



Evaluation du site redsearch.com.au

Généré le 02 Novembre 2024 18:30

Le score est de 57/100



Optimisation du contenu

	Titre	<p>SEO Sydney - Specialist Local SEO Agency - Red Search</p> <p>Longueur : 53</p> <p>Parfait, votre titre contient entre 10 et 70 caractères.</p>																
	Description	<p>We are an Award-Winning SEO Agency in Sydney focused on delivering exceptional SEO results for our clients</p> <p>Longueur : 106</p> <p>Génial, votre balise META description contient entre 70 et 160 caractères.</p>																
	Mots-clefs	<p>Très mauvais. Nous n'avons pas trouvé de balise META keywords sur votre page. Utilisez ce générateur gratuit de balises META en ligne pour créer des mots-clés.</p>																
	Propriétés Open Graph	<p>Bien, cette page profite des balises META Open Graph.</p> <table border="1" data-bbox="544 1346 1481 2063"> <thead> <tr> <th>Propriété</th> <th>Contenu</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> </tbody> </table>	Propriété	Contenu	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
Propriété	Contenu																	
locale	en_US																	
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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																	

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image:width	250
image:height	107
image:type	image/png

Niveaux de titre

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
- [H3] Local SEO
- [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?

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- [H3] How do I receive support & updates?
 - [H3] Link Velocity: Why Consistent Link Building Matters
 - [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 – 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 authority 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 topical 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 trust 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

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experienced SEO agency in Sydney, we love data. Our experts work around the clock to provide transparent, clear and 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 few 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

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Google's good books. We specialise in Google penalty removal and can help your business get back on its feet.}}

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 include government, healthcare, professional services, hospitality, not-for-profits, manufacturing and home improvement. Speak to us today and find out more about our SEO work!}}

Do you have SEO case studies?,"acceptedAnswer":{"@type":"Answer","text":"Yes. You can view all our SEO case studies here. We're 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.}}





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.}}

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 WordPress 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.}}





Do you work with eCommerce websites?,"acceptedAnswer":{"@type":"Answer","text":"Yes, we're 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 eCommerce SEO services involve strategic planning, scalable roll-outs of best SEO practices and detailed monthly reports.}}

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

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		and at no time will you ever feel alone when working with us.Contact us today and find out how we can drive highly targeted SEO traffic to your website."}}}} Follow Our SEO Blog
	Images	Nous avons trouvé 45 image(s) sur cette page Web. 2 attribut(s) alt sont vides ou manquants. Ajouter un texte alternatif permet aux moteurs de recherche de mieux comprendre le contenu de vos images.
	Ratio texte/HTML	Ratio : 6% le ratio de cette page texte/HTML est au-dessous de 15 pour cent, ce qui signifie que votre site manque de contenu textuel.
	Flash	Parfait, aucun contenu FLASH n'a été détecté sur cette page.
	Iframe	Génial, il n'y a pas d'Iframes détectés sur cette page.

Liens

	Réécriture d'URLs	Bien. Vos liens sont optimisés!
	Tiret bas dans les URLs	Parfait! Aucuns soulignements détectés dans vos URLs.
	Liens dans la page	Nous avons trouvé un total de 38 lien(s) dont 0 lien(s) vers des fichiers
	Statistics	Liens externes : noFollow 0% Liens externes : Passing Juice 7.89% Liens internes 92.11%

Liens dans la page

Texte d'ancre	Type	Juice
Let's Chat	Interne	Passing Juice
About	Interne	Passing Juice


Liens dans la page

Services	Interne	Passing Juice
Our Work	Interne	Passing Juice
Resources	Interne	Passing Juice
Eyecare Plus achieve their SEO goals	Interne	Passing Juice
200 different ranking factors	Externe	Passing Juice
link building	Interne	Passing Juice
topical authority	Interne	Passing Juice
officially made it clear	Externe	Passing Juice
Google penalty removal	Interne	Passing Juice
Industries that we work with	Interne	Passing Juice
WordPress SEO	Interne	Passing Juice
eCommerce SEO services	Interne	Passing Juice
Link Velocity: Why Consistent Link Building Matters	Interne	Passing Juice
What Are &#8216;Near Me&#8217; Searches in SEO	Interne	Passing Juice
Rise in &#8216;Best&#8217; SEO Searches: Rank for Google Best Keywords	Interne	Passing Juice
National SEO	Interne	Passing Juice
Local SEO	Interne	Passing Juice
WordPress Hosting	Interne	Passing Juice
Technical SEO Auditing	Interne	Passing Juice
How Long Does SEO Take	Interne	Passing Juice
Can I Trust SEO Guarantees	Interne	Passing Juice
Can I Stop SEO	Interne	Passing Juice
SEO Statistics	Interne	Passing Juice
Local SEO Statistics	Interne	Passing Juice
eCommerce Statistics	Interne	Passing Juice
Mobile Phone Statistics	Interne	Passing Juice
Internet Statistics	Interne	Passing Juice
SEO Inner West	Interne	Passing Juice

Liens dans la page

SEO Hills District	Interne	Passing Juice
SEO Western Sydney	Interne	Passing Juice
SEO Sutherland Shire	Interne	Passing Juice
SEO Parramatta	Interne	Passing Juice
Red Search	Interne	Passing Juice
Sitemap	Interne	Passing Juice
Privacy Policy	Interne	Passing Juice
buy.nsw.gov.au/supplier/profile/104774	Externe	Passing Juice



Mots-clefs

	Nuage de mots-clefs	search more campaign website keywords work business sydney google seo
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Cohérence des mots-clefs

Mot-clef	Contenu	Titre	Mots-clefs	Description	Niveaux de titre
seo	152	✓	✗	✓	✓
business	39	✗	✗	✗	✓
google	37	✗	✗	✗	✓
campaign	25	✗	✗	✗	✓
sydney	24	✓	✗	✓	✓












Ergonomie

	Url	Domaine : redsearch.com.au Longueur : 16
	Favicon	Génial, votre site web dispose d'un favicon.
	Imprimabilité	Aucun style CSS pour optimiser l'impression n'a pu être trouvé.


Ergonomie

		
	Langue	Bien. Votre langue est : en.
	Dublin Core	Cette page ne profite pas des métadonnées Dublin Core.





Document

	Doctype	HTML 5				
	Encodage	Parfait. Votre charset est UTF-8.				
	Validité W3C	Erreurs : 967 Avertissements : 0				
	E-mail confidentialité	Attention! Au moins une adresse e-mail a été trouvée en texte clair. Utilisez une protection anti-spam gratuite pour cacher vos e-mails aux spammeurs.				
	HTML obsolètes	<table><thead><tr><th>Tags obsolètes</th><th>Occurrences</th></tr></thead><tbody><tr><td><center></td><td>1</td></tr></tbody></table> <p>Les balises HTML obsolètes sont des balises qui ne sont plus utilisés. Il est recommandé de supprimer ou de remplacer ces balises HTML, car elles sont désormais obsolètes.</p>	Tags obsolètes	Occurrences	<center>	1
Tags obsolètes	Occurrences					
<center>	1					
	Astuces vitesse	<ul style="list-style-type: none"> Excellent, votre site n'utilise pas de tableaux imbriqués. Mauvais, votre site web utilise des styles css inline. Mauvais, votre site web contient trop de fichiers CSS (plus de 4). Mauvais, votre site web contient trop de fichiers javascript (plus de 6). Parfait : votre site tire parti de gzip.				

Mobile

	Optimisation mobile	<ul style="list-style-type: none">✓ Icône Apple✓ Méta tags viewport✓ Contenu FLASH
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Optimisation

	Sitemap XML	<p>Votre site web dispose d'une sitemap XML, ce qui est optimal.</p> <p>https://www.redsearch.com.au/sitemap_index.xml</p>
	Robots.txt	<p>http://redsearch.com.au/robots.txt</p> <p>Votre site dispose d'un fichier robots.txt, ce qui est optimal.</p>
	Mesures d'audience	<p>Votre site web dispose d'une outil d'analytics, ce qui est optimal.</p> <p> Google Analytics</p>