




SeoSiteCheckup Report

Overall score for:

<http://www.thewatchwarehouse.com.au/>

Your SEO Score is **68/100**

 **14** Failed Checks
 **3** Warnings
 **30** Passed Checks

Title Tag

The **title** tag is required in all HTML documents and it defines the title of the document. This tag displays the page title in browsers toolbar and in the search-engine results (SERPs). It also provides a title for the page when it is added to favorites. A descriptive **title** tag is important in helping search engines determine your web page's relevancy for certain keywords.

The meta title of your page has a length of 59 characters. Most search engines will truncate meta titles to 70 characters.

Men's, women's, kids & sports watches online|AU | T WWH

Meta Description

The meta description tag is meant to be a short and accurate summary of your page content. This description can affect your search engine rankings and can also show up directly in search engine results (and affect whether or not the user clicks through to your site).

The meta description of your page has a length of 154 characters. Most search engines will truncate meta descriptions to 160 characters.

Visit the Watch warehouse for various international brands like Dunlop, Slazenger, and Mambo! We have the best range of Men's, ladies; kid's watches in AU

Google Search Results Preview

Check how your page might look in the Google search results page. A Google search result use your webpage title, url and meta-description in order to display relevant summarized information about your site. If these elements are too long, Google will truncate their content, so you are advised to set your webpage title up to 70 characters and your webpage description up to 160 characters in order to optimize readability.

[Men's, women's, kids & sports watches online|AU | T WWH](http://www.thewatchwarehouse.com.au/)

<http://www.thewatchwarehouse.com.au/>

Visit the Watch warehouse for various international brands like Dunlop, Slazenger, and Mambo! We have the best range of Men's, ladies; kid's watches in AU

Most Common Keywords Test

Check the most common keywords and their usage (number of times used) on your web page.

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 in your page, and if they reflect the intended topic of your page. More importantly, the keywords in your page should appear within natural sounding and grammatically correct copy.

watches - 14 times

shop - 9 times

ladies - 6 times

kids - 3 times

mens - 3 times

Keyword Usage

This describes if your most common keywords are used in your page title and meta-description.

Congratulations! You are using your keywords in your meta-tags, which helps search engines properly identify the topic of your page.

Keyword(s) included in Meta-Title Tag

Keyword(s) included in Meta-Description Tag

Keywords Cloud

The Keyword Cloud is a visual representation of keywords used on your website. This will show you which words are frequently used in the content of your webpage. Keywords having higher density are presented in larger fonts and displayed in alphabetic order.

[/productcategory/brands/dunlop/] [/productcategory/products/new designs/] alarms analogue arrivals basic basket blend blog brand brands calorie care cases chest company contact control countdown counter customer delivery designs details digital distribution dunlop easy everyday exchanges exercise features finger fitness function functional functionality great head heart home items kids ladies locator look mambo match mens metre models money monitor monitors multifunction names navigation needs offer online pedometers plastic policy postage privacy rate release resin resistant returns right sale sales select shipping shop shopping slazenger soon sporting sports step stopwatch store strap strong style summer timewear toggle touch tough track value view warranty watches water week "product

<h1> Headings Status

This indicates if any H1 headings are used in your page. H1 headings are HTML tags than can help emphasize important topics and keywords within a page.

Your page contains H1 headings. Their contents are listed below:

New Collection

Dunlop 2015

Slazenger is back!

<h2> Headings Status

This indicates if any H2 headings are used in your page. H2 headings can be helpful for describing the sub-topics of a page.

Your page contains H2 headings. Their contents are listed below:

Mambo Summer 2015

Dunlop 2015

Slazenger 2015

Robots.txt Test

Check if your website is using a robots.txt file. Search engines send out tiny programs called spiders or robots to search your site and bring information back so that your pages can be indexed in the search results and found by web users. If there are files and directories you do not want indexed by search engines, you can use the "robots.txt" file to define where the robots should not go.

□ These files are very simple text files that are placed on the root folder of your website:

`www.yourwebsite.com/robots.txt`.

There are two important considerations when using "robots.txt":

- the "robots.txt" file is a publicly available file, so anyone can see what sections of your server you don't want robots to use;
- robots can ignore your "robots.txt", especially malware robots that scan the web for security vulnerabilities;

Congratulations! Your site use a "robots.txt" file: <http://www.thewatchwarehouse.com.au/robots.txt>

Sitemap Test

This test will check if your website is using a "sitemap" file: `sitemap.xml`, `sitemap.xml.gz` or `sitemapindex.xml`.

Sitemaps are an easy way for webmasters to inform search engines about pages on their sites that are available for crawling. In its simplest form, a sitemap is an XML file that lists URLs for a site along with additional metadata about each URL (when it was last updated, how often it usually changes, and how important it is, relative to other URLs in the site) so that search engines can more intelligently crawl the site.

Congratulations! We've found 1 sitemap file for your website:

<http://www.thewatchwarehouse.com.au/sitemap.xml>

Underscores in Links Test

Check your URL internal links for underscore characters. [Google's suggestions for URL structure](#) specify using hyphens or dashes (-) rather than underscores (_). Unlike underscores, Google treats hyphens as separators between words in a URL.

Congratulations! We have not found underscores in your in-page URLs!

Image Alt Test

Check images on your webpage for required alt attributes. If an image cannot be displayed (wrong source, slow connection, etc), the alt attribute provides alternative information. Using keywords and human-readable captions in the alt attributes is a good SEO practice because search engines cannot really see the images. For images with a decorative role (bullets, round corners, etc) you are advised to use an empty alt or a CSS background image.

Your webpage has **13** 'img' tags and **11** of them are missing the required 'alt' attribute.

```



```

```








```

HOW TO FIX

In order to pass this test you must add an **alt** attribute to every **** tag used into your webpage. An image with an alternate text specified is inserted using the following HTML line:

```

```

Remember that the point of alt text is to provide the same functional information that a visual user would see. Search engines, users who disabled images in their browsers and other agents who are unable to see the images on your webpage can read the alt attributes assigned to the image since they cannot view it.

Learn more about [optimizing images for SEO](#).

Inline CSS Test

Check your webpage HTML tags for inline CSS properties. An inline CSS property is added by using the style attribute for a specific tag. By mixing content with presentation you might lose some advantages of the style sheets. Is a good practice to move all the inlines CSS rules into an external file in order to make your page "lighter" in weight and decreasing the code to text ratio.

Your webpage is using **4** inline CSS styles!

```
<div class="pull-right" style="margin-top:15px"></div>
<div class="prod cat-g-red col-md-9 gen" style="margin-bottom:0;"></div>
<div class="prod cat-g-red col-md-3 gen" style="margin-bottom:0;"></div>
<div id="stwrapper" class="stwrapper ..." style="display: none;"></div>
```

HOW TO FIX

It is a good practice to move all the inlines CSS rules into an external file in order to make your page "lighter" in weight and decrease the code to text ratio.

- check the HTML code of your page and identify all style attributes
- for each style attribute found you must properly move all declarations in the external CSS file and remove the style attribute

For example:

```
<!--this HTML code with inline CSS rule:-->
<p style="color:red; font-size: 12px">some text here</p>
<!--would became:-->
<p>some text here</p>
<!--and the rule added into your CSS file:-->
p{color:red; font-size: 12px}
```

Deprecated HTML Tags

Check if your webpage is using old, deprecated HTML tags. These tags will eventually lose browser support and your web pages will render differently. Check this [list](#) with all HTML tags.

Congratulations! Your page does not use HTML deprecated tags.

Google Analytics Test

Check if your page is connected with Google Analytics. Google Analytics is the most popular analytics package for websites, this tool provides you with great insights about your site visitors, demographics and very comprehensive metrics that help you analyze every aspect of your site. It is a good practice to use analytics in order to learn how your visitors behave and continuously improve your website.

Congratulations! Your website is using the asynchronous version of Google Analytics tracking code.

Favicon Test

Check if your site is using and correctly implementing a favicon. Favicons are small icons that appear in your browser's URL navigation bar. They are also saved next to your URL's title when bookmarking that page and they can help [brand your site](#) and make it easy for users to navigate to your site among a list of bookmarks.

Your site either doesn't have a favicon or this has not been referenced correctly.

HOW TO FIX

To add a favicon to your site, you need to have your logo created in a 16x16 PNG, GIF or ICO image and uploaded to your web server.

Then it's simply a matter of adding the following code into the header of your HTML code for your web pages:

```
<head> <link rel="icon" type="image/x-icon" href="url_to_my_favicon" />
<title>My Title</title> </head>
```

In the example above the "url_to_my_favicon" refers to the actual location of your favicon file.

SEO Friendly URL Test

Check if your website URL and internal URLs are SEO friendly. In order for links to be SEO friendly, they should be clearly named for what they are and contain no spaces, underscores or other characters. You should avoid the use of parameters when possible, as they make URLs less inviting for users to click or share.

Congratulations! This URL and all internal links on this page are SEO friendly.

JS Error Checker

Check your source code for JavaScript errors. These errors may prevent users from properly viewing your pages and impact their user experience. Sites with poor user experience tend to rank poorly in search engine algorithms.

Congratulation! There is no occurrence of any severe JavaScript Errors in your web page.

Social Media Check

Check if your page is connected to at least one of the most important social networks. Social signals are getting increasing importance as ranking factors for search engines because it leverages the social intelligence (via our interactions) to determine more accurate relevancy for searches. That's why connecting your website to a social network is a must nowadays to make sure your site is social enabled.

Your website is not connected with social media using the API's provided by Facebook, Google +, Twitter, Pinterest, or using [addthis.com](#)

HOW TO FIX

In order to pass this test you must connect your website with at least one major social network.

To do that, you must insert into your page some social networks plugins: **Facebook Like Button**, **Facebook Share Button**, **Facebook Comments**, **Twitter Button**, **Google +1 Button**, **Pinterest Button** or **AddThis Widget**

Social Media Activity

Check the activity on social media networks of your website or URL. This activity is measured in total number of shares, likes, comments, tweets, plusOnes and pins. This activity covers only your URL and not social media accounts linked with your webpage.

Your website doesn't have any **social media activity**. Search engines are increasingly using **social media activity** as an indicator of site credibility, and to determine which sites are relevant for a given keyword search.

Facebook Likes: 0

Facebook Shares: 0

Facebook Comments: 0

Tweets: 0

Google+: 0

Pins: 0

HOW TO FIX

In order to increase the social media activity for your site you are advised to use some social networks plugins within your page:

Facebook Like Button, Facebook Share Button, Facebook Comments, Twitter Button, Google +1 Button, Pinterest Button or AddThis Widget

HTML Page Size Test

Check your page's HTML size. HTML size is the size of all the HTML code on your web page - this size does not include images, external javascripts or external CSS files.

Congratulations! Your HTML size is **21.68 Kb** and this is under the average web page size of **33 Kb**. This leads to a faster page loading time than average.

HTML Compression/GZIP Test

Check if your page is correctly using HTML compression. Compression works by finding similar strings within a text file, and replacing those strings temporarily to make the overall file size smaller. This form of compression is particularly well-suited for the web because HTML and CSS files usually contain plenty of repeated strings, such as white spaces, tags, and style definitions.

Congratulations! Your page is successfully compressed using **gzip compression** on your code. Your HTML is compressed from **156.23 Kb** to **21.68 Kb (86 % size savings)**. This helps ensure a faster loading web page and improved user experience.

Site Loading Speed Test

Test your website using real browsers to determine the loadtime speed. How fast your page loads is one of the most important factors in search engine rankings. Pages that take longer than 5 seconds to load can lose up to 50% users. Faster loading webpages offer higher traffic, better conversions and increased sales over slower loading pages.

Your site loading time is around **27.224 seconds** and is over the average loading speed which is **5 seconds**.

HOW TO FIX

In order to resolve this problem you are advised to:

- Minimize HTTP requests
- Use Gzip compression
- Use HTTP caching
- Move all CSS style rules into a single, external and minified CSS file
- Minify all JS files and, if possible, try combining them into a single external JS file
- Include external CSS files before external JS files
- Place your JS scripts at the bottom of your page
- Optimize images
- Reduce redirects
- Reduce the number of plug-ins

Page Objects

Check if the full list of objects requested by your page can be retrieved. If your page contains objects that cannot be retrieved your page won't be displayed correctly, this impacts the user experience and search engines will penalize you accordingly.

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: 14

<http://www.thewatchwarehouse.com.au/>

http://www.thewatchwarehouse.com.au/wp-content/themes/kitchen/dynamic_css.php

http://www.thewatchwarehouse.com.au/wp-content/themes/kitchen/style_select/css/generic.css

http://www.thewatchwarehouse.com.au/wp-content/themes/kitchen/style_select/css/style.css

http://www.thewatchwarehouse.com.au/wp-content/themes/kitchen/style_select/js/select.js

https://www.google-analytics.com/r/collect?v=1&_v=j40&a...018155402.1450248542&tid=UA-69297426-1&_r=1&z=243442653

http://seg.sharethis.com/getSegment.php?purl=http%3A%2F...ww.thewatchwarehouse.com.au%2F&j_sref=&rnd=1450248543255

<http://p.nexac.com/e/sr/a-1548/s-3271/s-3271.xgi>

<http://tags.bluekai.com/site/26751>

<http://tags.bluekai.com/site/26751?dt=0&r=1815932642&sig=2166136261&bkca=KJye999999W=>

http://cm.g.doubleclick.net/pixel?google_nid=bluekai&google_cm&google_sc&

http://e.nexac.com/e/liveramp_sync.xgi?na_exid=4fa64490...f33eaccff90dd4d2dda3bb07d604fd3a4a

6c0013b87cd2c0007efc4

http://cm.g.doubleclick.net/pixel?google_nid=bluekai&google_cm=&google_sc=&google_tc=

<http://edge.sharethis.com/share5x/index.8e07bcd0797acab23b70891074f86e40.html>

CSS Files: 21

<http://www.thewatchwarehouse.com.au/wp-content/plugins/...des/css/styles.css?ver=d1dac49b9867c6160c6894889827790d>

<http://www.thewatchwarehouse.com.au/wp-content/plugins/...css/spl-styles.css?ver=d1dac49b9867c6160c6894889827790d>

<http://www.thewatchwarehouse.com.au/wp-content/plugins/...commerce-layout.css?ver=d1dac49b9867c6160c6894889827790d>

<http://www.thewatchwarehouse.com.au/wp-content/plugins/...ss/woocommerce.css?ver=d1dac49b9867c6160c6894889827790d>

<http://www.thewatchwarehouse.com.au/wp-content/plugins/...commerce-layout.css?ver=d1dac49b9867c6160c6894889827790d>

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<http://www.thewatchwarehouse.com.au/wp-content/plugins/...ss/woocommerce.css?ver=d1dac49b9867c6160c6894889827790d>

<http://www.thewatchwarehouse.com.au/wp-content/plugins/...ss/woocommerce.css?ver=d1dac49b9867c6160c6894889827790d>

<http://www.thewatchwarehouse.com.au/wp-content/plugins/...ss/woocommerce.css?ver=d1dac49b9867c6160c6894889827790d>

<http://www.thewatchwarehouse.com.au/wp-content/plugins/...ss/woocommerce.css?ver=d1dac49b9867c6160c6894889827790d>

<http://www.thewatchwarehouse.com.au/wp-content/plugins/...ss/woocommerce.css?ver=d1dac49b9867c6160c6894889827790d>

<http://www.thewatchwarehouse.com.au/wp-content/plugins/...ss/woocommerce.css?ver=d1dac49b9867c6160c6894889827790d>

<http://www.thewatchwarehouse.com.au/wp-content/plugins/...ss/woocommerce.css?ver=d1dac49b9867c6160c6894889827790d>

Scripts: 27

<http://w.sharethis.com/button/buttons.js>

<https://ajax.googleapis.com/ajax/libs/jquery/1.11.2/jquery.min.js>

<http://www.thewatchwarehouse.com.au/wp-includes/js/jquery/jquery.js?ver=d1dac49b9867c6160c6894889827790d>

<http://www.thewatchwarehouse.com.au/wp-includes/js/jquery/jquery.js?ver=d1dac49b9867c6160c6894889827790d>

<http://www.thewatchwarehouse.com.au/wp-content/themes/kitchen/js/bootstrap.min.js>

<http://www.thewatchwarehouse.com.au/wp-content/themes/kitchen/js/owl.carousel.min.js>

<http://www.thewatchwarehouse.com.au/wp-includes/js/jque...ery-migrate.min.js?ver=d1dac49b9867c6160c6894889827790d>
<http://www.thewatchwarehouse.com.au/wp-content/themes/k...mage-navigation.js?ver=d1dac49b9867c6160c6894889827790d>
<http://www.thewatchwarehouse.com.au/wp-content/themes/k...flexslider-min.js?ver=d1dac49b9867c6160c6894889827790d>
<http://www.thewatchwarehouse.com.au/wp-content/themes/k...flexslider-init.js?ver=d1dac49b9867c6160c6894889827790d>
<http://www.thewatchwarehouse.com.au/wp-content/plugins/...ry.bxslider.min.js?ver=d1dac49b9867c6160c6894889827790d>
<http://www.thewatchwarehouse.com.au/wp-content/plugins/...udes/js/scripts.js?ver=d1dac49b9867c6160c6894889827790d>
<http://www.thewatchwarehouse.com.au/wp-content/plugins/...add-to-cart.min.js?ver=d1dac49b9867c6160c6894889827790d>
<http://www.thewatchwarehouse.com.au/wp-content/plugins/...min.js?ver=d1dac49b9867c6160c6894889827790d-2014.06.20>
<http://www.thewatchwarehouse.com.au/wp-content/plugins/...woocommerce.min.js?ver=d1dac49b9867c6160c6894889827790d>
<http://www.google-analytics.com/analytics.js>
<http://www.thewatchwarehouse.com.au/wp-content/plugins/...ery.blockUI.min.js?ver=d1dac49b9867c6160c6894889827790d>
<http://www.thewatchwarehouse.com.au/wp-content/plugins/...uery.cookie.min.js?ver=d1dac49b9867c6160c6894889827790d>
<http://www.thewatchwarehouse.com.au/wp-content/plugins/...t-fragments.min.js?ver=d1dac49b9867c6160c6894889827790d>
<http://www.thewatchwarehouse.com.au/wp-content/themes/k...n/js/small-menu.js?ver=d1dac49b9867c6160c6894889827790d>
<http://www.thewatchwarehouse.com.au/wp-content/plugins/.../bxslider.setup.js?ver=d1dac49b9867c6160c6894889827790d>
<http://www.thewatchwarehouse.com.au/wp-content/plugins/...jquery.bxslider.js?ver=d1dac49b9867c6160c6894889827790d>
<http://www.google-analytics.com/plugins/ua/linkid.js>
<http://wd-edge.sharethis.com/button/getAllAppDefault.es...-4114-bc27-409b18113a5b&domain=thewatchwarehouse.com.au>
<http://wd-edge.sharethis.com/button/checkOAuth.esi>
<http://www.googletagmanager.com/gtm.js?id=GTM-TR24NF>
<http://w.sharethis.com/share5x/js/stcommon.2b05accc08f1ee42fe1983647ab923ea.js>
<http://w.sharethis.com/share5x/js/st.14d343a80d74562e54acd9157cb9a0c9.js>

Images: 27

<http://thewatchwarehouse.com.au/wp-content/uploads/2014/10/logo2.png>
<http://thewatchwarehouse.com.au/wp-content/uploads/2015/09/home-page-banner-mambo.jpg>
<http://thewatchwarehouse.com.au/wp-content/uploads/2015/09/home-page-banner-slazenger.jpg>
<http://thewatchwarehouse.com.au/wp-content/uploads/2015/07/foo-logo.png>
<http://thewatchwarehouse.com.au/wp-content/uploads/2015/09/home-page-banner-dunlop.jpg>
<http://www.thewatchwarehouse.com.au/wp-content/themes/kitchen/images/cart.png>
<http://www.thewatchwarehouse.com.au/wp-content/themes/kitchen/images/suuport.png>
<http://www.thewatchwarehouse.com.au/wp-content/themes/kitchen/images/sld-dvdr.jpg>
<http://www.thewatchwarehouse.com.au/wp-content/themes/kitchen/images/search.png>

http://www.thewatchwarehouse.com.au/wp-content/uploads/2015/07/ladies.jpg
http://www.thewatchwarehouse.com.au/wp-content/uploads/2015/07/mens.jpg
http://www.thewatchwarehouse.com.au/wp-content/uploads/2015/07/prod.jpg
http://www.thewatchwarehouse.com.au/wp-content/uploads/2015/07/prod2.jpg
http://www.thewatchwarehouse.com.au/wp-content/uploads/2015/07/prod3.jpg
http://www.thewatchwarehouse.com.au/wp-content/uploads/2015/07/leo.jpg
https://stats.g.doubleclick.net/r/collect?v=1&aip=1&t=d...1018155402.1450248542&jid=2052908693&_v=j40&z=243442653
http://idsync.rlcdn.com/398646.gif?gtmcb=327060384
http://p.rfihub.com/cm?in=1&pub=24273&userid=CvqAWIZxCV...u%252F%26jsref%3D%26rnd%3D1450248543255>mcb=102545684
http://p.nexac.com/e/sr/a-1548/s-3271/s-3271.xgi?rd=Y
http://idsync.rlcdn.com/398646.gif?redirect=1
http://d.agkn.com/pixel/6640/?che=1450248543&sk=0080060...0000920316&pd=&cw=&lux1=&lux2=&vd=&lr=&py=&cp=&wb=&b2b=
http://stpix.media6degrees.com/orbserv/hbpix?pixId=2346...ww.thewatchwarehouse.com.au/>mcb=1504487841&cckz=true
http://e.nexac.com/e/xrefid.xgi?na_exid=4fa644909bac44c...dda3bb07d604fd3a4a6c0013b87cd2c0007efc4&na_pid=2028&ru=
http://tags.bluekai.com/site/2981?id=&google_gid=CAESEMg0vWDI8I6FevCdqlfUIxc&google_cver=1
https://p.adsymptotic.com/d/px/?_pid=12608&_psign=f5896...62128&_expected_cookie=2ae0ee445494116c157afb1fbef448c
http://www.thewatchwarehouse.com.au/favicon.ico
https://storage.googleapis.com/sharethis-dev-abinsights/pixel.gif?gtmcb=1889284034

Flash Files: 0

Page Cache Test (Server Side Caching)

Check if your page is serving cached pages. A page cache is a mechanism for the temporary storage (caching) of web documents, such as HTML pages and images to reduce bandwidth usage, server load, and perceived lag. A web cache stores copies of documents passing through it; subsequent requests may be satisfied from the cache if certain conditions are met. Common caching methods are Quickcache and jpcache

Congratulations, you have a caching mechanism on your website. **Caching** helps speed page loading times as well as reduce server load.

Flash Test

Check if your page uses Flash. Flash is an outdated technology that was widely used in the past to deliver rich multimedia content. Nowadays this evolved to newer, more mature technologies and standards based on HTML 5, so it's not considered a good practice to use it. Flash content does not work well on mobile devices, and it's not Search Engine friendly.

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 Expires Tag Test

Checks if your page is using an image expires tag, which specifies a future expiration date for your images. Browsers will see this tag and cache the image in the user's browser until the specified date (so that it does not keep re-fetching the unchanged image from your server). This speeds up your site the next time that user visits your site and requires the same image.

Your site is not using expires headers for all of your images. An expires tag 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](#).

HOW TO FIX

In order to reduce the number of HTTP requests, you can use the HTTP Expires header to set an expiration time for your images or any other content type. You can add the following lines into your **.htaccess** file:

```
<IfModule mod_expires.c>
    ExpiresActive on

    ExpiresByType image/jpg "access plus 1 month"
    ExpiresByType image/jpeg "access plus 1 month"
    ExpiresByType image/gif "access plus 1 month"
    ExpiresByType image/png "access plus 1 month"
</IfModule>
```

JS Minification Test

This checks if any of external javascript files used in your page is minified

Some of your website's JavaScript files are not minified!

Minified JavaScript Files:

<http://w.sharethis.com/button/buttons.js>

<https://ajax.googleapis.com/ajax/libs/jquery/1.11.2/jquery.min.js>

<http://www.thewatchwarehouse.com.au/wp-includes/js/jquery/jquery.js?ver=d1dac49b9867c6160c6894889827790d>

<http://www.thewatchwarehouse.com.au/wp-content/themes/kitchen/js/bootstrap.min.js>

<http://www.thewatchwarehouse.com.au/wp-content/themes/kitchen/js/owl.carousel.min.js>

<http://www.thewatchwarehouse.com.au/wp-includes/js/jquery/jquery-migrate.min.js?ver=d1dac49b9867c6160c6894889827790d>

<http://www.thewatchwarehouse.com.au/wp-content/themes/kitchen/js/flexslider-min.js?ver=d1dac49b9867c6160c6894889827790d>

<http://www.thewatchwarehouse.com.au/wp-content/plugins/...ry.bxslider.min.js?ver=d1dac49b9867c6160c6894889827790d>

<http://www.thewatchwarehouse.com.au/wp-content/plugins/...add-to-cart.min.js?ver=d1dac49b9867c6160c6894889827790d>

<http://www.thewatchwarehouse.com.au/wp-content/plugins/....min.js?ver=d1dac49b9867c6160c6894889827790d-2014.06.20>

<http://www.thewatchwarehouse.com.au/wp-content/plugins/...woocommerce.min.js?ver=d1dac49b9867c6160c6894889827790d>

<http://www.google-analytics.com/analytics.js>

<http://www.thewatchwarehouse.com.au/wp-content/plugins/...ery.blockUI.min.js?ver=d1dac49b9867c6160c6894889827790d>

<http://www.thewatchwarehouse.com.au/wp-content/plugins/...uery.cookie.min.js?ver=d1dac49b9867c6160c6894889827790d>

<http://www.thewatchwarehouse.com.au/wp-content/plugins/...t-fragments.min.js?ver=d1dac49b9867c6160c6894889827790d>

<http://www.google-analytics.com/plugins/ua/linkid.js>

<http://www.googletagmanager.com/gtm.js?id=GTM-TR24NF>

<http://w.sharethis.com/share5x/js/stcommon.2b05accc08f1ee42fe1983647ab923ea.js>

<http://w.sharethis.com/share5x/js/st.14d343a80d74562e54acd9157cb9a0c9.js>

Not Minified JavaScript Files:

<http://www.thewatchwarehouse.com.au/wp-content/themes/k...mage-navigation.js?ver=d1dac49b9867c6160c6894889827790d>

<http://www.thewatchwarehouse.com.au/wp-content/themes/k...flexslider-init.js?ver=d1dac49b9867c6160c6894889827790d>

<http://www.thewatchwarehouse.com.au/wp-content/plugins/...udes/js/scripts.js?ver=d1dac49b9867c6160c6894889827790d>

<http://www.thewatchwarehouse.com.au/wp-content/themes/k...n/js/small-menu.js?ver=d1dac49b9867c6160c6894889827790d>

<http://www.thewatchwarehouse.com.au/wp-content/plugins/.../bxslider.setup.js?ver=d1dac49b9867c6160c6894889827790d>

<http://www.thewatchwarehouse.com.au/wp-content/plugins/...jquery.bxslider.js?ver=d1dac49b9867c6160c6894889827790d>

<http://wd-edge.sharethis.com/button/getAllAppDefault.es...-4114-bc27-409b18113a5b&domain=thewatchwarehouse.com.au>

<http://wd-edge.sharethis.com/button/checkOAuth.esi>

HOW TO FIX

In order to pass this test you must minify all of your external JavaScript files. For this task you can use an online JS minifier like **YUI Compressor**, **Closure Compiler** or **JSMIn**.

CSS Minification Test

This checks if any of external css files used in your page is minified

Some of your website's CSS files are not minified!

Minified CSS Files:

<http://www.thewatchwarehouse.com.au/wp-content/plugins/...ommerce-layout.css?ver=d1dac49b9867c6160c6894889827790d>

<http://www.thewatchwarehouse.com.au/wp-content/themes/kitchen/style.css?ver=d1dac49b9867c6160c6894889827790d>

<http://www.thewatchwarehouse.com.au/wp-content/plugins/...ce-smallscreen.css?ver=d1dac49b9867c6160c6894889827790d>

<http://w.sharethis.com/button/css/buttons.ab966a004186897711de4a5ed256c924.css>

Not Minified CSS Files:

<http://www.thewatchwarehouse.com.au/wp-content/plugins/...des/css/styles.css?ver=d1dac49b9867c6160c6894889827790d>

<http://www.thewatchwarehouse.com.au/wp-content/plugins/...css/spl-styles.css?ver=d1dac49b9867c6160c6894889827790d>

<http://www.thewatchwarehouse.com.au/wp-content/plugins/...ss/woocommerce.css?ver=d1dac49b9867c6160c6894889827790d>

<http://netdna.bootstrapcdn.com/font-awesome/3.2.1/css/font-awesome.css?ver=3.5>

<http://www.thewatchwarehouse.com.au/wp-content/themes/k.../js/flexslider.css?ver=d1dac49b9867c6160c6894889827790d>

<http://www.thewatchwarehouse.com.au/wp-content/plugins/...ome-more-icons/assets/css/font-awesome-corp.css?ver=3.5>

<http://www.thewatchwarehouse.com.au/wp-content/plugins/...some-more-icons/assets/css/font-awesome-ext.css?ver=3.5>

<http://www.thewatchwarehouse.com.au/wp-content/plugins/...e-more-icons/assets/css/font-awesome-social.css?ver=3.5>

<http://www.thewatchwarehouse.com.au/wp-content/plugins/...query.bxslider.css?ver=d1dac49b9867c6160c6894889827790d>

<http://fonts.googleapis.com/css?family=Arvo:400,700,400italic,700italic>

<http://fonts.googleapis.com/css?family=Montserrat:400,700>

<http://fonts.googleapis.com/css?family=Roboto:400,100,1...lic,400italic,500,500italic,700,700italic,900,900italic>

<http://www.thewatchwarehouse.com.au/wp-content/themes/kitchen/css/bootstrap.min.css>

<http://www.thewatchwarehouse.com.au/wp-content/themes/kitchen/css/bootstrap-theme.css>

<http://www.thewatchwarehouse.com.au/wp-content/themes/kitchen/css/font-awesome.css>

<http://www.thewatchwarehouse.com.au/wp-content/themes/kitchen/css/owl.carousel.css>

<http://www.thewatchwarehouse.com.au/wp-content/plugins/...query.bxslider.css?ver=d1dac49b9867c6160c6894889827790d>

HOW TO FIX

In order to pass this test you must minify all of your external CSS files. For this task you can use an online CSS minifier like **YUI Compressor** or **cssmin.js**.

Nested Tables Test

Check if your site is using nested tables, which can slow down page rendering in the user's browser.

Congratulations, your page does not use nested tables. This speeds up page loading time and optimizes the user experience.

Frameset Test

Check to see if your website is using frames. The "frameset" tag is used to display multiple HTML documents in one page. When search engines use robots or spiders to get information from your page, they have to sort through a bunch of unrelated pages, making it difficult to index a single page. This can create a decrease in search engine page rankings.

Congratulations! Your webpage does not use frames.

Doctype Test

Check for doctype declaration. A document type declaration, or DOCTYPE, defines which version of (X)HTML your webpage is actually using and this is essential to a proper rendering and functioning of web documents in compliant browsers.

Congratulations! Your website has a doctype declaration:

```
<!DOCTYPE html>
```

URL Canonicalization Test

Test your site for potential URL canonicalization issues. Canonicalization describes how a site can use slightly different URLs for the same page (for example, if <http://www.example.com> and <http://example.com> displays the same page but do not resolve to the same URL). If this happens, search engines may be unsure as to which URL is the correct one to index. [Learn more about canonicalization issues.](#)

<http://www.thewatchwarehouse.com.au/> and <http://thewatchwarehouse.com.au/> resolve to the same URL.

IP Canonicalization Test

Test your site for potential IP canonicalization issues. Canonicalization describes how a site can use slightly different URLs for the same page (for example, if your site's IP address and domain name display the same page but do not resolve to the same URL). If this happens, search engines may be unsure as to which URL is the correct one to index. [Learn more about canonicalization issues.](#)

Your site's IP [182.160.154.120](#) does not redirect to your site's domain name. This could cause duplicate content problems if a search engine indexes your site under both its IP and domain name.

HOW TO FIX

In order to pass this test you must consider using a 301 re-write rule in your **.htaccess** file so that your site's IP points to your domain name.

If your site is running on apache server, you could put these lines in your **.htaccess** after

RewriteEngine on line:

```
RewriteCond %{HTTP_HOST} ^XXX\.\XXX\.\XXX\.\XXX  
RewriteRule (.*?) http://www.yourdomain.com/$1 [R=301,L]
```

Note that you must proper format the first line using your IP (replace X characters with proper digits from your IP) and the second line using your domain name.

HTTPS Test

Check if your website is using a secure communication protocol over the Internet. Using an HTTPS URL indicates that an additional encryption/authentication layer was added between client and server. The data transferred is encrypted so that it cannot be read by anyone except the recipient. HTTPS must be used by any Web site that is collecting sensitive customer data such as banking information or purchasing information. If you are making a transaction online, you should make sure that it is done over HTTPS so that the data remains secure. 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](#).

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](#).

HOW TO FIX

If your website needs a secured authentication or an encrypted transfer of data, you need to install an SSL certificate in order to provide a secure connection over HTTPS protocol. [HERE](#) is a "step by step" guide to purchase and install an SSL certificate.

Safe Browsing Test

Check if your website is listed with malware or phishing activity. Any site containing malware or suspicious for phishing activity is seen as a threat and risk to the online community and hence will get a lower ranking. This test checks if the most relevant online databases that track malware and phishing list your website.

This site is not currently listed as suspicious (no malware or phishing activity found).

Server Signature Test

Check if your server's signature is ON. A server signature is the public identity of your web server and contains sensitive information that could be used to exploit any known vulnerability, so it's considered a good practice to turn it OFF as you don't want to disclose what software versions you are running.

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](#).

```
Server: Apache/2.2.29 (Unix) mod_ssl/2.2.29 OpenSSL/1.0.1e-fips mod_mono/2.6.3  
mod_bwlimited/1.4
```

HOW TO FIX

By default, the Apache webserver sends HTTP headers with some information about your server version, operating system, modules installed, etc. These informations can be used by hackers in order to exploit vulnerabilities (specially if you are running an older version). These information can be hidden or changed with very basic configurations.

Open Apache's configuration file (**httpd.conf** or **apache.conf**) and search for **ServerSignature**. If you find it, edit it to:

```
ServerSignature Off  
ServerTokens Prod
```

If you don't find it, just add these two lines at the end of the file.

Note that, after you modify the configuration file, you must restart the Apache server.

Directory Browsing Test

Check if your server allows directory browsing. If directory browsing is disabled, visitors will not be able to browse your directory by accessing the directory directly (if there is no index.html file). This will protect your files from being exposed to the public. Apache web server allows directory browsing by default. Disabling directory browsing is generally a good idea from a security standpoint.

Congratulations! Your server has disabled directory browsing.

Libwww-perl Access Test

Check if your server allows access from User-agent Libwww-perl. Botnet scripts that automatically look for vulnerabilities in your software are sometimes identified as User-Agent libwww-perl. By blocking access from libwww-perl you can eliminate many simpler attacks.

Your server appears to allow access from User-agent Libwww-perl. Botnet scripts that automatically look for vulnerabilities in your software are sometimes identified as User-Agent libwww-perl. By blocking access from libwww-perl you can eliminate many simpler attacks. Read more on [blocking Libwww-perl access](#) and [improving your website's security](#).

HOW TO FIX

In order to pass this test you must block the libwww-perl user-agent in your **.htaccess** file.

If your site is running on apache server, you could put these lines in your **.htaccess** after

RewriteEngine on line:

```
RewriteCond %{HTTP_USER_AGENT} libwww-perl.*  
RewriteRule .* ? [F,L]
```

Plaintext Emails Test

Check your webpage for plaintext email addresses. Any e-mail address posted in public is likely to be automatically collected by computer software used by bulk emailers (a process known as e-mail address harvesting). A spam harvester can read through the pages in your site and extract email addresses which are then added to bulk marketing databases and the result is more spam in your inbox.

We found 1 email addresses in your page code. We advise you **to protect email links** in a way that hides them from the spam harvesters.

HOW TO FIX

In order to pass this test you must make your email addresses invisible to email spiders. Note that the best option is to replace your entire contact mechanism with a contact form and using the POST method while submitting the form. Other solutions are listed below:

- replace the at (@) and dot (.) characters
- replace text with images
- use email obfuscators
- hide email addresses using JavaScript or CSS trick

Media Query Responsive Test

Check if your page implements responsive design functionalities using media query techniques. The '@media' rule allows different style rules for different media in the same style sheet. Media query techniques allows different content to be optimized depending on the output device and this is a must nowadays to make sure your website looks good on ALL devices and platforms.

Congratulations, your website uses media query technique, which is the base for responsive design functionalities.

Mobile Snapshot

Check how your page renders on a mobile device by providing a snapshot for you to quickly check if it looks good.



Microdata Schema Test

This test will check if your web page takes the advantages of HTML Microdata specifications in order to markup structured data. By using microdata in your web pages, you can help search engines to better understand your content and to create rich snippets in search results.

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](#).

HOW TO FIX

HTML5 Microdata is an easy way to add semantic markup to your web pages. Search engines rely on this markup to improve the display of search results, making it easier for people to find the right web pages.

Here is a simple example of how to use HTML5 microdata in your contact web page:

```
<div itemscope itemtype="http://schema.org/Person">
  <span itemprop="name">Joe Doe</span>
  <span itemprop="company">The Example Company</span>
  <span itemprop="tel">604-555-1234</span>
  <a itemprop="email" href="mailto:joe.doe@example.com">joe.doe@example.com</a>
</div>
```

Noindex Tag Checker

Check if your webpage is using the noindex meta tag. The usage of this tag instructs search engines not to show your page in search results.

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

Check if your webpage is using the canonical link tag. This tag is used to nominate a primary page when you have several pages with duplicate content.

Your webpage is using the canonical link tag. This means that your webpage is not the preferred one to use in the search results.

```
<link rel="canonical" href="http://www.thewatchwarehouse.com.au/" />
```

HOW TO FIX

The Canonical Link Tag can be used when there are several pages with similar content and you want to tell the search engines which page you prefer to use in the search results. If your webpage does not have duplicate content and it has the preferred URL you must remove the canonical link tag.

Nofollow Tag Checker

Check if your webpage is using the nofollow meta tag. This tag will tell search engines not to crawl any outgoing links from your webpage.

Your webpage does not use the nofollow meta tag. This means that search engines will crawl all links from your webpage.

Disallow Directive Checker

Check if the robots.txt file is excluding some parts of your website. Search engines will look for a robots.txt file in the root of your domain whenever they crawl your website. The Disallow directive is used when you want to advise a search engine not to crawl and index a file, page, or directory.

Your robots.txt file disallow the search engines access to some parts of your website. You are advised to check carefully if the access to these resources or pages must be blocked.

```
Disallow: /wp-admin/
```