



Review of Artificialgrassshop.com.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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Hard to solve

• Little tough to solve

Errors

Easy to solve

Not Important

To Improve

No action necessary



Search Engine Optimization



Australian Made Fake & Premium Synthetic Grass | Artificial Grass Shop

Length: 70 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.



Artificial Grass Shop supplies Australian Made Artificial Grass for sporting, commercial & residential applications. Buy Premium Synthetic Grass from us today!

Length: 159 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.



Google Preview

Australian Made Fake & Premium Synthetic Grass | Artificial Grass Shop artificialgrassshop.com.au/

Artificial Grass Shop supplies Australian Made Artificial Grass for sporting, commercial & residential applications. Buy Premium Synthetic Grass from us today!

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></h1>	<h2></h2>	<h3></h3>	<h4></h4>	<h5></h5>	<h6></h6>
0	22	30	0	0	1

- <H2> Artificial Grass Shop For Home Business & Sport </H2> <H2> Artificial Grass Shop For Home Business & Sport </H2>
- <H2> Time To Upgrade Your Practice Pitch Or Oval? </H2>
- <H2> Artificial Grass Shop For Home Business & Sport </H2>
- <H2> Artificial Grass Shop For Home Business & Sport </H2>
- <H2> Stuck at home? Keep on swinging... </H2>
- <H2> Artificial Grass Shop For Home Business & Sport </H2>
- <H2> Shop our Synthetic Grass Product Range Online Now! </H2>
- <H2> The Artificial Grass Shop Melbourne's Leading Synthetic Grass Specialist Buy Online Today! </H2>
- <H2> Shop Online Buy Australian Made Premium Synthetic Grass today! </H2>
- <H2> Problem Solving Applications for Fake Grass </H2>
- <H2> Why Choose Us? </H2>
- <H2> Contact Us Today </H2>
- <H2> Looking For Fake Artificial Synthetic Grass? Call Now for a Free Quote </H2>
- <H2> Our Projects </H2>
- <H2> Customer Testimonials </H2>
- <H2> Our Clients </H2>
- <H3> Pro Lawn 25mm Synthetic Grass Best Seller </H3>
- <H3> Court Turf PE 19mm Colours </H3>
- <H3> Shield 9mm Synthetic Cricket Pitch </H3>
- <H3> Best Seller Pro Lawn 35mm Artificial Grass </H3>
- <H3> Cool Play 23mm </H3>
- <H3> PRO LUXE 40mm </H3>
- <H3> Cool Grass 35mm </H3>
- <H3> Lush 40mm with Heat Block Tm </H3>
- <H3> Nails for Securing Synthetic Grass bag of 50 nails </H3>
- <H3> Single Sided Joining Tape for Synthetic Grass 150mm x 15M Roll </H3>
- <H3> 20kg Bags Kilm Dried Sand </H3>
- <H3> SYNTHETIC TURF ADHESIVE 20L </H3>
- <H3> Practice Green Marker With Top Ferrule </H3>



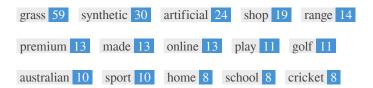
- <H3> Checkered Flags for Golf Green </H3>
- <H3> White Golf Putting Cups </H3>
- <H3> SYNTHETIC GRASS SNAKES AND LADDERS </H3>
- <H3> GIANT OUTDOOR CHESS BOARD BLUE & GOLD 3m x 3m </H3>
- <H3> Outdoor Hopscotch Snake Version 1m x 4m </H3>
- <H3> Block Hopscotch </H3>
- <H3> SYNTHETIC GRASS RAINBOW FISH </H3>
- <H3> Giant Chess 64cm </H3>
- <H3> 2 Ltr Wet and Forget </H3>
- <H3> 5L Wet and Forget </H3>
- <H3> Tennis Court Cleaning Wet & Forget 10L </H3>
- <H3> SmellBgonePLUS 5 LTR Concentrate </H3>
- <H3> SmellBgone 1 Ltr Pre Mixed </H3>
- <H3> SmellBgonePLUS 2 LTR Liquid </H3>
- <H3> Mini Pro 14mm </H3>
- <H3> Kingston Green 15mm </H3>
- <H3> Rapid Mould Algae Remover 2L Hose End </H3>
- <H6> Shop Online 24/7. Our office will be closed over the Easter Holidays from 12 noon Thursday 6th of April until Tuesday 11th of April. </H6>

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.







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.



Keywords grass	Freq 59	Title	Desc	<h></h>
synthetic	30			
artificial	24			
shop	19	/	/	1
range	14	×	×	
premium	13	✓	✓	-
made	13	✓	✓	-
online	13	×	×	*
play	11	×	×	*
golf	11	×	×	*
australian	10	✓	✓	-
sport	10	×	✓	*
home	8	×	×	*
school	8	×	×	×
cricket	8	×	×	-

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.





We found 97 images on this web page **×** 48 ALT attributes are empty or missing.

https://www.facebook.com/tr?id=1095229404682586&ev=PageView&noscript=1
https://artificialgrassshop.com.au/wp-content/uploads/2021/02/australia.png
https://artificialgrassshop.com.au/wp-content/uploads/2021/02/100.png
https://artificialgrassshop.com.au/wp-content/uploads/2021/02/Afterpay-1.png
https://artificialgrassshop.com.au/wp-content/uploads/2021/02/paypal.png
https://www.grassolutions.com.au/wp-content/uploads/2020/01/australian_owned-1.png
https://www.grassolutions.com.au/wp-content/uploads/2020/01/Australian_Made.png
https://artificialgrassshop.com.au/wp-content/uploads/2018/04/Cobram-CC-4-370x240.jpg
https://artificialgrassshop.com.au/wp-content/uploads/2018/03/hl-category02-370x240.jpg
https://artificialgrassshop.com.au/wp-content/uploads/2018/04/Sollys-caulfield-003-370x240.jpg
https://artificialgrassshop.com.au/wp-content/uploads/2018/03/Scoresby-Childcare-370x240.jpg
https://artificialgrassshop.com.au/wp-content/uploads/2018/04/Logos-4-370x240.jpg
https://artificialgrassshop.com.au/wp-content/uploads/2018/03/multisport-1-370x240.jpg
https://artificialgrassshop.com.au/wp-content/uploads/2018/04/Chess-Board-Blue-and-Yello-1-370x240.jpg
https://www.artificialgrassshop.com.au/wp-content/uploads/2021/10/Aust-Made-2-300x266.jpg
https://www.artificialgrassshop.com.au/wp-content/uploads/2018/05/australian_owned.gif
https://artificialgrassshop.com.au/wp-content/uploads/2018/03/hl-client-logo01.png
https://artificialgrassshop.com.au/wp-content/uploads/2019/09/Belle-Vue-PS-Logo.jpg
https://artificialgrassshop.com.au/wp-content/uploads/2018/03/hl-client-logo03.png
https://artificialgrassshop.com.au/wp-content/uploads/2019/09/Kurunjang-PS-Logo.png
https://artificialgrassshop.com.au/wp-content/uploads/2019/09/Point-Cook-Logo.png
https://artificialgrassshop.com.au/wp-content/uploads/2019/09/Icon-Logo.png
https://artificialgrassshop.com.au/wp-content/uploads/2019/09/Warrigal-North-Primary-School.jpg
https://artificialgrassshop.com.au/wp-content/uploads/2019/09/Sunbury-College-Logo.png
https://artificialgrassshop.com.au/wp-content/uploads/2019/09/Sacred-Heart.jpg
https://artificialgrassshop.com.au/wp-content/uploads/2019/09/RASV-Logo.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.





HTML to Text Ratio is: 6.27%

Text content size 14558 bytes Total HTML size 232239 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.



Wow! It's GZIP Enabled.

✓ Your webpage is compressed from 227 KB to 42 KB (81.4 % 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 52.63.123.241 does not redirect to artificial grass shop.com.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

000

Great, you are not using ?underscores (these_are_underscores) in your URLs.

While Google treats hyphens as word separators, it does not for underscores.





Great, a redirect is in place to redirect traffic from your non-preferred domain.

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



Good, you have XML Sitemap file! http://artificialgrassshop.com.au/sitemap.xml

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.



Good, you have Robots.txt file! http://artificialgrassshop.com.au/robots.txt

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.





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.



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: 8th-Mar-2023

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.



229 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.



Number of backlinks to your website

7 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.



Usability



http://artificialgrassshop.com.au

Length: 19 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).



G 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.



Two of the main reasons for an increase in page size are images and JavaScript files.

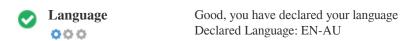
Page size affects the speed of your website; try to keep your page size below 2 Mb.

Tip: Use images with a small size and optimize their download with gzip.



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 to make your website run faster.



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
artificialgrassshop.com	Already Registered
artificialgrassshop.net	Available
artificialgrassshop.org	Already Registered
artificialgrassshop.biz	Already Registered
artificialgrassshop.us	Available

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

Typo Availability

Domains (TLD)	Status	
artificialgrashop.au	Already Registered	
qrtificialgrassshop.au	Already Registered	
wrtificialgrassshop.au	Already Registered	
zrtificialgrassshop.au	Already Registered	
xrtificialgrassshop.au	Already Registered	

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





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.



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



Oh No! This page is not mobile-friendly. Your mobile friendly score is 0/100

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.



Mobile View

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.



Technologies



Server IP	Server Location	Service Provider	
52.63.123.241	Not Available	Not Available	

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.



Tips for authoring fast-loading HTML pages:

- * Too bad, your website has too many CSS files.
- X 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.



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.





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

W3Cis 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.



Oh no, language/character encoding is not specified!

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



Social



Your social media status







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.

Visitors

Traffic Rank

No Global Rank

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:

Popularity at	None
Regional Rank	None

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 \$60 USD

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



We found a total of 98 links including both internal & external links of your site

Anchor	Type	Follow
Shop Online	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
FAQ's	Internal Links	Dofollow
Login	Internal Links	Dofollow
[0]	Internal Links	Dofollow
Home	Internal Links	Dofollow
Shop Online	Internal Links	Dofollow
Basketball Multi Sport Range	Internal Links	Dofollow
Cricket Range	Internal Links	Dofollow
Golf Green & Accessory Range	Internal Links	Dofollow
Hopscotch Chess – Playshape Range	Internal Links	Dofollow
Landscape Range	Internal Links	Dofollow
Installation Materials	Internal Links	Dofollow
Installation Tools	Internal Links	Dofollow
Moss & Algae Removal – Wet & Forget	Internal Links	Dofollow
Pet Products – SmellBGone Range	Internal Links	Dofollow
Softfall & Impact Tile Range	Internal Links	Dofollow
Tennis Court & Accessory Range	Internal Links	Dofollow
Cricket	Internal Links	Dofollow
Childcare	Internal Links	Dofollow
Golf	Internal Links	Dofollow
	Internal Links	Dofollow
Gym Landscape	Internal Links	Dofollow
Landscape Paylortell Artifical Cross		
Basketball Artifical Grass	Internal Links	Dofollow
Synthetic Grass for Netball	Internal Links	Dofollow
Soccer/Futsal Fields	Internal Links	Dofollow
Tennis Court Synthetic Grass	Internal Links	Dofollow
Synthetic Turf for School Playgrounds	Internal Links	Dofollow
Premium Pet Solutions	Internal Links	Dofollow
Installation Guide	Internal Links	Dofollow
About Us	Internal Links	Dofollow
Gallery	Internal Links	Dofollow
Contact Us	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
BUY NOW	Internal Links	Dofollow
BUY NOW	Internal Links	Dofollow
Synthetic Grass Logos Synthetic Grass Logos GrassArt – Commercial & Sporting Logos A revolutionary synthetic turf tufting process allows Grass Art to tuft graphics right into	Internal Links	Dofollow
Basketball Gym Multi Sport Basketball Gym Multi Sport Sport Turf Range We have selected a comprehensive range of robust artificial grass designed for a variety of sports. Our		Dofollow
GrassArt Play Shapes Chess Hopscotch GrassArt Play Shapes Chess Hopscotch Play Shapes are colourful, educational designs that can be quickly and easily inserted in your synthetic grass application. Most importantly	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
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New	Internal Links	Dofollow
New	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Online Shop	Internal Links	Dofollow
Click here	Internal Links	Dofollow
premium fake grass	Internal Links	Dofollow
Click here	Internal Links	Dofollow
Click here	Internal Links	Dofollow
Click here	Internal Links	Dofollow
online enquiry form	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
03 9830 8646	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
Landscape Range	Internal Links	Dofollow
Golf Range	Internal Links	Dofollow
Softfall and Impact Tiles	Internal Links	Dofollow
Testimonials	Internal Links	Dofollow
Privacy Policy	Internal Links	Dofollow
Disclaimer	Internal Links	Dofollow
Shipping Policy	Internal Links	Dofollow
Refund & Return Policy	Internal Links	Dofollow
0398308646	Internal Links	Dofollow
0406534889	Internal Links	Dofollow
98273124	Internal Links	Dofollow



No Anchor Text External Links Dofollow
No Anchor Text External Links Dofollow

While there's no exact limit to the number of links you should include on a page, best practice is to avoid exceeding 200 links.

Links pass value from one page to another, but the amount of value that can be passed is split between all of the links on a page. This means that adding unnecessary links will dilute the potential value attributed to your other links.

Using the Nofollow attribute prevents value from being passed to the linking page, but it's worth noting that these links are still taken into account when calculating the value that is passed through each link, so Nofollow links can also dilute pagerank.





Broken links were found on this web page

https://artificialgrassshop.com.au/?post_type=product&p=1866 https://artificialgrassshop.com.au/?post_type=product&p=912 https://artificialgrassshop.com.au/?post_type=product&p=975 https://artificialgrassshop.com.au/?post_type=product&p=974

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.

