



Website review mylotto.co.nz

Generated on September 20 2024 09:44 AM

The score is 58/100



SEO Content

	Title	The Official Lotto NZ website Length : 29 Perfect, your title contains between 10 and 70 characters.												
	Description	Get your ticket online from the official Lotto NZ site. Easy ways to play. Buy on your mobile phone. Support the community. Be in to win. Length : 137 Great, your meta description contains between 70 and 160 characters.												
	Keywords	Lotto NZ Good, your page contains meta 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 border="1"> <thead> <tr> <th>H1</th> <th>H2</th> <th>H3</th> <th>H4</th> <th>H5</th> <th>H6</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table>	H1	H2	H3	H4	H5	H6	0	0	0	0	0	0
H1	H2	H3	H4	H5	H6									
0	0	0	0	0	0									
	Images	We found 0 images on this web page. Good, most or all of your images have alt attributes.												
	Text/HTML Ratio	Ratio : 0% 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.												

SEO Content

	Iframe	Great, there are no Iframes detected on this page.
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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 0 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 0%

In-page links

Anchor	Type	Juice
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SEO Keywords

	Keywords Cloud	lotto official enable javascript run website need app
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
official	1	✓	✗	✓	✗
lotto	1	✓	✓	✓	✗
website	1	✓	✗	✗	✗










Keywords Consistency

need	1	✘	✘	✘	✘
enable	1	✘	✘	✘	✘

Usability

	Url	Domain : mylotto.co.nz Length : 13
	Favicon	Great, your website has a favicon.
	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 : 0 Warnings : 0
	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	<ul style="list-style-type: none"> Excellent, your website doesn't use nested tables. Perfect. No inline css has been found in HTML tags! Great, your website has few CSS files.

Document

- ✓ Perfect, your website has few JavaScript files.
- ✗ Too bad, your website does not take advantage of gzip.

Mobile



Mobile Optimization

- ✗ Apple Icon
- ✓ Meta Viewport Tag
- ✓ Flash content

Optimization



XML Sitemap

Great, your website has an XML sitemap.

<https://mylotto.co.nz/>



Robots.txt

<http://mylotto.co.nz/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.