








Website review whitepages.co.nz

Generated on September 22 2024 20:23 PM





The score is 47/100







SEO Content

	Title	<p>Free Residential and Business Directory NZ White Pages®</p> <p>Length : 56</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p>Find local phone numbers with White Pages®; - New Zealand's largest free residential and business directory.</p> <p>Length : 111</p> <p>Great, your meta description contains between 70 and 160 characters.</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>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1279 1481 1626"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>site_name</td> <td>White Pages& NZ</td> </tr> <tr> <td>type</td> <td>article</td> </tr> <tr> <td>image</td> <td>https://whitepages.co.nz/static/images/apple-touch-icon.png</td> </tr> </tbody> </table>	Property	Content	site_name	White Pages& NZ	type	article	image	https://whitepages.co.nz/static/images/apple-touch-icon.png				
Property	Content													
site_name	White Pages& NZ													
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	Headings	<table border="1" data-bbox="539 1653 1481 1727"> <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>2</td> <td>5</td> <td>10</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="614 1760 1066 2056" style="list-style-type: none"> • [H1] Explore White Online • [H1] Useful tools • [H2] International calling codes • [H2] Hospital finder • [H2] JP finder • [H2] Post code finder • [H2] School finder • [H3] Our Products • [H3] About us 	H1	H2	H3	H4	H5	H6	2	5	10	0	0	0
H1	H2	H3	H4	H5	H6									
2	5	10	0	0	0									

SEO Content

		<ul style="list-style-type: none">• [H3] Clients• [H3] Follow us• [H3] Solutions• [H3] Sites• [H3] Knowledgebase• [H3] Print Publications• [H3] Company• [H3] ' + primaryItem.title + '
	Images	We found 12 images on this web page. 2 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 : 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.
	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 51 links including 2 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 70.59% Internal Links 29.41%

In-page links

Anchor	Type	Juice
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In-page links

Yellow for your business	Internal	Passing Juice
Find a business	Internal	Passing Juice
Our Products	Internal	Passing Juice
Yellow Profile	Internal	Passing Juice
Search Engine Optimisation	Internal	Passing Juice
Search Ads	Internal	Passing Juice
Display Ads	Internal	Passing Juice
Yellow Pages	Internal	Passing Juice
White Pages	Internal	Passing Juice
Our team	Internal	Passing Juice
Careers	Internal	Passing Juice
Contact us	Internal	Passing Juice
Customer Stories	Internal	Passing Juice
Resources	Internal	Passing Juice
FAQs	External	Passing Juice
Speak to a Digital Expert	External	Passing Juice
Website	External	Passing Juice
Online Store	External	Passing Juice
Yellow Profile	External	Passing Juice
Google My Business	External	Passing Juice
Google Search Ads	External	Passing Juice
Google Display Ads	External	Passing Juice
Facebook Ads	External	Passing Juice
Yellow Books	External	Passing Juice
Marketing Automation & CRM	External	Passing Juice
Search Engine Optimisation	External	Passing Juice
Yellow Online	External	Passing Juice
Finda	External	Passing Juice

In-page links

Menus	External	Passing Juice
NZ Tourism Guide	External	Passing Juice
Call 018	External	Passing Juice
Marketing	External	Passing Juice
Business Management	External	Passing Juice
Helpful Tools	External	Passing Juice
Website Checker	External	Passing Juice
Yellow eBook	External	Passing Juice
Print Publication	External	Passing Juice
Yellow Book Advertising Options	External	Passing Juice
Yellow eBook	External	Passing Juice
Print Frequently Asked Questions	External	Passing Juice
Opt-Out or Order Book	External	Passing Juice
Our Team	External	Passing Juice
Careers	External	Passing Juice
Contact Us	External	Passing Juice
Media	External	Passing Juice
Pay My Bill	External	Passing Juice
Privacy policy	External	Passing Juice
Legal	External	Passing Juice
' + secondaryItem.title + '	Internal	Passing Juice
Upgrade to a different browser	External	Passing Juice
install Google Chrome Frame	External	Passing Juice




SEO Keywords

	Keywords Cloud	
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
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Usability

	Url	Domain : whitepages.co.nz Length : 16
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	You have not specified the language. Use this free meta tags generator to declare the intended language of your website.
	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	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.
	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. Too bad, your website is using inline styles. Great, your website has few CSS files. Too bad, your website has too many JS files (more than 6).




Document

 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.

<http://whitepages.co.nz/sitemap.xml>



Robots.txt

<http://whitepages.co.nz/robots.txt>

Great, your website has a robots.txt file.



Analytics

Great, your website has an analytics tool.



Google Analytics