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Your Website Score

Review of Auscasinos.org

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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.

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Good
To Improve
Errors
Not Important
Hard to solve
Little tough to solve
Easy to solve
No action necessary

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Search Engine Optimization

Title Tag

Best Online Casinos in Australia 2026 - Real Money Sites

Length: 56 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

Compare the best online casinos in Australia for 2026 — expert-rated, payout-tested real money sites with top pokies, big bonuses and fast withdrawals.

Length: 151 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.

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Google Preview

[Best Online Casinos in Australia 2026 - Real Money Sites]

auscasinos.org/

Compare the best online casinos in Australia for 2026 — expert-rated, payout-tested real money sites with top pokies, big bonuses and fast withdrawals.

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	21	25	0	0	0

<H1> Best Online Casinos in Australia 2026 </H1>
<H2> Best Australian Online Casino Sites in 2026 </H2>
<H2> Top 3 Online Casinos in Australia </H2>
<H2> The 2 Best-rated Casinos Compared </H2>
<H2> Compare Online Casinos in Australia by Type </H2>
<H2> Find The Best Online Casinos for Bonuses </H2>
<H2> Explore Online Casino Games </H2>
<H2> Payment Methods at Online Casinos </H2>
<H2> How To Deposit at an Online Casino </H2>
<H2> How To Withdraw from an Online Casino </H2>
<H2> KYC Process at Online Casinos </H2>
<H2> Why Trust AusCasinos </H2>
<H2> Why Players Rely on AusCasinos </H2>
<H2> Safety at Australian Online Casinos </H2>
<H2> Online Casinos You Should Avoid </H2>
<H2> How We Review and Rate Online Casinos </H2>
<H2> Are Online Casinos Legal in Australia? </H2>
<H2> Why Play at Online Casinos? </H2>
<H2> Tips for Playing at Online Casinos </H2>
<H2> Responsible Gambling and Gambling Addiction Resources </H2>
<H2> Conclusion </H2>
<H2> Online Casino Australia FAQ </H2>
<H3> New Online Casinos </H3>
<H3> Fast Payout Casinos </H3>
<H3> PayID Casinos </H3>
<H3> Low Minimum Deposit Casinos </H3>
<H3> Live Casinos </H3>
<H3> Reasons to Trust AusCasinos: </H3>
<H3> Report an Issue With an Online Casino </H3>
<H3> Australian States and Territories </H3>
<H3> What are the best online casinos for Aussie players? </H3>

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<H3> Can I play for real money at Australian casinos? </H3>
<H3> How do I know if online casino sites are safe and secure? </H3>
<H3> What types of online casino games can I play at casino sites? </H3>
<H3> Do online gambling sites offer live dealer games? </H3>
<H3> How do I claim a welcome bonus at an online casino? </H3>
<H3> Can I play at casinos online using Australian dollars (AUD)? </H3>
<H3> What are Aussie casinos' minimum and maximum betting limits? </H3>
<H3> How do I withdraw my winnings from an online casino? </H3>
<H3> What are the payout speeds and limits at top Aussie casinos? </H3>
<H3> Do I have to pay tax on online casino winnings in Australia? </H3>
<H3> Can I play at an online casino on my mobile device? </H3>
<H3> Where is the best Australian casino site licensed? </H3>
<H3> Information </H3>
<H3> Company </H3>
<H3> Support </H3>
<H3> Popular Pages </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.

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Keywords Cloud

casino 113 online 60 review 39 free 37 casinos 37

let's 37 spins 37 play 20 live 19 deposit 18

gambling 17 payment 17 instant 16 games 16 australian 15

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>
casino	113	✔	✔	✔
online	60	✔	✔	✔
review	39	✖	✖	✔
free	37	✖	✖	✖
casinos	37	✔	✔	✔
let's	37	✖	✖	✖
spins	37	✖	✖	✖
play	20	✖	✖	✔
live	19	✖	✖	✔
deposit	18	✖	✖	✔
gambling	17	✖	✖	✔
payment	17	✖	✖	✔
instant	16	✖	✖	✖
games	16	✖	✖	✔
australian	15	✖	✖	✔

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.

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Alt Attribute

We found 49 images on this web page
✔ No ALT attributes are empty or missing.

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: **13.08%**

Text content size 20252 bytes
Total HTML size 154808 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 151 KB to 26 KB (83.1 % 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 104.18.0.129 does not redirect to auscasinos.org

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 Oh no, you are 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.

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WWW Resolve

Warning, no 301 redirects are in place to redirect traffic to your preferred domain. Pages that load successfully both with and without www. are treated as duplicate content!

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://auscasinos.org/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://auscasinos.org/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.

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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: 4 Years, 314 Days

Created Date: 14th-Dec-2021

Updated Date: 12th-Aug-2026

Expiry Date: 14th-Dec-2026

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.

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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

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.

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Usability

URL

http://auscasinos.org
Length: 10 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.

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Page Size

151 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

0.71 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: EN-AU

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
auscasinos.com	Already Registered
auscasinos.net	Already Registered
auscasinos.biz	Already Registered
auscasinos.us	Available
auscasinos.info	Already Registered

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

Typo Availability

Domains (TLD)	Status
quscasinos.org	Already Registered
wuscasinos.org	Already Registered
zuscasinos.org	Already Registered
xuscasinos.org	Already Registered
ayscasinos.org	Already Registered

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

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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.

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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.

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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.

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Technologies

Server IP

Server IP	Server Location	Service Provider
104.18.0.129	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.
- ✔ Perfect, your website has few JavaScript files.
- ✖ Too bad, your website is using 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.

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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.

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Social

Social Data

Your social media status

Facebook:

Twitter:

Instagram:

> 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.

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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.

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In-Page Links

We found a total of 116 links including both internal & external links of your site

Anchor	Type	Follow
No Anchor Text	Internal Links	Dofollow
AusCasinos.org	Internal Links	Dofollow
New Casinos	Internal Links	Dofollow
Mobile Casinos	Internal Links	Dofollow
Fast Payout Casinos	Internal Links	Dofollow
Low Minimum Deposit Casinos	Internal Links	Dofollow
Live Casinos	Internal Links	Dofollow
Bonuses	Internal Links	Dofollow
Welcome Bonuses	Internal Links	Dofollow
Free Spins Bonuses	Internal Links	Dofollow
No Deposit Bonuses	Internal Links	Dofollow
Loyalty Bonuses	Internal Links	Dofollow
Cashback Bonuses	Internal Links	Dofollow
No Wagering Bonuses	Internal Links	Dofollow
Banking	Internal Links	Dofollow
PayID Casino	Internal Links	Dofollow
Bitcoin Casino	Internal Links	Dofollow
Paysafe Casino	Internal Links	Dofollow
Neosurf Casino	Internal Links	Dofollow
EzeeWallet Casino	Internal Links	Dofollow
Skrill Casino	Internal Links	Dofollow
Online Pokies	Internal Links	Dofollow
Features	Internal Links	Dofollow
Themes	Internal Links	Dofollow
Game Developers	Internal Links	Dofollow
Games	Internal Links	Dofollow
Poker	Internal Links	Dofollow
Blackjack	Internal Links	Dofollow
Roulette	Internal Links	Dofollow
Baccarat	Internal Links	Dofollow
Bingo	Internal Links	Dofollow
Reviews	Internal Links	Dofollow
News	Internal Links	Dofollow
Review	Internal Links	Dofollow
Review	Internal Links	Dofollow
Review	Internal Links	Dofollow
Review	Internal Links	Dofollow
Review	Internal Links	Dofollow
Review	Internal Links	Dofollow
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Review	Internal Links	Dofollow
Review	Internal Links	Dofollow
Review	Internal Links	Dofollow
Review	Internal Links	Dofollow
Review	Internal Links	Dofollow

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Review	Internal Links	Dofollow
Review	Internal Links	Dofollow
Review	Internal Links	Dofollow
Review	Internal Links	Dofollow
Read review	Internal Links	Dofollow
	Internal Links	Dofollow
	Internal Links	Dofollow
Read review	Internal Links	Dofollow
Read review	Internal Links	Dofollow
Read review	Internal Links	Dofollow
Read review	Internal Links	Dofollow
Reload bonus	Internal Links	Dofollow
experienced team	Internal Links	Dofollow
licences	Internal Links	Dofollow
editorial policy	Internal Links	Dofollow
about AusCasinos	Internal Links	Dofollow
rating criteria	Internal Links	Dofollow
independent testing labs	Internal Links	Dofollow
responsible gambling	Internal Links	Dofollow
Report an Issue	Internal Links	Dofollow
Privacy & Cookie Policy	Internal Links	Dofollow
Advertising Disclosure	Internal Links	Dofollow
Terms & Conditions	Internal Links	Dofollow
Sitemap	Internal Links	Dofollow
FAQ	Internal Links	Dofollow
Career Opportunities	Internal Links	Dofollow
Contact Us	Internal Links	Dofollow
Self Exclusion	Internal Links	Dofollow
Gambling Addiction	Internal Links	Dofollow
KYC & Account Verification	Internal 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
No Anchor Text	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
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
Let’s Play!	External Links	Dofollow
Let’s Play!	External Links	Dofollow
Let’s Play!	External Links	Dofollow

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No Anchor Text	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
No Anchor Text	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
No Anchor Text	External Links	Dofollow
Australian Communications and Media Authority (ACMA)	External Links	Dofollow
www.gamblinghelponline.org.au	External Links	Dofollow
www.lifeline.org.au	External Links	Dofollow
www.gaaustralia.org.au	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.

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Broken Links

Broken links were found on this web page

http://auscasinos.org/cdn-cgi/l/email-protection#80f3f5f0f0eff2f4c0f0e9f3f4efecefaee3efed
http://auscasinos.org/cdn-cgi/l/email-protection#e2919792928d9096a291928b8c908b9187cc818d8f
https://goto.auscasinos.org/playamo.home
https://goto.auscasinos.org/casinojax.home
https://goto.auscasinos.org/luckyfriends-casino.home
https://goto.auscasinos.org/playamo
https://goto.auscasinos.org/nationalcasino

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.

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