SEO AUDIT 365

69

Your Website Score

Review of Johnholland.com.au

Generated on 2024-02-27

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.

Table of Contents

Iconography

Good

To Improve

Errors

Not Important

Hard to solve

Little tough to solve

Easy to solve

No action necessary

Page 1/25

Search Engine Optimization

Title Tag ⚙⚙⚙

John Holland

Length: 12 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 ⚙⚙⚙

We're committed to building a better way forward – transforming lives in tangible, meaningful ways. Making it easier to move around, be more connected, and better to live in.

Length: 174 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
⚙ ⚙ ⚙

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.

Headings
⚙ ⚙ ⚙

<H1>	<H2>	<H3>	<H4>	<H5>	<H6>
1	6	11	0	0	0

<H1> At John Holland, our purpose is simple: we transform lives with everything we do. </H1>

<H2> Making more possible </H2>

<H2> Transforming lives </H2>

<H2> Join the team that's making a difference </H2>

<H2> Impact that matters </H2>

<H2> Latest news </H2>

<H3> In the past year: </H3>

<H3> 1 million+ </H3>

<H3> 10,061 metres </H3>

<H3> $12.7 million </H3>

<H3> $107 million </H3>

<H3> Sydney Football Stadium Redevelopment </H3>

<H3> Sydney Metro Northwest – Metro Trains Sydney </H3>

<H3> Batemans Bay Bridge </H3>

<H3> Melbourne Metro Tunnel – Rail Network Alliance </H3>

<H3> Wentworth to Broken Hill Pipeline </H3>

<H3> ACKNOWLEDGEMENT OF COUNTRY </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 Cloud

holland `86`   deliver `40`   september `28`   john `23`   october `20`

hospital `14`   lives `14`   stage `13`   march `13`   rail `11`

metro `11`   team `11`   water `10`   next `10`   more `9`

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>
holland	86	✔	✖	✔
deliver	40	✖	✖	✖
september	28	✖	✖	✖
john	23	✔	✖	✔
october	20	✖	✖	✖
hospital	14	✖	✖	✖
lives	14	✖	✔	✔
stage	13	✖	✖	✖
march	13	✖	✖	✖
rail	11	✖	✖	✔
metro	11	✖	✖	✔
team	11	✖	✖	✔
water	10	✖	✖	✖
next	10	✖	✖	✖
more	9	✖	✔	✔

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
✖ 2 ALT attributes are empty or missing.

https://www.facebook.com/tr?id=1824808701130982&ev=PageView&noscript=1

data:image/svg+xml,%3csvg%20xmlns=%27http://www.w3.org/2000/svg%27%20version=%271.1%27%20width=%2714%27%20height=%2713
7/%3e

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: **6.66%**

Text content size 22422 bytes
Total HTML size 336820 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 329 KB to 63 KB (80.9 % 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 18.154.144.41 does not redirect to johnholland.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

Great, 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.

WWW Resolve

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.

XML Sitemap

Good, you have XML Sitemap file!
http://johnholland.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.

Robots.txt

Good, you have Robots.txt file!
http://johnholland.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.

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

Perfect, 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: 31st-Jul-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.

Indexed Pages

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.

Backlinks Counter

Number of backlinks to your website

9,679 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

URL

http://johnholland.com.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

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 ❌
⚙⚙⚙

329 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 ❌
⚙⚙⚙

2.21 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 to make your website run faster.

Language ✅
⚙⚙⚙

Good, you have declared your language
Declared Language: English

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

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

Typo Availability

Domains (TLD)	Status
johnholand.au	Already Registered
nohnholland.au	Already Registered
hohnholland.au	Already Registered
yohnholland.au	Already Registered
uohnholland.au	Already Registered

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

Email Privacy

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.

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

Mobile Friendliness

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

Perfect, no 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 IP	Server Location	Service Provider
18.154.144.41	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:

✔ Perfect, your website has few 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
✿ ✿ ✿

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.

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

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

Social Data
⚙ ⚙ ⚙

Your social media status

f Facebook: ✔ Tr

G+ Twitter: ✖

in Instagram: ✔ Johnhollandgroup

> 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.
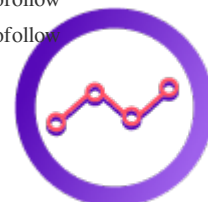
Estimated Worth $60 USD

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

Link Analysis

✅ **In-Page Links**
⚙⚙⚙

We found a total of 76 links including both internal & external links of your site

Anchor	Type	Follow
Who we are	Internal Links	Dofollow
Our strategy	Internal Links	Dofollow
What we believe in	Internal Links	Dofollow
Our leadership	Internal Links	Dofollow
Our governance	Internal Links	Dofollow
Our legacy	Internal Links	Dofollow
What we do	Internal Links	Dofollow
Working with us	Internal Links	Dofollow
Infrastructure	Internal Links	Dofollow
Rail & transport	Internal Links	Dofollow
Building & property	Internal Links	Dofollow
Energy transition	Internal Links	Dofollow
Technology & innovation	Internal Links	Dofollow
Our projects & specialisations	Internal Links	Dofollow
Social initiatives	Internal Links	Dofollow
Sustainability & climate	Internal Links	Dofollow
Reconciliation	Internal Links	Dofollow
Safety & wellbeing	Internal Links	Dofollow
Latest news	Internal Links	Dofollow
Publications	Internal Links	Dofollow
Awards	Internal Links	Dofollow
Join us	Internal Links	Dofollow
Our culture	Internal Links	Dofollow
Our benefits	Internal Links	Dofollow
Diversity & inclusion	Internal Links	Dofollow
Graduate & internship program	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
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No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Disclaimer & Privacy Policy	Internal Links	Dofollow
Contact Us	Internal Links	Dofollow
Search for jobs	External Links	Dofollow
No Anchor Text	External Links	Dofollow
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No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
Meet Casidhe Simmons - a former elite AFL player turned sourcing specialist at John Holland. Casidhe joined our team through our partnership with the AFLW when a severe concussion ended her sports career prematurely and she found a new passion for her work in the construction industry. With a positive mindset and dose of resilience, Casidhe has excelled in her new role, where she also gets to work closely with AFLW players and mentor the next generation of construction stars. "The whole point of the John Holland AFLW program is to give players options for life after football. And it's already doing that for me, maybe a little ahead of schedule though!" "With my experience, I am uniquely placed to be a conduit between the players and the business." Casidhe's experience in elite sports has equipped her with self-motivation, determination, teamwork, and adaptability - qualities that have also helped her succeed at John Holland. #MyJohnHollandCareer #AFLW #JohnHollandTransformingLives	External Links	Dofollow
Wall to wall progress on Waterfront Brisbane! 🧱🧱🧱🧱 Today marks a major milestone for @waterfrontbrisbane with the completion of a combination wall. This incredible shot captures the progress from above! The wall – made up of 66 king piles and 65 sheet piles – is designed to help withhold water from site to create a safe, dry environment for future construction. Marine piling contractor Fitzgerald Constructions completed the wall together with designer BG&E. Completion of these enabling works means the next phase of ground improvement works can commence. Fitzgerald Constructions will remain onsite to complete the Riverwalk with river-based piling to continue until September. #WaterfrontBrisbane #BuildingQueensland #ItsAJohnHollandJob #Building #CommercialDevelopment #CityShaping	External Links	Dofollow
Future-proofing Cairns' water supply! 💧💧💧 In exciting news, @johnhollandgroup and our partners GHD and WTA have been preferred by @cairnscouncil to deliver its largest-ever infrastructure project – the Cairns Water Security Stage 1 Project. The $325.5 million investment from Council will deliver a new water treatment plant and network upgrade to supplement the existing water supply and meet the needs of a growing population. Operating at full capacity, the new facility will draw water from the Mulgrave River at Gordonvale, and the existing Behana Creek supply, treating up to 60 megalitres of water each day using a process known as dissolved air flotation over filters. Cairns' population has more than tripled since the region's main water supply, Copperlode Falls Dam, was built in 1976. When completed, this project will help support sustainable water supply for homes and businesses across the region for generations to come. John Holland has a proud legacy in the Cairns region. Last year we completed Far North Queensland's biggest transport project, Edmonton to Gordonvale. And with our recently opened office in Cairns, we're looking forward to leveraging our industry-leading expertise in water infrastructure to transform lives! #CairnsWaterSecurityStage1 #CWSS1 #Cairns #WaterInfrastructure #WaterSecurity #Infrastructure #ItsAJohnHollandJob #WeAreJohnHolland #InfrastructureAtJohnHolland	External Links	Dofollow

If you think you've seen this face before, you're right! This is how members of the @johnhollandgroup PRIDE Network supported our LGBTI+ community last year at Melbourne's Midsumma Pride March – and we're doing it all again this weekend! It's our fifth year showing our colours at this event 🏳️‍🌈🏳️‍⚧️ Being inclusive on the job is all part of our belief that everyone benefits from a work culture where all our people feel safe, heard and supported – because building PRIDE goes hand in hand with #TransformingLives. #MidsummaFestival #MidsummaPrideMarch #PRIDEofJohnHolland #BuildingPRIDE #Diversity #Inclusion #Respect #ItsAJohnHollandJob #JohnHollandAtHeart	External Links	Dofollow
Sydenham to Bankstown marks its biggest rail possession yet! 🚆🚧🛤️ At @johnhollandgroup we specialise in delivering complex rail projects – just ask the team behind the Sydenham to Bankstown Upgrade! They've just completed a mammoth 30-day rail shutdown to convert the T3 Bankstown line between Sydenham to Bankstown to Sydney Metro standards. The numbers behind this possession give you an incredible glimpse into the strength of this project team. More than 1,500 people worked over 151,600 hours to deliver: 🛤️ 24.7km of track realignment, 800m of reconditioning, and two new track crossovers at Bankstown. ⚡ 11.5km of new overhead wiring – with 21 supporting structures built along with footings for another 16 structures. 🚧 Nearly 1.5km of high security fencing and more than 500m of fencing for uninterrupted driverless train operations. 🛡️ Protection screens on pedestrian bridges at Canterbury and Campsie. 🏗️ Piling and enabling works for new over-height bridge protection beams. 🚉 Initial construction works for a new metro services platform at Bankstown Station. 🔌 1km of cable containment across nine existing stations for new Sydney Metro power and comms systems. And the list goes on! 🎉 Congratulations to the team on this incredible effort, including those who worked throughout the holiday period, as we help transform public transport across Sydney! #T3Bankstown #SydenhamToBankstown #RailUpgrades #NSWRail #SydneyMetro #JohnHolland #RailAndTransport #ItsAJohnHollandJob #WeAreJohnHolland #JohnHollandLaingORourkeJointVenture @transportfornsw	External Links	Dofollow
Need an innovation fix? 🌱♻️🛣️ Australian-first recycled kerbs are now being trialled on the Pakenham @levelcrossings project! It's the result of a unique partnership between the project delivery team, the @unimelb and @porouslane – a company that recycles tyres. One section of recycled kerb in the new East Pakenham Station car park has been made from a mixture of granulated waste tyres and crushed rock, which is bound together using an epoxy binder – with zero cement required. The kerb will be monitored over coming years to review its quality, strength and drainage capabilities, and whether plants, trees and shrubs in the area are thriving. If successful, the trial – supported by a @sustainabilityvictoria grant – could be rolled out to future projects! A #BigBuild with #BigIdeas to support a sustainable future! #LevelCrossingRemovalProject #NorthWesternProgramAlliance #PakenhamLXRP #RecycledKerbTrial #Sustainability #Innovation #JohnHolland #ItsAJohnHollandJob #WeAreJohnHolland	External Links	Dofollow
A Keon Parade of Progress! 🚧🚆🏗️ It's been an incredible start to 2024 for our North Western Program Alliance team as they deliver the Keon Parade @levelcrossings project. They've just completed a 10-day around-the-clock occupation to demolish the old Keon Park Station building and platforms, and connect tracks on the existing Mernda Line with one side of the new elevated track. During the occupation, our teams delivered critical track, signalling and overhead electrical works to ensure a safe and reliable journey for Mernda Line passengers. Train services resumed this week, allowing commuters to travel towards the city on the completed rail bridge over Keon Parade. Works are now underway on the second rail bridge travelling in the opposite direction! Once the second 750m long rail bridge is complete, the 18,000 vehicles that travel on Keon Parade each day will no longer have to stop for trains, making Keon Parade level crossing free. #NorthWesternProgramAlliance #KeonParade #LevelCrossingRemovalProject #Infrastructure #Transformation #JohnHolland #NWPA #LXRP #TransformingLives #ItsAJohnHollandJob	External Links	Dofollow

Works are powering ahead at the Shoalhaven Hospital Redevelopment with the recent installation of dual hammerhead tower cranes marking a major construction milestone! 🏗️✔️ The project is fast approaching the completion of piling, shoring, and substructure works – all in preparation for the main structure phase. Groundworks kicked off last year with the @johnhollandgroup team working hard to deliver contemporary and expanded hospital services and integrated health facilities for the local community. These include a bulk oxygen compound, cardiology, mental health and aged care wards, additional operating theatres, a new emergency department and intensive care unit, as well as greater access to equipment and technology. The project team is now geared up for a massive 2024, delivering this vital piece of health infrastructure on the south coast of NSW in partnership with Health Infrastructure and @illawarrashoalhavenlhd. #ShoalhavenHospitalRedevelopment #JohnHolland #HealthInfrastructure #HealthBuilding #TransformingLives #ItsAJohnHollandJob #WeAreJohnHolland	External 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

No broken links were found on this web page

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.