








Website review insureandinvest.co.nz

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The score is 49/100







SEO Content

	Title	Insurance and Investment Services Ltd New Zealand insurance advisers Length : 70 Perfect, your title contains between 10 and 70 characters.												
	Description	Length : 0 Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description.												
	Keywords	Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.												
	Og Meta Properties	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.												
	Headings	<table><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr><tr><td>1</td><td>1</td><td>2</td><td>8</td><td>2</td><td>0</td></tr></table> <ul style="list-style-type: none">• [H1] Insurance & Investment Services• [H2] Are You In Control Of Your Finances?• [H3] Pensions & KiwiSaver• [H3] Investments and Savings• [H4] Personal Insurance• [H4] UK Pension Transfer to NZ• [H4] Investments• [H4] KiwiSaver• [H4] Services• [H4] Important Links• [H4] Contact Us• [H4] Find Us• [H5] Oscar Wilde• [H5] Victor Borge	H1	H2	H3	H4	H5	H6	1	1	2	8	2	0
H1	H2	H3	H4	H5	H6									
1	1	2	8	2	0									
	Images	We found 3 images on this web page.												

SEO Content

		Good, most or all of your images have alt attributes.
	Text/HTML Ratio	Ratio : 3% This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.
	Flash	Perfect, no Flash content has been detected on this page.
	Iframe	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

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 13 links including 2 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 15.38% Internal Links 84.62%


In-page links

Anchor	Type	Juice
Home	Internal	Passing Juice
About Us	Internal	Passing Juice
UK Pension Transfers	Internal	Passing Juice
KiwiSaver	Internal	Passing Juice
Personal Insurance	Internal	Passing Juice
Investments	Internal	Passing Juice

In-page links

Contact	Internal	Passing Juice
Important Information	Internal	Passing Juice
UK Pension Transfer to NZ	External	Passing Juice
Click here	Internal	Passing Juice
Complaints and Compliments	Internal	Passing Juice
AML/CFT Information	Internal	Passing Juice
Designed by SWD	External	Passing Juice



SEO Keywords

	Keywords Cloud	<p>more investments insurance</p> <p>investment new services pension</p> <p>financial pensions kiwisaver</p>
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
insurance	10	✓	✗	✗	✓
investment	8	✓	✗	✗	✓
kiwisaver	6	✗	✗	✗	✓
pension	6	✗	✗	✗	✓
financial	6	✗	✗	✗	✗



Usability

	Url	Domain : insureandinvest.co.nz Length : 21
	Favicon	Great, your website has a favicon.

Usability

	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 : 5 Warnings : 22
	Email Privacy	Great no email address has been found in plain text!
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<div> Excellent, your website doesn't use nested tables.</div> <div> Too bad, your website is using inline styles.</div> <div> Too bad, your website has too many CSS files (more than 4).</div> <div> Too bad, your website has too many JS files (more than 6).</div> <div> Perfect, your website takes advantage of gzip.</div>

Mobile

	Mobile Optimization	<div> Apple Icon</div> <div> Meta Viewport Tag</div> <div> Flash content</div>
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Mobile

Optimization

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <p>https://www.insureandinvest.co.nz/wp-sitemap.xml</p>
	Robots.txt	<p>http://insureandinvest.co.nz/robots.txt</p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Great, your website has an analytics tool.</p> <p> Google Analytics</p>