57

Review of generalinsuranceagencies.com.au

Generated on February 10, 2020

Introduction

This report provides a review of the key factors that influence the SEO and usability of your website.

The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.

Our reports provide actionable advice to improve a site's business objectives.

Please contact us for more information.

Table of Contents

📑 Content   ‹› Technologies   👍 Social Profiles

🔍 Indexing   👆 Branding

📱 Mobile   🌐 Domain

📈 Structured Data   ▨ Backlinks

🔒 Security   👤 Traffic

🎛 Performance   📍 Local

Iconography

✅ Passed

⚠️ To Improve

❌ Errors

⬤ Informational

⚙️⚙️⚙️ Very hard to solve

⚙️⚙️⚙️ Hard to solve

⚙️⚙️⚙️ Easy to solve

◎◎◎ High impact

◎◎◎ Medium impact

◎◎◎ Low impact

Content

Title Tag

Home | General Insurance Agencies | Adelaide
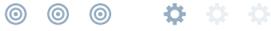
Length: 44 character(s) (335 pixels)

Your HTML title tag appears in browser tabs, bookmarks and in search result pages.

Make your title tags clear, concise (65 characters, 200-569 pixels) and include your most important keywords.

Check the title tags for thousands of pages at once using Site Crawl.

Meta Description

Missing

The meta description for generalinsuranceagencies.com.au is missing.

Meta descriptions allow you to influence how your web pages are described and displayed in search results. A good description acts as a potential organic advertisement and encourages the viewer to click through to your site.

Keep it short and to the point; the ideal meta description should be between 70 and 160 characters spaces included (400 - 940 pixels).

Ensure that each of your web pages have a unique meta description that is explicit and contains your most important keywords for each page. These keywords are especially important because they appear in bold when they match the user's search query (See the Google Preview below).

Check your Google Search Console (Search Appearance > HTML Improvements) for any warning messages to identify meta descriptions that are too long/short or duplicated across more than one page.

Google Preview

Missing

This is a representation of what your title tag and meta description will look like in Google search results for both mobile and desktop users. Searchers on mobile devices will also see your site's favicon displayed next to the page's URL or domain.

Search engines may create their own titles and descriptions if they are missing, poorly written and/or not relevant to the content on the page and cut short if they go over the character limit. So it's important to be clear, concise and within the suggested character limit.

Check your title tag and meta description to make sure they are clear, concise, within the suggested character limit and that they convey the right message to encourage the viewer to click through to your site.

Headings

	<H1>	<H2>	<H3>	<H4>	<H5>
	0	1	5	0	0

|	
<H2>	Providing Quality Service & Professional Advice .
<H3>	Get a Quote
<H3>	To ensure protection for your family and business from financial di...
<H3>	Adelaide
<H3>	South East

and **1** more.

Great, your website is structured using HTML headings (<H1> to <H6>).

Use your keywords in the headings and make sure the first level (<H1>) includes your most important keywords. Never duplicate your title tag content in your header tag.

While it is important to ensure every page has an <H1> tag, only include more than one per page if you're using HTML5. Instead, use multiple <H2> - <H6> tags.

Content Analysis

Heavy Motor Insurance `2` Commercial Motor Insurance `2`
Professional Risks Insurance `2` Farm Motor `2` Commercial Hull `2`
Construction Insurance `2` Farm Insurance `2` Marine Insurance `2`
Personal Insurance `2` Travel Insurance `2` Business Insurance `2`
Machinery Breakdown `2` View Map `5` Adelaide `2` Car `4`
Insurance `24` risk `1` Home `6` Landlords `3` Travel `5`
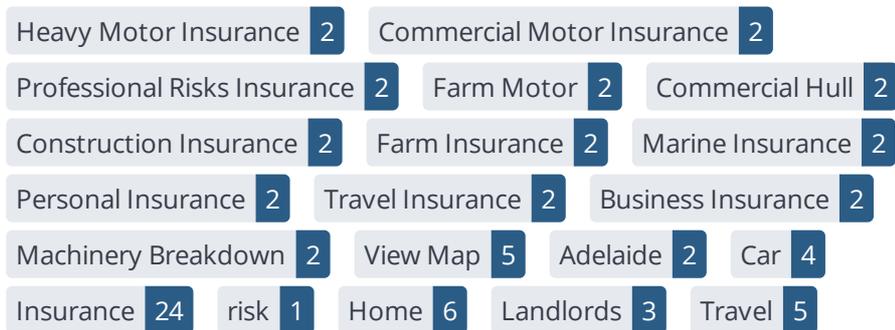
This data represents the words and phrases that your page appears to be optimized around. We use what's called "natural language processing" (NLP), which is a form of artificial intelligence that allows computers to read human language, to do this analysis.

The numbers next to each word or phrase represents how often we detected them and their variants on the page.

Are these the keywords you want to target for your page? If so, great! Track your site's rankings in Google search results using WooRank's Keyword Tool.

If these keywords aren't relevant to your page, consider updating your content to optimize it for your target keywords.

Alt Attribute

We found **9** images on this web page.

No ALT attributes are missing.

Alternative text allows you to add a description to an image. Since search engine crawlers cannot see images, they rely on alternative text attributes to determine relevance to a search query. Alternative text also helps makes an image more likely to appear in a Google image search and is used by screen readers to provide context for visually impaired users.

It looks like most or all of your images have alternative text. Check the images on your website to make sure accurate and relevant alternative text is specified for each image on the page.

Try to keep your alternative text to a simple, one-sentence description of what's in the image.

In-Page Links

We found a total of 38 link(s) including 2 link(s) to files
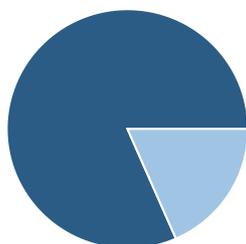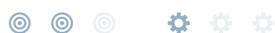
- Internal Links (82%)
- External Links: Follow (18%)
- External Links: NoFollow (0%)

Anchor	Type	Follow
View Map	External Links	Follow
View Map	External Links	Follow
View Map	External Links	Follow
View Map	External Links	Follow
View Map	External Links	Follow

and **33** more.

Links pass value from one page to another. This value is called 'link juice'.

A page's link juice is split between all the links on that page so lots of unnecessary links on a page will dilute the value attributed to each link. There's no exact number of links to include on a page but best practice is to keep it under 200.

Using the Nofollow attribute in your links prevents some link juice, but these links are still taken into account when calculating the value that is passed through each link, so using lots of NoFollow links can still dilute PageRank.

Check your site's internal linking using Site Crawl.

Language

Declared: *English*

Detected: *English*

Great, your declared language matches the language detected on the page.

Make sure your declared language is the same as the language detected by Google.

Tips for multilingual websites:

- Define the language of the content in each page's HTML code.
- Specify the language code in the URL as well (e.g., "mywebsite.com/fr/mycontent.html").
- Use hreflang tags to specify language and country for Google, and the "content-language" meta tag to specify the language and country for Bing.

✅ URL Resolve

◎ ◎ ◎   ⚙ ⚙ ⚙

Great, a redirect is in place to redirect traffic from your non-preferred domain.

All versions of your page point to the same URL.

URL	Resolved URL
http://generalinsuranceagencies.com...	https://generalinsuranceagencies.co...
http://www.generalinsuranceagencie...	https://generalinsuranceagencies.co...
https://generalinsuranceagencies.co...	https://generalinsuranceagencies.co...
https://www.generalinsuranceagenci...	https://generalinsuranceagencies.co...

Search engines see www.generalinsuranceagencies.com.au and generalinsuranceagencies.com.au as different websites. This means they could see a large amount of duplicate content, which they don't like.

Fortunately your website redirects www.generalinsuranceagencies.com.au and generalinsuranceagencies.com.au to the same site.

❌ Robots.txt

◎ ◎ ◎   ⚙ ⚙ ⚙

Your site doesn't have a robots.txt file.

A robots.txt file allows you to restrict the access of search engine crawlers to prevent them from accessing specific pages or directories. They also point the web crawler to your page's XML sitemap file.

We checked generalinsuranceagencies.com.au/robots.txt and didn't find a robots.txt file. Use Google Search Console to submit and test your robots.txt file. You can also test individual pages to make sure Google isn't crawling any restricted files.

XML Sitemap

No sitemap found in your robots.txt.

We checked the robots.txt file for generalinsuranceagencies.com.au but couldn't find an XML sitemap. Specifying the location of your XML sitemaps in your robots.txt file ensures that search engines and other crawlers find and access it easily each time they access your website.

Learn more about adding your XML sitemap to your robots.txt file.

If you haven't created a sitemap yet, we recommend you generate one for your site and submit it through both Google Search Console and Bing Webmaster Tools. Usually, your XML sitemap would be found at generalinsuranceagencies.com.au/sitemap.xml

Make sure to only include the pages you want search engines to crawl, so leave out any that have been blocked in a robots.txt file. Avoid using any URLs that cause redirects or error codes and be consistent in using your preferred URLs (with or without www.), correct protocols (http vs. https) and trailing slashes.

URL Parameters

Perfect, your URLs look clean.

URL parameters are used to track user behaviors on site (session IDs), traffic sources (referrer IDs) or to give users control over the content on the page (sorting and filtering). The issue with URL parameters is that Google sees each unique parameter value as a new URL hosting the same thing - meaning you could have a duplicate content problem. Sometimes, it's able to recognize these URLs and group them together. It then algorithmically decides which URL is the best representation of the group and uses it to consolidate ranking signals and display in search results. You can help Google recognize the best URL by using the rel="canonical" tag.

Use the URL Parameters Tool in Google Search Console to tell Google how your URL parameters affect page content and how to to crawl URLs with parameters. Use this tool very carefully - you can easily prevent Google from crawling pages you want indexed through overly restrictive crawling settings, especially if you have URLs with multiple parameters.

Check the On-Page section of Site Crawl to identify any duplicate content issues.

Hreflang Tags

No hreflang tags were found on this page

The hreflang tag is an HTML tag that tells search engines which languages and (optionally) countries a page's content is relevant for. Hreflang tags also tell search engines where to find the relevant content in alternate languages.

If your website targets users all around the world, using hreflang tags will help make sure the right content is being served to the right users.

The value of the hreflang attribute identifies the language (in ISO 639-1 format) and optionally a region in ISO 3166-1 Alpha 2 format of an alternate URL.

Use WooRank's Site Crawl to perform a thorough check on hreflang validity across a website.

Broken links

No broken links were found on this web page

Broken links send users to non-existent web pages. They hurt a site's usability and reputation, which impacts SEO.

Fortunately your page doesn't contain any broken links.

Be proactive in checking your pages to make sure they don't have any broken links.

See the HTTP status for potentially thousands of links using Site Crawl.

Underscores in the URLs

Great, you are not using underscores (these_are_underscores) in your URLs.

Great, you aren't using underscores (these_are_underscores) in your URLs.

Google sees hyphens as word separators while underscores aren't recognized. So the search engine sees www.example.com/green_dress as www.example.com/greendress. The bots will have a hard time determining this URL's relevance to a keyword.

Discovered Pages

106

We've discovered 106 pages on generalinsuranceagencies.com.au.

Discovered pages do not impact your ranking but this is very handy information to have to make sure that your site's pages are being indexed correctly.

A low number can indicate that bots are unable to discover your pages, which is commonly caused by bad site architecture and poorl internal linking. Or you've unknowingly prevented bots and search engines from crawling and indexing your pages. An unusually high number could be an indication of duplicate content due to URL parameters.

Make sure your website's XML sitemap is present and that you've submitted it to the major search engines. Building backlinks to your website's internal pages will also help bots to discover, crawl and index them, while building authority to help them rank in search results at the same time.

Check Index Status and Crawl Errors in Google Search Console to track the status of your crawled/indexed pages.

If the number shown here doesn't sound right, we recommend to use WooRank's Site Crawl analysis to find out why.

If you use parameters in your URL like session IDs or sorting and filtering, use the rel="canonical" tag to tell search engines which version of those pages is the original.

# Mobile

Mobile Friendliness

Very Good

This web page is super optimized for Mobile Visitors

Mobile friendly pages make it easy for users to complete objectives and common tasks and use a design or template that is consistent across all devices (uses responsive web design).

Your site is well configured for mobile users.

Mobile Rendering
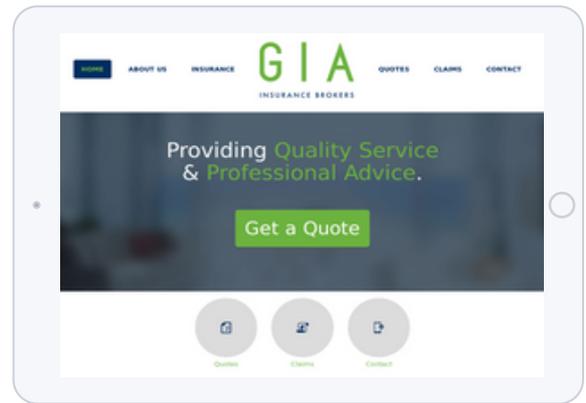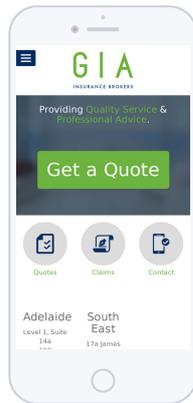
This is how your website appears when displayed on different mobile devices.

With more than half of all Google search queries originating on a mobile device, it is important to make sure your mobile site is optimized for these users.

Tap Targets

Perfect, your page's tap targets are big enough and have enough space between them.

Great, your links and buttons are big enough to be easily tapped and spaced enough so that a user's finger pressing on one tap target does not inadvertently touch another tap target.

Plugins

Perfect, no plugin content detected.

Great, your website does not embed any special types of web content, such as Flash, Silverlight or Java, so your content can be accessed on all devices.

Font Size Legibility

Perfect, this web page's text is legible on mobile devices.

> At least 60% of your page's font size is 12 pixels or greater.

Mobile Viewport

✔ Great, a configured viewport is present.
✔ The content fits within the specified viewport size.

> Great, the viewport is well configured.
>
> Keep in mind that since the width (in CSS pixels) of the viewport may vary, your page content should not solely rely on a particular viewport width to render well. Consider these additional tips:
> - Avoid setting large absolute CSS widths for page elements.
> - If necessary, CSS media queries can be used to apply different styling depending on screen size.
> - Ideally, serve responsively-sized images.

Mobile Frameworks

No mobile frameworks have been detected.

> Mobile or responsive frameworks are an important part of website optimization as they assist developers in creating applications which are applicable to multiple devices.

AMP

We didn't find AMP on your page.

> AMP is an open-source library that provides a straightforward way to create web pages that are compelling, smooth, and load near instantaneously for users.
>
> Check your AMP markup with the AMP validator.

Structured Data

Schema.org

LocalBusiness 1

Great, we detected Schema.org items on your webpage.

Schema.org is a set of vocabularies used to add meaning to the information on a webpage in a way that is readable by machines (Google).

Schema.org includes attributes for entities, relationships between entities and actions.

These vocabularies can be added to a page using many different encodings, including RDFa, Microdata and JSON-LD.

Learn more in Google's intro to structured data.

Open Graph Protocol

We didn't detect any Open Graph tags on your webpage

Facebook developed the Open Graph protocol to enable the integration of any web page with its social media platform. Other social media platforms have also adopted the protocol, allowing you to control how your web pages are presented when shared across social media.

Use the Sharing Debugger to check what information appears when shared on Facebook and the Twitter Cards Validator to do the same for Twitter.

Microformats

We didn't detect any microformat items on your webpage

Designed for humans first and machines second, microformats use code (HTML/XHTML tags) originally intended for other purposes to add context to the content on a webpage. This helps machines (like Google!) to understand certain information (contact information, geographic coordinates, calendar events, etc.) intended for humans.

Security

Email Privacy   Good, no email address has been found in plain text.

> We don't recommend adding plain text/linked email addresses to your webpages, as malicious bots scrape the web in search of email addresses to spam. Instead, consider using a contact form.

SSL Secure

Great, your website is SSL secured (HTTPS).

- ✔ Your website's URLs redirect to HTTPS pages.
- ✘ Your headers are not properly set up to use HSTS.
- ✔ The SSL certificate expires in 2 months.
- ✔ The certificate issuer is cPanel, Inc..

> Modern websites tend to be SSL secured (HTTPS) as it provides an extra security layer while logging in to your Web Service. In 2014, Google announced that an HTTPS (vs HTTP) website would receive an extra boost in their ranking.
>
> While switching to HTTPS, make sure your site remains optimized and see to it that your website will still run quickly. Follow these best practices for a smooth transition:
> - Use a serious issuer to purchase your SSL certificate
> - Redirect all of your HTTP pages to the HTTPS version of your website
> - Use HTTP Strict Transport Security (HSTS) in your headers
> - Renew your SSL certificate every year, before it expires
> - Make sure that all of your content (CSS, etc.) is linked to HTTPS
> - Update your XML sitemap to ensure the URLs include HTTPS and update the robots.txt file to reference this version
> - Register the HTTPS website in Google & Bing Search Console/Webmaster Tools

Performance

Asset Minification

You could reduce 28% 3.9 KiB by minifying the asset(s) listed below.
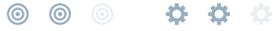
URL	Reduction size
https://generalinsuranceagencies.com.au/ass...	3.9 KiB

Fast websites make happy visitors. Enabling minification on assets like HTML, JavaScript and CSS files will reduce their transfer size. Every time a page is requested from your website less bytes and lighter assets are sent over the network resulting in faster delivery which loads your website faster for your customers.

Asset Compression

Perfect, all your assets are compressed.

Great! We didn't find uncompressed assets on your web page.
Compressing assets reduces the amount of time it takes a user's browser to download files from your server. Enabling compression is an important part of reducing the amount of time it takes your website to load.

Asset Cacheability

Perfect, all your assets are cached.

Great! We didn't find uncached assets on your web page.
Enabling caching for your website makes your site load faster for repeat visitors.

To learn more on how to make your website faster, check out these tips to decrease page load time.

Technologies   ‹›

Server IP

52.65.34.139

Server location: 🇦🇺 Sydney

Your server's IP address has little impact on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors. Search engines take the geolocation of a server into account as well as the server speed.

Use DNSstuff for comprehensive reports on your server.

Technologies

🖋 Apache   **B** Bootstrap   f Facebook   📈 Google Analytics

📘 Google PageSpeed   jQuery

Get to know the technologies used for your website. Some codes might slow down your website. Ask your webmaster to take a look at this.

Analytics

◎ ◎ ◎   ⚙ ⚙ ⚙

📈 Google Analytics

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.

Popular Analytics Tools Include: Google Analytics, Quantcast™, AdobeAnalytics™, Piwik™, chartbeat™, Clicky™, ClickTale™, etc.

Doctype

HTML5

The Doctype is used to instruct web browsers about the document type being used. For example, what version of HTML the page is written in.

Declaring a doctype helps web browsers to render content correctly.

Encoding

Great, language/character encoding is specified: utf8

Specifying language/character encoding can prevent problems with the rendering of special characters.

Branding

URL

generalinsuranceagencies.com.au

Length: 24 character(s)

Keep your URLs short and clean and avoid long domain names when possible.

A descriptive URL is better recognized by search engines. A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g., http://www.mysite.com/en/products).

Keep in mind that URLs are also an important part of a comprehensive SEO strategy. Use clean URLs to make your site more "crawlable" by Google.

Resource: Search for a good domain name. If no good names are available, consider a second hand domain. To prevent brand theft, you might consider trademarking your domain name.

Favicon

Great, your website has a favicon.

Favicons are the small icons that represent a website, company and/or brand. They can be displayed (among other instances) in browser tabs or bookmarks. Google also displays favicons in a page's search snippet in mobile search results.

You can see how your site's favicon appears in search results in the Google Preview above.

Make sure your favicon is consistent with your brand to help improve visibility.

Custom 404 Page

Great, your website has a custom 404 error page.

Your server responded with the HTTP status code: 404

Custom 404 error pages are an opportunity for you to reduce customer frustration and link to other pages on your site.

Domain ⊕

Domain Registration

Creation date unavailable

Expiration date unavailable

> Your domain, generalinsuranceagencies.com.au, is the human-readable address of your website on the Internet.
>
> Domain age and registration won't impact a website's rankings, but it's important to keep your registration up to date to prevent someone else from buying it.

Domain Availability

Domains	Status	
generalinsuranceage...	Available. Register it now!	✓
generalinsuranceage...	Available. Register it now!	✓
generalinsuranceage...	Available. Register it now!	✓
generalinsuranceage...	Available. Register it now!	✓
generalinsuranceage...	Available. Register it now!	✓

and **1** more.

> Register the various extensions of your domain to protect your brand from cybersquatters.

Typo Availability

| Domains	Status	
g4neralinsuranceage...	Available. Register it now!	✓
generalinsyranceage...	Available. Register it now!	✓
generalijsuranceage...	Available. Register it now!	✓
generalinsuranceage...	Available. Register it now!	✓
gdneralinsuranceage...	Available. Register it now!	✓

and **2** more.

> Register the various typos of your domain to protect your brand from cybersquatters.

Backlinks

Backlinks Score

Bad
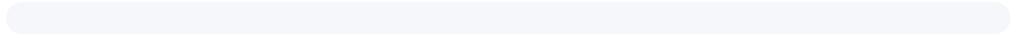
The backlinks score is calculated by looking at a combination of link signals. This includes the overall number of backlinks together with the number of linking domains, as well as rating the overall quality of the backlinks pointing to a website. The quality assessment is based on the linking pages.

Use these WooRank guides to audit your links, evaluate their quality, build new links and reclaim old links.

Backlinks Counter

98

We've detected 98 backlinks pointing to your site.

Backlinks are links that point to your website from other websites. They are like letters of recommendation for your site.

Check out our guide on how to build links for SEO. If your backlink counter is high, keep an eye on the quality of the links coming your way.

Referring Domains

11
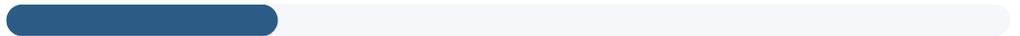
This number tells you the number of domains linking back to your site. If you have lots of backlinks but a low backlink score, having a lot of links from low-quality social media or blogging platforms could be the cause.

Traffic

Traffic Estimations

Very Low
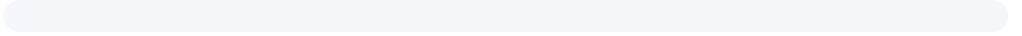
> This shows your estimated traffic for generalinsuranceagencies.com.au compared to any competitors you have chosen. We use Alexa for this information.

Traffic Rank

Global rank too low to be calculated.

Local rank too low to be calculated.

> A low rank means that your website gets a lot of visitors.
>
> Your Alexa Rank is a good estimate of the worldwide traffic to generalinsuranceagencies.com.au, although it is not 100 percent accurate.
>
> Reviewing the most visited websites by country can give you valuable insights.

Local

Local Directories

Add your Google My Business profile or create one

Add your Yelp page or create one

This is a list of the local directories where your business has been found. Take care of your listings in local directories; since maps are now an integral part of search results, your Google My Business page may have more visitors than your website!

It is important to make sure that your business details are correct in each directory where you are listed. Find the directories in your country (USA, UK and Canada.) and enhance your listings with pictures, video, schedules and as many customer reviews as possible.

Online Reviews

No local reviews found.

These are the latest reviews of your business that can be found in local directories. Surveys show that 90 percent of customers say buying decisions are influenced by online reviews so take the time to make a good impression and gather positive feedback. Strategies for gaining reviews may differ by audience or business type; in general, consider asking for reviews, making it easy to send in feedback and having a prominent social presence.

Social Profiles 👍

✅ **Social Media Engagement**
◎ ◎ ◎   ⚙ ⚙ ⚙

Your homepage is widely shared on Social Networks.

f Facebook Shares		581
💬 Facebook Comments		0
👍 Facebook Likes		0

The impact of social media is huge for certain industries.

Learn how to further engage your social media audiences and create a consistent fan base. Check these helpful tools for managing your social media campaign.

Note: This data includes engagements from like and share buttons on your site, or people copying and pasting your URLs directly into Facebook from your website's URL. It does not count likes and shares from your branded Facebook page.

❌ **Facebook Page**
◎ ◎ ◎   ⚙ ⚙ ⚙

Not found

Add your Facebook Page or create one

We couldn't find a Facebook page for generalinsuranceagencies.com.au defined in your structured data.

Facebook is a vital channel for any business' digital marketing. Almost every Millennial expects you to have a presence on Facebook.

Use Facebook Insights to measure and track your audience's engagement with your posts to get the most out of your social media efforts. Link your Facebook profile with generalinsuranceagencies.com.au and add a CTA to really maximize your social media marketing efforts.

❌ **Twitter Account**
◎ ◎ ◎   ⚙ ⚙ ⚙

Not found

Add your Twitter account or create one

We couldn't find a Twitter account for generalinsuranceagencies.com.au defined in your structured data. Twitter, simply put, is huge: 67 million monthly American users and 310 million people worldwide. Even better, there's a positive correlation between social media use and education and household income. By not having a Twitter account, you're potentially missing out on a huge audience.

Create a Twitter account for your brand and link it with your website to prevent brandjacking and help make your social media marketing more effective. Here are a few tips to help create a Twitter promotion plan. Use Twitter Dashboard and Analytics to track and optimize your Twitter feed for the engagements that are most valuable to your marketing plan.

Instagram Account

Not found

Add your Instagram Account or create one

We couldn't find an Instagram account for generalinsuranceagencies.com.au defined in your structured data.

There are over 800 million Instagram accounts active every month, and 500 million of those are active every single day. This means that when it comes to content, you've got about 800 million potential sets of eyes ready to enjoy your content.

If you do have an Instagram account for generalinsuranceagencies.com.au, check our article on how to link your social medias.