

Review of Strathfield.nsw.gov.au

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Introduction

This report provides a review of the key factors that influence the SEO and usability of your website.

The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.

Our reports provide actionable advice to improve a site's business objectives.

Please contact us for more information.

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Search Engine Optimization

Mobile

Visitors

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Usability

Technologies

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Iconography

 Good

 To Improve

 Errors

 Not Important

 Hard to solve

 Little tough to solve

 Easy to solve

 No action necessary



Title Tag

Home - Strathfield Council

Length: 26 character(s)

Ideally, your title tag should contain between 10 and 70 characters (spaces included).

Make sure your title is explicit and contains your most important keywords.

Be sure that each page has a unique title.



Meta Description

Welcome to Strathfield Council. We are a medium sized Council in Sydney's Inner West. Access information and council services for residents, businesses and visitors.

Length: 165 character(s)

Meta descriptions contains between 100 and 300 characters (spaces included).

It allow you to influence how your web pages are described and displayed in search results.

Ensure that all of your web pages have a unique meta description that is explicit and contains your most important keywords (these appear in bold when they match part or all of the user's search query).

A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize click-through rate.



Meta Keywords

No Keywords

Meta Keywords are a specific type of meta tag that appear in the HTML code of a Web page and help tell search engines what the topic of the page is.

However, google can't use meta keywords.



[Home - Strathfield Council](#)

strathfield.nsw.gov.au/

Welcome to Strathfield Council. We are a medium sized Council in Sydney's Inner West. Access information and council services for residents, businesses and visitors.

This is an example of what your Title Tag and Meta Description will look like in Google search results.

While Title Tags & Meta Descriptions are used to build the search result listings, the search engines may create their own if they are missing, not well written, or not relevant to the content on the page.

Title Tags and Meta Descriptions are cut short if they are too long, so it's important to stay within the suggested character limits.

<H1>	<H2>	<H3>	<H4>	<H5>	<H6>
17	0	15	0	0	0

- <H1> Drive Thru Recycling Day </H1>
- <H1> Bushcare Group </H1>
- <H1> Extended Hours at the Library </H1>
- <H1> EXHIBIT @ STRATHFIELD </H1>
- <H1> Kids Activities </H1>
- <H1> Light Interactions: Bernadette Smith </H1>
- <H1> Strathfield Council </H1>
- <H1> Strathfield Council </H1>
- <H1> Strathfield Council </H1>
- <H1> Strathfield Council </H1>
- <H1> Strathfield Council </H1>
- <H1> I want to... </H1>
- <H1> Public Notices </H1>
- <H1> Events </H1>
- <H1> My Neighbourhood </H1>
- <H1> News </H1>
- <H1> Follow us </H1>
- <H3> Amendment Part N – Water Sensitive Urban Design </H3>
- <H3> 3-5 Bridge Road Homebush West Pty Ltd – Voluntary Planning Agreement </H3>
- <H3> RFT – Preparation of Comprehensive North Homebush Masterplan </H3>
- <H3> Public Exhibition – 40 km/h High Pedestrian Activity Area (HPAA) Study of Strathfield and Homebush Town Centres. </H3>

- <H3> RFT – Strathfield Town Hall Roof Works </H3>
- <H3> EOI – Members of Town Centre Masterplan Working Group </H3>
- <H3> EOI – Fit Out and Operate Cafe at Hudson Park </H3>
- <H3> Public Exhibition 2022-2023 Fees and Charges – Tree Permit Application Fees </H3>
- <H3> State Significant Development for Alterations and Addition to Meriden Senior School </H3>
- <H3> RFT – Domain Improvements on Station Street Homebush </H3>
- <H3> Women’s Self Defence Class </H3>
- <H3> Remembrance Day Service </H3>
- <H3> Strathfield Bushcare </H3>
- <H3> Menu </H3>
- <H3> Services </H3>

Use your keywords in the headings and make sure the first level (H1) includes your most important keywords. Never duplicate your title tag content in your header tag.

While it is important to ensure every page has an H1 tag, never include more than one per page. Instead, use multiple H2 - H6 tags.

Keywords

strathfield 89 council 54 park 29 homebush 29 road 22
 more 21 street 21 community 20 library 17 facebook 16
 view 16 australia 15 reserve 15 planning 14 local 13

This Keyword Cloud provides an insight into the frequency of keyword usage within the page.

It's important to carry out keyword research to get an understanding of the keywords that your audience is using. There are a number of keyword research tools available online to help you choose which keywords to target.


Keyword Consistency

Keywords	Freq	Title	Desc	<H>
strathfield	89	✓	✓	✓
council	54	✓	✓	✓
park	29	✗	✗	✓
homebush	29	✗	✗	✓
road	22	✗	✗	✓
more	21	✗	✗	✗
street	21	✗	✗	✓
community	20	✗	✗	✗
library	17	✗	✗	✓
facebook	16	✗	✗	✗
view	16	✗	✗	✗
australia	15	✗	✗	✗
reserve	15	✗	✗	✗
planning	14	✗	✗	✓
local	13	✗	✗	✗

This table highlights the importance of being consistent with your use of keywords.

To improve the chance of ranking well in search results for a specific keyword, make sure you include it in some or all of the following: page URL, page content, title tag, meta description, header tags, image alt attributes, internal link anchor text and backlink anchor text.

Alt Attribute

We found 34 images on this web page
 13 ALT attributes are empty or missing.

/wp-content/uploads/2020/03/logo.png
/wp-content/uploads/2022/10/shutterstock_440287351-scaled.jpg
/wp-content/uploads/2022/10/RIMG1061-1-scaled.jpg
/wp-content/uploads/2022/11/IMG_7364-scaled.jpg
/wp-content/uploads/2022/08/IMG_0924-scaled.jpg
/wp-content/uploads/2021/01/Education-and-Care-Services.jpg
/wp-content/uploads/2022/09/Sun-Burst-1-scaled.jpg
/wp-content/uploads/2020/10/Drew-St-v4.jpg
/wp-content/uploads/2022/11/shutterstock_1938101404-scaled.jpg
/wp-content/uploads/2020/10/iStock-465759924-500x320.jpg
/wp-content/uploads/2022/10/ResizedImage600444-bushcare-at-maria-reserve.jpg
/wp-content/uploads/2020/03/connector-sm.jpg
/wp-content/uploads/2020/03/logo-white.png

Alternative text is used to describe images to give the search engine crawlers (and the visually impaired).
Also, more information to help them understand images, which can help them to appear in Google Images search results.

Text/HTML Ratio

HTML to Text Ratio is: **4.03%**

Text content size 17854 bytes
Total HTML size 442980 bytes

Code to text ratio represents the percentage of actual text on a web page compared to the percentage of HTML code, and it is used by search engines to calculate the relevancy of a web page.



A higher code to text ratio will increase your chances of getting a better rank in search engine results.

GZIP compression

Wow! It's GZIP Enabled.
 Your webpage is compressed from 433 KB to 129 KB (70.3 % size savings)

Gzip is a method of compressing files (making them smaller) for faster network transfers.

It allows to reduce the size of web pages and any other typical web files to about 30% or less of its original size before it transfer.

 **IP Canonicalization** No your domain IP 13.107.246.40 does not redirect to strathfield.nsw.gov.au


To check this for your website, enter your IP address in the browser and see if your site loads with the IP address. Ideally, the IP should redirect to your website's URL or to a page from your website hosting provider. If it does not redirect, you should do an htaccess 301 redirect to make sure the IP does not get indexed.

 **URL Rewrite** Good, all URLs look clean and friendly


Your site's URLs contain unnecessary elements that make them look complicated. A URL must be easy to read and remember for users. Search engines need URLs to be clean and include your page's most important keywords. Clean URLs are also useful when shared on social media as they explain the page's content.

 **Underscores in the URLs** Oh no, you are using underscores (these_are_underscores) in your URLs


Great, you are not using ?underscores (these_are_underscores) in your URLs. While Google treats hyphens as word separators, it does not for underscores.



WWW Resolve



Warning, no 301 redirects are in place to redirect traffic to your preferred domain. Pages that load successfully both with and without www. are treated as duplicate content!

Redirecting requests from a non-preferred domain is important because search engines consider URLs with and without "www" as two different websites.



XML Sitemap



Good, you have XML Sitemap file!
<http://strathfield.nsw.gov.au/sitemap.xml>

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.

We recommend that you generate an XML sitemap for your website and submit it to both Google Search Console and Bing Webmaster Tools. It is also good practice to specify your sitemap's location in your robots.txt file.



Robots.txt



Good, you have Robots.txt file!
<http://strathfield.nsw.gov.au/robots.txt>

A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.



You can check for errors in your robots.txt file using Google Search Console (formerly Webmaster Tools) by selecting 'Robots.txt Tester' under 'Crawl'. This also allows you to test individual pages to make sure that Googlebot has the appropriate access.

 **Embedded Objects** Perfect, no embedded objects has been detected on this page


Embedded Objects such as Flash. It should only be used for specific enhancements.



Although Flash content often looks nicer, it cannot be properly indexed by search engines.

Avoid full Flash websites to maximize SEO.

 **Iframe** Oh no, iframe content has been detected on this page


Frames can cause problems on your web page because search engines will not crawl or index the content within them.

Avoid frames whenever possible and use a NoFrames tag if you must use them.

 **Domain Registration** Exactly how many years and months


Domain Age: Not Available

Created Date: Not Available

Updated Date: Not Available

Expiry Date: Not Available

Domain age matters to a certain extent and newer domains generally struggle to get indexed and rank high in search results for their first few months (depending on other associated ranking factors). Consider buying a second-hand domain name.

Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.

 **Indexed Pages**


Indexed pages in search engines

39 Page(s)

This is the number of pages that we have discovered on your website.

A low number can indicate that bots are unable to discover your webpages, which is a common cause of a bad site architecture & internal linking, or you're unknowingly preventing bots and search engines from crawling & indexing your pages.

 **Backlinks Counter**


Number of backlinks to your website

0 Backlink(s)

Backlinks are links that point to your website from other websites. They are like letters of recommendation for your site.

Since this factor is crucial to SEO, you should have a strategy to improve the quantity and quality of backlinks.



URL

http://strathfield.nsw.gov.au
Length: 11 characters

Keep your URLs short and avoid long domain names when possible.

A descriptive URL is better recognized by search engines.

A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g., http://www.mysite.com/en/products).



Favicon

SC Great, your website has a favicon.

Favicons improve a brand's visibility.

As a favicon is especially important for users bookmarking your website, make sure it is consistent with your brand.



Custom 404 Page

Great, your website has a custom 404 error page.

When a visitor encounters a 404 File Not Found error on your site, you're on the verge of losing the visitor that you've worked so hard to obtain through the search engines and third party links.

Creating your custom 404 error page allows you to minimize the number of visitors lost that way.

 **Page Size**


394 KB (World Wide Web average is 320 Kb)

Two of the main reasons for an increase in page size are images and JavaScript files.
Page size affects the speed of your website; try to keep your page size below 2 Mb.
Tip: Use images with a small size and optimize their download with gzip.

 **Load Time**


4.74 second(s)

Site speed is an important factor for ranking high in Google search results and enriching the user experience.
Resources: Check out Google's developer tutorials for tips on how to make your website run faster.

 **Language**


Good, you have declared your language
Declared Language: EN-AU

Make sure your declared language is the same as the language detected by Google
Also, define the language of the content in each page's HTML code.

Domain Availability



Domains (TLD)	Status
strathfield.com	Already Registered
strathfield.net	Available
strathfield.org	Already Registered
strathfield.biz	Already Registered
strathfield.us	Available

Register the various extensions of your domain to protect your brand from cybersquatters.

Typo Availability



Domains (TLD)	Status
qtrathfield.au	Already Registered
wtrathfield.au	Already Registered
etrathfield.au	Already Registered
ztrathfield.au	Already Registered
xtrathfield.au	Already Registered

Register the various typos of your domain to protect your brand from cybersquatters.



Email Privacy

Email address has been found in plain text!



We don't recommend adding plain text/linked email addresses to your webpages.

As malicious bots scrape the web in search of email addresses to spam. Instead, consider using a contact form.



Safe Browsing

The website is not blacklisted and looks safe to use.



Safe Browsing to identify unsafe websites and notify users and webmasters so they can protect themselves from harm.



Mobile Friendliness



Awesome! This page is mobile-friendly!
Your mobile friendly score is 80/100

Mobile Friendliness refers to the usability aspects of your mobile website, which Google uses as a ranking signal in mobile search results.



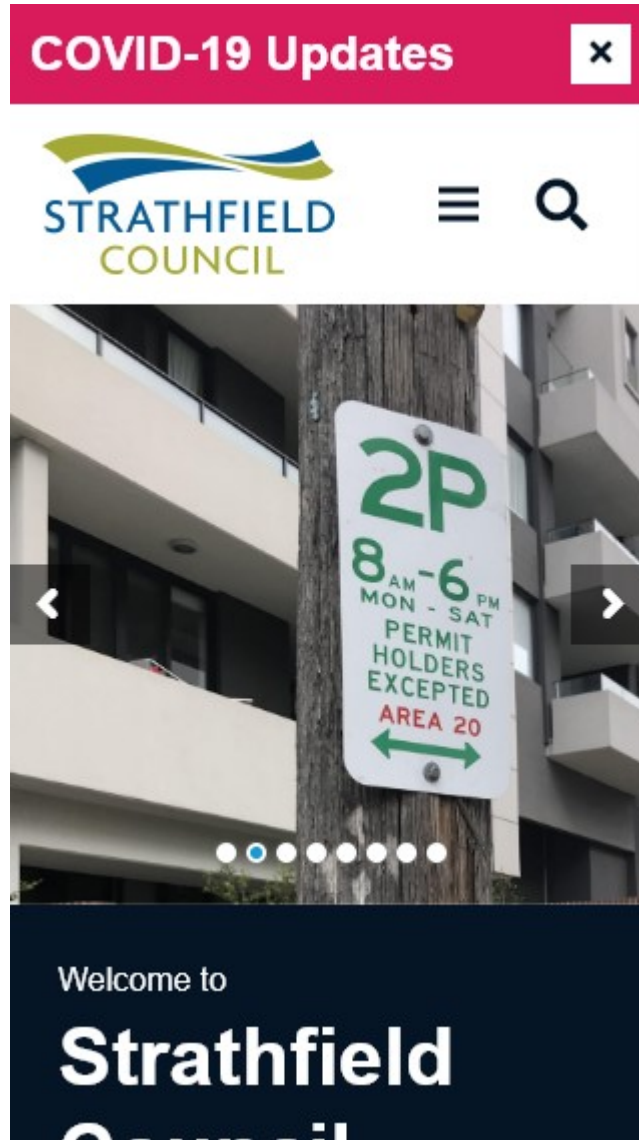
Mobile Compatibility



Bad, embedded objects detected.

Embedded Objects such as Flash, Silverlight or Java. It should only be used for specific enhancements.

But avoid using Embedded Objects, so your content can be accessed on all devices.



The number of people using the Mobile Web is huge; over 75 percent of consumers have access to smartphones. ??

Your website should look nice on the most popular mobile devices.

Tip: Use an analytics tool to track mobile usage of your website.

Server IP



Server IP	Server Location	Service Provider
52.255.47.222	United StatesTimezone	Microsoft CorporationOrganization

Your server's IP address has little impact on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors.

Search engines take the geolocation of a server into account as well as the server speed.

Speed Tips



Tips for authoring fast-loading HTML pages:

- ✘ Too bad, your website has too many CSS files.
- ✘ Too bad, your website has too many JavaScript files.
- ✔ Perfect, your website doesn't use nested tables.
- ✘ Too bad, your website is using inline styles.

Website speed has a huge impact on performance, affecting user experience, conversion rates and even rankings.

By reducing page load-times, users are less likely to get distracted and the search engines are more likely to reward you by ranking your pages higher in the SERPs.

Conversion rates are far higher for websites that load faster than their slower competitors.

Analytics



Perfect, We 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.



Doc Type

Your Web Page doctype is HTML 5



The Doctype is used to instruct web browsers about the document type being used.

For example, what version of HTML the page is written in.

Declaring a doctype helps web browsers to render content correctly.



W3C Validity

W3C not validated



W3C is a consortium that sets web standards.

Using valid markup that contains no errors is important because syntax errors can make your page difficult for search engines to index. Run the W3C validation service whenever changes are made to your website's code.



Encoding

Great, language/character encoding is specified: UTF-8



Specifying language/character encoding can prevent problems with the rendering of special characters.

Social Data

Your social media status

 Facebook:  Tr

 Twitter:  Intent

 Instagram:  Strathfieldcouncil

Social data refers to data individuals create that is knowingly and voluntarily shared by them.

Cost and overhead previously rendered this semi-public form of communication unfeasible.

But advances in social networking technology from 2004-2010 has made broader concepts of sharing possible.

 **Traffic Rank** 1,660th most visited website in the World.


A low rank means that your website gets a lot of visitors.

Your Alexa Rank is a good estimate of the worldwide traffic to your website, although it is not 100 percent accurate.

 **Visitors Localization** Your website is popular on following countries:


No data available

We recommend that you book the domain names for the countries where your website is popular.

This will prevent potential competitors from registering these domains and taking advantage of your reputation in such countries.

 **Estimated Worth** \$1,364,376 USD


Just a estimated worth of your website based on Alexa Rank.

In-Page Links

We found a total of 207 links including both internal & external links of your site

Anchor	Type	Follow
Services	Internal Links	Dofollow
Vacancies	Internal Links	Dofollow
FAQs	Internal Links	Dofollow
Contact Us	Internal Links	Dofollow
Chinese	Internal Links	Dofollow
Korean	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
About Strathfield	Internal Links	Dofollow
Council Meetings	Internal Links	Dofollow
Council Members	Internal Links	Dofollow
Council Reports and Registers	Internal Links	Dofollow
Forms A-Z	Internal Links	Dofollow
News	Internal Links	Dofollow
Policies, Plans and Regulations	Internal Links	Dofollow
Tenders and Expressions of Interest	Internal Links	Dofollow
Working at Strathfield Council	Internal Links	Dofollow
Busicare	Internal Links	Dofollow
Community Event Listing	Internal Links	Dofollow
Community Garden	Internal Links	Dofollow
Community Grants	Internal Links	Dofollow
Community Participation and Feedback	Internal Links	Dofollow
Have Your Say	Internal Links	Dofollow
Local Citizen of the Year	Internal Links	Dofollow
Sponsorship	Internal Links	Dofollow
Volunteering With Us	Internal Links	Dofollow
Discover Your Council	Internal Links	Dofollow
ACU Collaborate Plus Strathfield	Internal Links	Dofollow
Awnings	Internal Links	Dofollow
Cooling Towers	Internal Links	Dofollow
Food Safety	Internal Links	Dofollow
Help for Small Business	Internal Links	Dofollow
Permits	Internal Links	Dofollow
Skin Penetration Premises	Internal Links	Dofollow
Development Applications	Internal Links	Dofollow
Determination List	Internal Links	Dofollow
Heritage	Internal Links	Dofollow
Internal Development Assessment Panel (IDAP)	Internal Links	Dofollow
Planning Compliance	Internal Links	Dofollow
Planning Policies	Internal Links	Dofollow
Planning Proposals	Internal Links	Dofollow
Developer Contributions and Voluntary Planning Agreement Register	Internal Links	Dofollow
Section 10.7 Certificates	Internal Links	Dofollow
Strathfield Design Review Panel	Internal Links	Dofollow
Strathfield Local Planning Panel (SLPP)	Internal Links	Dofollow
Shaping Strathfield – LEP 2021	Internal Links	Dofollow
Animals and Pets	Internal Links	Dofollow
Biodiversity	Internal Links	Dofollow

Children and Youth Services	Internal Links	Dofollow
Citizenship	Internal Links	Dofollow
Climate Change	Internal Links	Dofollow
Community Services Directory	Internal Links	Dofollow
Community Safety	Internal Links	Dofollow
Cooks River	Internal Links	Dofollow
Diversity in Strathfield	Internal Links	Dofollow
Domestic and Family Violence	Internal Links	Dofollow
Helping Hand Strathfield	Internal Links	Dofollow
Local Health Services	Internal Links	Dofollow
Parramatta River	Internal Links	Dofollow
Pay Rates	Internal Links	Dofollow
Pollution	Internal Links	Dofollow
Report to Council	Internal Links	Dofollow
Roads, Footpaths and Traffic	Internal Links	Dofollow
Seniors and Disability Services	Internal Links	Dofollow
Sustainable Living	Internal Links	Dofollow
Swimming Pools	Internal Links	Dofollow
Trees	Internal Links	Dofollow
Waste	Internal Links	Dofollow
Weeds	Internal Links	Dofollow
Cycling and walking	Internal Links	Dofollow
Events	Internal Links	Dofollow
Strathfield Council Library and Innovation Hub	Internal Links	Dofollow
Strathfield Local Studies	Internal Links	Dofollow
Hudson Park Driving Range	Internal Links	Dofollow
Ironbark Gallery	Internal Links	Dofollow
Leash Free Areas	Internal Links	Dofollow
Park and Sportsground Hire	Internal Links	Dofollow
Parks and Natural Areas	Internal Links	Dofollow
Playgrounds	Internal Links	Dofollow
Strathfield Connector	Internal Links	Dofollow
Strathfield Eats	Internal Links	Dofollow
Venues for Hire	Internal Links	Dofollow
Council	Internal Links	Dofollow
Strathfield Council Elections	Internal Links	Dofollow
Participate	Internal Links	Dofollow
Work	Internal Links	Dofollow
ACU Collaborate Plus Strathfield	Internal Links	Dofollow
Awnings	Internal Links	Dofollow
Cooling Towers	Internal Links	Dofollow
Food Safety	Internal Links	Dofollow
Help for Small Business	Internal Links	Dofollow
Permits	Internal Links	Dofollow
Skin Penetration Premises	Internal Links	Dofollow
Develop	Internal Links	Dofollow
Parramatta Road Urban Amenity Improvement Plan	Internal Links	Dofollow
Planning Forms	Internal Links	Dofollow
Live	Internal Links	Dofollow
Multicultural Strathfield	Internal Links	Dofollow
Play	Internal Links	Dofollow
Shaping Strathfield	Internal Links	Nofollow
No Anchor Text	Internal Links	Dofollow

No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Read More	Internal Links	Dofollow
Read More	Internal Links	Dofollow
Read More	Internal Links	Dofollow
Read More	Internal Links	Dofollow
Read More	Internal Links	Dofollow
Read More	Internal Links	Dofollow
Read More	Internal Links	Dofollow
Read More	Internal Links	Dofollow
Read More	Internal Links	Dofollow
Read More	Internal Links	Dofollow
Read More	Internal Links	Dofollow
Read More	Internal Links	Dofollow
All Public Notices	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
More information	Internal Links	Dofollow
More information	Internal Links	Dofollow
More information	Internal Links	Dofollow
More information	Internal Links	Dofollow
More information	Internal Links	Dofollow
More information	Internal Links	Dofollow
More information	Internal Links	Dofollow
More information	Internal Links	Dofollow
More information	Internal Links	Dofollow
More information	Internal Links	Dofollow
More information	Internal Links	Dofollow
More information	Internal Links	Dofollow
More information	Internal Links	Dofollow
More information	Internal Links	Dofollow
View Comments Likes: 0 Shares: 0 Comments: 0	Internal Links	Dofollow
Work	Internal Links	Dofollow
Book Your Waste Collection Online	Internal Links	Dofollow
Check Fees and Charges	Internal Links	Dofollow
Copyright	Internal Links	Dofollow
Privacy	Internal Links	Dofollow
Disclaimer	Internal Links	Dofollow
Sitemap	Internal Links	Dofollow
No Anchor Text	External Links	Dofollow
More information	External Links	Dofollow
More information	External Links	Dofollow
Strathfield Council	External Links	Dofollow
No Anchor Text	External Links	Dofollow
View on Facebook	External Links	Dofollow
Share	External Links	Dofollow
Share on Twitter	External Links	Dofollow
Share on Linked In	External Links	Dofollow
No Anchor Text	External Links	Dofollow
View on Facebook	External Links	Dofollow



Broken Links



Broken links were found on this web page

https://www.strathfield.nsw.gov.au/?page_id=44342

<https://www.strathfield.nsw.gov.au/develop/planning-forms/>

<https://www.strathfield.nsw.gov.au/live/multicultural-strathfield/>

<https://www.strathfield.nsw.gov.au/event/world-mental-health-day/>

<https://www.strathfield.nsw.gov.au/project/hudson-park-maze-and-sensory-garden/>

[http://strathfield.nsw.gov.au/javaScript:void\(0\);](http://strathfield.nsw.gov.au/javaScript:void(0);)

<https://datracker.strathfield.nsw.gov.au/Home/Disclaimer>

Broken links send users to non-existing web pages. They are bad for your site's usability, reputation and SEO. If you find broken links in the future, take the time to replace or remove each one.