

TENACITY business

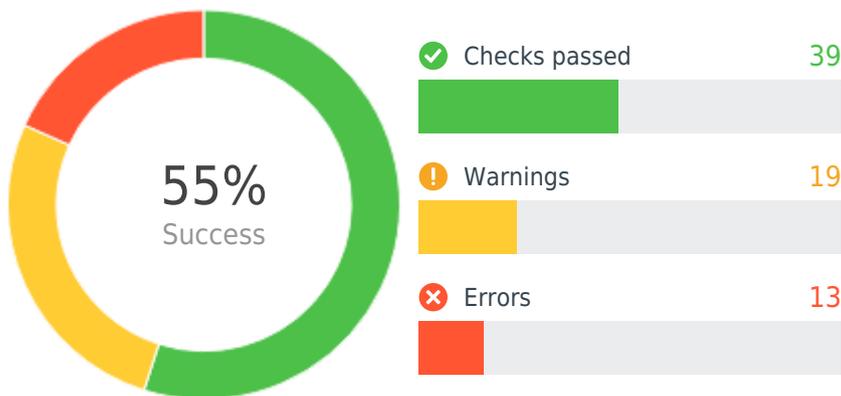
Landing page SEO audit:

<https://www.news.com.au/>

06 Feb, 2019

Keyword analyzed:

news and current events



Major domain characteristics	100%	Page's Title	50%
Meta Description	66.7%	Page's URL structure	80%
Index status and cached snapshot in the search engines	100%	Images analysis	0%
Content analysis	40%	Header tags	33.3%
Keyword density	40%	Links analysis	100%
Load speed	0%	Page load optimization	45%
Popularity in social media	66.7%	Usability and technical analysis	80%

Major domain characteristics

✔ Website age according to web.archive.org

20 years 6 months
First archive index date 12 Jul, 1998

While ranking websites search engines are not only counting the domain name age but the age of the website itself (starting from the day the website was indexed for the first time). Websites with history are as good for promotion as aged domains. In order to discover the age of the website SE Ranking service uses the data provided by the Internet Archive WayBack Machine.

✔ MOZ DA

92 points

Domain authority according to Moz

Algorithmic assessment of a website's ranking potential based of 40 factors, developed by MOZ service. A website as scored from 0 to 100. The higher the value the better.

✔ Backlinks

32372213

(for the website)

The number of the inbound backlinks is one of the key SEO factors of any website. Having and adding quality backlinks is a very important ranking factor. Meanwhile please notice that search engines are paying attention not only to the quantity but also to the quality of the backlinks. A backlink from a relevant website with decent content will have a considerably better effect than multiple links from irrelevant websites.

✔ Backlinks

116034

(unique domains linking to the website)

The number of backlinks from unique domains is a significant criterion of how popular and competitive your website is. 100 links from 100 domains is considerably better than 1000 links from one domain.

Page's Title

! 2

Title: News.com.au | news.com.au — Australia's #1 news site

✔ Title tag length

52 chars

<title> tag carries the page name both to users and search engines. It is a very important SERPs element as it reveals the contents of the page and its correlation with the search query. Optimal size for the Title tag does not exceed 70 characters.

! Add a keyword to the title tag

The content of the <title> tag would be your page's name in the SERPs of search engines. The keywords the user was looking for would be highlighted so it is important that the keywords are mentioned.

! Start the Title tag with a keyword

Title tag is an important on-site optimization and ranking factor. Title tags starting with a keyword will be more effective than Title tags with the keyword added at other parts of it.

✔ Avoid duplicate Titles

No duplicate Title pages are found

Every page of a website needs to have a unique Title. This is important not only for the analyzed page ranking but for the netter rankings of other pages.

*** 100 pages of your website have been analyzed**

Meta Description

✘ 1

Meta description: We say what people are thinking and cover the issues that get people talking balancing Australian and global moments — from politics to pop culture.

✔ Meta Description length

148 chars

Meta <description> tag may be used by the search engines to create a snippet of your webpage. Its length may be unlimited, but search engines limit the snippet size to 320 characters and so the recommended size for the tag is 50 - 320 characters.

✘ Add keyword in the Meta Description tag

Search engines use the Meta Description tag to make a snippet and highlight the keywords that coincide with the search query. Thus the user has a basic understanding of the webpage's content and what it contains of. For this reason it is advised to use a broadly matching keyword in the Meta Description.

✔ Avoid duplicate Meta Description tags

No pages with duplicate Description are found

Unique Meta Description tags are useful for both search engines and users. Prepare your Meta Descriptions wisely and that will help to draw more attention, traffic and popularity to your website.

*** 100 pages of your website have been analyzed**

Page's URL structure

! 1

✔ URL length

24 chars

Search engines display 78 - 80 characters of a page URL after the page Title and its snippet. Using descriptive names for the webpages will not only allow you to organize structure of the website wisely but will allow easier and more correct scanning of your website, bringing better ranking. Google researches show that short URLs are enjoying twice as many clicks than the longer ones.

! Use a keyword in the URL

*In the page's URL **no keywords are used***

One of the most prominent places to put a keyword in is the webpage's URL. Remember to use the keyword in the URL of every page you are planning to promote. URLs of the pages including the keywords relevant to the content of the pages are making navigation across the website easier. They are easy to remember and easier to link to. Remember that the URL will be visible in the SERP while the keywords mentioned in it will be highlighted.

✔ Use a hyphen to separate words in the URL

<https://www.news.com.au/>

Search engines recommend using hyphens rather than underscores as the keywords separated by hyphens are "seen" as separate. Thus if your URL looks like "buy_books" then a search engine will show it for a search query "buy_books". A page with the URL "buy-books" may be considered as relevant for multiple search queries "buy", "bookies" or "buy books".

✔ Do not use capital letters in the URL

<https://www.news.com.au/>

Despite the facts that URLs may contain either regular or capital letters it is advised not use the capital ones as they are harder to comprehend and remember by the user. If capital letters for some reason were used, you may fix the issue by making a 301 redirect to the user-friendly URL.

✔ Page duplicates not found

Make sure that the same content is not used at different URLs (my-page.php, my-page.html, my-page.htm and so on) as search engines will index every page and will spot duplicate content. If you find out that users are linking to the same URL using its different versions do set the 301 redirect to the preferred page.

Index status and cached snapshot in the search engines

✔ The page is indexed



Once a page is indexed by search engines it will be available in its SERPs however if the page is not indexed then the search engine knows nothing about it. Chances it will show up in the SERPs pages are second to none.

A sample of the page's snippet view in the SERPs (search engines results pages)

News.com.au | news.com.au — Australia's #1 news site

<https://www.news.com.au/>

We say what people are thinking and cover the issues that get people talking balancing Australian and global moments — from politics to pop culture.



News.com.au | news.com.au — Australia's #1 news site

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<https://www.news.com.au/>

We say what people are thinking and cover the issues that get people talking balancing Australian and global moments — from politics to pop culture.



Images analysis

✖ 1 ! 4

! Alt attribute

Alt attribute helps to specify the text that will be displayed on the page if the image for some reason is not getting loaded. Informative Alt attribute and the file name help to index the image on the page more effectively.

Add Alt for **11 images**

- cdn.newsapi.com.au/image/v1/c02b373bba8f404438edbdd61dd7786d?width=480
- i1.wp.com/pixel.tcog.cp1.news.com.au/track/spp-api/v1/widgets/public/newscorpau_capi_sync_collection-208/?limit=1&t_product=newscomau&widgetID=newscorpau_capi_sync_collection-208
- i1.wp.com/pixel.tcog.cp1.news.com.au/track/news/content/v2/?includeRelated=true&maxRelatedLevel=2&pageSize=5&product=newscomau&query=contentType%253A%2522NEWS_STORY%2522%2520AND%2520domains%253Anews.com.au%2520AND%2520%28origin%253AAAP_LIVE%2520OR%2520originalSource%253Anews.com.au%2520NOT%2520categories.value:%2522/display/newscorpaustralia.com/Web/NewsNetwork/NewsComAu/Feature/Special%2520Feature/%2522%29&t_template=s3/ncatemp/standalone/homepage-tops/just-in
- i1.wp.com/pixel.tcog.cp1.news.com.au/track/news/content/v2/collection/b46b13fffb7142faea39e9bf3fba4a95?includeRelated=true&maxRelatedLevel=2&pageSize=5&t_product=newscomau&t_template=s3/ncatemp/standalone/homepage-tops/features
- newsatnewscorpau.files.wordpress.com/2019/02/honey-chicken-89105-3.jpg
- img.taste.com.au/WhQ3XHht/w643-h428-cfill-q90/taste/2018/02/quick-5-a-day-carbonara-135597-1.jpg
- newsatnewscorpau.files.wordpress.com/2019/02/katie-lm.jpg
- i1.wp.com/pixel.tcog.cp1.news.com.au/track/news/content/v2/collection/1e9fad3ac0c54ca63500ab98790de721?pageSize=5&t_product=newscomau&t_template=s3/ncatemp/standalone/homepage-tops/video
- i1.wp.com/pixel.tcog.cp1.news.com.au/track/component/popular-combined?esi=true&t_domain=news.com.au,adelaidenow.com.au,theaustralian.com.au,dailytelegraph.com.au,couriermail.com.au,heraldsun.com.au,whimn.com.au&t_product=newscomau&td_module-classes=network-most-popular&td_module_header=most+read+stories
- pixel.wp.com/b.gif?v=noscript
- i1.wp.com/pixel.tcog.cp1.news.com.au/track/component/resource/networksales/exoduscampaigns/campaigns.json?esi=true&t_product=newscomau&t_template=s3/networksales-loader/index&td_channel=desktop&td_domain=news.com.au&td_pagetype=index&td_section=homed

! Avoid long and non-informative file names for images

There is hardly an official limit set by the search engines regarding preferred image file length, however in SEO's best practices the limit of 70 characters is considered as maximum. And of course the image length should not be longer than the surrounding Alt, Title or Caption. The audit shows a warning for the image files longer than 70 characters.

- cdn.newsapi.com.au/image/v1/c02b373bba8f404438edbdd61dd7786d?width=480
- cdn.newsapi.com.au/image/v1/5f80c80d217461c9a10fd7aedd795790?width=150
- cdn.newsapi.com.au/image/v1/667344bb1834fbc991365d2bd17c22a?width=150
- cdn.newsapi.com.au/image/v1/ee504d86c6b9ee31983332effb0b37b9?width=150
- cdn.newsapi.com.au/image/v1/08d15dd568c5da93a844cbb2db6f7c6b?width=150
- cdn.newsapi.com.au/image/v1/98128089d2aad93c7094a7f0ab8e310e?width=150
- cdn.newsapi.com.au/image/v1/8b51618ea014ede3c622e823366c578f?width=150
- cdn.newsapi.com.au/image/v1/c84f0b4c6a966f1f26236a04e0799db4?width=150
- cdn.newsapi.com.au/image/v1/f8322b85bfc8476756f0c4a1f0b6a605?width=150
- cdn.newsapi.com.au/image/v1/4a703d25b05a23f6845c991862d60f0f?width=150
- cdn.newsapi.com.au/image/v1/f5b27b64879f57253a37e2214c34d05b?width=150
- i1.wp.com/pixel.tcog.cp1.news.com.au/track/spp-api/v1/widgets/public/newscorpau_capi_sync_collection-208/?limit=1&t_product=newscomau&widgetID=newscorpau_capi_sync_collection-208
- cdn.newsapi.com.au/image/v1/a10e9acfc23ff1a49f4093b869428119?width=200
- cdn.newsapi.com.au/image/v1/37c21e1f1b803580ef875c65994798a2?width=200
- cdn.newsapi.com.au/image/v1/5dbae8b271211fde2c40efb2683f05f?width=200
- cdn.newsapi.com.au/image/v1/2d61fe13211eceb322b46baf164c15b?width=200
- cdn.newsapi.com.au/image/v1/f2d5d51137950a75087227ec5b46f4cc?width=200
- img.taste.com.au/WhQ3XHht/w643-h428-cfill-q90/taste/2018/02/quick-5-a-day-carbonara-135597-1.jpg
- cdn.newsapi.com.au/image/v1/3d0967cb6aecc33aeb3821acbc7555f?width=320
- cdn.newsapi.com.au/image/v1/bf2ac58bdadf2da88f31c3d20477f0ff?width=320
- cdn.newsapi.com.au/image/v1/2a15c4f7d5076121ddeec88b7d7359bf?width=320
- cdn.newsapi.com.au/image/v1/ea22e285904a4d7c4775284d07b8f387?width=320
- cdn.newsapi.com.au/image/v1/1ce377ff4b3a95ab4249e0e8ea544430?width=320
- i1.wp.com/pixel.tcog.cp1.news.com.au/track/component/popular-combined?esi=true&t_domain=news.com.au,adelaidenow.com.au,theaustralian.com.au,dailytelegraph.com.au,couriermail.com.au,heraldsun.com.au,whimn.com.au&t_product=newscomau&td_module-classes=network-most-popular&td_module_header=most+read+stories
- i1.wp.com/pixel.tcog.cp1.news.com.au/track/component/resource/networksales/exoduscampaigns/campaign

s.json?esi=true&t_product=newscomau&t_template=s3/networksales-loader/index&td_channel=desktop&td_domain=news.com.au&td_pagetype=index&td_section=homed

! Do not use underscore in image files

It's recommended to avoid using underscores in the file names. Use the hyphen instead. Some search engines interpret underscore as a letter character while hyphen as a space. Thus the search engines will easier match the file names with the keywords.

- *i1.wp.com/pixel.tcog.cp1.news.com.au/track/spp-api/v1/widgets/public/newscorpau_capi_sync_collection-208/?limit=1&t_product=newscomau&widgetID=newscorpau_capi_sync_collection-208*
- *i1.wp.com/pixel.tcog.cp1.news.com.au/track/news/content/v2/?includeRelated=true&maxRelatedLevel=2&pageSize=5&product=newscomau&query=contentType%253A%2522NEWS_STORY%2522%2520AND%2520domains%25*
- *i1.wp.com/pixel.tcog.cp1.news.com.au/track/news/content/v2/collection/b46b13fffb7142faea39e9bf3fba4a95?includeRelated=true&maxRelatedLevel=2&pageSize=5&t_product=newscomau&t_template=s3/ncatem*
- *i1.wp.com/pixel.tcog.cp1.news.com.au/track/news/content/v2/collection/1e9fad3ac0c54ca63500ab98790de721?pageSize=5&t_product=newscomau&t_template=s3/ncatemp/standalone/homepage-tops/video*
- *i1.wp.com/pixel.tcog.cp1.news.com.au/track/component/popular-combined?esi=true&t_domain=news.com.au,adelaidenow.com.au,theaustralian.com.au,dailytelegraph.com.au,couriermail.com.au,heraldsun.c*
- *i1.wp.com/pixel.tcog.cp1.news.com.au/track/component/resource/networksales/exoduscampaigns/campaigns.json?esi=true&t_product=newscomau&t_template=s3/networksales-loader/index&t_channel=deskto*

! Add the keyword to Alt attributes

Use of the keywords in Alt attributes has a positive influence on the webpage ranking in search engines.

✘ Use unique images

Search engines can distinguish not only unique textual content but also unique images. Use of unique images on a webpage you promote is a positive ranking factor as search engines appreciate your effort to use non-duplicate content of every kind on the pages of your website.

Found *non-unique images*: 5

File	Status	Size
/image/v1/2a15c4f7d5076121ddeec88b7d7359bf	Not unique	10 kB
/image/v1/3d0967cb6aecc33aeb3821acbc7555f	Not unique	8 kB
/image/v1/bf2ac58bdadf2da88f31c3d20477f0ff	Unique	14 kB
/image/v1/c02b373bba8f404438edb61dd7786d	Unique	23 kB
/WhQ3XHht/w643-h428-cfill-q90/taste/2018/02/quick-5-a-day-carbonara-135597-1.jpg	Not unique	74 kB
/2019/02/honey-chicken-89105-3.jpg	Not unique	49 kB
/2019/02/katie-lm.jpg	Not unique	62 kB

Content analysis

✖ 3

✔ Content size

2503 words

Search engines use a complicated algorithm to calculate content to html ratio but in practice that means you need to add at least 250 words of unique content. That secures your page gets indexed faster and multiple keywords are used across the content.

✔ Uniqueness rate

100.0%

Quality and unique content may influence your rankings considerably better than many other factors. Adding new articles or updating the existing content is what makes your visitors come back and new Internet surfers land on your website. Good content is getting spread over social networks, messenger links, e-mails and forums. Organic recommendations of some content to other users is a positive signal towards search engines as well. You may hardly reach the effect without decent content.

skip to: main content site navigation site footer site search site map network navigation other sites log in no accounts sign up log out 6:53pm wednesday february 6th 2019 news.com.au australia's #1 news site log in no accounts sign up log out sydneytoday/0news.com.aunationalworldlifestyletravelentertainmenttechnologyfinancesportsearchsearchclose set your local weather: or use your current location news.com.au this is false: crucial donald trump speech ripped apart in real time it took critics no time at all to highlight the glaring falsehoods in donald trump's state of the union speech. before he finished speaking the verdict was already in. retail stupidity: apple won't let customer pay a sydney dad had said he became so frustrated with apple staff questioning my intelligence he walked out and went to jb hi-fi instead. leader trump moment that brought house down for a president known for his divisive political tactics there was one comment in his landmark speech that united everyone in the room. even his rivals were on their feet. celebrity selfies army tags perfect revenge on paparazzi the sunrise host was grocery shopping when she noticed she was being followed by a photographer and decided to beat them at their own game. retail huge discounts after supermarket glitch grocery shoppers were treated to a nice surprise after a glitch on a supermarkets website slashed their grocery bills dramatically. restaurants bars owners brutal response to bad review a pub owner didn't hold back when calling out a horror customer's bad review blasting her for her embarrassing behaviour. im a celebrity get me out of here richard reid's shocking claim about karl richard reid dropped a juicy bit of gossip about karl stefanovic in the im a celeb jungle and the former today host won't be happy. music pink's confession: i was penniless despite having sold 15 million records singer pink has revealed that at one point in her career she was flat broke. leaders do bank CEOs deserve these huge wages nab boss andrew thorburn made headlines for saying it was unfair he couldn't take two months off. is his enormous pay packet fair at workcoles managers creepy whispers a creepy coles manager liked to stand within 10cm of young female staff members touch them inappropriately and whisper good evening into their ears. reality tv mkr villains drop casting bombshell josh and austin who have outraged mkr viewers with their rude comments have revealed how they landed a spot on the reality show. property slump not in this city as property prices plummet in melbourne and sydney there's one capital city where the median value of houses has soared to a record high. more at the advertiser the advertiser just in earlier do bank CEOs deserve these huge wages earlier coles managers creepy whisper earlier business warns against govt energy law earlier under threat: thousands receive text earlier live: danger out to break the rules features new movies sits starting to feel like liam neeson can't hold on to his kids. you're in for a shock with neeson's movie oscars bradley cooper has revealed he was embarrassed after being snubbed for a best director oscar nomination for a star is born. cooper embarrassed by oscars snub reality former gogglebox favourites yvie jones and angie kent have been blasted by foxtel management who confirmed they would never return to the program. tv boss slams gogglebox stars oscars actress allison janney became an oscar winner last year taking home the best supporting actress statue for her role as tonya harding's mother in i tonya. star heartbroken over awards miss hooks up and break ups jennifer lawrence is engaged to her boyfriend cooke maroney after just over eight months of dating multiple us outlets have reported. jennifer lawrence's surprise engagement national breaking news politics crime courts law nsw act qld vic sawanttas updated dad baby son dead in murder-suicide a dad and his six-month-old son have been found dead at a

remote campsite in an incident police are investigating as a murder-suicide. election under threat: thousands receive texts
australians have today been spammed with texts warning them their freedom is under threat as Clive Palmer continues his
bizarre big budget campaign. crime glaring clue cops missed in child murder little Bonnie Clarke's killer went undetected for 20
years until police discovered the clue was in the original file all along. politics muslim and a one nation candidate Emma Eros
is one nation's first muslim candidate. here she explains why she's joined forces with Pauline Hanson. NSW Act Courts Law
bipolar Salim abandons appeal controversial Sydney businessman Salim Mehajer is not well in jail but his legal team has had to abandon
its appeal against his jail term. vic newslane-splitting blamed for crash disaster police have pointed the finger at a common
motorcyclist practice after a horrific crash that killed a man in Melbourne this morning. world breaking news pacific asia north
america south america africa middle east europe nba siders game changing nba trade deal the Philadelphia 76ers have sent
shockwaves around the NBA by pulling the trigger on a blockbuster move just days before the deadline. north american nations
Trump called nipple and button president Donald Trump mispronounced two Asian nations as nipple and button during a security
briefing according to a journalist. wealth ridiculous word billionaire wants banned former Starbucks boss Howard Schultz who
has a \$4.7 billion fortune has been slammed after calling for a common word to be scrapped. north america judge says teenage
victims the aggressors a judge in Kansas has handed down a light sentence after saying the two teenage victims were the sexual
aggressors in the solicitation case. travel incidents aussies horror locked up in Thailand a teacher has revealed his traumatic
time locked in a cell with 130 other men some of them in adult nappies. travel updates horror as mum is buried alive a mother
has been horrifically killed in a gut-wrenching tragedy while on holidays leaving a young daughter behind.
lifestyle health fitness parenting food relationships fashion beauty home real life video home amazing asos homewares from \$12 step
aside Kmart there's a new player in town. online retailer Asos has launched its own homewares collection and it's pretty amazing.
real life woman shames brides offensive offer a new Zealand bride has been blasted on social media over a last-minute idea she
had to ask her friend to join her bridal party. eat mafs stars genius pizza hack forget the adult virgin the standout moment of
last night's episode was the way jilted bride Elizabeth decided to reheat her soggy cold pizza. teen teen tricked into sending
naked photo a teenage girl was left feeling disgusting and worthless after being tricked into inadvertently taking part in a naked
sexting scandal. marriage disrespectful outfit leaves bride furious a bride has aired her frustrations at her mother-in-laws
controversial outfit choice for her big day with many deeming it cringe-worthy. amazing chinese restaurants the definitive list of
the best restaurants in Sydney and Melbourne. Australia's 50 best natural pools 44 healthy salads for summer delicious. 50 veg-
packed recipes the only recipes you need to get more fruit and veggie meat pie in a cob quick dinners under 500 calories taste 5
work lunches you can meal prep easy recipes you can make in 30 minutes or less for the week ahead. new condom will
revolutionise sex breakfast isn't most important meal my body + soul travel travel updates travel advice travel ideas australia
holidays world travel video flight Sydney could be unlivable for thousands there's a new argument for letting planes fly in and out
of Sydney airport all night but a lot of people are calling BS on that logic. travel updates airports not to blame for high parking
fees a report has defended the significantly high cost of parking at Australian airports despite large volumes of complaints from
consumers. north america jogger kills lion with bare hands a man desperate to survive has strangled a mountain lion in self-
defence while exercising at a popular national park. flights new face behind virgin Australia virgin Australia has finally named
the new chief executive that will replace outgoing boss John Borghetti and his astonishing salary. travellers stories gut-churning
discovery in in-flight meal airline food is rarely fantastic but one passenger's discovery in his in-flight vegetable stew will
probably scar him for a while. entertainment celebrity life celebrity style tv radio movies music books
magazines awards video current affairs peter stefanovic breaks his silence he sensationally quit his job at Channel 9 after 15 years
at the network. now Peter Stefanovic has come out swinging at Donald Trump. royal show prince Harry insulted a-lister he's
usually prince charming but one cheeky joke from Harry to a well-known actress went down like a lead balloon. royal show
William Hurt Harry over Meghan Prince Harry and Williams falling out reportedly occurred when the younger royal took well-
intended comments about Meghan as criticism. celebrities gone bad fallout continues after Neeson's racist rant Liam Neeson's new
film premiere has been cancelled after the star gave an extraordinary TV interview over comments about once wanting to kill a
black man. television sad news for modern family fans the beloved family sitcom has been running for a decade and when it
finishes it'll be one of the longest-running sitcoms ever. married at first sight 2019 James Weir recaps adult virgin hospitalised in
sex freak out shock outburst nine slammed over horrendous bride grisly murder grisly details of groom's tragic past conspiracy
theory burning question about virgin groom too far shock unseen moment at mafs wedding technology online gadget home
entertainment science environment innovation video animals scientists secret to keeping sharks away shark scientist Amanda
Elizabeth loves the ocean predators but she still makes sure she's armed against any potential attack. social new emoji is the
ultimate burn there are more than 50 new emojis on the way but there is one in particular that women will find particularly
handy. environment brace for months rain in one hour parts of Victoria are expected to be smashed with flash flooding as hot
humid conditions sweep across the state. design the jobs aussies can't do some of the world's biggest organisations are looking
for thousands of local workers to fill these well-paying jobs but they can't find any. social facebook now allows you to unsend
messages facebook has finally come out with its unsend feature which will allow messenger users to delete a message within 10
minutes of sending it. finance breaking news markets business work economy real estate money small
business superannuation video retail coles to slash petrol prices a major new deal could finally bring petrol prices at Coles Express
down down and you can still use your 4c-a-litre shopper docket. retail napoleon perdis surprise backtrack customers who took to
social media to express their fury at being left with useless vouchers after the chains collapse now have some good news.

bankingcommonwealth banks staggering profit australias biggest bank recorded a massive profit less than two days after the royal commissions final report was handed down. australian economysimple way to keep banks honest one of australias most respected regulators says there is a simple way to endure the banks dont forget the horrors theyve inflicted on aussies. bankinghome buyers to pay extra \$5000 mortgage brokers say first homebuyers could be forced to pay thousands of dollars in upfront fees but critics have slammed the scare campaign. leadersislam is a cult: apology for racist emails an influential trump donor has apologised for emails in which he took part in racist comments and conspiracy theories such as islam is a cult and not a religion. sportssport breaking newsaflnrlfootballsports liferugbyamerican sportsmotorsportcricketssuperracingmore sportsvideolive: danger out to break the ruleslive history is set to be made when the first ever aflx draft takes place with four captains picking their squads from a player pool. nbabrutal lebron sledge rips teammate lebron james sunk to a historic low in a lakers bloodbath as one of his teammates copped the wrath of a savage indiana crowd. nrlnapa snaps at silly sex tape question rugby league star dylan napa spoke publicly for the first time since sex tapes leaked online but he wasnt in the mood for one question. boxingterrifying star cold-hearted to the bone theres no one in boxing who has put together back-to-back knockouts as savage as this lightweight sensation. meet a real-life nightmare. cricketstate cricket team bowled out for 10 in a cricket scorecard unlike anything weve seen 10 of 11 batters recorded ducks and a nsw star took five wickets in two overs. afldefiant afl star takes a stand port adelaide star ollie wines has bluntly refused to give up water skiing even after he dislocated his shoulder in a freak accident. nrlbroncos at centre of filthy attacks the brisbane broncos have been slammed by kevin walters wife for betraying her husband while a disgruntled former coach also teed off. nrlfooty star destroyed over barba tweet

✘ Use the keyword in the content

Think about the keywords a user would use to find your website. Use the keywords while preparing the content and remember about the user preferences. A good page would not always need a bunch of keywords reducing the website's value and popularity.

✘ Use the keyword at the beginning of the content

Keywords placement is very important. The keywords that are added at the end of the page carry less value and significance to the visitors. Remember to mention the most important keywords in the first 100 words used on the page.

✘ Keyword density

0%

Keyword density is the keywords to content words ratio expressed in percentage equivalent. The pages with the optimized keyword density rank better by the search engines. Algorithms of search engines keep changing and so the keyword density value varies as well. In order to assess the best keyword density you may analyze your top ranking competitors.

Header tags

✖ 2

✔ H tags are used on the page

H1 - H6 tags are designed to separate some text segments containing the keywords or phrases that will help search engines to recognize the theme of the page's content, create hierarchical structure of the website's content and optimize navigation at the page. Use the H tags only where they are necessarily. Overuse of H tags disorient the user and challenge him or her finding the boundaries of different themes.

<h1> news.com.au — Australia's #1 news site

<h1> News.com.au

<h2> National

<h2> World

<h2> Lifestyle

<h2> Travel

<h2> Entertainment

<h2> Married at First Sight 2019

<h2> Technology

<h2> Finance

<h2> Sport

<h2> Video

<h2> most read stories

<h3> Sydney

<h3>

<h3> Just In

<h3> features

<h4> 'THIS IS FALSE': Crucial Donald Trump speech ripped apart in real time

<h4> 'Stupidity': Apple won't let customer pay

- <h4> Trump moment that brought house down
- <h4> Armytage's perfect revenge on paparazzi
- <h4> Huge discounts after supermarket glitch
- <h4> Owner's brutal response to bad review
- <h4> Richard Reid's shocking claim about Karl
- <h4> Pink's confession: 'I was penniless'
- <h4> Do bank CEOs deserve these huge wages?
- <h4> Coles manager's creepy 'whispers'
- <h4> MKR villains drop casting bombshell
- <h4> Property slump? Not in this city
- <h4> You're in for a shock with Neeson's movie
- <h4> Cooper 'embarrassed' by Oscars snub
- <h4> TV boss slams Gogglebox stars
- <h4> Star 'heartbroken' over awards miss
- <h4> Jennifer Lawrence's surprise engagement
- <h4> Dad, baby son dead in murder-suicide
- <h4> 'Under threat': Thousands receive texts
- <h4> Glaring clue cops missed in child murder
- <h4> 'I'm Muslim and a One Nation candidate'
- <h4> 'Bipolar' Salim abandons appeal
- <h4> 'Lane-splitting' blamed for crash disaster
- <h4> Sixers' game changing NBA trade deal
- <h4> Nations Trump called 'nipple' and 'button'
- <h4> Ridiculous word billionaire wants banned
- <h4> Judge says teenage victims the 'aggressors'

- <h4> Aussie's horror locked up in Thailand
- <h4> Horror as mum is 'buried alive'
- <h4> Amazing ASOS homewares from \$12
- <h4> Woman shames bride's 'offensive' offer
- <h4> MAFS star's 'genius' pizza hack
- <h4> Teen tricked into sending naked photo
- <h4> 'Disrespectful' outfit leaves bride furious
- <h4> Amazing Chinese Restaurants
- <h4> 50 veg-packed recipes
- <h4> 5 work lunches you can meal prep
- <h4> Sydney could be unlivable for thousands
- <h4> Airports not to blame for high parking fees
- <h4> Jogger kills lion with bare hands
- <h4> New face behind Virgin Australia
- <h4> Gut-churning discovery in in-flight meal
- <h4> Peter Stefanovic breaks his silence
- <h4> How Prince Harry insulted A-lister
- <h4> How William 'hurt' Harry over Meghan
- <h4> Fallout continues after Neeson's racist rant
- <h4> Sad news for Modern Family fans
- <h4> Adult virgin hospitalised in sex freak out
- <h4> Nine slammed over 'horrendous' bride
- <h4> Grisly details of groom's tragic past
- <h4> Burning question about 'virgin' groom
- <h4> Shock unseen moment at MAFS wedding

- <h4> Scientist's secret to keeping sharks away
- <h4> New emoji is the ultimate burn
- <h4> Brace for month's rain in one hour
- <h4> The jobs Aussies can't do
- <h4> Facebook now allows you to unsend messages
- <h4> Coles to slash petrol prices
- <h4> Napoleon Perdis' surprise backtrack
- <h4> Commonwealth Bank's staggering profit
- <h4> Simple way to keep banks honest
- <h4> Home buyers 'to pay extra \$5000'
- <h4> 'Islam is a cult': Apology for 'racist' emails
- <h4> Live: Danger out to 'break the rules'
- <h4> Brutal LeBron sledge rips teammate
- <h4> Napa snaps at 'silly' sex tape question
- <h4> Terrifying star 'cold-hearted to the bone'
- <h4> State cricket team bowled out for 10
- <h4> Defiant AFL star takes a stand
- <h4> Broncos at centre of filthy attacks
- <h4> Footy star destroyed over Barba tweet
- <h4> US President Donald Trump delivers State of the Union speech
- <h4> Man and child found dead on Sunshine Coast
- <h4> Townsville floods: Crocodiles spotted up trees and on streets
- <h4> The world's top 5 richest celebrities
- <h4> MAFS 2019 Episode 7 Recap: Losing It
- <h4> most read stories

<h5> Set your local weather:

<h5> News.com.au

<h5> The Advertiser

<h5> The Australian

<h5> The Daily Telegraph

<h5> The Courier Mail

<h5> The Herald Sun

<h5> Whimn

✘ Used only one H1 tag on the page

2 Headers

H1 tag must contain the major heading of the page. It is important that the page only has one H1 tag followed up by multiple H2 - H6 tags.

```
<h1> news.com.au — Australia's #1 news site </h1>
```

```
<h1> News.com.au </h1>
```

✘ Use the keyword in H1-H6 tags

0 keywords

Search engines recognize the page structure, text beginning and title, separate structural blocks analyzing H tags. The keywords used in the H tags carry more weight while the website is being ranked. It is advised to use the keywords in the H1-H6 tags of the page.

Keyword density

Words totally: 50	Phrases with 2 words: 50	Phrases with 3 words: 47	Phrases with 4 words: 27
----------------------	-----------------------------	-----------------------------	-----------------------------

Words totally

Keyword	Found in	Repeats	Frequency
star		13	0.51%
virgin		10	0.40%
sex		9	0.36%
bride		8	0.32%
trump		7	0.28%
freak		7	0.28%
news	T K H1	7	0.28%
murder		6	0.24%
site	T H1	6	0.24%
thousands		6	0.24%
hospitalised		6	0.24%
australia	T D K H1	6	0.24%
dead		5	0.20%
sydney		5	0.20%
moment	D	5	0.20%
com	T H1	5	0.20%
donald		5	0.20%
slammed		5	0.20%

Keyword	Found in	Repeats	Frequency
boss		5	0.20%
revealed		4	0.16%
harry		4	0.16%
neeson		4	0.16%
time		4	0.16%
state		4	0.16%
pay		4	0.16%
log		4	0.16%
baby		4	0.16%
left		4	0.16%
bank		4	0.16%
mafs		4	0.16%
stefanovic		4	0.16%
barba		4	0.16%
reid		4	0.16%
comments		4	0.16%
outfit		4	0.16%
shocking		3	0.12%
claim		3	0.12%
find		3	0.12%
network		3	0.12%
horrendous		3	0.12%
content		3	0.12%
meghan		3	0.12%

Keyword	Found in	Repeats	Frequency
night		3	0.12%
destroyed		3	0.12%
australian		3	0.12%
grocery		3	0.12%
creepy		3	0.12%
man		3	0.12%
finally		3	0.12%
manager		3	0.12%

Phrases with 2 words

Keyword	Found in	Repeats	Frequency
hospitalised in		6	0.47%
in sex		6	0.47%
virgin hospitalised		6	0.47%
sex freak		6	0.47%
donald trump		5	0.40%
australia s		4	0.32%
under threat		3	0.24%
has revealed		3	0.24%
outfit leaves		3	0.24%
in murder		3	0.24%
leaves bride		3	0.24%
destroyed over		3	0.24%
star destroyed		3	0.24%

Keyword	Found in	Repeats	Frequency
reid s		3	0.24%
over barba		3	0.24%
s shocking		3	0.24%
shocking claim		3	0.24%
claim about		3	0.24%
disrespectful outfit		3	0.24%
murder suicide		3	0.24%
moment that		3	0.24%
neeson s		3	0.24%
discovery in		2	0.16%
prince harry		2	0.16%
for thousands		2	0.16%
s biggest		2	0.16%
petrol prices		2	0.16%
log out		2	0.16%
slammed over		2	0.16%
ceos deserve		2	0.16%
about karl		2	0.16%
manager s		2	0.16%
details of		2	0.16%
tricked into		2	0.16%
a man		2	0.16%
no account		2	0.16%
mother in		2	0.16%

Keyword	Found in	Repeats	Frequency
over horrendous		2	0.16%
been blasted		2	0.16%
dead in		2	0.16%
creepy whispers		2	0.16%
son dead		2	0.16%
these huge		2	0.16%
baby son		2	0.16%
the advertiser		2	0.16%
slams gogglebox		2	0.16%
com au		2	0.16%
boss slams		2	0.16%
sign up		2	0.16%
breaks his		2	0.16%

Phrases with 3 words

Keyword	Found in	Repeats	Frequency
hospitalised in sex		6	0.71%
virgin hospitalised in		6	0.71%
in sex freak		6	0.71%
disrespectful outfit leaves		3	0.36%
outfit leaves bride		3	0.36%
destroyed over barba		3	0.36%
star destroyed over		3	0.36%
reid s shocking		3	0.36%

Keyword	Found in	Repeats	Frequency
s shocking claim		3	0.36%
shocking claim about		3	0.36%
deserve these huge		2	0.24%
manager s creepy		2	0.24%
under threat thousands		2	0.24%
nipple and button		2	0.24%
details of groom		2	0.24%
groom s tragic		2	0.24%
account sign up		2	0.24%
bank ceos deserve		2	0.24%
break the rules		2	0.24%
up log out		2	0.24%
out to break		2	0.24%
in no account		2	0.24%
is a cult		2	0.24%
president donald trump		2	0.24%
of groom s		2	0.24%
to break the		2	0.24%
slammed over horrendous		2	0.24%
danger out to		2	0.24%
in murder suicide		2	0.24%
islam is a		2	0.24%
dead in murder		2	0.24%
threat thousands receive		2	0.24%

Keyword	Found in	Repeats	Frequency
son dead in		2	0.24%
s creepy whispers		2	0.24%
baby son dead		2	0.24%
these huge wages		2	0.24%
boss slams gogglebox		2	0.24%
ceos deserve these		2	0.24%
stefanovic breaks his		2	0.24%
news com au		2	0.24%
that brought house		2	0.24%
sign up log		2	0.24%
moment that brought		2	0.24%
no account sign		2	0.24%
of the union		2	0.24%
log in no		2	0.24%
state of the		2	0.24%

Phrases with 4 words

Keyword	Found in	Repeats	Frequency
virgin hospitalised in sex		6	0.95%
hospitalised in sex freak		6	0.95%
disrespectful outfit leaves bride		3	0.47%
star destroyed over barba		3	0.47%
reid s shocking claim		3	0.47%
s shocking claim about		3	0.47%

Keyword	Found in	Repeats	Frequency
out to break the		2	0.32%
in no account sign		2	0.32%
account sign up log		2	0.32%
bank ceos deserve these		2	0.32%
deserve these huge wages		2	0.32%
under threat thousands receive		2	0.32%
details of groom s		2	0.32%
of groom s tragic		2	0.32%
danger out to break		2	0.32%
islam is a cult		2	0.32%
dead in murder suicide		2	0.32%
manager s creepy whispers		2	0.32%
son dead in murder		2	0.32%
ceos deserve these huge		2	0.32%
baby son dead in		2	0.32%
sign up log out		2	0.32%
moment that brought house		2	0.32%
no account sign up		2	0.32%
state of the union		2	0.32%
log in no account		2	0.32%
to break the rules		2	0.32%

Links analysis

✔ Backlinks 201788
(for the page)

The number of the inbound backlinks is one of the key SEO factors of any website. Having and adding quality backlinks is a very important ranking factor. Meanwhile please notice that search engines are paying attention not only to the quantity but also to the quality of the backlinks. A backlink from a relevant website with decent content will have a considerably better effect than multiple links from irrelevant websites.

✔ Backlinks 2734
(unique domains linking to the page)

The number of backlinks from unique domains is a significant criterion of how popular and competitive your website is. 100 links from 100 domains is considerably better than 1000 links from one domain.

✔ Outbound links 5 Links
DoFollow: 5 NoFollow: 0

Dofollow links do pass the SEO juice and only need to link to the relevant resources, Nofollow links are not passing SEO juice from your webpage. Remember, linking to non-existing pages or irrelevant pages may have a negative effect on your website's rankings.

URL	Response status code	Status	Alexa	MOZ DA	MOZ PA
www.realestate.com.au/news/adelaide-median...	-	follow	1986	81	
www.adelaidenow.com.au/news/law-order/jess...	-	follow	31715	74	
www.advertiser.com.au/	-	follow			
www.delicious.com.au/eat-out/restaurants/g...	-	follow	88678	56	
www.delicious.com.au/travel/australia/gall...	-	follow	88678	56	

✔ Internal links

96 Links

DoFollow: 96 NoFollow: 0

When adding internal links to be available at the page you promote it is important to pick up the ones that really matter. High number of internal links may reduce the SEO value of the page itself. It is important to balance the website's structure depth and how far inner pages are located from the front page.

URL	Response status code	Status	MOZ PA
www.news.com.au/	200	follow	72
www.news.com.au/more-information/site-map	-	follow	
www.news.com.au/more-information/network	-	follow	
www.news.com.au/national	-	follow	
www.news.com.au/world	-	follow	
www.news.com.au/lifestyle	-	follow	
www.news.com.au/travel	-	follow	
www.news.com.au/entertainment	-	follow	
www.news.com.au/technology	-	follow	
www.news.com.au/finance	-	follow	
www.news.com.au/sport	-	follow	
www.news.com.au/world/north-america/factch...	-	follow	
www.news.com.au/finance/business/retail	-	follow	
www.news.com.au/finance/business/retail/sy...	-	follow	
www.news.com.au/finance/work/leaders	-	follow	
www.news.com.au/finance/work/leaders/trump...	-	follow	
www.news.com.au/entertainment/celebrity-li...	-	follow	
www.news.com.au/entertainment/celebrity-li...	-	follow	

URL	Response status code	Status	MOZ PA
www.news.com.au/finance/business/retail/ov...		- follow	
www.news.com.au/lifestyle/food/restaurants...		- follow	
www.news.com.au/lifestyle/food/restaurants...		- follow	
www.news.com.au/entertainment/tv/reality-t...		- follow	
www.news.com.au/entertainment/tv/reality-t...		- follow	
www.news.com.au/entertainment/music		- follow	
www.news.com.au/entertainment/music/pinks-...		- follow	
www.news.com.au/finance/work/leaders/how-m...		- follow	
www.news.com.au/finance/work/at-work		- follow	
www.news.com.au/finance/work/at-work/coles...		- follow	
www.news.com.au/entertainment/tv/reality-tv		- follow	
www.news.com.au/entertainment/tv/reality-t...		- follow	
www.news.com.au/national/breaking-news		- follow	
www.news.com.au/national/breaking-news/bus...		- follow	
www.news.com.au/national/federal-election/...		- follow	
www.news.com.au/sport/afl/live-aflx-draft-...		- follow	
www.news.com.au/entertainment/movies/new-m...		- follow	
www.news.com.au/entertainment/movies/new-m...		- follow	
www.news.com.au/entertainment/awards/oscars		- follow	
www.news.com.au/entertainment/awards/oscar...		- follow	
www.news.com.au/entertainment/tv/reality-t...		- follow	
www.news.com.au/entertainment/awards/oscar...		- follow	
www.news.com.au/entertainment/celebrity-li...		- follow	

URL	Response status code	Status	MOZ PA
www.news.com.au/entertainment/celebrity-li...		- follow	
www.news.com.au/national/politics		- follow	
www.news.com.au/national/crime		- follow	
www.news.com.au/national/courts-law		- follow	
www.news.com.au/national/nsw-act		- follow	
www.news.com.au/national/queensland		- follow	
www.news.com.au/national/victoria		- follow	
www.news.com.au/national/south-australia		- follow	
www.news.com.au/national/western-australia		- follow	
www.news.com.au/national/northern-territory		- follow	
www.news.com.au/national/tasmania		- follow	
www.news.com.au/national/queensland/news/c...		- follow	
www.news.com.au/national/federal-election		- follow	
www.news.com.au/national/crime/former-dete...		- follow	
www.news.com.au/national/politics/im-a-mus...		- follow	
www.news.com.au/national/nsw-act/courts-law		- follow	
www.news.com.au/national/nsw-act/courts-la...		- follow	
www.news.com.au/national/victoria/news		- follow	
www.news.com.au/national/victoria/news/hor...		- follow	
www.news.com.au/world/breaking-news		- follow	
www.news.com.au/world/pacific		- follow	
www.news.com.au/world/asia		- follow	
www.news.com.au/world/north-america		- follow	

URL	Response status code	Status	MOZ PA
www.news.com.au/world/south-america		- follow	
www.news.com.au/world/africa		- follow	
www.news.com.au/world/middle-east		- follow	
www.news.com.au/world/europe		- follow	
www.news.com.au/sport/american-sports/nba		- follow	
www.news.com.au/sport/american-sports/nba/...		- follow	
www.news.com.au/world/north-america/presid...		- follow	
www.news.com.au/finance/money/wealth		- follow	
www.news.com.au/finance/money/wealth/why-e...		- follow	
www.news.com.au/world/north-america/judge-...		- follow	
www.news.com.au/travel/travel-updates/inci...		- follow	
www.news.com.au/travel/travel-updates/inci...		- follow	
www.news.com.au/travel/travel-updates		- follow	
www.news.com.au/travel/travel-updates/amaz...		- follow	
www.news.com.au/lifestyle/health		- follow	
www.news.com.au/lifestyle/fitness		- follow	
www.news.com.au/lifestyle/parenting		- follow	
www.news.com.au/lifestyle/food		- follow	
www.news.com.au/lifestyle/relationships		- follow	
www.news.com.au/lifestyle/fashion		- follow	
www.news.com.au/lifestyle/beauty		- follow	
www.news.com.au/lifestyle/home		- follow	
www.news.com.au/lifestyle/real-life		- follow	

URL	Response status code	Status	MOZ PA
www.news.com.au/video/lifestyle		- follow	
www.news.com.au/lifestyle/home/asos-launch...		- follow	
www.news.com.au/lifestyle/real-life/brides...		- follow	
www.news.com.au/lifestyle/food/eat		- follow	
www.news.com.au/lifestyle/food/eat/twitter...		- follow	
www.news.com.au/lifestyle/parenting/teens		- follow	
www.news.com.au/lifestyle/parenting/teens/...		- follow	
www.news.com.au/lifestyle/relationships/ma...		- follow	
www.news.com.au/lifestyle/relationships/ma...		- follow	

Load speed

✖ 1 ! 3

! Page load speed score

69 /100

Speed score as estimated by Google. Google will compare your website load speed with millions of other websites in their database. The score ranges from 0 to 100. The higher the value the better. If the page is anywhere over 85 you site loads really fast.

! Page load speed

767.814 Kb/sec

It's recommended to increase the webpage's load speed. Low load speed may decrease the number of users tolerant enough to wait till the website is loaded completely.

✖ Page size

4 MB

It's recommended to reduce the website's 100% loaded size. People prefer websites that load quickly and so do search engines counting it as a positive ranking factor.

! Page load time

3 s

It's recommended to reduce the page load time. If the website is loading for too long it will have a negative impact on the website's ranking.

Downloaded files and page elements

List of the loaded files and elements before the website is displayed.

File	Path	Size
 /	www.news.com.au/	75 kB
 /wp-includes/css/dist/block-library/style.min.css	s1.wp.com/wp-includes/css/dist/block-library/st...	26 kB
 /wp-content/themes/vip/newscorpau-nca/assets/di...	www.news.com.au/wp-content/themes/vip/newscorpa...	89 kB

File	Path	Size
 /wp-includes/js/jquery/jquery.js	s2.wp.com/wp-includes/js/jquery/jquery.js?m=146...	48 kB
 /wp-content/themes/vip/newscorpau-nca/assets/di...	www.news.com.au/wp-content/themes/vip/newscorpa...	384 B
 /prod/adblock/adblock.js	tags.news.com.au/prod/adblock/adblock.js	102 B
 /wp-content/js/mobile-useragent-info.js	www.news.com.au/wp-content/js/mobile-useragent-...	9 kB
 /ajax/libs/bluebird/3.3.4/bluebird.min.js	cdnjs.cloudflare.com/ajax/libs/bluebird/3.3.4/b...	77 kB
 /wp-content/themes/vip/newscorpau-plugins/twig-...	www.news.com.au/wp-content/themes/vip/newscorpa...	1 kB
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 /utag/newsltd/news/prod/utag.js	tags.tiqcdn.com/utag/newsltd/news/prod/utag.js	162 kB
 /widgets.js	platform.twitter.com/widgets.js?ver=20111117	95 kB
 /wp-content/mu-plugins/twitter-blackbird-pie/pe...	www.news.com.au/wp-content/mu-plugins/twitter-b...	883 B
 /wp-content/mu-plugins/twitter-blackbird-pie/ne...	www.news.com.au/wp-content/mu-plugins/twitter-b...	153 B
 /wp-content/themes/vip/newscorpau-nca/assets/di...	www.news.com.au/wp-content/themes/vip/newscorpa...	30 kB
 /outbrain.js	widgets.outbrain.com/outbrain.js	108 kB
 /wp-content/themes/vip/newscorpau-plugins/widge...	www.news.com.au/wp-content/themes/vip/newscorpa...	134 B
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 /pixel.tcog.cp1.news.com.au/track/spp-api/v1/wi...	i1.wp.com/pixel.tcog.cp1.news.com.au/track/spp-...	82 B
 /2019/02/honey-chicken-89105-3.jpg	newsatnewscorpau.files.wordpress.com/2019/02/ho...	51 kB
 /WhQ3XHht/w643-h428-cfill-q90/taste/2018/02/qui...	img.taste.com.au/WhQ3XHht/w643-h428-cfill-q90/t...	75 kB
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 /image/v1/98128089d2aad93c709a7f0ab8e310e	cdn.newsapi.com.au/image/v1/98128089d2aad93c709...	4 kB

File	Path	Size
/image/v1/8b51618ea014ede3c622e823366c578f	cdn.newsapi.com.au/image/v1/8b51618ea014ede3c62...	3 kB
/image/v1/c84f0b4c6a966f1f26236a04e0799db4	cdn.newsapi.com.au/image/v1/c84f0b4c6a966f1f262...	3 kB
/image/v1/f8322b85bfc8476756f0c4a1f0b6a605	cdn.newsapi.com.au/image/v1/f8322b85bfc8476756f...	2 kB
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/image/v1/37c21e1f1b803580ef875c65994798a2	cdn.newsapi.com.au/image/v1/37c21e1f1b803580ef8...	3 kB
/image/v1/5dbaee8b271211fde2c40efb2683f05f	cdn.newsapi.com.au/image/v1/5dbaee8b271211fde2c...	5 kB
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/image/v1/3d0967cb6aecc33aeb3821acbc7555f	cdn.newsapi.com.au/image/v1/3d0967cb6aecc33aeb3...	9 kB
 /image/v1/bf2ac58bdadf2da88f31c3d20477f0ff	cdn.newsapi.com.au/image/v1/bf2ac58bdadf2da88f3...	14 kB
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/image/v1/ea22e285904a4d7c4775284d07b8f387	cdn.newsapi.com.au/image/v1/ea22e285904a4d7c477...	8 kB
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 /wp-content/themes/vip/newscorpau-nca/assets/di...	www.news.com.au/wp-content/themes/vip/newscorpa...	2 kB
 /wp-content/themes/vip/newscorpau-nca/assets/di...	www.news.com.au/wp-content/themes/vip/newscorpa...	2 kB
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 /wp-content/themes/vip/newscorpau-nca/assets/di...	www.news.com.au/wp-content/themes/vip/newscorpa...	1 kB
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 /wp-content/themes/vip/newscorpau-nca/assets/di...	www.news.com.au/wp-content/themes/vip/newscorpa...	5 kB
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 /wp-content/themes/vip/newscorpau-nca/assets/di...	www.news.com.au/wp-content/themes/vip/newscorpa...	3 kB
 /wp-content/themes/vip/newscorpau-nca/assets/di...	www.news.com.au/wp-content/themes/vip/newscorpa...	3 kB
 /wp-content/themes/vip/newscorpau-nca/assets/di...	www.news.com.au/wp-content/themes/vip/newscorpa...	2 kB

File	Path	Size
 /pixel.tcog.cp1.news.com.au/track/news/content/v2/	i1.wp.com/pixel.tcog.cp1.news.com.au/track/news...	111 B
 /pixel.tcog.cp1.news.com.au/track/news/content/...	i1.wp.com/pixel.tcog.cp1.news.com.au/track/news...	82 B
 /pixel.tcog.cp1.news.com.au/track/news/content/...	i1.wp.com/pixel.tcog.cp1.news.com.au/track/news...	82 B
 /pixel.tcog.cp1.news.com.au/track/component/pop...	i1.wp.com/pixel.tcog.cp1.news.com.au/track/comp...	82 B
 /pixel.tcog.cp1.news.com.au/track/component/res...	i1.wp.com/pixel.tcog.cp1.news.com.au/track/comp...	82 B
 /2019/02/katie-lm.jpg	newsatnewscorpau.files.wordpress.com/2019/02/ka...	64 kB
 /wp-content/themes/vip/newscorpau-nca/assets/di...	www.news.com.au/wp-content/themes/vip/newscorpa...	56 kB
 /prod/utrack/utrack.js	tags.news.com.au/prod/utrack/utrack.js?cb=15494...	5 kB
 /prod/mitas/mitas.js	tags.news.com.au/prod/mitas/mitas.js	666 B
 /	ws1.theweather.com.au/?lt=aploc&locdet=1&am...	3 kB
 /prod/tad/tad.js	tags.news.com.au/prod/tad/tad.js	72 kB
 /tag/js/gpt.js	www.googletagservices.com/tag/js/gpt.js	30 kB
 /prod/prebid/prebid.js	tags.news.com.au/prod/prebid/prebid.js	123 kB
 /prod/nielsen/nielsen.js	tags.news.com.au/prod/nielsen/nielsen.js	10 kB
 /js/chartbeat.js	static.chartbeat.com/js/chartbeat.js	36 kB
/en_US/fbevents.js	connect.facebook.net/en_US/fbevents.js	53 kB
/Serving/ActivityServer.bs	bs.serving-sys.com/Serving/ActivityServer.bs?cn...	0 B
/c2/6390601/cs.js	sb.scorecardresearch.com/c2/6390601/cs.js	0 B
 /prod/metrics/metrics.js	tags.news.com.au/prod/metrics/metrics.js	144 kB
 /gtag/js	www.googletagmanager.com/gtag/js?id=UA-31428401-1	93 kB
 /utag/newsLtd/news/prod/utag.210.js	tags.tiqcdn.com/utag/newsLtd/news/prod/utag.210...	9 kB
/tcheck/check/d3d3Lm5ld3MuY29tLmF1	tcheck.outbrainimg.com/tcheck/check/d3d3Lm5ld3M...	16 B
 /g.gif	pixel.wp.com/g.gif?x_stats-initial-visibility=u...	50 B
 /g.gif	pixel.wp.com/g.gif?blog=87804686&v=wpcom&am...	50 B
 /g.gif	pixel.wp.com/g.gif?crypt=UE40eW5QN0p8M2Y%2FRE1B...	50 B
 /utag/tiqapp/utag.v.js	tags.tiqcdn.com/utag/tiqapp/utag.v.js?a=newsLtd...	2 B
/id	dpm.demdex.net/id?id_visid_ver=2.5.0&d_field...	2 kB
 /ping	ping.chartbeat.net/ping?h=news.com.au&p=%2F...	43 B

File	Path	Size
 /adsid/integrator.js	adservice.google.de/adsid/integrator.js?domain=...	109 B
 /adsid/integrator.js	adservice.google.com/adsid/integrator.js?domain...	109 B
 /gpt/pubads_impl_301.js	securepubads.g.doubleclick.net/gpt/pubads_impl_...	46 kB
/loggerServices/dwce_cheq_events	log.outbrainimg.com/loggerServices/dwce_cheq_ev...	4 B
 /analytics.js	www.google-analytics.com/analytics.js	43 kB
/pagead/conversion_async.js	www.googleadservices.com/pagead/conversion_asyn...	23 kB
 /r/collect	www.google-analytics.com/r/collect?v=1&_v=j...	35 B
 /collect	www.google-analytics.com/collect?v=1&_v=j73...	35 B
 /collect	www.google-analytics.com/collect?v=1&_v=j73...	35 B
 /collect	www.google-analytics.com/collect?v=1&_v=j73...	35 B
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/pagead/viewthroughconversion/970140527/	googleads.g.doubleclick.net/pagead/viewthroughc...	2 kB
 /dest5.html	newscorpau.demdex.net/dest5.html?d_nsid=0#https...	7 kB
 /id	newscorpau.sc.omtrdc.net/id?d_visid_ver=2.5.0&a...	3 B
/pagead/show_companion_ad.js	pagead2.googleadsyndication.com/pagead/show_compa...	48 kB
 /pagead/1p-user-list/970140527/	www.google.com/pagead/1p-user-list/970140527/?r...	42 B
 /pagead/1p-user-list/970140527/	www.google.de/pagead/1p-user-list/970140527/?ra...	42 B
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 /pagead/1p-user-list/970140527/	www.google.com/pagead/1p-user-list/970140527/?r...	42 B
/utils/get	odb.outbrain.com/utils/get?url=http%3A%2F%2Fwww...	27 kB
/transform/v3/eyJpdSI6lJU5NTMwYTViYjYyNWViNmI5Y...	images.outbrainimg.com/transform/v3/eyJpdSI6lJU...	20 kB
 /images/widgetIcons/achoice.svg	widgets.outbrain.com/images/widgetIcons/achoice...	3 kB
 /widgetOBUserSync/obUserSync.html	widgets.outbrain.com/widgetOBUserSync/obUserSyn...	7 kB
 /images/widgetIcons/ob_logo_67x12.png	widgets.outbrain.com/images/widgetIcons/ob_logo...	2 kB
/transform/v3/eyJpdSI6ImQ5ODhjNWYxZTE1N2VmNWJkN...	images.outbrainimg.com/transform/v3/eyJpdSI6ImQ...	19 kB
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/transform/v3/eyJpdSI6ljkOGFhYmE2ZTRmZjlyODNhY...	images.outbrainimg.com/transform/v3/eyJpdSI6ljk...	17 kB
 /beacon.js	sb.scorecardresearch.com/beacon.js	1 kB

File	Path	Size
 /widgetMonitor/monitor.html	widgets.outbrain.com/widgetMonitor/monitor.html...	3 kB
 /strip_default.png	widgets.outbrain.com/strip_default.png	948 B
/images/pixels/1x1.webp	widgets.outbrain.com/images/pixels/1x1.webp	72 B
 /images/pixels/1x1.jpg	widgets.outbrain.com/images/pixels/1x1.jpg	283 B
/WidgetErrorMonitor/api/report	widgetmonitor.outbrain.com/WidgetErrorMonitor/a...	2 B
 /ibs:dpid=771&dpuuid=CAESEDD_Mvip8F5E4tTciy...	dpm.demdex.net/ibs:dpid=771&dpuuid=CAESEDD_...	42 B
 /track/cmfgeneric	match.adsrvr.org/track/cmfgeneric?ttd_pid=aam&...	70 B
/loggerServices/widgetGlobalEvent	log.outbrainimg.com/loggerServices/widgetGlobal...	4 B
 /ibs:dpid=23728&dpuuid=XFqTZIVbLF4AACV4DnsA...	dpm.demdex.net/ibs:dpid=23728&dpuuid=XFqTZI...	42 B
/id	dpm.demdex.net/id?d_visid_ver=2.5.0&d_field...	2 kB
/signals/config/285633425101545	connect.facebook.net/signals/config/28563342510...	64 kB
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 /wp-content/themes/vip/newscorpau-nca/assets/di...	www.news.com.au/wp-content/themes/vip/newscorpa...	3 kB
 /tr/	www.facebook.com/tr/?id=285633425101545&ev=...	44 B
 /ibs:dpid=30432&dpuuid=c5eb45015f165e2e1871...	dpm.demdex.net/ibs:dpid=30432&dpuuid=c5eb45...	42 B

Page load optimization For desktops

✖ 3 ! 4

✔ Avoid landing page redirects

! Enable compression

- **Enable compression** for the following resources to reduce their transfer size by 1.8KiB (56% reduction).
 - Compressing <https://ws1.theweather.com.au/?lt=aploc&locdet=1&latlon=1&format=json&callback=wzData&links=1&obs=1&dailyobs=7&fc=1&days=7&rollover=24&pc=2000&u=10491-1662&k=6e9d62dab9fc8883bdae8c8860c048f6&jsonp=wzData> could save 1.5KiB (62% reduction).
 - Compressing <https://tags.news.com.au/prod/mitas/mitas.js> could save 218B (33% reduction).



✖ Leverage browser caching

- **Leverage browser caching** for the following cacheable resources:
 - <https://3zaa9hpvobcqndg6lq4cfntfgvul1549439713.nuid.imrworldwide.com/> (expiration not specified)
 - <https://au.tags.newscgp.com/prod/ncg/ncg.js> (expiration not specified)
 - <https://cdn.adsafeprotected.com/iasPET.1.js> (expiration not specified)
 - <https://www.news.com.au/wp-content/mu-plugins/admin-bar/masterbar-tracks.js?m=1520516873h&ver=20171026> (34 seconds)
 - <https://www.news.com.au/wp-content/mu-plugins/2-vip/js/vip-analytics.js?m=1411795912h&ver=20140927b> (37 seconds)
 - <https://www.news.com.au/wp-content/js/mobile-useragent-info.js?m=1368567117h> (39 seconds)
 - <https://www.news.com.au/wp-content/mu-plugins/twitter-blockbird-neverending.js?m=1349449263h&ver=20121005> (41 seconds)
 - <https://www.news.com.au/wp-content/mu-plugins/admin-bar/masterbar-overrides/masterbar.js?m=1489004139h&ver=20150909> (47 seconds)
 - <https://static.hotjar.com/c/hotjar-385732.js?sv=5> (60 seconds)

- seconds)
- <https://www.news.com.au/wp-content/mu-plugins/twitter-blackbird-pie/pending.js?m=1408998121h&ver=20130322> (60 seconds)
- <https://tags.tiqcdn.com/utag/newsltd/news/prod/utag.js> (5 minutes)
- <https://www.news.com.au/wp-content/themes/vip/newscorp-au-plugins/twig-integration/assets/js/echo/echo.min.js?m=1501716439h> (6.1 minutes)
- <https://www.news.com.au/remote/rampart.js> (6.2 minutes)
- <https://syndication.twitter.com/settings> (10 minutes)
- <https://tags.tiqcdn.com/utag/tiqapp/utag.v.js?a=newsltd/news/201901072313&cb=1549439713427> (10 minutes)
- <https://ws1.theweather.com.au/?lt=aploc&locdet=1&latlon=1&format=json&callback=wzData&links=1&obs=1&dailyobs=7&fc=1&days=7&rollover=24&pc=2000&u=10491-1662&k=6e9d62dab9fc8883bdae8c8860c048f6&jsonp=wzData> (10 minutes)
- <https://www.googletagmanager.com/gtag/js?id=UA-31428401-1> (15 minutes)
- <https://www.googletagservices.com/tag/js/gpt.js> (15 minutes)
- <https://www.news.com.au/wp-content/themes/vip/newscorp-au-nca/assets/dist/v2/js/desktop/home-bottom-concat-min.js?m=1547681471h> (16.2 minutes)
- <https://www.news.com.au/wp-content/themes/vip/newscorp-au-plugins/widget-library/assets/js/iframe-async-loader.js?m=1435015861h> (17.1 minutes)
- https://connect.facebook.net/en_US/fbevents.js (20 minutes)
- <https://connect.facebook.net/signals/config/285633425101545?v=2.8.40&r=stable> (20 minutes)
- <https://www.news.com.au/wp-content/themes/vip/newscorp-au-plugins/meta-analytics/js/analytics.js?m=1449707456h> (21.8 minutes)
- <https://www.news.com.au/wp-content/themes/vip/newscorp-au-nca/assets/dist/v2/js/desktop/home-top-concat-min.js?m=1533603663h> (25.6 minutes)
- <https://www.news.com.au/wp-content/themes/vip/newscorp-au-nca/assets/dist/v2/css/desktop/views/home.css?m=1548802583h> (27.5 minutes)
- <https://platform.twitter.com/widgets.js?ver=20111117> (30 minutes)
- https://www.googleadservices.com/pagead/conversion_async.js (60 minutes)
- <https://www.google-analytics.com/analytics.js> (2 hours)
- <https://tags.news.com.au/prod/nielsen/nielsen.js> (2.8

- hours)
- <https://tags.news.com.au/prod/mitas/mitas.js> (3.8 hours)
- <https://tags.news.com.au/prod/tad/tad.js> (3.8 hours)
- <https://tags.news.com.au/prod/adblock/adblock.js> (4.4 hours)
- <https://tcheck.outbrainimg.com/tcheck/check/d3d3Lm5ld3MuY29tLmF1> (6.6 hours)
- <https://tags.news.com.au/prod/metrics/metrics.js> (15.9 hours)
- <https://tags.news.com.au/prod/prebid/prebid.js> (16.2 hours)

! Reduce server response time

- There are many factors that can slow down your server response time. [Please read our recommendations](#) to learn how you can monitor and measure where your server is spending the most time.

✓ Minify CSS

! Minify JavaScript

- [Minify JavaScript](#) for the following resources to reduce their size by 846B (12% reduction).
 - Minifying <https://cdn-gl.imrworldwide.com/conf/PA29B4FFF-94A8-4A65-AA29-3329DFE3AEC3.js> could save 733B (11% reduction) after compression.
 - Minifying <https://tags.news.com.au/prod/mitas/mitas.js> could save 113B (17% reduction).

! Minify HTML

- **Minify HTML** for the following resources to reduce their size by 2.5KiB (38% reduction).
 - Minifying <https://cdn-gl.imrworldwide.com/novms/html/lis.html> could save 1.3KiB (42% reduction) after compression.
 - Minifying <https://secure-gl.imrworldwide.com/storageframe.html> could save 1.2KiB (35% reduction) after compression.

✘ Eliminate render-blocking JavaScript and CSS in above-the-fold content

- None of the above-the-fold content on your page could be rendered without waiting for the following resources to load. Try to defer or asynchronously load blocking resources, or inline the critical portions of those resources directly in the HTML.
- **Remove render-blocking JavaScript:**
 - <https://s2.wp.com/wp-includes/js/jquery/jquery.js?m=1466523978h>
 - <https://www.news.com.au/wp-content/themes/vip/newscorp-au-nca/assets/dist/v2/js/desktop/home-top-concat-min.js?m=1533603663h>
 - <https://tags.news.com.au/prod/adblock/adblock.js>
- **Optimize CSS Delivery** of the following:
 - <https://s1.wp.com/wp-includes/css/dist/block-library/style.min.css?m=1546888462h&cssminify=yes>
 - <https://www.news.com.au/wp-content/themes/vip/newscorp-au-nca/assets/dist/v2/css/desktop/views/home.css?m=1548802583h>

✘ Optimize images

- [Optimize the following images](#) to reduce their size by 168.6KiB (91% reduction).
 - Compressing and resizing <https://img.taste.com.au/WhQ3XHht/w643-h428-cfill-q90/taste/2018/02/quick-5-a-day-carbonara-135597-1.jpg> could save 67.8KiB (92% reduction).
 - Compressing and resizing <https://newsatnewscorpau.files.wordpress.com/2019/02/katie-lm.jpg> could save 57.9KiB (93% reduction).
 - Compressing and resizing <https://newsatnewscorpau.files.wordpress.com/2019/02/honey-chicken-89105-3.jpg> could save 42.8KiB (86% reduction).

✔ Prioritize visible content

Page load optimization For mobile

✖ 1 ! 3

✔ Avoid landing page redirects

✔ Enable compression

! Leverage browser caching

- **Leverage browser caching** for the following cacheable resources:
 - <https://au.tags.newscgp.com/prod/ncg/ncg.js> (expiration not specified)
 - <https://cdn.adsafeprotected.com/iasPET.1.js> (expiration not specified)
 - <https://l3zaa9hpvobcqndg6lq4cfntfgvu1549439726.nuid.imrworldwide.com/> (expiration not specified)
 - <https://media.news.com.au/cs/nca/latest/public/js/p/2018/03-march/afl-nrl-live-coverage/jquery.fn.livecoverage.imageswap.min.v2.js> (expiration not specified)
 - <https://www.news.com.au/wp-content/mu-plugins/admin-bar/masterbar-overrides/masterbar.js?m=1489004139h&ver=20150909> (34 seconds)
 - <https://www.news.com.au/wp-content/mu-plugins/2-vip/js/vip-analytics.js?m=1411795912h&ver=20140927b> (35 seconds)
 - <https://www.news.com.au/wp-content/mu-plugins/twitter-blackbird-pie/pending.js?m=1408998121h&ver=20130322> (51 seconds)
 - <https://www.news.com.au/wp-content/js/mobile-useragent-info.js?m=1368567117h> (59 seconds)
 - <https://static.hotjar.com/c/hotjar-385732.js?sv=5> (60 seconds)
 - <https://www.news.com.au/wp-content/mu-plugins/admin-bar/masterbar-tracks.js?m=1520516873h&ver=20171026> (60 seconds)
 - <https://www.news.com.au/wp-content/mu-plugins/twitter-blackbird-pie/neverending.js?m=1349449263h&ver=20121005> (60 seconds)
 - <https://cdn.newsapi.com.au/image/v1/1c70b85c43bbaac1bafd3267435f6243> (4.8 minutes)
 - <https://tags.tiqcdn.com/utag/newsltd/news/prod/utag.js> (5 minutes)



- <https://www.news.com.au/remote/rampart.js> (5.2 minutes)
- <https://syndication.twitter.com/settings> (10 minutes)
- <https://tags.tiqcdn.com/utag/tiqapp/utag.v.js?a=newsltd/news/201901072313&cb=1549439725807> (10 minutes)
- https://resources.newscdn.com.au/cs/networksales/loader/latest/assets/js/exodus_loader-client.js (13.4 minutes)
- <https://www.googletagmanager.com/gtag/js?id=UA-31428401-1> (15 minutes)
- <https://www.googletagservices.com/tag/js/gpt.js> (15 minutes)
- <https://www.news.com.au/wp-content/themes/vip/newscorp-au-nca/assets/dist/js/mobile/base-top-concat-min.js?m=1481665065h> (15.5 minutes)
- <https://www.news.com.au/wp-content/themes/vip/newscorp-au-nca/assets/dist/js/mobile/base-bottom-concat-min.js?m=1548802583h> (17.2 minutes)
- <https://www.news.com.au/wp-content/themes/vip/newscorp-au-plugins/meta-analytics/js/analytics.js?m=1449707456h> (17.8 minutes)
- <https://www.news.com.au/wp-content/themes/vip/newscorp-au-plugins/twig-integration/assets/js/echo/echo.min.js?m=1501716439h> (19.2 minutes)
- <https://www.news.com.au/wp-content/themes/vip/newscorp-au-plugins/widget-library/assets/js/iframe-async-loader.js?m=1435015861h> (19.3 minutes)
- <https://www.news.com.au/wp-content/themes/vip/newscorp-au-nca/assets/dist/css/mobile/views/vertical-shared.css?m=1549430589h> (19.7 minutes)
- https://connect.facebook.net/en_US/fbevents.js (20 minutes)
- <https://connect.facebook.net/signals/config/285633425101545?v=2.8.40&r=stable> (20 minutes)
- <https://platform.twitter.com/widgets.js?ver=20111117> (30 minutes)
- https://www.googleadservices.com/pagead/conversion_async.js (60 minutes)
- <https://www.google-analytics.com/analytics.js> (2 hours)
- <https://tags.news.com.au/prod/nielsen/nielsen.js> (2.8 hours)
- <https://tags.news.com.au/prod/mitas/mitas.js> (3.8 hours)
- <https://tags.news.com.au/prod/tad/tad.js> (3.8 hours)
- <https://tags.news.com.au/prod/adblock/adblock.js> (4.4 hours)
- <https://tags.news.com.au/prod/metrics/metrics.js> (15.9 hours)
- <https://tags.news.com.au/prod/prebid/prebid.js> (16.2 hours)
- <https://www.news.com.au/wp-content/themes/vip/newscorp-au-nca/assets/dist/img/common/animated/loading.gif> (4.3

days)

- <https://www.news.com.au/wp-content/themes/vip/newscorp-au-nca/assets/dist/img/common/sprites/weather.png?v=4> (6.9 days)

! Reduce server response time

- There are many factors that can slow down your server response time. [Please read our recommendations](#) to learn how you can monitor and measure where your server is spending the most time.

✓ Minify CSS

✓ Minify JavaScript

✓ Minify HTML

✗ Eliminate render-blocking JavaScript and CSS in above-the-fold content

- None of the above-the-fold content on your page could be rendered without waiting for the following resources to load. Try to defer or asynchronously load blocking resources, or inline the critical portions of those resources directly in the HTML.
- [Optimize CSS Delivery](#) of the following:
 - <https://s1.wp.com/wp-includes/css/dist/block-library/style.min.css?m=1546888462h&cssminify=yes>

! Optimize images

- [Optimize the following images](#) to reduce their size by 24.9KiB (50% reduction).
 - Compressing <https://newsatnewscorpau.files.wordpress.com/2019/02/honey-chicken-89105-3.jpg> could save 24.9KiB (50% reduction).

- ✔ Prioritize visible content
-

Popularity in social media

! 1

Popularity in social media as well as the activity of your groups and pages increase your brand awareness and act as one of the search engines' ranking factors.

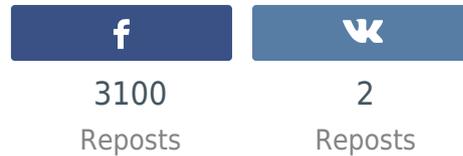
✔ Page

Social media authority of the page is a ranking factor with an increasing importance. Google and other search engines watch closely how popular a certain page across social networks and adjust its positions accordingly.



✔ Domain

Social media popularity of a domain is an integral part of the SEO strategy. An aged website that has never been mentioned in social networks can hardly be considered as worthy. Neither by the user not by the search engine.



! Add social media buttons to the page

Social media buttons help to share the content a user liked at a single click. A study by Brightedge.com revealed that proper share buttons can increase social media sharing by 700.

Usability and technical analysis

✖ 1 ! 1

✔ Favicon

Make sure your website has a favicon bound to the brand. Favicon is a tiny image displayed next to the website's URL in the browser address field. It helps to distinguish your website from other websites and increase the brand awareness.

✔ Frames

not in use

Never use frames to display the content of the page. A frame is a separate HTML page that needs to have its own Title, Description and keywords. Typically, a frame based website would get indexed more slowly and often not completely.

✔ Flash

not in use

It's advised not to overuse Flash files with the website that is being promoted or avoid using these at all. Search engines read textual information correctly while Flash content may be indexed incorrectly. It is advised to use Flash for decoration purposes only while keep the textual content in the HTML section.

✔ Mirror

Redirect is set

Check the "www.domain.com" mirror in your website's URL "domain.com". If you have not used the mirror, make the 301 redirect to the preferred version of the website. Otherwise search engines may distinguish and index several versions of the same page.

✔ Redirects HTTP traffic to HTTPS

HTTPS is a guarantee of user data protection (including payment details), as well as a good ranking signal for search engines. In 2016, Google officially [announced](#) that since January 2017 a secure communication will become the official algorithm. So, sites on HTTP will gradually lose their positions. Move your site to https using [this guide](#).

✔ Robots.txt file

Page indexing is allowed

Robots.txt file lists the URLs that may be indexed by the search engines or are prohibited from indexing. The file also lists the website's mirror URL and the sitemap URL.

✔ XML sitemap

<https://www.news.com.au/sitemap.xml>

Having a sitemap helps search engine bots to index the website but must be specified in the Google Search Console. You may generate sitemaps for URLs, images, videos, news and mobile content.

✔ Safe browsing

Try to avoid fishing and badware for your website. You may secure website's work using Google's safe browsing.

✘ Rel="canonical" attribute

Does not correspond to the page URL

A rel="canonical" is an HTML element that helps webmasters prevent duplicate content issues by specifying the "canonical" or "preferred" version of a web page as part of search engine optimization. It is described in RFC 6596, which went live in April 2012

! W3C HTML validation

[Errors: 103, warnings: 32](#)

A page that passes W3C HTML validity test opens and is displayed correctly at any device. W3C HTML validity is a positive factor for the page's ranking and must be checked after any change in the website code or content.

Tasks

32 tasks

Page's Title

2 tasks

- Add a keyword to the title tag
- Start the Title tag with a keyword

Meta Description

1 task

- Add keyword in the Meta Description tag

Page's URL structure

1 task

- Use a keyword in the URL

Images analysis

5 tasks

- Alt attribute
- Avoid long and non-informative file names for images
- Do not use underscore in image files
- Add the keyword to Alt attributes
- Use unique images

Content analysis

3 tasks

- Use the keyword in the content

Use the keyword at the beginning of the content

Keyword density

Header tags

2 tasks

Used only one H1 tag on the page

Use the keyword in H1-H6 tags

Load speed

4 tasks

Page load speed score

Page load speed

Page size

Page load time

Page load optimization For desktops

7 tasks

Enable compression

Leverage browser caching

Reduce server response time

Minify JavaScript

Minify HTML

Eliminate render-blocking JavaScript and CSS in above-the-fold content

Optimize images

Page load optimization For mobile

4 tasks

- Leverage browser caching
- Reduce server response time
- Eliminate render-blocking JavaScript and CSS in above-the-fold content
- Optimize images

Popularity in social media

1 task

- Add social media buttons to the page

Usability and technical analysis

2 tasks

- Rel="canonical" attribute
- W3C HTML validation