



Website review endstate.com.au

Generated on March 29 2025 01:45 AM





The score is 50/100







SEO Content

	Title	<p>Endstate</p> <p>Length : 8</p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.</p>					
	Description	<p>Length : 0</p> <p>Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description.</p>					
	Keywords	<p>Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.</p>					
	Og Meta Properties	<p>This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them.</p>					
	Headings	H1 2	H2 4	H3 14	H4 0	H5 0	H6 0
		<ul style="list-style-type: none">• [H1]• [H1] Home A strong focus on determining - and then delivering - outcomes.• [H2] Latest Endstate News• [H2] Office Locations• [H2] Sydney Office• [H2] Get in Contact• [H3] You know how intimidating a project start can be• [H3] and that you never have enough time to assemble• [H3] the experienced team that will make the difference.• [H3] Endstate provides the exact prequalified professional skills you need,• [H3] right now when you need them the most,• [H3] and only for as long as you need them.• [H3] At half the cost of engaging a less qualified employee.• [H3] So, where do you want to be at the finish?• [H3] 16.05.2017 Contractual Risk Assessment at Moorebank					

SEO Content

		<ul style="list-style-type: none"> • [H3] 16.05.2017 Greg Fackender helps BaptistCare win its SAHF Tender • [H3] 1.04.2016 Endstate releases a new procurement methodology to capture Innovation • [H3] 4.11.2015 Greg Fackender has completed some large construction delay claims for Lendlease • [H3] 1.08.2015 Welcome to John Verhoeven • [H3] 1.09.2014 Greg Fackender has concluded the Tender Assessment on WestConnex Stage1B (M4 East).
	Images	<p>We found 9 images on this web page.</p> <p>8 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>
	Text/HTML Ratio	<p>Ratio : 29%</p> <p>Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.</p>
	Flash	Perfect, no Flash content has been detected on this page.
	Iframe	Great, there are no Iframes detected on this page.

SEO Links

	URL Rewrite	Good. Your links looks friendly!
	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 14 links including 0 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 7.14%</p> <p>Internal Links 92.86%</p>


In-page links

Anchor	Type	Juice
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In-page links

About Us	Internal	Passing Juice
Philosophy	Internal	Passing Juice
People	Internal	Passing Juice
Services	Internal	Passing Juice
Projects	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Contractual Risk Assessment at Moorebank	Internal	Passing Juice
Greg Fackender helps BaptistCare win its SAHF Tender	Internal	Passing Juice
Endstate releases a new procurement methodology to capture Innovation	Internal	Passing Juice
Greg Fackender has completed some large construction delay claims for Lendlease	Internal	Passing Juice
Welcome to John Verhoeven	Internal	Passing Juice
Greg Fackender has concluded the Tender Assessment on WestConnex Stage1B (M4 East).	Internal	Passing Juice
More news & rarr;	Internal	Passing Juice
ANT Design	External	Passing Juice

SEO Keywords

	Keywords Cloud	fackender office tender westconnex need construction greg endstate asset assessment
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
greg	7	✗	✗	✗	✓
endstate	6	✓	✗	✗	✓
construction	4	✗	✗	✗	✓
fackender	4	✗	✗	✗	✓

Keywords Consistency

tender

3



Usability

	Url	Domain : endstate.com.au Length : 15
	Favicon	Very bad. We have not found shortcut icon. Icons are one of easy ways to attract regular visitors to your website more often.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is en.
	Dublin Core	This page does not take advantage of Dublin Core.

Document

	Doctype	HTML 5				
	Encoding	Perfect. Your declared charset is UTF-8.				
	W3C Validity	Errors : 2 Warnings : 1				
	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.				
	Deprecated HTML	<table><tr><th>Deprecated tags</th><th>Occurrences</th></tr><tr><td><u></td><td>2</td></tr></table> <p>Deprecated HTML tags are HTML tags that are no longer used. It is recommended that you remove or replace these HTML tags because they are now obsolete.</p>	Deprecated tags	Occurrences	<u>	2
Deprecated tags	Occurrences					
<u>	2					
	Speed Tips	<div> Excellent, your website doesn't use nested tables.</div> <div> Too bad, your website is using inline styles.</div>				

Document

- ✔ Great, your website has few CSS files.
- ✔ Perfect, your website has few JavaScript files.
- ✔ Perfect, your website takes advantage of gzip.

Mobile



Mobile Optimization

- ✘ Apple Icon
- ✘ Meta Viewport Tag
- ✔ Flash content

Optimization



XML Sitemap

Missing

Your website does not have an XML sitemap - this can be problematic.

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.



Robots.txt

<http://endstate.com.au/robots.txt>

Great, your website has a robots.txt file.



Analytics

Missing

We didn't detect an analytics tool installed on this website.

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.