltd	✓	Facebook-f	302
http://www.web.design/	✓	Web.Design	301

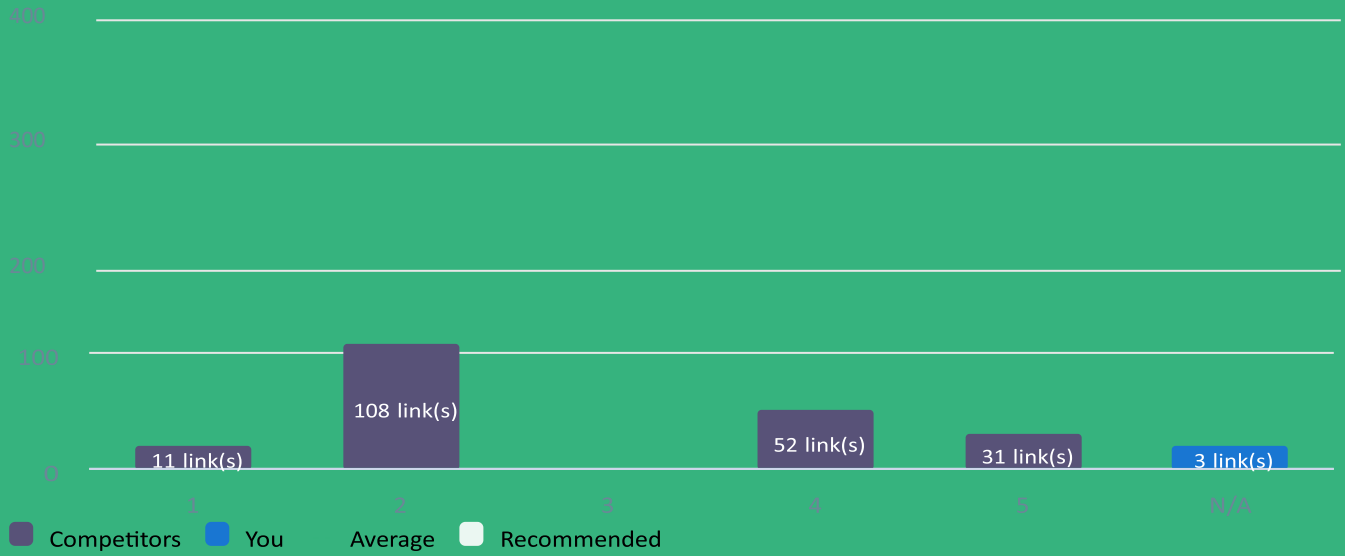


External links are HTML tags that lead to pages on other domains. The number and characteristics of external links define the distribution of link equity among other sites and affect the authority of the domain. The page should only link to relevant and verified resources.



The number of external links is within the recommended range

Your value: 3 link(s) Recommended: up to 400 link(s) Top 5 competitors: 11 - 108 link(s) Top 5 average: 51 link(s)



The external link count shows the number of tags linking to pages on third-party domains. If the page contains too many links, it may look spammy for both search engines and site visitors. Pages with an excessive number of links don't tend to rank high and may not get indexed at all.

✓ The page doesn't link to error pages on third-party websites

Your value: 0 link(s)



Broken external links are tags pointing to nonexistent or inaccessible pages on third-party domains. They lead visitors and bots to error pages instead of useful content and waste link equity, therefore they should be removed or xed.

✓ The page doesn't contain external links without anchor texts

Your value: 0 link(s)




An anchor text is the link text specified between the opening <a> and the closing tags, visible on the page as well as clickable. Internal links without SEO-friendly anchor texts either use a naked URL, or meaningless symbols instead. Users and search engines need meaningful anchor texts to get some context about the link's destination.

⚠ The page links to redirected pages on third-party websites


Make sure that the page does not link to redirected pages on other websites

Your value: 1 link(s)

URL	DOFOLLOW	ANCHOR	STATUS
http://www.web.design/	✓	web.Design	301

 Pages with redirects respond with 3XX HTTP status codes and forward visitors and crawlers to other URLs of the target site. If some of the tags on the page link to third-party redirected pages, users and bots may arrive at a wrong destination.


SERP features













 Discovered SERP features




No results found

We haven't found any data in the search results.

 Markup is used on the page

URL	SCHEMA.ORG	OPEN GRAPH
 https://heavyequipmentcollege.edu/10-types-of-excavati...		
URL	SCHEMA.ORG	OPEN GRAPH
 https://dictionary.cambridge.org/dictionary/english/exca...		
 https://www.safework.nsw.gov.au/hazards-a-z/excavatio...		
 https://en.wikipedia.org/wiki/Archaeological_excavation		
 https://www.safeworkaustralia.gov.au/safety-topic/haza...		
https://yourdomains.com.au		

 Markup, or structured data, is a code that helps search engines read and display a page in the SERPs. Structured data also give pages a better chance of appearing as a rich snippet that, in turn, increases its chances of ranking higher in search results.

SEO Tasks

Medium

Increase the keyword density in the tag by **1.39 %** — Medium

Your value: **0 %**. Recommended value: **1.39-5 %**. Values of competitors: **0.66-1.82 %**, average value: **1.39 %**.

Increase the keyword density in the main content by **2.11 %** — Medium

Your value: **0 %**. Recommended value: **2.11-5 %**. Values of competitors: **0.92-3.12 %**, average value: **2.11 %**.

Make sure that `<h1>`–`<h6>` headings maintain hierarchy — Medium

Improve the time it takes to fully render the largest content element on the page (LCP) — Medium

Your value: **3577 ms**. Recommended value: **up to 2500 ms**. Values of competitors: **552-2272 ms**, average value: **1319.2 ms**.

Reduce Cumulative Layout Shift (CLS) by **0** — Medium

Your value: **0.472**. Recommended value: **up to 0.1**. Values of competitors: **0-0**, average value: **0**.

Reduce the page's load responsiveness (Time to Interactive or TTI) by **1624 ms** — Medium

Your value: **5424 ms**. Recommended value: **up to 3800 ms**. Values of competitors: **483-3232 ms**, average value: **1997.2 ms**.

Improve the First Contentful Paint (FCP) score by **554 ms** — Medium

Your value: **2354 ms**. Recommended value: **up to 1800 ms**. Values of competitors: **281-1263 ms**, average value: **846 ms**.

Reduce Total Blocking Time (TBT) on the site by **382 ms** — Medium

Your value: **682 ms**. Recommended value: **up to 300 ms**. Values of competitors: **16-345 ms**, average value: **135.4 ms**.

Reduce the website's Time to First Byte (TTFB) by **319 ms** — Medium

Your value: **919 ms**. Recommended value: **up to 600 ms**. Values of competitors: **15-1988 ms**, average value: **538.2 ms**.

Remove JavaScript code that isn't used by the page — Medium

Remove unused CSS — Medium

Reduce speed index by **795 ms** — Medium

Your value: **4195 ms**. Recommended value: **up to 3400 ms**. Values of competitors: **499-2619 ms**, average value: **1703.8 ms**.

Make sure that the page does not link to redirected pages on other websites — Medium

Low

Add keywords to the <title> ✓ Low

Decrease the description length by **40 px** ✓ Low

Your value: **960 px**. Recommended value: **up to 920 px**. Values of competitors: **693-1037 px**, average value: **866 px**.

Add keywords to the URL ✓ Low

Use keywords within the rst 150 words of the page ✓ Low

Add keywords to <h1>—<h6> headings ✓ Low

Use <u> <i> tags to highlight keywords ✓ Low

Increase the Text to HTML ratio by **6 %** ✔ Low

Your value: **4 %**. Recommended value: **10-70 %**. Values of competitors: **4-11 %**, average value: **7.4 %**.

Create unique alt and title attributes in tags ✔ Low

Remove all underscores from le names ✔ Low

Add keywords to the alt and title attributes of the tag ✔ Low

Grant access rights to the Common Crawl bot in the robots.txt le ✔ Low

Increase your Domain Trust score by **26** ✔ Low

Your value: **30** . Recommended value: **from 56** . Values of competitors: **22-85** , average value: **56** .

Make sure that all internal links contain anchor text ✔ Low