

SEO Report for <http://www.atafshop.be>

46 / 100
SEO SCORE

28 / 48
PASSED CHECKS

20 / 48
FAILED CHECKS

0 / 48
WARNINGS

COMMON SEO ISSUES

Meta Title

✓ The meta title of your page has a length of 9 characters. Most search engines will truncate meta titles to 70 characters.

→ ATAF Shop

Meta Description

✗ The meta description tag is missing from your page. You should include this tag in order to provide a brief description of your page which can be used by search engines. Well-written and inviting meta descriptions may also help click-through rates to your site in search engine results.

HOW TO FIX META DESCRIPTION

In order to pass this test you must include a meta-description tag in your page header (<head> section):

```
<head>
<meta name="description" content="type_your_description_here">
</head>
```

Note that in HTML the <meta> tag has no end tag but in XHTML this tag must be properly closed.

Meta description can have any length but a good practice is to keep this under 160 characters (search engines generally truncate snippets longer than this value).

Google Search Results Preview










ⓘ [ATAF Shop](http://www.atafshop.be)
<http://www.atafshop.be>

Most Common Keywords Test






ⓘ There is likely no optimal keyword density (search engine algorithms have evolved beyond keyword density metrics as a significant ranking factor). It can be useful, however, to note which keywords appear most often on your page and if they reflect the intended topic of your page. More importantly, the keywords on your page should appear within natural sounding and grammatically correct copy.

→ kabels - 25 times
→ hdmi - 24 times
→ voor - 17 times
→ printers - 13 times
→ mini - 12 times

Keywords Usage Test	<p>✖ Your most common keywords are not appearing in one or more of the meta-tags above. Your primary keywords should appear in your meta-tags to help identify the topic of your webpage to search engines.</p> <hr/> <p>→ Keyword(s) not included in Title tag → Keyword(s) not included in Meta-Description tag</p>
Keywords Cloud	<p>ⓘ aangenaam accessoires account adapters alle ataf audio begin behuizingen business cabinets camera cloud computers cookies couplers desktop desktops display displayport ethernet express expresscard fiber firewire flash gaming gamma gebruik geen geheugen groot harddisk harde hdmi hebben home info inkjet kabel kabels keuze kiezer kunnen laptop laptops laser maakt mail maken makkelijker meer micro mini monitoren mounting muizen netwerk niet nieuwsbrief notebooks office onderdelen onze opnieuw opslag parallel patchkabels plaatsen plugs printer printers projector projectoren randapparaten refurbished routers sata scanners schijven serial serieel servers service shop smartphones software stroomkabels switches systemen tablets toestellen toetsenborden video voip VOOR voorkeur wall wifi windows</p>
Heading Tags Test	<p>✖ Your webpage does not contain any H1 headings. H1 headings help indicate the important topics of your page to search engines. While less important than good meta-titles and descriptions, H1 headings may still help define the topic of your page to search engines.</p>
Robots.txt Test	<p>✔ Congratulations! Your site uses a "robots.txt" file: http://www.atafshop.be/robots.txt</p>
Sitemap Test	<p>✖ Your site lacks a sitemap file. Sitemaps can help robots index your content more thoroughly and quickly. Read more on Google's guidelines for implementing the sitemap protocol.</p>
Broken Links Test	<p>✔ We've found an unusually high number of links on your webpage - 210 total links. Google has historically recommended that websites keep less than 100 links on a web page. While this recommendation has been phased out, an excessive number of links on a page can be indicative of a spammy web page or poor usability, and should be avoided.</p> <p>Congratulations! We have checked 67 links from your webpage and none is broken.</p>

SEO Friendly URL Test	 Your webpage contains URLs that are not SEO friendly! → http://www.atafshop.be/index.php?page=passwordreset
Image Alt Test	 Your webpage contains "img" tags without the required "alt" attribute.
Inline CSS Test	 Your webpage is using inline CSS styles!
Deprecated HTML Tags	 We found some HTML deprecated tags. You are advised to change these old tags with equivalent tags or proper CSS rules. → [object Object]
Google Analytics Test	 A Google Analytics script is not detected on this page. While there are several tools available to monitor your site's visitors and traffic sources, Google Analytics is a free, commonly recommended program to help diagnose potential SEO issues.
Favicon Test	 Congratulations! Your website appears to have a favicon. 
JS Error Checker	 Congratulations! There are no severe JavaScript errors on your webpage.
Social Media Check	 Congratulations! Your website is connected successfully with social media using: Facebook

SPEED OPTIMIZATIONS

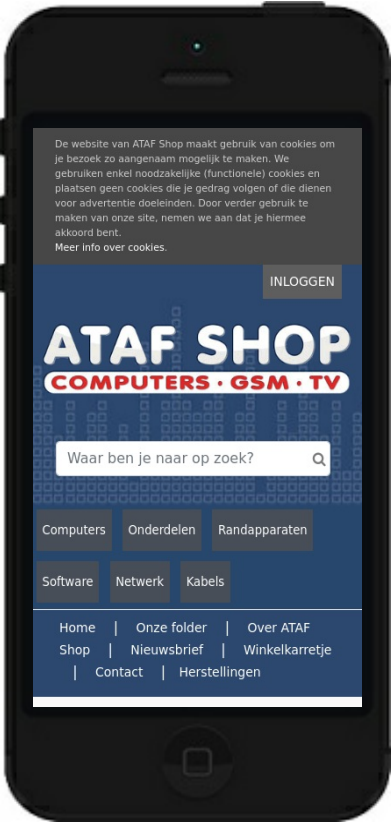
HTML Page Size Test	 The size of your webpage's HTML is 103.86 Kb , and is greater than the average size of 33 Kb . This can lead to slower loading times, lost visitors , and decreased revenue. Good steps to reduce HTML size include: using HTML compression , CSS layouts , external style sheets , and moving javascript to external files.
HTML Compression/GZIP Test	 Your webpage doesn't use any HTML compression! You should compress your HTML to reduce your page size and page loading times - this will help your site retain visitors and increase page views. If you were using compression, you could be compressing your HTML size by 83% - from 103.86 Kb to 17.95 Kb .
Site Loading Speed Test	 Your website loading time is around 4.16 seconds and this is under the average loading speed which is 5 seconds .
Page Objects	 Your page has more than 20 http requests , which can slow down page loading. You can try reducing http requests through various methods such as using text instead of images, using css sprites, using data URIs instead of images , or combining several external files together into one. HTML Pages: 2; CSS Files: 9; Scripts: 18; Images: 68; Flash Files: 0;
Page Cache Test (Server Side Caching)	 Congratulations, you have a caching mechanism on your website. Caching helps speed page loading times as well as reduces server load.

Flash Test	✓ Congratulations! Your website does not include flash objects (an outdated technology that was sometimes used to deliver rich multimedia content). Flash content does not work well on mobile devices, and is difficult for crawlers to interpret.
Image Caching Test	✗ Your site is not using cache headers for your images. The cache headers can help speed up the serving of your webpages for users that regularly visit your site and see the same images. Learn more about how to add expires headers to your images .
JavaScript Minification Test	✗ Some of your website's JavaScript files are not minified!
CSS Minification Test	✗ Some of your website's CSS files are not minified!
Nested Tables Test	✓ Congratulations, your page does not use nested tables. This speeds up page loading time and optimizes the user experience.
Frameset Test	✓ Congratulations! Your webpage does not use frames.
Doctype Test	✓ Congratulations! Your website has a doctype declaration: <hr/> → <!DOCTYPE html>
URL Redirects Checker	✓ Congratulations! Your URL doesn't have any redirects (which could potentially cause site indexation issues and site loading delays).

SERVER AND SECURITY

URL Canonicalization Test	✗ http://www.atafshop.be and http://atafshop.be should resolve to the same URL, but currently do not.
HTTPS Test	✗ Your website is not using https, a secure communication protocol. Even for sites that do not collect sensitive customer information, search engines suggest that switching to https is an increasingly good idea and may help improve rankings . Note: if your site relies primarily on adsense income, be aware that using https may be detrimental to ad earnings .
Safe Browsing Test	✓ This site is not currently listed as suspicious (no malware or phishing activity found).
Server Signature Test	✗ Your server signature is on. Turning off your server signature is generally a good idea from a security standpoint. Read more on how to turn off server signature and improve your website's security . <hr/> → Server: Microsoft-IIS/10.0
Directory Browsing Test	✓ Congratulations! Your server has disabled directory browsing.

Plaintext Emails Test	✖ We've found 2 email addresses in your page code. We advise you to protect email links in a way that hides them from the spam harvesters.
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MOBILE USABILITY	
Media Query Responsive Test	✔ Congratulations, your website uses media query technique, which is the base for responsive design functionalities.
Mobile Snapshot	

ADVANCED SEO	
Microdata Schema Test	✖ Your webpage doesn't take the advantages of HTML Microdata specifications in order to markup structured data. View Google's guide for getting started with microdata .
Noindex Checker	✔ Your webpage does not use the noindex meta tag. This means that your webpage will be read and indexed by search engines.
Canonical Tag Checker	✔ Your webpage does not use the canonical link tag.
Nofollow Checker	✔ Your webpage does not use the nofollow meta tag. This means that search engines will crawl all links from your webpage.
Disallow Directive Checker	✔ Your robots.txt file does not use the disallow directive. This means that the whole website can be crawled by search engines.

SPF records checker	<div data-bbox="368 62 403 96"></div> <div data-bbox="427 62 1133 96">Congratulations! Your DNS server is using an SPF record.</div> <div data-bbox="432 141 1050 174">→ <code>v=spf1 include:spf.protection.outlook.com -all</code></div>
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