

# SEO Report for <https://www.tjmdandenong.com.au>

**77 / 100**

SEO SCORE

**39 / 51**

PASSED CHECKS

**10 / 51**

FAILED CHECKS

**2 / 51**

WARNINGS

## COMMON SEO ISSUES

<b>Meta Title</b>	<p>✓ The meta title of your page has a length of 18 characters. Most search engines will truncate meta titles to 70 characters.</p> <hr/> <p>→ Equipped Dandenong</p>
<b>Meta Description</b>	<p>✓ The meta description of your page has a length of 40 characters. Most search engines will truncate meta descriptions to 160 characters.</p> <hr/> <p>→ Suppliers of all your 4 x4 requirements</p>
<b>Google Search Results Preview</b>	<p>ⓘ <a href="https://www.tjmdandenong.com.au">Equipped Dandenong</a>  <a href="https://www.tjmdandenong.com.au/">https://www.tjmdandenong.com.au/</a>                  Suppliers of all your 4 x4 requirements</p>
<b>Most Common Keywords Test</b>	<p>ⓘ There is likely no optimal keyword density (search engine algorithms have evolved beyond keyword density metrics as a significant ranking factor). It can be useful, however, to note which keywords appear most often on your page and if they reflect the intended topic of your page. More importantly, the keywords on your page should appear within natural sounding and grammatically correct copy.</p> <hr/> <p>→ dandenong - 7 times                  → proudly - 2 times                  → goods - 2 times                  → returning - 2 times                  → maintained - 2 times</p>

<p><b>Keyword Usage</b></p>	<p> Your most common keywords are not appearing in one or more of the meta-tags above. Your primary keywords should appear in your meta-tags to help identify the topic of your webpage to search engines.</p> <hr/> <p> Keyword(s) included in Title tag</p> <p> Keyword(s) not included in Meta-Description tag</p> <hr/> <p><b>HOW TO FIX KEYWORD USAGE</b></p> <p>First of all, you must make sure that your page is using the title and meta-description tags. Second, you must adjust these tags content in order to include some of the primary keywords displayed above.</p>
<p><b>Keywords Cloud</b></p>	<p> arrived associated bars battrey bull cancelled changed charges compressors <b>dandenong</b> diff dispatched dual email equipped freight gear goods hosted incur locks maintained order protection proudly racks recovery restocking returning roof sales@tjmdandenong.com.au stock suppliers towing tyres underbody webdesign wheels</p>
<p><b>Related Keywords</b></p>	<p> This URL is currently ranked in the top 20 organic Google listings for the search terms below:</p> <hr/> <ul style="list-style-type: none"> <li>→ ateco equipment</li> <li>→ tjm dandenong</li> <li>→ tjm.com.au</li> <li>→ www.tjm.com.au</li> <li>→ brown davies</li> </ul>
<p><b>Competitor Domains</b></p>	<p> Some of the most relevant competitors for your domain are listed below:</p> <hr/> <ul style="list-style-type: none"> <li>→ tjm.com.au</li> <li>→ gumtree.com.au</li> <li>→ yellowpages.com.au</li> <li>→ 4x4megastore.com.au</li> <li>→ facebook.com</li> </ul>
<p><b>&lt;h1&gt; Headings Status</b></p>	<p> Your page contains H1 headings. Their contents are listed below:</p> <hr/> <ul style="list-style-type: none"> <li>→ Equipped Dandenong</li> </ul>
<p><b>&lt;h2&gt; Headings Status</b></p>	<p> Your page contains H2 headings. Their contents are listed below:</p> <hr/> <ul style="list-style-type: none"> <li>→ Suppliers of:</li> </ul>
<p><b>Robots.txt Test</b></p>	<p> Congratulations! Your site uses a "robots.txt" file: <a href="https://www.tjmdandenong.com.au/robots.txt">https://www.tjmdandenong.com.au/robots.txt</a></p>
<p><b>Sitemap Test</b></p>	<p> Congratulations! We've found 2 sitemaps files for your website:</p> <hr/> <ul style="list-style-type: none"> <li>→ <a href="https://www.tjmdandenong.com.au/sitemap.xml">https://www.tjmdandenong.com.au/sitemap.xml</a></li> <li>→ <a href="http://www.tjmdandenong.com.au/sitemap.xml">http://www.tjmdandenong.com.au/sitemap.xml</a></li> </ul>

<p><b>Broken Links Test</b></p>	<p>✘ We have checked 15 links on your page - 1 of them appear to be <a href="#">broken</a></p> <hr/> <p>→ <a href="https://www.tjmdandenong.com.au/mailto:sales@tjmdandenong.com.au">https://www.tjmdandenong.com.au/mailto:sales@tjmdandenong.com.au</a></p> <hr/> <p><b>HOW TO FIX BROKEN LINKS TEST</b></p> <p>In order to pass this test you must identify within your page all the reported broken links and replace the content of the <b>href</b> attribute with a proper URL.</p>
<p><b>SEO Friendly URL Test</b></p>	<p>✔ Congratulations! All links from your webpage are SEO friendly.</p>
<p><b>Image Alt Test</b></p>	<p>✔ Your webpage has <b>55</b> 'img' tags and all of them contain the required 'alt' attribute.</p>
<p><b>Inline CSS Test</b></p>	<p>✘ Your webpage is using <b>118</b> inline CSS styles!</p> <hr/> <p><b>HOW TO FIX INLINE CSS TEST</b></p> <p>It is a good practice to move all the inline CSS rules into an external file in order to make your page "lighter" in weight and decrease the code to text ratio.</p> <ul style="list-style-type: none"> <li>• check the HTML code of your page and identify all style attributes</li> <li>• for each style attribute found you must properly move all declarations in the external CSS file and remove the style attribute</li> </ul> <p>For example:</p> <pre style="background-color: #f0f0f0; padding: 10px;"> &lt;!--this HTML code with inline CSS rule:--&gt; &lt;p style="color:red; font-size: 12px"&gt;some text here&lt;/p&gt;  &lt;!--would became:--&gt; &lt;p&gt;some text here&lt;/p&gt;  &lt;!--and the rule added into your CSS file:--&gt; p{color:red; font-size: 12px}</pre>
<p><b>Deprecated HTML Tags</b></p>	<p>✔ Congratulations! Your page does not use HTML deprecated tags.</p>
<p><b>Google Analytics Test</b></p>	<p>✔ Congratulations! Your website is using the latest version of Google Analytics.</p>
<p><b>Favicon Test</b></p>	<p>✘ Your site either doesn't have a favicon or this has not been referenced correctly.</p> <hr/> <p><b>HOW TO FIX FAVICON TEST</b></p> <p>To add a favicon to your site, you need to have your logo created in a 16x16 PNG, GIF or ICO image and uploaded to your web server.</p> <p>Then it's simply a matter of adding the following code into the header of your HTML code for your web pages:</p> <pre style="background-color: #f0f0f0; padding: 10px;"> &lt;head&gt; &lt;link rel="icon" type="image/x-icon" href="url_to_my_favicon" /&gt; &lt;title&gt;My Title&lt;/title&gt; &lt;/head&gt;</pre> <p>In the example above the "url_to_my_favicon" refers to the actual location of your favicon file.</p>

<b>Backlinks Checker</b>	<p> Your domain has <b>207 total backlinks</b> from <b>39 referring domains</b>. Some most recently found backlinks for your domain are listed below:</p> <hr/> <p>→ Checked on Jul 27, 2017: <a href="http://www.sooperarticles.c...s/468302/lilly-jamison.html">http://www.sooperarticles.c...s/468302/lilly-jamison.html</a></p> <p>→ Checked on Jul 27, 2017: <a href="http://www.bookmark4you.com/tag/cheap-solar-power">http://www.bookmark4you.com/tag/cheap-solar-power</a></p> <p>→ Checked on Jul 26, 2017: <a href="http://www.video-bookmark.c...tag/solar-panels-melbourne/">http://www.video-bookmark.c...tag/solar-panels-melbourne/</a></p> <p>→ Checked on Jul 24, 2017: <a href="http://linkarena.com/popular/solar/?p=134">http://linkarena.com/popular/solar/?p=134</a></p> <p>→ Checked on Jul 24, 2017: <a href="http://www.bookmark4you.com...portable-gps-car-navigation">http://www.bookmark4you.com...portable-gps-car-navigation</a></p>
<b>JS Error Checker</b>	<p> Congratulations! There are no severe JavaScript errors on your web page.</p>
<b>Social Media Check</b>	<p> Congratulations! Your website is connected successfully with social media using: <a href="#">Facebook</a>; <a href="#">Google Plus</a>;</p>

SPEED OPTIMIZATIONS

<b>HTML Page Size Test</b>	<p> Congratulations! The size of your web page's HTML is 4.39 Kb and is under the average web page's HTML size of 33 Kb.</p> <p>Faster loading websites result in a better user experience, higher conversion rates, and generally better search engine rankings.</p>
<b>HTML Compression/GZIP Test</b>	<p> Congratulations! Your page is successfully compressed using <b>gzip compression</b> on your code. Your HTML is compressed from <b>28.26 Kb</b> to <b>4.39 Kb (84 % size savings)</b>. This helps ensure a faster loading web page and improved user experience.</p>
<b>Site Loading Speed Test</b>	<p> Your site loading time is around <b>5.272 seconds</b> and is over the average loading speed which is <b>5 seconds</b>.</p> <hr/> <p><b>HOW TO FIX SITE LOADING SPEED TEST</b></p> <p>In order to resolve this problem you are advised to:</p> <ul style="list-style-type: none"> <li>• Minimize HTTP requests</li> <li>• Use Gzip compression</li> <li>• Use HTTP caching</li> <li>• Move all CSS style rules into a single, external and minified CSS file</li> <li>• Minify all JS files and, if possible, try combining them into a single external JS file</li> <li>• Include external CSS files before external JS files</li> <li>• Place your JS scripts at the bottom of your page</li> <li>• Optimize images</li> <li>• Reduce redirects</li> <li>• Reduce the number of plug-ins</li> </ul>
<b>Page Objects</b>	<p> Your page has more than 20 http requests, which can slow down page loading. You can try <a href="#">reducing http requests through various methods</a> such as using text instead of images, using css sprites, <a href="#">using data URIs instead of images</a>, or combining several external files together into one.</p> <hr/> <p>HTML Pages: 7; CSS Files: 10; Scripts: 20; Images: 57; Flash Files: 0;</p>
<b>Page Cache Test (Server Side Caching)</b>	<p> Congratulations, you have a caching mechanism on your website. <a href="#">Caching</a> helps speed page loading times as well as reduces server load.</p>

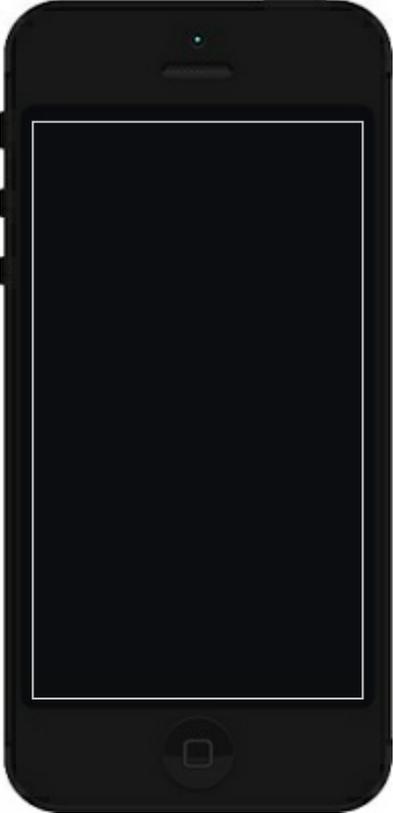
<b>Flash Test</b>	 Congratulations! Your website does not include flash objects (an outdated technology that was sometimes used to deliver rich multimedia content). Flash content does not work well on mobile devices, and is difficult for crawlers to interpret.
<b>Image Expires Tag Test</b>	 Congratulations! Your webpage use 'Expires' header for your images and the browsers will display these images from the cache.
<b>JS Minification Test</b>	 Some of your website's JavaScript files are not minified! <hr/> <ul style="list-style-type: none"> <li>→ <a href="https://widgets.xara-online.com/slider/js/mxslider.js">https://widgets.xara-online.com/slider/js/mxslider.js</a></li> <li>→ <a href="https://www.tjmdandenong.com.au/index_htm_files/1.js">https://www.tjmdandenong.com.au/index_htm_files/1.js</a></li> <li>→ <a href="https://www.tjmdandenong.com.au/index_htm_files/2.js">https://www.tjmdandenong.com.au/index_htm_files/2.js</a></li> <li>→ <a href="https://www.tjmdandenong.com.au/index_htm_files/3.js">https://www.tjmdandenong.com.au/index_htm_files/3.js</a></li> <li>→ <a href="https://www.tjmdandenong.com.au/index_htm_files/4.js">https://www.tjmdandenong.com.au/index_htm_files/4.js</a></li> <li>→ <a href="https://www.tjmdandenong.com.au/index_htm_files/5.js">https://www.tjmdandenong.com.au/index_htm_files/5.js</a></li> <li>→ <a href="https://www.tjmdandenong.com.au/index_htm_files/6.js">https://www.tjmdandenong.com.au/index_htm_files/6.js</a></li> </ul> <hr/> <p><b>HOW TO FIX JS MINIFICATION TEST</b></p> <p>In order to pass this test you must minify all of your external JavaScript files. For this task you can use an online JS minifier like <a href="#">YUI Compressor</a>, <a href="#">Closure Compiler</a> or <a href="#">JSMIn</a>.</p>
<b>CSS Minification Test</b>	 Some of your website's CSS files are not minified! <hr/> <ul style="list-style-type: none"> <li>→ <a href="https://www.tjmdandenong.com.au/index_htm_files/xr_fonts.css">https://www.tjmdandenong.com.au/index_htm_files/xr_fonts.css</a></li> <li>→ <a href="https://www.tjmdandenong.com.au/index_htm_files/xr_main.css">https://www.tjmdandenong.com.au/index_htm_files/xr_main.css</a></li> <li>→ <a href="https://www.tjmdandenong.com.au/index_htm_files/xr_text.css">https://www.tjmdandenong.com.au/index_htm_files/xr_text.css</a></li> <li>→ <a href="https://www.tjmdandenong.com.au/index_htm_files/custom_styles.css">https://www.tjmdandenong.com.au/index_htm_files/custom_styles.css</a></li> <li>→ <a href="https://www.tjmdandenong.com.au/index_htm_files/xr_all.css">https://www.tjmdandenong.com.au/index_htm_files/xr_all.css</a></li> <li>→ <a href="https://www.tjmdandenong.com.au/index_htm_files/ani.css">https://www.tjmdandenong.com.au/index_htm_files/ani.css</a></li> <li>→ <a href="https://fonts.googleapis.com/css?family=Arimo:regular,700&amp;subset=latin">https://fonts.googleapis.com/css?family=Arimo:regular,700&amp;subset=latin</a></li> </ul> <hr/> <p><b>HOW TO FIX CSS MINIFICATION TEST</b></p> <p>In order to pass this test you must minify all of your external CSS files. For this task you can use an online CSS minifier like <a href="#">YUI Compressor</a> or <a href="#">cssmin.js</a>.</p>
<b>Nested Tables Test</b>	 Congratulations, your page does not use nested tables. This speeds up page loading time and optimizes the user experience.
<b>Frameset Test</b>	 Congratulations! Your webpage does not use frames.
<b>Doctype Test</b>	 Congratulations! Your website has a doctype declaration: <hr/> <ul style="list-style-type: none"> <li>→ <code>&lt;!DOCTYPE html&gt;</code></li> </ul>
<b>URL Redirects Checker</b>	 Congratulations! Your URL doesn't have any redirects (which could potentially cause site indexation issues and site loading delays).

<p><b>URL Canonicalization Test</b></p>	<p>✘ <a href="https://www.tjmdandenong.com.au">https://www.tjmdandenong.com.au</a> and <a href="https://tjmdandenong.com.au/">https://tjmdandenong.com.au/</a> should resolve to the same URL, but currently do not.</p> <hr/> <p><b>HOW TO FIX URL CANONICALIZATION TEST</b></p> <p>In order to pass this test you must consider using a 301 re-write rule in your <b>.htaccess</b> file so that both addresses (<b>http://example.com</b> and <b>http://www.example.com</b>) resolve to the same URL.</p> <p>- If you want to redirect <b>http://www.example.com</b> to <b>http://example.com</b>, you can use this:</p> <pre>RewriteCond %{HTTP_HOST} ^www\.example\.com\$ RewriteRule ^/?\$ "http://example.com/" [R=301,L]</pre> <p>- If you want to redirect <b>http://example.com</b> to <b>http://www.example.com</b>, you can use this:</p> <pre>RewriteCond %{HTTP_HOST} !^www.example.com\$ [NC] RewriteRule ^(.*)\$ http://www.example.com/\$1 [L,R=301]</pre> <p>Note that you must put the above lines somewhere after <b>RewriteEngine On</b> line.</p>
<p><b>IP Canonicalization Test</b></p>	<p>✘ Your site's IP <a href="#">59.167.196.217</a> does not redirect to your site's domain name. This may cause duplicate content problems if a search engine indexes your site under both its IP and domain name.</p> <hr/> <p><b>HOW TO FIX IP CANONICALIZATION TEST</b></p> <p>Please note that fixing any IP canonicalization issues requires a dedicated IP address (which may be more difficult to obtain on a shared hosting plan). While IP canonicalization issues in themselves are likely benign in the scheme of search engine rankings, investing in a dedicated IP can be beneficial for other ranking reasons well, such as site security (avoiding being labelled as a malware website by association with other malicious websites who might share your IP) and when implementing SSL (older browsers mostly on Windows XP may require a unique IP to work properly).</p> <p>In order to pass this test you must consider using a 301 re-write rule in your <b>.htaccess</b> file so that your site's IP points to your domain name. If your site is running on apache server, you could put these lines in your <b>.htaccess</b> after <b>RewriteEngine on</b> line:</p> <pre>RewriteCond %{HTTP_HOST} ^XXX.XXX.XXX.XXX RewriteRule (.*?) http://www.yourdomain.com/\$1 [R=301,L]</pre> <p>Note that you must properly format the first line using your IP (replace X characters with proper digits from your IP) and the second line using your domain name.</p>
<p><b>HTTPS Test</b></p>	<p>✔ Your website is successfully using <a href="#">https</a>, a secure communication protocol over the Internet. Note: if your site relies primarily on ad income, be aware that <a href="#">using https may be detrimental to ad earnings</a>.</p>
<p><b>Safe Browsing Test</b></p>	<p>✔ This site is not currently listed as suspicious (no malware or phishing activity found).</p>
<p><b>Server Signature Test</b></p>	<p>✔ Congratulations, your server signature is off.</p>
<p><b>Directory Browsing Test</b></p>	<p>✔ Congratulations! Your server has disabled directory browsing.</p>

<b>Libwww-perl Access Test</b>	<p>✔ Congratulations! Your server does not allow access from libwww-perl User-Agent.</p>
<b>Plaintext Emails Test</b>	<p>✘ We found 2 email addresses in your page code. We advise you <a href="#">to protect email links</a> in a way that hides them from the spam harvesters.</p> <hr/> <p><b>HOW TO FIX PLAINTEXT EMAILS TEST</b></p> <p>In order to pass this test you must make your email addresses invisible to email spiders. Note that the best option is to replace your entire contact mechanism with a contact form and using the POST method while submitting the form. Other solutions are listed below:</p> <ul style="list-style-type: none"> <li>• replace the at (@) and dot (.) characters</li> <li>• replace text with images</li> <li>• use email obfuscators</li> <li>• hide email addresses using JavaScript or CSS trick</li> </ul>

MOBILE USABILITY

<b>Media Query Responsive Test</b>	<p>✔ Congratulations, your website uses media query technique, which is the base for responsive design functionalities.</p>
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<b>Mobile Snapshot</b>	
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<b>Microdata Schema Test</b>	<p>✘ Your webpage doesn't take the advantages of HTML Microdata specifications in order to markup structured data. View Google's guide for <a href="#">getting started with microdata</a>.</p> <hr/> <p><b>HOW TO FIX MICRODATA SCHEMA TEST</b></p> <p>HTML5 Microdata is an easy way to add semantic markup to your web pages. Search engines rely on this markup to improve the display of search results, making it easier for people to find the right web pages.</p> <p>Here is a simple example of how to use HTML5 microdata in your contact web page:</p> <pre>&lt;div itemscope itemtype="http://schema.org/Person"&gt;   &lt;span itemprop="name"&gt;Joe Doe&lt;/span&gt;   &lt;span itemprop="company"&gt;The Example Company&lt;/span&gt;   &lt;span itemprop="tel"&gt;604-555-1234&lt;/span&gt;   &lt;a itemprop="email" href="mailto:joe.doe@example.com"&gt;joe.doe@example.com&lt;/a&gt; &lt;/div&gt;</pre>
<b>Noindex Checker</b>	<p>✔ Your webpage does not use the noindex meta tag. This means that your webpage will be read and indexed by search engines.</p>
<b>Canonical Tag Checker</b>	<p>✔ Your page does not use the canonical link tag.</p>
<b>Nofollow Checker</b>	<p>✔ Your webpage does not use the nofollow meta tag. This means that search engines will crawl all links from your webpage.</p>
<b>Disallow Directive Checker</b>	<p>✔ Your robots.txt file does not use the disallow directive. This means that the whole website can be crawled by search engines.</p>
<b>SPF records checker</b>	<p>✔ Congratulations! Your DNS server is using an SPF record. This SPF record is listed below:</p> <hr/> <p>→ v=spf1 include:spf.protection.outlook.com -all</p>