Website review
roughanequine.com

Generated on December 20 2024 13:55 PM

The score is 77/100

SEO Content

✅	Title	**Equine Dentist in Central Otago, New Zealand | Simon Roughan** **Length : 60** Perfect, your title contains between 10 and 70 characters.
✅	Description	Currently based in Otago, New Zealand, Simon at Roughan Equine Dentistry offers a quality professional horse dentistry service to all range of horses. **Length : 150** Great, your meta description contains between 70 and 160 characters.
❌	Keywords	Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.
✅	Og Meta Properties	Good, your page take advantage of Og Properties.

Property	Content
type	website

⦿	Headings	

H1	H2	H3	H4	H5	H6
3	3	5	0	0	0

- [H1] Routine Maintenance
- [H1] Consultation/Examination
- [H1] Bitting & Training Advice
- [H2] An experienced and qualified equine dentist
- [H2] Equine Dentistry Services
- [H2] Caring for horses in New Zealand and Australia
- [H3] "Simon Roughan has been working at NZPH (New Zealand Performance Horses) for the last three years on our two-year olds through to our competition horses. He is punctual, polite and his work is of an extremely high standard. The horses are calm with Simon and he often does not need sedation to work on their teeth. We would highly recommend Simon to anyone who is looking for an Equine Dentist."

SEO Content

- [H3] "With 60 horses of various breeds, we struggled to find a dentist who does the horses teeth to a high standard. Simon has exceeded all expectations. He handles even the more difficult horses well and calms them using natural horsemanship methods usually without sedation. Simon has also completed the sitewise assessment demonstrating that he's good and safe - a requirement to comply with the Ngāi Tahu Tourism Health and Safety policy."
- [H3] "We run over 60 horses on the station, breeding horses for work and showing. Simon has worked on all of our Clydesdale horses, from foals to old fellas, for the last 4 years. Because he handles horses well, they are calm and happy to have him work on them. We highly recommend Simon as a dentist and a horseman."
- [H3] "I have been starting and training horses for over 20 years. What I admire about Simon Roughan is that he has continually trained and upskilled as a dentist and a horseman. How he handles and relaxes a horse, while treating it, is equally important to me as his expertise in dentistry."
- [H3] "I was trialling a new 4-year old horse and it was tossing it's head around so I called in Simon. He removed extremely sharp points and a 'blind wolf tooth' which was causing the horse pain. The next week Simon rode him for me just to check it wasn't handling issues and he went on the bit beautifully."

❌	Images	We found 12 images on this web page. 5 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.
✅	Text/HTML Ratio	Ratio : **22%** Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.
✅	Flash	Perfect, no Flash content has been detected on this page.
✅	Iframe	Great, there are no Iframes detected on this page.

SEO Links

✅	URL Rewrite	Good. Your links looks friendly!
✅	Underscores in the URLs	Perfect! No underscores detected in your URLs.

SEO Links

✅	In-page links	We found a total of 6 links including 0 link(s) to files
⊙	Statistics	External Links : noFollow 0% External Links : Passing Juice 16.67% Internal Links 83.33%

In-page links

Anchor	Type	Juice
About	Internal	Passing Juice
SERVICES	Internal	Passing Juice
Why Dentistry?	Internal	Passing Juice
Philosophy	Internal	Passing Juice
Contact	Internal	Passing Juice
Services	External	Passing Juice

SEO Keywords

⊙	Keywords Cloud	dentist new equine roughan simon dentistry horses zealand horse services

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
simon	19	✔	✘	✔	✔
horses	18	✘	✘	✔	✔
dentistry	9	✘	✘	✔	✔
equine	8	✔	✘	✔	✔
roughan	7	✔	✘	✔	✔

Usability

	Url	Domain : roughanequine.com Length : 17
✓	Favicon	Great, your website has a favicon.
✗	Printability	We could not find a Print-Friendly CSS.
✓	Language	Good. Your declared language is en.
✗	Dublin Core	This page does not take advantage of Dublin Core.

Document

	Doctype	HTML 5
✓	Encoding	Perfect. Your declared charset is UTF-8.
✗	W3C Validity	Errors : 0 Warnings : 0
✓	Email Privacy	Great no email address has been found in plain text!
✓	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	✓ Excellent, your website doesn't use nested tables. ✓ Perfect. No inline css has been found in HTML tags! ✓ Great, your website has few CSS files. ✓ Perfect, your website has few JavaScript files. ✓ Perfect, your website takes advantage of gzip.

Mobile

	Mobile Optimization		Apple Icon
		✔	Meta Viewport Tag
		✔	Flash content

Optimization

	XML Sitemap	Great, your website has an XML sitemap.
		https://www.roughanequine.com/sitemap.xml
✔	Robots.txt	http://roughanequine.com/robots.txt Great, your website has a robots.txt file.
✔	Analytics	Great, your website has an analytics tool. Google Analytics