

# Website review nobleoak.com.au

Generated on September 20 2024 05:56 AM

The score is 61/100







## SEO Content

	Title	NobleOak   Award Winning Life Insurance & Income Protection  <b>Length : 63</b>  Perfect, your title contains between 10 and 70 characters.																			
	Description	Protect you and your loved ones with cover from Australia's most awarded direct life insurer 5 years running from 2019 to 2023.  <b>Length : 132</b>  Great, your meta description contains between 70 and 160 characters.																			
	Keywords	Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.																			
	Og Meta Properties	<div>Good, your page take advantage of Og Properties.</div> <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>locale</td><td>en_US</td></tr><tr><td>type</td><td>website</td></tr><tr><td>title</td><td>NobleOak   Award Winning Life Insurance &amp; Income Protection</td></tr><tr><td>description</td><td>Protect you and your loved ones with cover from Australia's most awarded direct life insurer 5 years running from 2019 to 2023.</td></tr><tr><td>url</td><td>https://www.nobleoak.com.au/</td></tr><tr><td>site_name</td><td>NobleOak Life Insurance</td></tr></tbody></table>						Property	Content	locale	en_US	type	website	title	NobleOak   Award Winning Life Insurance & Income Protection	description	Protect you and your loved ones with cover from Australia's most awarded direct life insurer 5 years running from 2019 to 2023.	url	https://www.nobleoak.com.au/	site_name	NobleOak Life Insurance
Property	Content																				
locale	en_US																				
type	website																				
title	NobleOak   Award Winning Life Insurance & Income Protection																				
description	Protect you and your loved ones with cover from Australia's most awarded direct life insurer 5 years running from 2019 to 2023.																				
url	https://www.nobleoak.com.au/																				
site_name	NobleOak Life Insurance																				
	Headings	<b>H1</b> 1	<b>H2</b> 13	<b>H3</b> 40	<b>H4</b> 0	<b>H5</b> 1	<b>H6</b> 6	<ul style="list-style-type: none"><li>• [H1] Our premiums are more than 20% lower on average~</li><li>• [H2] New to Life Insurance?</li></ul>													





## SEO Content

- [H2] Looking to Switch?
- [H2] Help protect your loved ones with award-winning life cover from NobleOak
- [H2] Life Insurance
- [H2] Income Protection Insurance
- [H2] Trauma Insurance
- [H2] Total and Permanent Disability (TPD) Insurance
- [H2] There for you when you need us most
- [H2] Can You Get Life Insurance with Pre-Existing Conditions?
- [H2] Benefits and limitations of borrowing through your SMSF
- [H2] Should an SMSF include Life Insurance?
- [H2] Help protect your family with Australia's most awarded direct life insurer five years running (2019 - 2023)
- [H2]
- [H3] Insurance options
- [H3] Life Insurance
- [H3] Income Protection Insurance
- [H3] Total & Permanent Disability Insurance
- [H3] Trauma Insurance
- [H3] Life Insurance within an SMSF
- [H3] Business Expenses Insurance
- [H3] Tools & Guides
- [H3] Tools and guides
- [H3] Life Insurance calculator
- [H3] Life Insurance guides
- [H3] FAQs
- [H3] News and media
- [H3] Existing customers
- [H3] Existing customers
- [H3] Make a claim
- [H3] Our claims philosophy
- [H3] About us
- [H3] About Us
- [H3] Awards
- [H3] Testimonials
- [H3] Working at NobleOak
- [H3]
- [H3]
- [H3] Welcome
- [H3] Get a quote in less than two minutes
- [H3] Our life insurance premiums are more than 20% lower on average~
- [H3] Greater certainty at claim time with fully underwritten life insurance
- [H3] Get a quote in less than two minutes
- [H3] Our life insurance premiums are more than 20% lower on average~
- [H3] Greater certainty at claim time with fully underwritten life insurance
- [H3] Explore our insurance products
- [H3] 94.9% of life cover claims accepted
- [H3] Dedicated claims case manager
- [H3] Fast claims processing
- [H3] 94.9% of life cover claims accepted
- [H3] Dedicated claims case manager
- [H3] Fast claims processing

## SEO Content

		<ul style="list-style-type: none"><li>• [H3] Australia's most awarded direct life insurer five years running (2019 - 2023)</li><li>• [H3] Latest from NobleOak</li><li>• [H5]</li><li>• [H6] Recommended Reading</li><li>• [H6] Recommended Reading</li><li>• [H6] Recommended Reading</li><li>• [H6] Recommended Reading</li><li>• [H6] Recommended Reading</li><li>• [H6] Recommended Reading</li></ul>
	Images	We found 50 images on this web page.  16 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.
	Text/HTML Ratio	Ratio : <b>13%</b>  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 52 links including 4 link(s) to files
	Statistics	External Links : noFollow 0%  External Links : Passing Juice 1.92%  Internal Links 98.08%

## In-page links

Anchor	Type	Juice
<a href="#">click here</a>	Internal	Passing Juice
<a href="#">Contact Us</a>	Internal	Passing Juice
<a href="#">Important things to consider before applying for life insurance</a>	Internal	Passing Juice
<a href="#">What is Life Insurance? A short guide on understanding the basics</a>	Internal	Passing Juice
<a href="#">Five things to consider when thinking about Income Protection</a>	Internal	Passing Juice
<a href="#">How long does income protection insurance last for?</a>	Internal	Passing Juice
<a href="#">FSC &amp; TPD Claims Initiative – For customers impacted by COVID 19</a>	Internal	Passing Juice
<a href="#">Do You Need Trauma Insurance? (And Some Key Tips for Finding the Right Policy)</a>	Internal	Passing Juice
<a href="#">Does my Life Insurance cover continue if I make a Trauma Insurance claim?</a>	Internal	Passing Juice
<a href="#">4 Reasons Life Insurance and SMSFs work better together</a>	Internal	Passing Juice
<a href="#">Benefits and limitations of borrowing through your SMSF</a>	Internal	Passing Juice
<a href="#">NobleOak Recognised as Overall Excellence Winner in 2020 Plan For Life Awards</a>	Internal	Passing Juice
<a href="#">NobleOak Leads the Way To Win ‘Best Life Insurer’ at the 2020 Finder Awards</a>	Internal	Passing Juice
<a href="#">Life Insurance</a>	Internal	Passing Juice
<a href="#">Income Protection Insurance</a>	Internal	Passing Juice
<a href="#">TPD Insurance</a>	Internal	Passing Juice
<a href="#">Trauma Insurance</a>	Internal	Passing Juice
<a href="#">SMSF Life Insurance</a>	Internal	Passing Juice
<a href="#">Business Expenses Insurance</a>	Internal	Passing Juice
<a href="#">Insurance calculator</a>	Internal	Passing Juice
<a href="#">Life Insurance guides</a>	Internal	Passing Juice
<a href="#">FAQs</a>	Internal	Passing Juice
<a href="#">Insights</a>	Internal	Passing Juice

## In-page links

<a href="#">Client support</a>	Internal	Passing Juice
<a href="#">Make a claim</a>	Internal	Passing Juice
<a href="#">Customer forms</a>	Internal	Passing Juice
<a href="#">About NobleOak</a>	Internal	Passing Juice
<a href="#">Testimonials</a>	Internal	Passing Juice
<a href="#">Awards</a>	Internal	Passing Juice
<a href="#">Careers</a>	Internal	Passing Juice
<a href="#">Media releases</a>	Internal	Passing Juice
<a href="#">102 Service Ratings</a>	External	Passing Juice
<a href="#">Learn more</a>	Internal	Passing Juice
<a href="#">Learn more</a>	Internal	Passing Juice
<a href="#">Life Insurance</a>	Internal	Passing Juice
<a href="#">SMSF Life Insurance</a>	Internal	Passing Juice
<a href="#">Australia's most awarded</a>	Internal	Passing Juice
<a href="#">Life Insurance guides</a>	Internal	Passing Juice
<a href="#">Investors</a>	Internal	Passing Juice
<a href="#">Code of practice</a>	Internal	Passing Juice
<a href="#">Complaints</a>	Internal	Passing Juice
<a href="#">Sitemap</a>	Internal	Passing Juice
<a href="#">How can we support you</a>	Internal	Passing Juice
<a href="#">Privacy Policy</a>	Internal	Passing Juice
<a href="#">Whistleblower Policy</a>	Internal	Passing Juice
<a href="#">Financial Services Guide</a>	Internal	Passing Juice
<a href="#">PDS</a>	Internal	Passing Juice
<a href="#">Terms &amp; Conditions</a>	Internal	Passing Juice
<a href="#">Modern Slavery Statement</a>	Internal	Passing Juice
<a href="#">Complaints Handling Policy</a>	Internal	Passing Juice
<a href="#">Family Domestic Violence Policy</a>	Internal	Passing Juice

## In-page links

[Target Market Determination](#)

Internal

Passing Juice

## SEO Keywords



Keywords Cloud

faq's claims **life** income guides cover nobleoak  
**insurance** customers protection

## Keywords Consistency

Keyword	Content	Title	Keywords	Descripti on	Headings
insurance	161	✓	✗	✗	✓
life	101	✓	✗	✓	✓
nobleoak	44	✓	✗	✗	✓
protection	29	✓	✗	✗	✓
customers	29	✗	✗	✗	✓

## Usability



Url

Domain : nobleoak.com.au  
Length : 15



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	<div><div> Excellent, your website doesn't use nested tables.</div><div> Too bad, your website is using inline styles.</div><div> Great, your website has few CSS files.</div><div> Too bad, your website has too many JS files (more than 6).</div><div> Perfect, your website takes advantage of gzip.</div></div>

## Mobile

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

## Optimization

	XML Sitemap	Great, your website has an XML sitemap. <div><a href="https://www.nobleoak.com.au/sitemap_index.xml">https://www.nobleoak.com.au/sitemap_index.xml</a></div>
	Robots.txt	<a href="http://nobleoak.com.au/robots.txt">http://nobleoak.com.au/robots.txt</a> Great, your website has a robots.txt file.
	Analytics	Missing

## Optimization



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.