

CLIENT: Allied Concrete

DATE: 04 – 24 - 2018

DESCRIPTION OF WORK

On site SEO review of new Allied Concrete page. Present findings & recommendations.

Glossary:

FINDINGS

RECOMMENDATIONS

SEO TERMINOLOGY AND EXPLANATION

FINDINGS -

Homepage - Title Tags

We have found that the site is just using a short Title Tag which is **Suppliers of Concrete Solutions NZ** and don't have branding keyword.

Google snippet preview of the current Title Tag

Suppliers of Concrete Solutions NZ

<http://alliedco-uat.sites.silverstripe.com/>

Allied Concrete and its associated concrete suppliers provide professional Concrete solutions and services throughout New Zealand...

Homepage - Heading Tags H1, H2, H3, H4, H5

We have seen that the homepage does have H1, H2, H4 and H5 but does not currently have H3 header tag.

Homepage - Meta Description Tags

Unfortunately, we still have the old Meta Description Tags implemented on the website.

Google snippet preview of the current Meta description tag

Suppliers of Concrete Solutions NZ

<http://alliedco-uat.sites.silverstripe.com/>

Allied Concrete and its associated concrete suppliers provide professional Concrete solutions and services throughout New Zealand...

Homepage - Alt Attribute

It looks like all of your images do have alt tags and needs to optimise for SEO.
(See image reference below)

The screenshot shows the Allied Concrete website homepage with several numbered annotations:

- 1**: Points to the Allied Concrete logo with the tagline "make hard easy".
- 2**: Points to the main hero image of a blue Mack concrete mixer truck. The image contains the text: "Our reputation for dependable service, excellent concrete solutions and recognised technical expertise, you can trust us to be your concrete supplier of choice" and a "REQUEST A FREE QUOTE TODAY" button.
- 3**: Points to a smaller image of workers in orange safety gear standing next to a concrete mixer truck.
- 4**: Points to the "Decorative Concrete" product category.
- 5**: Points to the "Eco Concrete Solutions" product category.
- 6**: Points to the "Flooring and Foundations" product category.
- 7**: Points to the "Structural Concrete" product category.
- 8**: Points to the "Latest News" section, which includes articles like "Canterbury Move to Centralised Dispatch", "City Rail Link Stage 1 - Auckland", and "New Brighton Pier Earthquake Repairs".
- 9**: Points to the "Managing a Concrete Pour" tip.
- 10**: Points to the "Cold Weather Concreting" tip.

The website layout includes a search bar, contact information (0800 4 ALLIED, 0800 425 543), a navigation menu (ABOUT, PRODUCTS, TECHNICAL INFO, CAREERS, CONTACT, REQUEST A QUOTE, MY CONCRETE APP), and a grid of service-related buttons (Request A Quote, Concrete Calculator, Find A Plant Near You, READY Floor Calculator).

Title	Current Alt Name
1. Logo	
2. Banner	trucks
3. Your Local Ready Mix Experts	154 Mid Res Colour
4. Decorative Concrete	REady Colour
5. Eco Concrete Solutions	Glass Otaihanga cropped
6. Flooring and Foundations	Super Slab Pour resized
7. Structural Concrete	Otira Bridge Credit Required20121026 1103
8. Canterbury Move to Centralised Dispatch	Canterbury Central Dispatch
9. City Rail Link Stage 1 – Auckland	crl trucks croped
10. New Brighton Pier Earthquake Repairs	Allied Concrete05 resized

About Us - Title Tags

We have found that the about page is just using a short Title Tag which is **Your Local Ready Mix Experts** and the **about** word is not visible also we don't see a branding keyword.

Google snippet preview of the current Title Tag

[Your Local Ready Mix Experts](#)

<http://alliedco-uat.sites.silverstripe.com/about/>

With our nationwide network, our reputation for dependable service, excellent concrete solutions
And recognised technical expertise, you can trust us to be your concrete supplier of choice.

About Us - Meta Description Tags

Unfortunately, we don't see any visible keyword **Your Local Ready Mix Experts**

Google snippet preview of the current Meta Description Tag

[Your Local Ready Mix Experts](#)

<http://alliedco-uat.sites.silverstripe.com/about/>

With our nationwide network, our reputation for dependable service, excellent concrete solutions
And recognised technical expertise, you can trust us to be your concrete supplier of choice.

About Us -Alt Attribute

It looks like most of your images do have alt tags and needs to optimise for SEO.
(See image reference below)



Search...

0800 4 ALLIED
0800 425 543

- ABOUT
- PRODUCTS
- TECHNICAL INFO
- CAREERS
- CONTACT
- REQUEST A QUOTE
- MY CONCRETE APP

Home / About

About

In 1976 Bill Richardson purchased Allied Concrete's plants in Invercargill and Gore.

Today Allied Concrete and its associated companies have 50 concrete plants throughout the country as well as several mobile plants.

With nearly 400 trucks in our modern fleet and our recognised technical expertise, we believe we can be your supplier of choice.

Allied Concrete is part of HW Richardson Group of Companies. Originating from Southland, the company's Head Office is located in Invercargill, New Zealand.



History

HWR is proudly owned and operated by the Richardson family. Beginning in general transportation, the company became involved in

[FIND OUT MORE](#) →



Our People

At Allied Concrete it is our people that make the difference. Allied Concrete believes that good health and safety performance equates to good

[FIND OUT MORE](#) →



Our Projects

Allied Concrete's technical expertise and capabilities enable concrete supply to all sectors of the New Zealand construction industry, from

[FIND OUT MORE](#) →



News

Remain updated with the latest news from within our business and the New Zealand Ready Mix Concrete Industry.

[FIND OUT MORE](#) →



Sustainability

Our view is that sustainability is all about meeting the needs of today, without adversely impacting on the needs of tomorrow

[FIND OUT MORE](#) →



Awards

Allied Concrete was again recognised with more Excellence Awards at the 2017 New Zealand Ready Mix Concrete Association Conference than

[FIND OUT MORE](#) →

[Sitemap](#) | [Privacy Policy](#)

© 2018 Allied Concrete | Website design and development by E2 Digital



A member of the HWR group of transportation companies

Title	Current Alt Name
1. Our People	WX6Y3575
2. Our Projects	Otira Bridge Credit Required20121026 1103
3. News	IMG 2187 cropped
4. Sustainability	McLeans Island Plant20090512 0197
5. Awards	2017 NZCIC Supreme Plant Award

About Us - New Brighton Pier Earthquake Repairs – Meta Description

Unfortunately, Meta Description Tag is not visible and implemented on the website

(Image below source from html attribute of the page <http://alliedco-uat.sites.silverstripe.com/about/our-projects/new-brighton-pier-earthquake-repairs/>)

```
<meta property="og:url" content="http://alliedco-uat.sites.silverstripe.com/about/our-projects/new-brighton-pier-earthquake-repairs/" />
<meta property="og:type" content="website" />
<meta property="og:title" content="New Brighton Pier Earthquake Repairs" />
<meta property="og:description" />
<link rel="apple-touch-icon" sizes="114x114" href="/resources/themes/base/img/favicons/apple-touch-icon.png">
<link rel="icon" type="image/png" sizes="32x32" href="/resources/themes/base/img/favicons/favicon-32x32.png">
<link rel="icon" type="image/png" sizes="16x16" href="/resources/themes/base/img/favicons/favicon-16x16.png">
```

About Us - New Brighton Pier Earthquake Repairs – Alt Attributes

Working steel bridge pier piles, fabricated from 1000mm diameter, high strength steel, were also required to resist the harsh marine conditions for decades to come.

The mix design used for this project meets all of the stringent performance criteria set by the Christchurch City Council who specified the project including:

- 60MPa compressive strength at 28 days
- Self-compacting
- Shrinkage compensated

NZS3101 marine exposure classification C (tidal splash zones)



[Sitemap](#) | [Privacy Policy](#)

© 2018 Allied Concrete | Website design and development by E2 Digital

HWR

A member of the HWR group of

Title	Current Alt Name
1. Allied Concrete05 resized	Allied Concrete05 resized
2. Allied Concrete08 editedv2 web	Allied Concrete08 editedv2 web
3. Allied Concrete02edited	Allied Concrete02edited
4. Mini mixer Pier	Mini mixer Pier
5. Truck pump Pier	Truck pump Pier
6. truck beach	truck beach

About Us – Our History – Title Tag

We have found that the site is just using a short Title Tag which is **History** and don't have branding keyword.

Google snippet preview of the current Title Tag

History

<http://alliedco-uat.silverstripe.com/about/history/>

In 1976 Bill Richardson purchased Allied Concrete's plants in Invercargill and Gore.
Today Allied Concrete have 50 concrete plants throughout New Zealand.

About Us – Our People – Title Tag

We have found that the site is just using a short Title Tag which is **Our People** and don't have branding keyword.

Google snippet preview of the current Title Tag

Our People

<http://alliedco-uat.silverstripe.com/about/our-people/>

At Allied Concrete it is the people that make the difference.

About Us – Our Projects – Title Tag

We have found that the site is just using a short Title Tag which is **Our Projects** and don't have branding keyword.

Google snippet preview of the current Title Tag

Our Projects

<http://alliedco-uat.silverstripe.com/about/our-projects/>

As a technical leader in NZ Ready Mixed Concrete, Allied Concrete's projects include Residential, commercial and large scale civil works.

About Us – Our Projects – Alt Attributes

We have found that each of the page within “Our Projects” don’t have proper image alt tags.

The screenshot shows a grid of seven project cards. Each card has a title, a short description, and a 'READ MORE' link. Red boxes highlight the alt tags for the images on each card. The alt tags are: 1. crl trucks cropped, 2. Article_Intro_for_web-v2, 3. Christchurch-Convention-Centre-foundation-pour-1-Nov-resized-for-web, 4. Video-pic, 5. JPEG_038, 6. Lower-Hatea-Bridge_1, 7. Nelson-Mapua-Foreshore_1.

Title	Current Alt Name
1. City Rail Link Stage 1 - Auckland	crl trucks cropped
2. Kawarau Falls Bridge	Article_Intro_for_web-v2
3. Work Begins on Chirstchurch Convention Centre	Christchurch-Convention-Centre-foundation-pour-1-Nov-resized-for-web
4. Nelson Port Combi-Floor Pour	Video-pic
5. Mahoenui Mansion	JPEG_038
6. Lower Hatea Bridge	Lower-Hatea-Bridge_1
7. Mapua Waterfront Park	Nelson-Mapua-Foreshore_1

About Us – News – Title Tag

We have found that the site is just using a short Title Tag which is **News** and don’t have branding keyword

Google snippet preview of the current Title Tag

News

<http://alliedco-uat.silverstripe.com/about/our-projects/>


Stay informed with the latest news and events from Allied Concrete.

About Us – News – Alt Attributes

We have found that each of the post within “News” don’t have proper image alt tags.

News

1




Canterbury Move to Centralised Dispatch

Our Canterbury Team have recently moved to a centralised dispatch model to further enhance our service offering to our customers in the

READ MORE

2




Allied Concrete Win 2017 NZRMCA Plant Audit Scheme Supreme Award

Allied Concrete leads the way at the 2017 NZ Concrete Industry Conference

READ MORE

3




Holcim Concrete NZ Brand Transitions to Allied Concrete

Holcim Concrete NZ plants receive a fresh new look under the Allied Concrete brand in an effort to consolidate market presence by AML

READ MORE

4




Relationships Make Hard Easy

Strong relationships between Allied Concrete and Leighs Construction benefit B:HIVE Smales Farm Project on Auckland’s North Shore.

READ MORE

5



Envirocon Product Stewardship Scheme

The New Zealand ready mix concrete industry generates an estimated 260,000 tonnes of waste concrete each year. That’s enough to build

READ MORE

Title	Current Alt Name
1. Canterbury Move to Centralised Dispatch	Canterbury_Central_Dispatch
2. Allied Concrete Win 2017 NZRMCA Plant Audit Scheme Supreme Award	2017-NZCIC-Supreme-Plant-Award-2
3. Holcim Concrete NZ Brand Transitions to Allied Concrete	Directors-Meet-The-Trucks-300dpi20150305_0005
4. Relationships Make Hard Easy	Pic-3-edited
5. Envirocon Product Stewardship Scheme	Envirocon-Product-Scheme-Launch

About Us – Sustainability – Title Tag

We have found that the site is just using a short Title Tag which is **Sustainability** and don’t have branding keyword.

Google snippet preview of the current Title Tag

Sustainability

<http://alliedco-uat.silverstripe.com/about/sustainability/>

Allied Concrete undertake multiple sustainable initiatives with a view that sustainability is all About meeting the needs of today, without adversely impacting on the needs of tomorrow.

About Us – Awards – Meta Description

Unfortunately, we don't see any visible Meta Description in the page.

(Image below source from html attribute of the page <http://alliedco-uat.sites.silverstripe.com/about/awards/>)

```
<meta property= ix:sizesAttribute content= uata-sizes //  
<meta property="og:url" content="http://alliedco-uat.sites.silverstripe.com/about/awards/" /  
<meta property="og:type" content="website" />  
<meta property="og:title" content="Awards" />  
<meta property="og:description" />  
<link rel= apple-touch-icon sizes="114x114" href="/resources/themes/base/img/favicc  
<link rel="icon" type="image/png" sizes="32x32" href="/resources/themes/base/img/favicons/f
```

About Us – Awards – Alt Attributes

The single image don't have proper alt attributes for seo optimisation.



Title	Current Alt Name
1. AZRMCA-201420141010_1393	AZRMCA-201420141010_1393

Products – Alt Attributes

Title tag don't have branding keyword

Google snippet preview of the current Title Tag.

Concrete Products Available NZ Wide

<http://alliedco-uat.sites.silverstripe.com/products/>

Allied Concrete has an extensive range of READY Concrete Solutions for Commercial and residential use to suit a variety of applications and budgets.

Products – Decorative Concrete – Title Tag

Title tag don't have branding keyword

Google snippet preview of the current Title Tag

Decorative Concrete Textures and Options

<http://alliedco-uat.sites.silverstripe.com/products/decorative-concrete/>

Allied Concrete offer a range of Decorative Concrete textures and options that include Polished, Coloured, Exposed and Luminescent Aggregate concrete.

Products – Decorative Concrete - READY Colour - Title Tag

Unfortunately we don't see a page title and branding keyword

Google snippet preview of the current Title Tag.

Coloured Concrete Solutions Indoors & Out

<http://alliedco-uat.sites.silverstripe.com/products/decorative-concrete/ready-colour/>

Bring concrete to life with Allied concrete's READY Colour range of 16 standard colours and Over 80 other colours available. Created right here in New Zealand.

Products – Decorative Concrete - READY Colour - Title Tag

Unfortunately we don't see a page title and branding keyword

Google snippet preview of the current Title Tag.

Exposed Aggregate Concrete Solutions

<http://alliedco-uat.sites.silverstripe.com/products/decorative-concrete/ready-exposed/>

READY Exposed concrete combines the strength, durability and affordability of concrete with The natural beauty of New Zealand's spectacular riverbeds...

Products – Decorative Concrete - READY Glow - Title Tag

Unfortunately we don't see a page title and branding keyword

Google snippet preview of the current Title Tag.

Glow Stones - Luminescent Aggregate Concrete

<http://alliedco-uat.sites.silverstripe.com/products/decorative-concrete/ready...>

Allied Concrete's READY Glow can be used to add unique design elements and adds a functioning, self powering renewable light source for any type of application using...

Products – Decorative Concrete - READY Polished - Title Tag

Unfortunately we don't see a page title and branding keyword

Google snippet preview of the current Title Tag.

Beautiful Polished Concrete Flooring

<http://alliedco-uat.sites.silverstripe.com/products/decorative-concrete/ready-polished/>


Allied Concrete's range of polished concrete offers strength, comfort and beauty and is available in a range of finishes to suit your project. Suitable for residential and commercial floors.

Products – Decorative Concrete - READY Polished – Alt Attributes

We found that each of the images within "READY Polished" page don't have proper image alt tags.

ts / Decorative Concrete / READY Polished

READY Polished 1




Beautiful polished concrete range available from Allied Concrete

Polished concrete is cost effective and affordable when compared with

Crack Minimisation

To reduce the risk of cracking, talk to us about a Post Tensioned flooring option and other engineered solutions that might be the right answer for you.

2 [Click here for more information on laying a READY Polished floor.](#) 3



5 6 7

To view the READY Polished brochure

[CLICK HERE](#) →

Title	Current Alt Name
1. B-HIVE-Smales-2	B-HIVE-Smales-2
2. Rakaia-House-CHC_20130228_0017	Rakaia-House-CHC_20130228_0017
3. Westmere-Internal-Residential-Floor-Pic3	Westmere-Internal-Residential-Floor-Pic3
4. Davis-House-Megafloor-feature-job-Pic2	Davis-House-Megafloor-feature-job-Pic2
5. Invercargill-Airport	Invercargill-Airport
6. B-HIVE-Smales-1	B-HIVE-Smales-1
7. B-Hive-floor_resized	B-Hive-floor_resized

Products – Flooring and Foundations – Title Tag

Unfortunately we don't see a page title and branding keyword

Google snippet preview of the current Title Tag.

Flooring and Foundation Solutions

<http://alliedco-uat.sites.silverstripe.com/products/flooring-and-foundations/>

Allied Concrete's range of Codemark Certified READY concrete solutions will save you time
And money over traditional flooring systems.

Products – Flooring and Foundations – READY Floor – Title Tag

It's good to see a title in the page is in title tag but unfortunately the branding keyword is not implemented.

Google snippet preview of the current Title Tag.

READY Floor - Steel Fibre Reinforced Concrete

<http://alliedco-uat.sites.silverstripe.com/products/flooring-and-foundations/ready-floor/>

READY Floor is Codemark Certified and a cost-effective alternative to a traditional flooring system.
Suitable for residential and light commercial use.