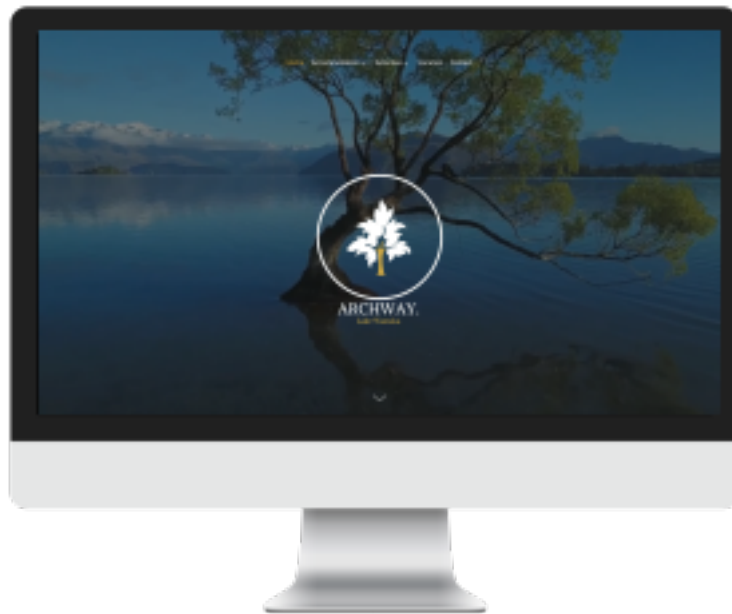


Site audit

Website score

32 checks passed out of 52

57%



archwaymotels.co.nz

36%

On-Page

71%

Technical

44%

Off Page

PREVIEW

[Archway Motel | Wanaka Accommodation](#)

META TITLE

Archway Motel | Wanaka Accommodation

- Meta Title should contain keyword
- Meta Title should begin with keyword
- Meta Title is less than 60 characters long

META DESCRIPTION

- Meta Description is less than 155 characters long
- Meta Description should contain keyword

HEADINGS

H1	H2	H3	H4
6	2	8	5

H1	<i>Relax With Us</i>
H2	<i>Welcome to Archway Motels, Chalets and Apartments in Wanaka</i>
H2	<i>Rest and recharge in our well-appointed accommodation</i>
H3	<i>Wifi</i>
H3	<i>Front Door Parking</i>

- ✓ Found heading tags: H1, H2 and H3
- ✗ Add your keyword to H1, H2 or H3 tag
- ✓ There are no duplicate heading tags
- ✗ Multiple H1 headings found on this page

IMAGES

13 images

- ✓ All images have Alt tags
- ✗ Add your keyword to an Alt tag
- ✗ Add your keyword to an image file name
- ✗ Remove any underscores in image file names

TOP 5 WORDS USED

1. *wanaka* (5)
2. *archway* (4)
3. *free* (4)
4. *m* (4)
5. *car* (3)

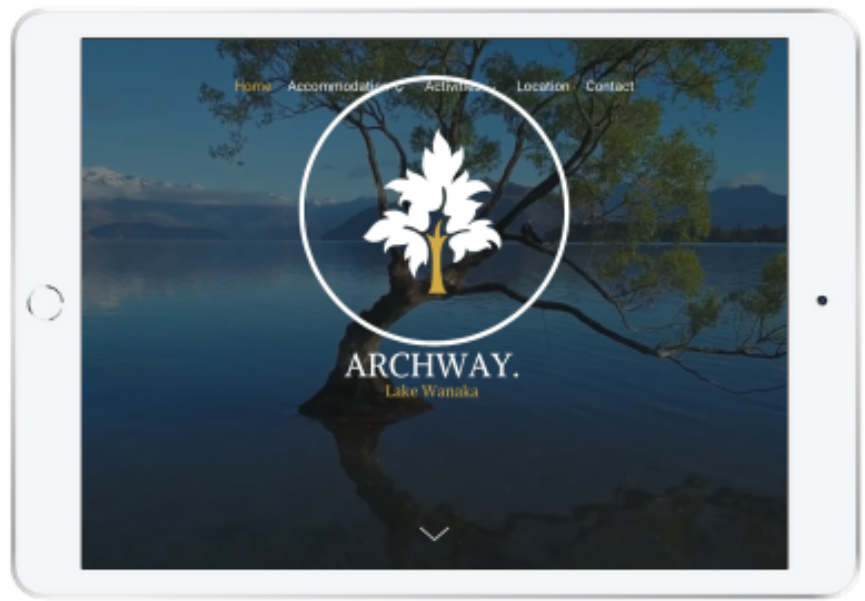
CONTENT

- You should have at least 900 words on this page
- Add exact keyword to your content
- Add your exact keyword to the first 100 words
- Make exact keyword bold in content
- Keyword is not overoptimized

CODE ANALYSIS

- Remove inline CSS from HTML
- Schemaorg markup found
- Sitemap.xml found
- No flash elements found
- Website language specified
- Doctype specified (HTML5)
- Specify your character encoding
- Text to HTML ratio is too low (13.81%)
- Opengraph markup found
- Add Google Analytics to your website

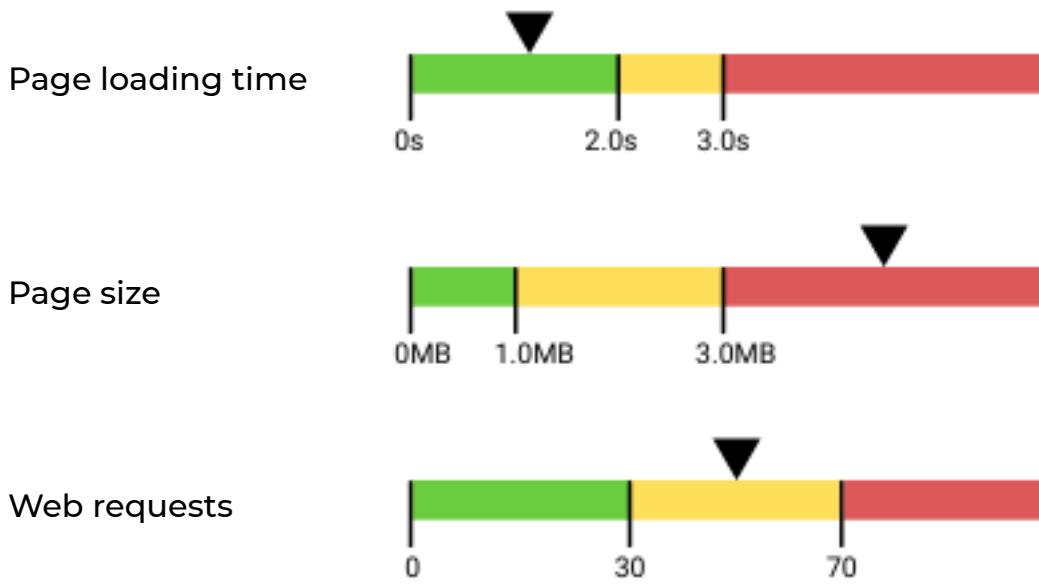
MOBILE ANALYSIS



- ✓ Favicon found
- ✓ Server uses compression
- ✓ Viewport is configured
- ✗ Add a Apple touch icon

SPEED

0.14 seconds | 3.81 MB | 45 requests



- ✓ This page has a fast loading time
- ✗ Page size is too large
- ✓ Number of web requests is ok

DOMAIN ANALYSIS

- ✔ Site is has a valid SSL certificate
- ✔ This domain is 19 years, 11 months old
- ✔ Robots.txt file found
- ✔ Site address is canonicalized
- ✔ Page isn't blocked from indexing

SOCIAL PROFILES

- ✔ Your website is connected to your Facebook page
- ✔ Your website is connected to your Instagram page
- ✘ Connect your website to your LinkedIn page

BACKLINK ANALYSIS

- ✔ Your Page Authority score is: 20
- ✔ Your Domain Authority score is: 21
- ✔ You have 682 links from other sites
- ✔ You have 48 links from unique domains
- ✔ You have 6 outgoing links
- ✔ Your spam score is: 5%

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sales@youragency.com
www.youragency.com



SUMMARY

This audit report is a small sample of the drastic improvements we can make to your site's SEO.

Are you looking for more website traffic, enquiries and leads?

Book a 30-min consultation with me and let's discuss how we can improve your SEO.

In this consultation session I will walk you through the issues outlined in this report and explain what they mean for your website. Then I will put together a step-by-step plan to improve your metrics, and put your business in front of your customers.

This consultation session is free of charge and there are no strings attached.

John Smith
Your Agency

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