



## Review of Abc.net.au

Generated on 2025-09-03

#### 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.

<b>Table</b>	$\mathbf{of}$	<b>Contents</b>
--------------	---------------	-----------------

Search Engine Optimization

Usability

Mobile

Technologies

Visitors

Social

Link Analysis

#### **Iconography**

🕜 Good

• • • Hard to solve

To Improve

••• Little tough to solve

X

Errors

**©** © Easy to solve

0

Not Important

No action necessary



## **Search Engine Optimization**



ABC (Australian Broadcasting Corporation)

**Length:** 41 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.



Stay informed and entertained with ABC Australia. Access live events, news, audio and on-demand video streaming from the nation's most trusted broadcaster.

**Length:** 155 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

#### ABC (Australian Broadcasting Corporation)

#### abc.net.au/

Stay informed and entertained with ABC Australia. Access live events, news, audio and on-demand video streaming from the nation's most trusted broadcaster.

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>
1	10	43	0	0	0

<h1> ABC Home </h1>	
<h2> More from ABC </h2>	
<h2> Featured </h2>	
<h2> Editor's Choice </h2>	
<h2> Child care in focus </h2>	
<h2> Popular Podcasts on ABC listen </h2>	
<h2> Moments in History </h2>	
<h2> Editorial Standards </h2>	
<h2> Discover more of the ABC on our apps </h2>	
<h2> Help </h2>	
<h2> Footer </h2>	
<h3> Editorial Policies </h3>	
<h3> Live: Coalition claims victory over home care packages after Senate standoff </h3>	
<h3> More than 100 properties searched in hunt for alleged killer Dezi Freeman </h3>	
<h3> 'No escaping it': Shocking allegations of sexual assault over six decades </h3>	
<h3> Labor to fund extra 20,000 home care packages after political pressure </h3>	
<h3> Xi flanked by Putin and Kim during lavish military parade in China </h3>	
<h3> Why the 'Epstein Files' drop may not be what MAGA hoped for </h3>	
<h3> Monster problem: should energy drinks be banned in Australia for under 16s? </h3>	
<h3> Stronger economic data raises prospect of just one more rate cut </h3>	
<h3> Retailer wins right to refuse sale of 'gateway' drinks to children </h3>	
<h3> Couple 'broken, nearly bankrupt' after years of mysterious bank withdrawals </h3>	
<h3> 'Weaponisation' of Australian flag denounced in wake of divisive rallies </h3>	
<h3> 'We all went into panic': Families' dismay over childcare announcement </h3>	
<h3> Child diagnosed with fractured skull a month after childcare centre fall </h3>	
<h3> Analysis: Spotlight on childcare reforms reveals how far there is to go </h3>	
<h3> CCTV trial for hundreds of childcare centres to be rolled out this year </h3>	
<h3> How did a suburban mum fall for doomsday prophets? </h3>	
<h3> Are we on the precipice of a new genetic future? </h3>	
<h3> A not-so-polite history of stolen treasures </h3>	
<h3> Meet people who have seen and done amazing things </h3>	

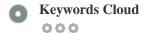


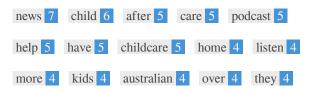
<H3> What's really going on behind the biggest news stories </H3> <H3> The masters of weekend midfield mayhem </H3> <H3> Explore a world of mind, brain and behaviour </H3> <H3> Big moments that changed the course of history </H3> <H3> The man in the desert who didn't want to be found </H3> <H3> Global news and how to make sense of it </H3> <H3> Women's health and relationship issues setting your group chat on fire. </H3> <H3> Solving the mysteries of the world, with science! </H3> <H3> Audio versions of your favourite Bluey episodes </H3> <H3> Political coverage you can trust </H3> <H3> How a broom almost killed the sport of curling </H3> <H3> Can you take control of the technology that threatens you? </H3> <H3> News Daily </H3> <H3> Pop Culture made easy </H3> <H3> The case that's captured the world's attention </H3> <H3> All the twists and turns of the Mushroom case </H3> <H3> How an 'unspoilt' Aussie town set the scene for a hidden gem Disney film </H3> <H3> Rare car licence plates expected to spark bidding frenzy </H3> <H3> Can this historic regatta coax tourists back to struggling river town? </H3> <H3> Audrey Jacob's 100yo 'murder' on the dance floor brought back to life </H3> <H3> Sections </H3> <H3> Connect with ABC </H3> <H3> Sign up to our newsletters </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.







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	Freq	Title	Desc	<h></h>
news	7	×	<b>*</b>	~
child	6	×	×	-
after	5	×	×	~
care	5	×	×	~
podcast	5	×	×	~
help	5	×	×	~
have	5	×	×	~
childcare	5	×	×	~
home	4	×	×	~
listen	4	×	×	~
more	4	×	×	~
kids	4	×	×	×
australian	4	✓	×	~
over	4	×	×	~
they	4	×	×	×

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 36 images on this web page **X** 3 ALT attributes are empty or missing.

 $https://live-production.wcms.abc-cdn.net.au/90d7078214e5d66553ffb7fcf0da0cda?impolicy=wcms\_crop\_resize\&cropH=3000\& cropW=3000\&xPos=0\&yPos=0\&width=862\&height=862$ 

 $https://live-production.wcms.abc-cdn.net.au/ebd9fbda878c87d35b5f7e5adc662361?impolicy=wcms\_crop\_resize\&cropH=3000\&cropW=3000\&xPos=0\&yPos=0\&width=862\&height=862$ 

 $https://live-production.wcms.abc-cdn.net.au/4d69c097341f1dd2fe657510695a1c6c?impolicy=wcms\_crop\_resize\&cropH=3000\&cropW=3000\&xPos=0\&yPos=0\&width=862\&height=862$ 

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: 2.11%

Text content size 7856 bytes Total HTML size 372142 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 363 KB to 64 KB (82.3 % 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.



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

Oreat, you are not 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.





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://abc.net.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://abc.net.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.

Mark 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.

O Domain Registration

Exactly how many years and months

Domain Age: Not Available

Created Date: Not Available

Updated Date: 15th-May-2025

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 in search engines

0 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



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://abc.net.au **Length:** 3 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).



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.

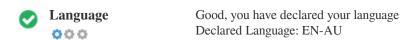
Page size affects the speed of your website; try to keep your page size below 2 Mb.

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
abc.com	Already Registered
abc.net	Already Registered
abc.org	Already Registered
abc.biz	Already Registered
abc.us	Already Registered

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

Typo Availability

Domains (TLD)	Status
qbc.au	Already Registered
wbc.au	Already Registered
zbc.au	Already Registered
xbc.au	Already Registered
avc.au	Already Registered

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





Good, no 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.



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	<b>Server Location</b>	Service Provider
23.56.162.139	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.

Speed Tips

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.



We didn't 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.



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.

Encoding

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

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

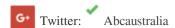


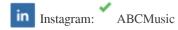
## **Social**



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 \$10 USD

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





We found a total of 91 links including both internal & external links of your site

Anchor	Type	Follow
ABC	Internal Links	Dofollow
ABC	Internal Links	Dofollow
News	Internal Links	Dofollow
Local	Internal Links	Dofollow
	Internal Links	Dofollow
listen		
More	Internal Links	Dofollow Dofollow
Editorial Policies Read our editorial guiding principles	Internal Links	
Accessibility	Internal Links	Dofollow
About the ABC	Internal Links	Dofollow
TV Guide	Internal Links	Dofollow
Kids	Internal Links	Dofollow
Lifestyle	Internal Links	Dofollow
Entertainment	Internal Links	Dofollow
Sport	Internal Links	Dofollow
Emergency	Internal Links	Dofollow
Live: Coalition claims victory over home care packages after Senate standoff	Internal Links	Dofollow
More than 100 properties searched in hunt for alleged killer Dezi Freeman	Internal Links	Dofollow
'No escaping it': Shocking allegations of sexual assault over six decades	Internal Links	Dofollow
Labor to fund extra 20,000 home care packages after political pressure After enduring a week of pressure over its delays to aged care reforms, the government has struck a deal with the Coalition to bring funding for home care packages forward.	Internal Links	Dofollow
Xi flanked by Putin and Kim during lavish military parade in China Former Victorian premier Daniel Andrews was among those who attended, with Donald Trump asking China's leader to give Vladimir Putin and Kim Jong Un his "warmest regards" as they "conspire" against the US.Duration: 1 minute 20 seconds 1m 20s	Internal Links	Dofollow
Why the 'Epstein Files' drop may not be what MAGA hoped for After weeks of growing pressure, the US House Committee has released part of the Epstein files. But it's unlikely to give people the answers they were hoping for.	Internal Links	Dofollow
Monster problem: should energy drinks be banned in Australia for under 16s? 'It does have an impact on the body, amplifies anxiety, amplifies insomnia'Duration: 11 minutes 59 seconds 11m	Internal Links	Dofollow
Stronger economic data raises prospect of just one more rate cut The Australian economy has grown slightly faster than economists were expecting thanks to a dramatic increase in household spending, increasing expectations that the RBA might be close to done with rate cuts.	Internal Links	Dofollow
Retailer wins right to refuse sale of 'gateway' drinks to children Community Enterprise Queensland secures an anti-discrimination law exemption that allows it to refuse the sale of drinks such as non-alcoholic beer to underage customers.	Internal Links	Dofollow
Couple 'broken, nearly bankrupt' after years of mysterious bank withdrawals Michael Alford says his wife and he have been left in a "financial no-man's-land" after years spent trying to resolve suspicious transactions that have appeared in the couple's bank accounts without success.	Internal Links	Dofollow
'Weaponisation' of Australian flag denounced in wake of divisive rallies A history expert says this Australian National Flag Day there should be pause for concern in the wake of the anti-immigration rallies at the weekend.	Internal Links	Dofollow
'We all went into panic': Families' dismay over childcare announcement A working mum has hit out at the way the closure of a Tasmanian town's childcare centre has been handled, with families left without an option for their kids.	Internal Links	Dofollow



Child diagnosed with fractured skull a month after childcare centre fall Busy Bees New Lambton failed to report a serious fall until a child presented to hospital nearly a month later with a fractured skull, budget estimates has heard.	Internal Links	Dofollow
Analysis: Spotlight on childcare reforms reveals how far there is to go Australia's long overdue reforms to improve safety across the nation's childcare centres are a start but still a long way off best practice compared to other countries, writes Conor Duffy.	Internal Links	Dofollow
CCTV trial for hundreds of childcare centres to be rolled out this year Education Minister Jason Clare says the new measures won't be a "silver bullet" but they will help improve the safety of children in child care.	Internal Links	Dofollow
More on child care	Internal Links	Dofollow
Popular Podcasts on ABC listen	Internal Links	Dofollow
How did a suburban mum fall for doomsday prophets?	Internal Links	Dofollow
Are we on the precipice of a new genetic future?	Internal Links	Dofollow
A not-so-polite history of stolen treasures	Internal Links	Dofollow
Meet people who have seen and done amazing things	Internal Links	Dofollow
What's really going on behind the biggest news stories	Internal Links	Dofollow
The masters of weekend midfield mayhem	Internal Links	Dofollow
Explore a world of mind, brain and behaviour	Internal Links	Dofollow
Big moments that changed the course of history	Internal Links	Dofollow
The man in the desert who didn't want to be found	Internal Links	Dofollow
Global news and how to make sense of it	Internal Links	Dofollow
Women's health and relationship issues setting your group chat on fire.	Internal Links	Dofollow
Solving the mysteries of the world, with science!	Internal Links	Dofollow
Audio versions of your favourite Bluey episodes	Internal Links	Dofollow
Political coverage you can trust	Internal Links	Dofollow
How a broom almost killed the sport of curling	Internal Links	Dofollow
Can you take control of the technology that threatens you?	Internal Links	Dofollow
News Daily	Internal Links	Dofollow
Pop Culture made easy	Internal Links	Dofollow
The case that's captured the world's attention	Internal Links	Dofollow
How an 'unspoilt' Aussie town set the scene for a hidden gem Disney film When Disney came to Australia to film Ride a Wild Pony in the 1970s, the crew nearly returned to America to complete filming — then they found Chiltern.	Internal Links	Dofollow
Rare car licence plates expected to spark bidding frenzy Sixteen of Victoria's rarest and most sought-after licence plates are not likely to go cheap when they are auctioned off at a sold-out event.	Internal Links	Dofollow
Can this historic regatta coax tourists back to struggling river town? The small Victorian town of Nelson has endured tough times over the past five years, but now a small group of friends plans to revive an event that attracted huge crowds up until the 1970s.	Internal Links	Dofollow
Audrey Jacob's 100yo 'murder' on the dance floor brought back to life A century ago, a young woman shot her former fiancé dead in the middle of a crowded Perth ballroom, but was acquitted of murder by a jury. Now, a stage play is retelling the story of Audrey Jacob's astonishing defence.	Internal Links	Dofollow
ABC News Australia's most trusted news	Internal Links	Dofollow
ABC listen Radio & podcasts	Internal Links	Dofollow
triple j Live stream music radio	Internal Links	Dofollow
ABC Kids Entertainment for pre-schoolers	Internal Links	Dofollow
ABC Kids listen Music, stories and podcasts	Internal Links	Dofollow
ABC Kids Play Preschooler games & activities	Internal Links	Dofollow
News	Internal Links	Dofollow
TV Guide	Internal Links	Dofollow
Sports	Internal Links	Dofollow
Emergency	Internal Links	Dofollow
Indigenous	Internal Links	Dofollow
Careers	Internal Links	Dofollow



Search	External Links	Dofollow
iview	External Links	Dofollow
Help	External Links	Dofollow
Contact Us	External Links	Dofollow
Privacy Policy	External Links	Dofollow
Terms of Use	External Links	Dofollow
© 2025 ABC	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
iview	External Links	Dofollow
Read about our editorial guiding principles and the standards ABC journalists and content makers follow.	External Links	Dofollow
ABC iview Video on demand	External Links	Dofollow
Where can I listen to live sport on ABC Radio?	External Links	Dofollow
How do I sign up for an ABC Account?	External Links	Dofollow
How do I link my TV to my ABC Account?	External Links	Dofollow
Facebook	External Links	Dofollow
YouTube	External Links	Dofollow
TikTok	External Links	Dofollow
X (formerly Twitter)	External Links	Dofollow
Go to ABC newsletters	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 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.

