



# Revisión web de redsearch.com.au

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La puntuación es 57/100



## Contenido SEO

	Título	SEO Sydney - Specialist Local SEO Agency - Red Search <b>Longitud : 53</b> Perfecto, tu título contiene entre 10 y 70 caracteres.																		
	Descripción	We are an Award-Winning SEO Agency in Sydney focused on delivering exceptional SEO results for our clients <b>Longitud : 106</b> Genial, tu descripción meta contiene entre 70 y 160 caracteres.																		
	Palabras Claves (Keywords)	Muy mal. No hemos encontrado palabras clave (meta keywords) en tu página. Usa <a href="#">este generador de meta tags gratuito</a> para crear tus palabras clave.																		
	Propiedades Meta Og	Bien. Tu página usa propiedades Og (etiquetas og). <table><thead><tr><th>Propiedad</th><th>Contenido</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>SEO Sydney - Specialist Local SEO Agency - Red Search</td></tr><tr><td>description</td><td>We are an Award-Winning SEO Agency in Sydney focused on delivering exceptional SEO results for our clients</td></tr><tr><td>url</td><td>https://www.redsearch.com.au/</td></tr><tr><td>site_name</td><td>Red Search</td></tr><tr><td>image</td><td>https://www.redsearch.com.au/wp-content/uploads/2021/08/APAC-Search-Awards-2021-Winner.png</td></tr><tr><td>image:width</td><td>250</td></tr></tbody></table>	Propiedad	Contenido	locale	en_US	type	website	title	SEO Sydney - Specialist Local SEO Agency - Red Search	description	We are an Award-Winning SEO Agency in Sydney focused on delivering exceptional SEO results for our clients	url	https://www.redsearch.com.au/	site_name	Red Search	image	https://www.redsearch.com.au/wp-content/uploads/2021/08/APAC-Search-Awards-2021-Winner.png	image:width	250
Propiedad	Contenido																			
locale	en_US																			
type	website																			
title	SEO Sydney - Specialist Local SEO Agency - Red Search																			
description	We are an Award-Winning SEO Agency in Sydney focused on delivering exceptional SEO results for our clients																			
url	https://www.redsearch.com.au/																			
site_name	Red Search																			
image	https://www.redsearch.com.au/wp-content/uploads/2021/08/APAC-Search-Awards-2021-Winner.png																			
image:width	250																			

# Contenido SEO

image:height 107

image:type image/png

Titulos

H1	H2	H3	H4	H5	H6
1	8	41	6	0	0

- [H1] SEO Sydney
- [H2] Sydney's Premier SEO Agency
- [H2] Proven SEO Sydney Process
- [H2] SEO Results in Sydney
- [H2] What Our Clients Say
- [H2] Bespoke SEO Services Sydney
- [H2] We Work With Leading SEO Tools
- [H2] Areas We Serve in Sydney
- [H2] Have SEO questions? We have you covered.
- [H3] SEO Specialisation
- [H3] Business-Focused SEO
- [H3] An SEO Partner, Not Another Agency
- [H3] Bespoke SEO Strategies
- [H3] Award-Winning SEO Services
- [H3] Industry-Leading SEO Tools
- [H3] Google-Friendly SEO Services
- [H3] SEO Strategy Development
- [H3] Pro-Active Analysis & Prompt Optimisation
- [H3] Detailed Monthly SEO Insights & Report
- [H3] National SEO
- [H3] Link Building
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- [H3] WordPress SEO
- [H3] SEO Auditing
- [H3] Google Penalty
- [H3] Inner West
- [H3] The Hills District
- [H3] Sutherland Shire
- [H3] Western Sydney
- [H3] Parramatta
- [H3] Eastern Suburbs
- [H3] North Sydney
- [H3] What is SEO & how does it work?
- [H3] What benefits does SEO have?
- [H3] How much does SEO cost?
- [H3] What's involved in an SEO campaign?
- [H3] Do you provide SEO ranking guarantees?
- [H3] When can I expect to see ranking improvements on Google?
- [H3] How many SEO keywords are included in my campaign?
- [H3] We have been penalised by Google, can you help?
- [H3] What industries do you work with?
- [H3] Do you have SEO case studies?
- [H3] How many SEO specialists are in your team?
- [H3] Do you work with WordPress websites?
- [H3] Do you work with eCommerce websites?
- [H3] How do I receive support & updates?
- [H3] Link Velocity: Why Consistent Link Building Matters

# Contenido SEO

- [H3] What Are 'Near Me' Searches in SEO
- [H3] Rise in 'Best' SEO Searches: Rank for Google Best Keywords
- [H3] Contact Us
- [H4] Keyword research
- [H4] Content & on-site optimisation
- [H4] Link building & digital PR
- [H4] Analysis & reporting
- [H4] Google's stance on SEO guarantees
- [H4] Keyword research  
Keyword research is the first phase of every SEO Sydney campaign. We first present you with a list of keywords most relevant to your business. Each keyword group serves a specific purpose. The purpose of keyword groups can be broken up into three categories. They include:  
Informational keywords  
\u00a0\u2013 topics used to educate customers about your product or services. By promoting educational content, you strategically get in front of your customer, providing free value, and positioning your brand as an \u2018authority\u2019 in the field. This significantly increases the chance that the customer will buy from you.  
Transactional keywords  
these are keywords that have the highest chance of the customer pulling out their credit card and making a purchase at the earliest time.  
Commercial keywords  
these are those with purchasing intent. The customer is looking for a product or service but will likely shop around before making a transaction.  
Content & on-site optimisation  
Content is the core of every SEO campaign. Google has continually stressed that great content that provides real value to its users has the best chance of ranking at the top of the search engines. As white hat SEOs in Sydney, we couldn't agree more!  
Based on our extensive keyword research phase, we narrow in on highly lucrative keywords most relevant to your business and then develop content accordingly. Each piece of content we develop is only one small piece of the puzzle. Our ultimate goal is to achieve \u00a0topical authority. This means developing high quality content that covers a diverse range of topics relevant to your line of work. As part of our content & on-site optimisation, we look at some of the following key factors:  
Page structure  
Content structure  
Word count  
Topics and Questions (FAQs)  
Link building & digital PR  
Once your website has sufficient topical authority, we move into off-site optimisation. You can refer to this as either link building or digital PR. This practice aims to establish strong and industry-relevant backlinks to your pages to improve \u2018trust\u2019 from Google. Our SEO experts work hard to forge relationships across all industries through outreach. Think of us as your digital PR (press relation) agency. We create value for others so that we can leverage our relationships to create value for you. Similar to our goal with content creation, our ultimate goal of link building is to achieve a high website domain authority. This means that your website is seen as a reputable leader within your industry, and in turn, has a higher chance of ranking for competitive and highly searched keywords.  
Analysis & reporting  
Never be left in the dark. As an experienced SEO agency in Sydney, we love data. Our experts work around the clock to provide transparent, clear and

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measurable data so that you can make informed business decisions. We provide weekly, monthly and custom SEO reporting to suit your needs. Our proactive reporting approach means your SEO campaign can constantly evolve and grow based on new data we collect."}}, {"@type": "Question", "name": "Do you provide SEO ranking guarantees?", "acceptedAnswer": {"@type": "Answer", "text": "No, we do not guarantee SEO rankings. As an SEO Sydney agency, we will never provide any SEO guarantee. We stand by our work 100%. However, we also must acknowledge that search engines and their algorithms are constantly evolving. Google is said to make thousands of algorithm changes per year. For an SEO agency in Sydney to provide any guarantee would be highly unethical, given the nature of the service. Google's stance on SEO guarantees Google has officially made it clear that business owners should beware of any SEO agency offering SEO ranking guarantees, saying: No SEO agency (or anyone for that matter) can guarantee a #1 ranking on Google. If they do, find someone else. The SEO agency guarantees Google rankings, but only on obscure, long keyword phrases, which you would get anyway. Beware of SEO agencies that claim to guarantee rankings, allege a special relationship with Google, or advertise a priority submit to Google. Be careful if an SEO company is secretive or won't clearly explain what they intend to do."}}, {"@type": "Question", "name": "When can I expect to see ranking improvements on Google?", "acceptedAnswer": {"@type": "Answer", "text": "Generally speaking, it takes 3~6 months to see SEO results come to fruition. Depending on your goals, this could mean achieving first page results on Google, an increase in SEO traffic, or could mean an increase in phone calls. Every campaign is different. The results from your campaign SEO take into consideration starting position, level of competition and any major search trend changes. It's generally a rule of thumb that ongoing optimisation will lead to results compounding over time. SEO isn't a start and stop practice. To see best ranking improvements, it's important to keep optimisation work consistent and constantly innovate with new ideas as your business continues to grow."}}, {"@type": "Question", "name": "How many SEO keywords are included in my campaign?", "acceptedAnswer": {"@type": "Answer", "text": "The amount of target keywords in a campaign varies greatly. Depending on your goals and SEO budget, we can include as many or as least keywords as we see fit. The total amount of keywords per campaign shouldn't be a high priority, so long as we agree that the keywords we do target will bring quality traffic and customers."}}, {"@type": "Question", "name": "We have been penalised by Google, can you help?", "acceptedAnswer": {"@type": "Answer", "text": "Yes. We can identify why your website has been penalised and put together a plan of attack that will put you back into Google's good books. We specialise in Google penalty removal and can help your business get back on

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its feet."}}, {"@type": "Question", "name": "What industries do you work

with?", "acceptedAnswer": {"@type": "Answer", "text": "We work with middle to large-sized businesses all across Australia. For smaller, growing businesses, we generally work with brands who are turning over at least \$1M+ and are striving for ambitious growth targets. Industries that we work with\u00a0include government, healthcare, professional services, hospitality, not-for-profits, manufacturing and home improvement. Speak to us today and find out more about our SEO work!"}}, {"@type": "Question", "name": "Do you have SEO case

studies?", "acceptedAnswer": {"@type": "Answer", "text": "Yes. You can view all our\u00a0SEO case studies here. We\u2019re completely transparent with our work. Our clients understand that white-hat SEO takes time. For us to provide a seamless SEO service, we conduct regular meetings to discuss SEO campaign progress, making sure that you understand where your campaign is heading at all

times."}}, {"@type": "Question", "name": "How many SEO specialists are in your

team?", "acceptedAnswer": {"@type": "Answer", "text": "Our SEO agency consists of 7 senior SEO specialists. We do not stretch ourselves thin by focusing on other digital marketing channels (such as Google Ads or web design). Instead, our in-house Sydney team purely focuses on white-hat search engine optimisation. We believe this specialty is necessary to keep our clients at the respective forefront of their industries. What we are not, is a jack of all trades





agency."}}, {"@type": "Question", "name": "Do you work with WordPress

websites?", "acceptedAnswer": {"@type": "Answer", "text": "We provide SEO services specifically tailored to suit WordPress business websites. With WordPress holding a 62% market share of being the CMS-of-choice, we make it our mission to understand\u00a0WordPress SEO. Our SEO specialists in Sydney are all senior specialists who have countless years of experience working with WordPress websites across all major industries. We use a combination of various leading WordPress SEO plugins to maximise its performance capabilities, plugins including WP Rocket, Yoast SEO Premium, Schema Pro and more."}}, {"@type": "Question", "name": "Do you work with





eCommerce websites?", "acceptedAnswer": {"@type": "Answer", "text": "Yes, we\u2019re an SEO company that specialises in eCommerce SEO. We have a proven track record in driving high-quality SEO traffic to established eCommerce brands. Our\u00a0eCommerce SEO services\u00a0involve strategic planning, scalable roll-outs of best SEO practices and detailed monthly reports."}}, {"@type": "Question", "name": "How do I receive support &

updates?", "acceptedAnswer": {"@type": "Answer", "text": "We provide proactive campaign support on an ongoing basis, either via phone or email. We pride ourselves on our customer service and at no time will you ever feel alone when working with us. Contact us today and find out how we can drive highly

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		targeted SEO traffic to your website."}}}} Follow Our SEO Blog
	Imágenes	Hemos encontrado 45 imágenes en esta web. 2 atributos alt están vacíos o no existen. Agrega texto alternativo para que los motores de búsqueda puedan entender las imágenes.
	Ratio Texto/HTML	Ratio : <b>6%</b> El ratio entre texto y código HTML de esta página es menor que el 15 por ciento, esto significa que tu web posiblemente necesite más contenido en texto.
	Flash	Perfecto, no se ha detectado contenido Flash en la página.
	Iframe	Genial, no se han detectado Iframes en la página.

## Enlaces SEO

	Reescritura URL	Bien. Tus enlaces parecen amigables
	Guiones bajos en las URLs	Perfecto! No hemos detectado guiones bajos en tus URLs
	Enlaces en página	Hemos encontrado un total de 38 enlaces incluyendo 0 enlace(s) a ficheros
	Statistics	Enlaces Externos : noFollow 0% Enlaces Externos : Pasando Jugo 7.89% Enlaces Internos 92.11%

## Enlaces en página

Ancla	Tipo	Jugo
<a href="#">Let's Chat</a>	Interna	Pasando Jugo
<a href="#">About</a>	Interna	Pasando Jugo
<a href="#">Services</a>	Interna	Pasando Jugo


## Enlaces en página

<a href="#">Our Work</a>	Interna	Pasando Jugo
<a href="#">Resources</a>	Interna	Pasando Jugo
<a href="#">Eyecare Plus achieve their SEO goals</a>	Interna	Pasando Jugo
<a href="#">200 different ranking factors</a>	Externo	Pasando Jugo
<a href="#">link building</a>	Interna	Pasando Jugo
<a href="#">topical authority</a>	Interna	Pasando Jugo
<a href="#">officially made it clear</a>	Externo	Pasando Jugo
<a href="#">Google penalty removal</a>	Interna	Pasando Jugo
<a href="#">Industries that we work with</a>	Interna	Pasando Jugo
<a href="#">WordPress SEO</a>	Interna	Pasando Jugo
<a href="#">eCommerce SEO services</a>	Interna	Pasando Jugo
<a href="#">Link Velocity: Why Consistent Link Building Matters</a>	Interna	Pasando Jugo
<a href="#">What Are &amp;#8216;Near Me&amp;#8217; Searches in SEO</a>	Interna	Pasando Jugo
<a href="#">Rise in &amp;#8216;Best&amp;#8217; SEO Searches: Rank for Google Best Keywords</a>	Interna	Pasando Jugo
<a href="#">National SEO</a>	Interna	Pasando Jugo
<a href="#">Local SEO</a>	Interna	Pasando Jugo
<a href="#">WordPress Hosting</a>	Interna	Pasando Jugo
<a href="#">Technical SEO Auditing</a>	Interna	Pasando Jugo
<a href="#">How Long Does SEO Take</a>	Interna	Pasando Jugo
<a href="#">Can I Trust SEO Guarantees</a>	Interna	Pasando Jugo
<a href="#">Can I Stop SEO</a>	Interna	Pasando Jugo
<a href="#">SEO Statistics</a>	Interna	Pasando Jugo
<a href="#">Local SEO Statistics</a>	Interna	Pasando Jugo
<a href="#">eCommerce Statistics</a>	Interna	Pasando Jugo
<a href="#">Mobile Phone Statistics</a>	Interna	Pasando Jugo
<a href="#">Internet Statistics</a>	Interna	Pasando Jugo
<a href="#">SEO Inner West</a>	Interna	Pasando Jugo
<a href="#">SEO Hills District</a>	Interna	Pasando Jugo

## Enlaces en página

<a href="#">SEO Western Sydney</a>	Interna	Pasando Jugo
<a href="#">SEO Sutherland Shire</a>	Interna	Pasando Jugo
<a href="#">SEO Parramatta</a>	Interna	Pasando Jugo
<a href="#">Red Search</a>	Interna	Pasando Jugo
<a href="#">Sitemap</a>	Interna	Pasando Jugo
<a href="#">Privacy Policy</a>	Interna	Pasando Jugo
<a href="http://buy.nsw.gov.au/supplier/profile/104774">buy.nsw.gov.au/supplier/profile/104774</a>	Externo	Pasando Jugo



## Palabras Clave SEO

	Nube de Palabras Clave	keywords website <b>seo</b> campaign business search more google work sydney
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## Consistencia de las Palabras Clave




Palabra Clave (Keyword)	Contenido	Título	Palabras Claves (Keywords)	Descripción	Titulos
seo	152	✓	✗	✓	✓
business	39	✗	✗	✗	✓
google	37	✗	✗	✗	✓
campaign	25	✗	✗	✗	✓
sydney	24	✓	✗	✓	✓

## Usabilidad












	Url	Dominio : redsearch.com.au Longitud : 16
	Favicon	Genial, tu web tiene un favicon.
	Imprimibilidad	No hemos encontrado una hoja de estilos CSS para impresión.



## Usabilidad

		
	Idioma	Genial. Has declarado el idioma en.
	Dublin Core	Esta página no usa Dublin Core.





## Documento

	Tipo de documento (Doctype)	HTML 5				
	Codificación	Perfecto. Has declarado como codificación UTF-8.				
	Validez W3C	Errores : 967 Avisos : 0				
	Privacidad de los Emails	Atención! Hemos encontrado por lo menos una dirección de correo electrónico en texto plano. Usa <a href="#">este protector antispam gratuito</a> para ocultarla de los spammers.				
	HTML obsoleto	<table><thead><tr><th>Etiquetas obsoletas</th><th>Ocurrencias</th></tr></thead><tbody><tr><td>&lt;center&gt;</td><td>1</td></tr></tbody></table> <p>Hemos detectado etiquetas HTML obsoletas que ya no se usa. Es recomendable que cambies esas etiquetas por otras similares.</p>	Etiquetas obsoletas	Ocurrencias	<center>	1
Etiquetas obsoletas	Ocurrencias					
<center>	1					
	Consejos de Velocidad	<ul style="list-style-type: none"><li> Excelente, esta web no usa tablas.</li><li> Muy mal, tu web está usando estilos embenidos (inline CSS).</li><li> Muy mal, tu página web usa demasiados ficheros CSS (más de 4).</li><li> Muy mal, tu sitio usa demasiados ficheros JavaScript (más de 6).</li><li> Su sitio web se beneficia del tipo de compresión gzip. ¡Perfecto!</li></ul>				

## Movil

	Optimización Móvil	<ul style="list-style-type: none"><li>✓ Icono para Apple</li><li>✓ Etiqueta Meta Viewport</li><li>✓ Contenido Flash</li></ul>
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## Optimización

	Mapa del sitio XML	<p>iPerfecto! Su sitio tiene un mapa del sitio en XML.</p> <p><a href="https://www.redsearch.com.au/sitemap_index.xml">https://www.redsearch.com.au/sitemap_index.xml</a></p>
	Robots.txt	<p><a href="http://redsearch.com.au/robots.txt">http://redsearch.com.au/robots.txt</a></p> <p>iEstupendo! Su sitio web tiene un archivo robots.txt.</p>
	Herramientas de Analítica	<p>iPerfecto! Su sitio web tiene una herramienta de análisis.</p> <p> Google Analytics</p>