

# Website Report for www.sipbn.com.au

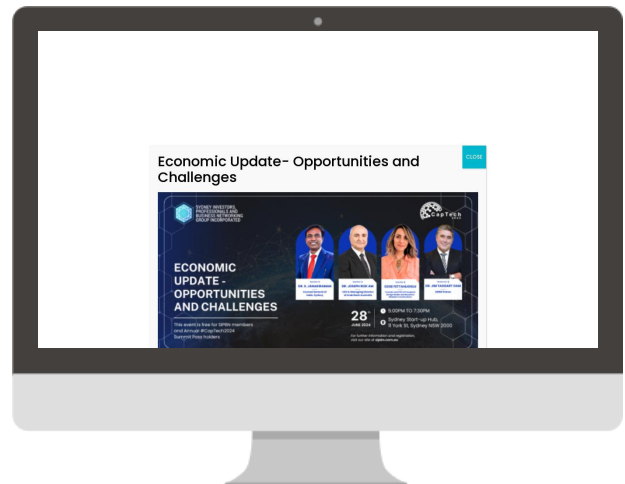
This report grades your website based on the strength of various SEO factors such as On Page Optimization, Off Page Links, Social and more. The overall Grade is on a A+ to F- scale, with most major, industry leading websites in the A range. Improving your grade will generally make your website perform better for users and rank better in search engines. There are recommendations for improving your website at the bottom of the report. Feel free to reach out to us if you'd like us to help with improving your website's SEO!

## Audit Results for www.sipbn.com.au



Your page could be better

Recommendations: 16



On-Page SEO



Links



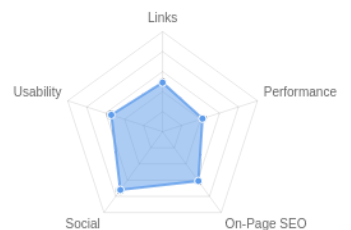
Usability



Performance



Social



## Recommendations

Reduce your total page file size

Performance

Medium Priority

Reduce length of title tag (to between 10 and 70 characters)

On-Page SEO

Medium Priority

Shorten meta description (to between 70 and 160 characters)	On-Page SEO	Medium Priority
Add H1 Header Tag	On-Page SEO	Medium Priority
Use your main keywords across the important HTML tags	On-Page SEO	Low Priority
Increase page text content	On-Page SEO	Low Priority
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Optimize your page for Desktop PageSpeed Insights	Usability	Low Priority
Add Alt attributes to all images	On-Page SEO	Low Priority
Remove any Deprecated HTML	Performance	Low Priority
Remove inline styles	Performance	Low Priority
Minify your CSS and JS Files	Performance	Low Priority
Create and link associated Instagram profile	Social	Low Priority
Increase your YouTube channel subscribers	Social	Low Priority
Add Local Business Schema	Other	Low Priority
Create Google Business Profile	Other	Low Priority

# On-Page SEO Results



## Your On-Page SEO could be better

Your page has some level of On-Page SEO optimization but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

### Title Tag

You have a title tag, but ideally it should be shortened to between 10 and 70 characters (including spaces).



Home - SIPBN Inc | Private Equity, Investor, Venture Capital | Raman Bhalla

Length : 75

Title tags are very important for search engines to correctly understand and categorize your content.

### Meta Description Tag

Your page has a meta description tag however, your meta description should ideally be between 70 and 160 characters (including spaces).



Elevate your business with unparalleled deal-making prowess and a commitment to exceptional customer experiences. Explore our thought leadership, business generation strategies, and transformative deals.

Length : 203

A meta description is important for search engines to understand the content of your page, and is often shown as the description text blurb in search results.

### SERP Snippet Preview

This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.



<https://sipbn.com.au> :

**Home - SIPBN Inc**

Elevate your business with unparalleled deal-making prowess and a commitment to exceptional customer experiences. Explore our thought leadership, ...

### Hreflang Usage

Your page is not making use of Hreflang attributes.



### Language

Your page is using the lang attribute.



Declared: en-US

H1 Header Tag Usage



Your page does not have an H1 Header Tag.

The H1 Header Tag is an important way of signaling to search engines what your content is about, and subsequently the keywords it should rank for.

H2-H6 Header Tag Usage



Your page is making use multiple levels of Header Tags.

Header Tag	Frequency	
H2	14	<div></div>
H3	7	<div></div>
H4	12	<div></div>
H5	2	<div></div>
H6	0	

Keyword Consistency



Your page's main keywords are not distributed well across the important HTML tags.

Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

Individual Keywords					
Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
business	×	✓	✓	10	<div></div>
sipbn	✓	×	✓	10	<div></div>
events	×	×	✓	9	<div></div>
learn	×	×	×	7	<div></div>
trade	×	×	✓	5	<div></div>
captech2024	×	×	✓	4	<div></div>
captech2023	×	×	✓	4	<div></div>
membership	×	×	✓	4	<div></div>

## Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
investment and trade	×	×	×	3	<div></div>
opportunities and challenges	×	×	✓	3	<div></div>
november 2024	×	×	×	2	<div></div>
captech2024 ticket	×	×	✓	2	<div></div>
early bird	×	×	×	2	<div></div>
bird discount	×	×	×	2	<div></div>
june 2024	×	×	×	2	<div></div>
service providers	×	×	×	2	<div></div>

### Amount of Content



Your page has a low volume of text content which search engines can interpret as 'thin content'.

Word Count: 439

It has been well researched that higher text content volumes are related to better ranking ability in general.

### Image Alt Attributes



You have images on your page that are missing Alt attributes.

We found 401 images on your page and 16 of them are missing the attribute.

Alt attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results.

### Canonical Tag



Your page is using the Canonical Tag.

<https://sipbn.com.au/>

### Noindex Tag Test



Your page is not using the Noindex Tag which prevents indexing.

### Noindex Header Test



Your page is not using the Noindex Header which prevents indexing.

### SSL Enabled



Your website has SSL enabled.

### HTTPS Redirect



Your page successfully redirects to a HTTPS (SSL secure) version.

## Robots.txt

Your website appears to have a robots.txt file.



<http://www.sipbn.com.au/robots.txt>

## Blocked by Robots.txt

Your page does not appear to be blocked by robots.txt.



## XML Sitemaps

Your website appears to have an XML sitemap.



[https://sipbn.com.au/sitemap\\_index.xml](https://sipbn.com.au/sitemap_index.xml)

## Analytics

Your page is using an analytics tool.



 Google Analytics

## Schema.org Structured Data











You are using JSON-LD Schema on your page.



# Rankings

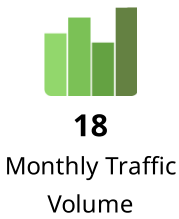
## Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country & Language	Position	Total Searches	Estimated Traffic	
jacqui munro	 EN	10	480	5	<div></div>
captech	 EN	8	140	2	<div></div>
stephen bali	 EN	11	260	2	<div></div>
ron hoenig	 EN	46	880	1	<div></div>
panelists	 EN	67	720	1	<div></div>
panellists	 EN	73	590	1	<div></div>
karen lawson	 EN	10	50	0	
stephen bali mp	 EN	10	50	0	
dr agar	 EN	14	70	0	
ron hoenig mp	 EN	27	170	0	

### Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings



### Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

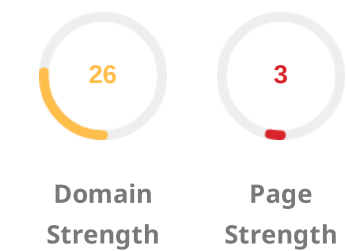
Position	Keywords
Position 1	0
Position 2-3	0
Position 4-10	4
Position 11-20	2
Position 21-30	4
Position 31-100	10

## Links

### Backlink Summary



You have a moderate level of backlink activity to this page.



46 Backlinks	24 Referring Domains
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10 Nofollow Backlinks	36 Dofollow Backlinks	0 Edu Backlinks	2 Gov Backlinks	20 Subnets	21 IPs
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## Top Backlinks



These are the highest value external pages we have found linking to your site.

Domain strength	Referring Page URL
93	<a href="https://www.thehills.nsw.gov.au/Business/Council-Business-Support/Business-Networking-Groups">https://www.thehills.nsw.gov.au/Business/Council-Business-Support/Business-Networking-Groups</a>
79	<a href="https://www.startupdaily.net/topic/events/the-captech-conference-returns-to-sydney-to-help-australian-startups-go-global/">https://www.startupdaily.net/topic/events/the-captech-conference-returns-to-sydney-to-help-australian-startups-go-global/</a>
78	<a href="https://dynamicbusiness.com/topics/news/captech2023-australias-premier-business-event-returns.html">https://dynamicbusiness.com/topics/news/captech2023-australias-premier-business-event-returns.html</a>
74	<a href="https://www.websitescrawl.com/domain-list-19717">https://www.websitescrawl.com/domain-list-19717</a>
74	<a href="https://www.iccsydney.com.au/whats-on/events/global-tech,-innovation-and-capital-summit">https://www.iccsydney.com.au/whats-on/events/global-tech,-innovation-and-capital-summit</a>
61	<a href="https://www.indianlink.com.au/india-in-australia/sydney/sipbn-inc-sydneys-newest-business-networking-platform/">https://www.indianlink.com.au/india-in-australia/sydney/sipbn-inc-sydneys-newest-business-networking-platform/</a>
52	<a href="https://israel-trade.net/asiapacific/2023/02/14/%D7%94%D7%96%D7%93%D7%9E%D7%A0%D7%95%D7%AA-%D7%9C%D7%97%D7%91%D7%A8%D7%95%D7%AA-%D7%99%D7%A9%D7%A8%D7%90%D7%9C%D7%99%D7%95%D7%AA-%D7%9C%D7%94%D7%A6%D7%99%D7%92-%D7%91-pitching-session/">https://israel-trade.net/asiapacific/2023/02/14/%D7%94%D7%96%D7%93%D7%9E%D7%A0%D7%95%D7%AA-%D7%9C%D7%97%D7%91%D7%A8%D7%95%D7%AA-%D7%99%D7%A9%D7%A8%D7%90%D7%9C%D7%99%D7%95%D7%AA-%D7%9C%D7%94%D7%A6%D7%99%D7%92-%D7%91-pitching-session/</a>
50	<a href="https://thetimes.com.au/news/money?start=6">https://thetimes.com.au/news/money?start=6</a>
49	<a href="https://innovationhongkong.com/gallery/global-scale-up-competition-offering-opportunity-to-raise-aud10-million/">https://innovationhongkong.com/gallery/global-scale-up-competition-offering-opportunity-to-raise-aud10-million/</a>

## Top Pages by Backlinks



These are the pages on your site with the most the backlinks from other sites.

URL	Backlinks
<a href="https://sipbn.com.au/captech2023/">https://sipbn.com.au/captech2023/</a>	30
<a href="https://sipbn.com.au/event/global-tech-innovation-capital-summit-2022/">https://sipbn.com.au/event/global-tech-innovation-capital-summit-2022/</a>	4
<a href="http://sipbn.com.au/">http://sipbn.com.au/</a>	4
<a href="http://www.sipbn.com.au/">http://www.sipbn.com.au/</a>	2
<a href="https://sipbn.com.au/events/">https://sipbn.com.au/events/</a>	1
<a href="https://sipbn.com.au/event/captech-2023/">https://sipbn.com.au/event/captech-2023/</a>	1
<a href="https://sipbn.com.au/upcoming-delegations/">https://sipbn.com.au/upcoming-delegations/</a>	1
<a href="https://sipbn.com.au/">https://sipbn.com.au/</a>	1
<a href="https://sipbn.com.au/membership-benefits/">https://sipbn.com.au/membership-benefits/</a>	1
<a href="https://sipbn.com.au/pitchingcomp/">https://sipbn.com.au/pitchingcomp/</a>	1



### Top Anchors by Backlinks



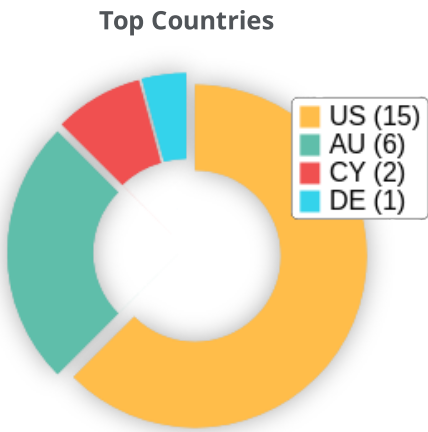
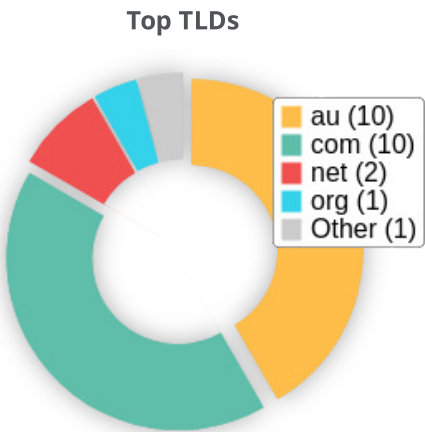
These are the top pieces of Anchor Text we found used to link to your site.

Anchor	Backlinks
<a href="https://sipbn.com.au/captech2023/">https://sipbn.com.au/captech2023/</a>	9
CapTech2023	8
<a href="https://sipbn.com.au/captech2023/">sipbn.com.au/captech2023/</a>	6
#CapTech2023	6
Buy Tickets	3
<a href="https://sipbn.com.au">www.sipbn.com.au</a>	2
UpComing Events	1
<a href="https://sipbn.com.au/pitchingcomp/">https://sipbn.com.au/pitchingcomp/</a>	1
CapTech 2023	1

### Top Referring Domain Geographies



These are the Top Geographies we have found linking to your site.



### On-Page Link Structure



We found 137 total links. 19% of your links are external links and are sending authority to other sites. 1% of your links are nofollow links, meaning authority is not being passed to those destination pages.

### Friendly Links



Your link URLs appear friendly (easily human or search engine readable).

## Usability

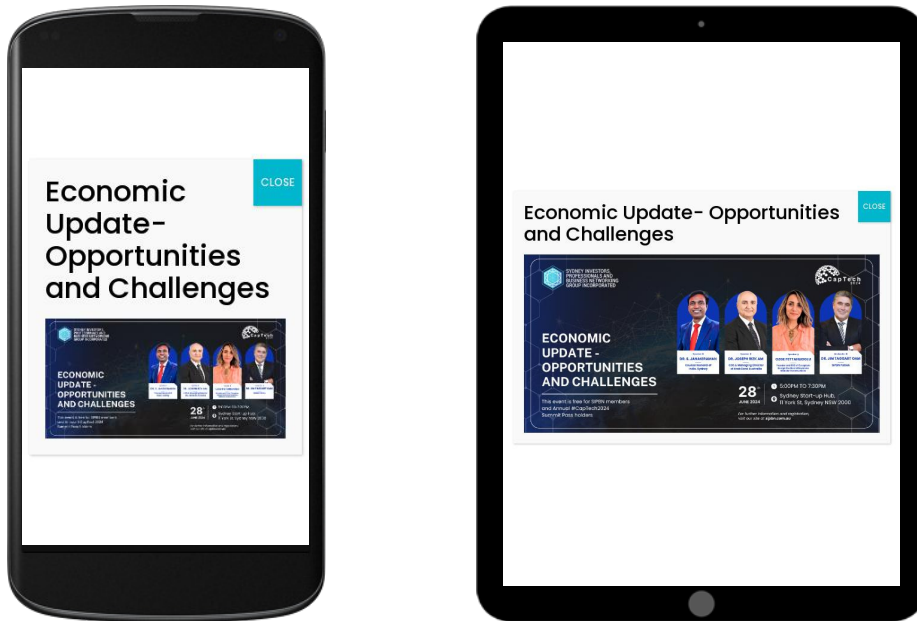


### Your usability could be better

Your page is OK but could be more usable across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

## Device Rendering

This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.



## Google's Core Web Vitals

Google is indicating that they do not have 'sufficient real-world speed data for this page' in order to make a Core Web Vitals assessment. This can occur for smaller websites or those that are not crawlable by Google.

## Use of Mobile Viewports

Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.



## Google's PageSpeed Insights - Mobile

Google is indicating that your page is scoring poorly on their Mobile PageSpeed Insights evaluation.



Note that this evaluation is being performed from US servers and the results may differ slightly from an evaluation carried out from Google's PageSpeed Web Interface as that reporting localizes to the region in which you are running the report.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	5.7 s		
Speed Index	15.2 s	Serve images in next-gen formats	62.4 s
Largest Contentful Paint	82.8 s	Properly size images	51.16 s
Time to Interactive	17.5 s	Eliminate render-blocking resources	3.22 s
Total Blocking Time	3.62 s	Reduce initial server response time	1.92 s
Cumulative Layout Shift	0.006	Reduce unused JavaScript	1.65 s
		Avoid multiple page redirects	1.26 s
		Reduce unused CSS	0.75 s
		Minify JavaScript	0.15 s

### Google's PageSpeed Insights - Desktop



Google is indicating that your page is scoring poorly on their Desktop PageSpeed Insights evaluation.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	1.2 s		
Speed Index	6.2 s	Serve images in next-gen formats	2.25 s
Largest Contentful Paint	6.3 s	Properly size images	1.88 s
Time to Interactive	3.1 s	Reduce initial server response time	1.58 s
Total Blocking Time	0.54 s	Eliminate render-blocking resources	0.51 s
Cumulative Layout Shift	0.038	Avoid multiple page redirects	0.38 s
		Reduce unused JavaScript	0.36 s

### Flash Used?

No Flash content has been identified on your page.



### iFrames Used?

There are no iFrames detected on your page.



### Favicon

Your page has specified a favicon.



### Email Privacy

No email addresses have been found in plain text on your page.



### Legible Font Sizes

The text on your page appears to be legible across devices.



### Tap Target Sizing

The links and buttons on your page appear to be appropriately sized for a user to easily tap on a touchscreen.



## Performance Results



### Your performance could be better

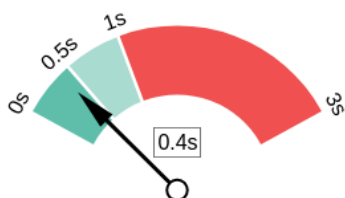
Your page's performance has some issues and room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

### Page Speed Info

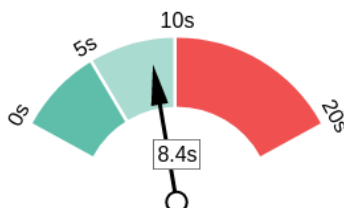
Your page loads in a reasonable amount of time.



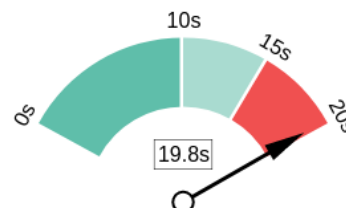
#### Server Response



#### All Page Content Loaded



#### All Page Scripts Complete



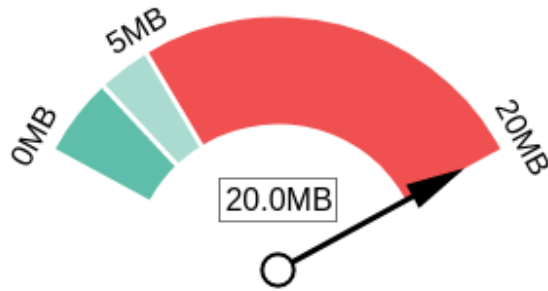
### Download Page Size

Your page's file size is quite large which, regardless of other optimizations, can reduce load speed and impact user experience.

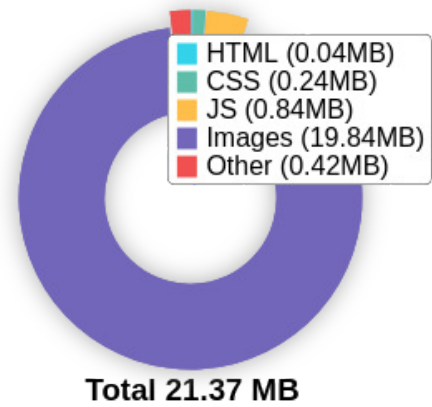


A general rule is to keep your page under 5MB in total file size.

### Download Page Size



### Download Page Size Breakdown

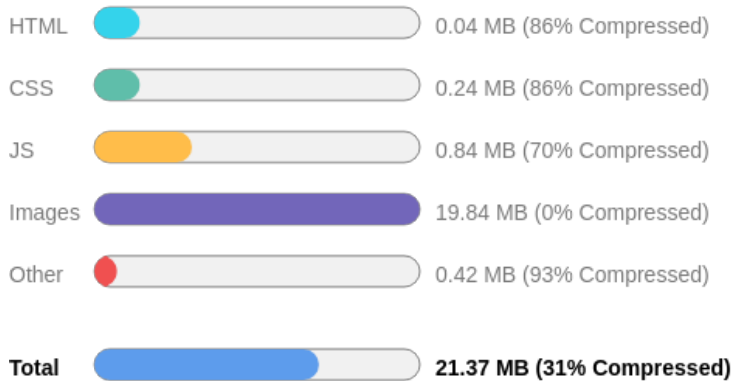


### Website Compression (Gzip, Deflate, Brotli)

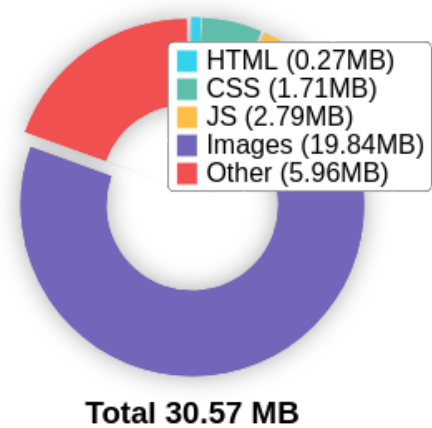
Your website appears to be using a reasonable level of compression.



#### Compression Rates

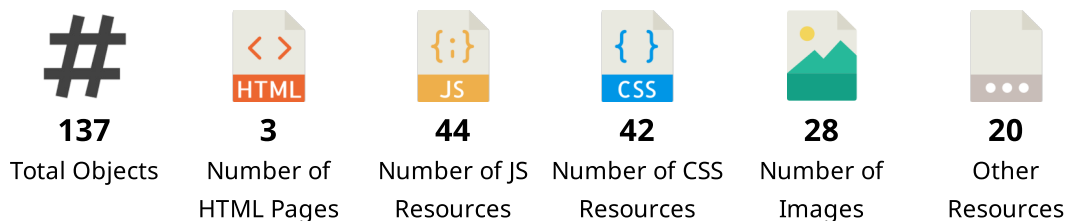


#### Raw Page Size Breakdown



### Number of Resources

This check displays the total number of files that need to be retrieved from web servers to load your page.



### Google Accelerated Mobile Pages (AMP)

This page does not appear to have AMP Enabled.



### JavaScript Errors

Your page is not reporting any JavaScript errors.



### HTTP2 Usage

Your website is using the recommended HTTP/2+ protocol.



### Optimize Images

All of the images on your page appear to be optimized.



### Minification

Some of your JavaScript or CSS files do not appear to be minified.

Minification is a reasonably simple way to reduce page size, and subsequently load time.



### Deprecated HTML

Deprecated HTML tags have been found within your page.

These tags are no longer officially supported in modern web browsers, and hence are recommended to be removed as they could cause display issues.



### Inline Styles

Your page appears to be using inline styles.

Inline styles are an older coding practice and discouraged in favor of using CSS style sheets, due to their ability to degrade page load performance and unnecessarily complicate HTML Code.



## Social Results



### Your social is good

You have a reasonably good social presence. Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to your website. We recommend that you have all of your profiles listed on your page, and work to build a larger following on those networks.

### Facebook Page Linked

Your page has a link to a Facebook Page.



<https://facebook.com/SIPBNGroup>

### Facebook Open Graph Tags

Your page is using Facebook Open Graph Tags.



### Facebook Pixel

Your page has a Facebook Pixel installed.



Pixel ID

209385011951083

### X (formerly Twitter) Account Linked

Your page has a link to a X profile.



<https://x.com/SipbnInc>

### X Cards

Your page is using X Cards.



Instagram Linked

No associated Instagram profile found linked on your page



LinkedIn Page Linked

Your page has a link to a LinkedIn profile.



https://linkedin.com/company/sydney-investors-professionals-and-business-networking-group-sipbn

YouTube Channel Linked

Your page has a link to a YouTube channel.



https://youtube.com/channel/UCvk7tVrmX3dbIsIDzCuaxgQ

YouTube Channel Activity

You have a low number of YouTube channel subscribers.



3 Followers      99 View Count

Local SEO

Local Business Schema

No Local Business Schema identified on the page.



Google Business Profile Identified

No Google Business Profile was identified that links to this website.



Google Business Profile Completeness

No Google Business Profile was identified that links to this website.



Google Reviews

No Google Business Profile was identified that links to this website.



























# Technology Results

## Technology List

*i*

These software or coding libraries have been identified on your page.

Technology	Version
 Contact Form 7	5.9.2
 Divi	
 Draftpress HFCM	
 Facebook Pixel	
 Font Awesome	
 Google Analytics	
 Hotjar	
 jQuery	
 jQuery Migrate	
 jQuery UI	
 Lightbox	
 MailChimp	
 MailChimp for WordPress	4.9.11
 MySQL	
 Nginx	1.14.1
 PHP	
 prettyPhoto	
 ProfilePress	4.15.4
 Select2	
 Site Kit	1.122.0
 Smart Slider 3	
 Tagembed	
 WordPress	
 Yoast SEO	22.3

## Server IP Address

*i*

116.206.80.209

## DNS Servers

*i*

ns2.syrahost.com  
ns1.syrahost.com



**Web Server**

nginx/1.14.1

*i*

**Charset**

text/html; charset=UTF-8

*i*