

SEO Report for <https://toitoy.co.ke>

48 / 100
SEO SCORE

27 / 47
PASSED CHECKS

19 / 47
FAILED CHECKS

1 / 47
WARNINGS

COMMON SEO ISSUES

Meta Title Test

✓ The meta title of your page has a length of 6 characters. Most search engines will truncate meta titles to 70 characters.

→ ToiToi

Meta Description Test

✗ 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

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 Test

i [ToiToi](https://toitoy.co.ke)
<https://toitoy.co.ke>

Most Common Keywords Test	<div><div><div></div><div></div></div><div>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.</div></div> <div><div></div><div>→ toilets - 7 times</div><div>→ portable - 6 times</div><div>→ luxury - 6 times</div><div>→ services - 4 times</div><div>→ mobile - 3 times</div></div>
Keywords Usage Test	<div><div><div></div><div></div></div><div>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.</div></div> <div><div></div><div>→ Keyword(s) not included in Title tag</div><div>→ Keyword(s) not included in Meta-Description tag</div></div> <div><div></div><div>HOW TO FIX</div><div>First of all, you must make sure that your page is using the title and meta-description tags.</div><div>Second, you must adjust these tags content in order to include some of the primary keywords displayed above.</div></div>
Keywords Cloud Test	<div><div><div></div><div></div></div><div>added admin affordable amenities attendants awesome benefit bespoke best bookings build business celebrity chebon circulating clean comes comfortable completed comprehensive construction contact contained content country daniel efficiency elite email event events facts feedback festivals fitted flexible gallery groomed hand high hire home host huge instant latest looking loos luxurious luxury menu miguel mobile modern nicely phone porta portable positive projects providing quality range requirement reviews robust self services showers site sites skip small soap solution spacious sports standalone standards started strong supplied suzan technology toilet toilets toitoi touch towels trailer unit units using ventilated vincent water welcome williams workplace years</div></div>

Heading Tags Test	<div><div> 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.</div><div><hr/>H2 headings<hr/></div><div><div>→ Welcome to the home of the most, Clean and yet Affordable Luxurious Mobile Toilets.</div><div>→ About Us</div><div>→ Our Services</div><div>→ Gallery & Projects</div><div>→ Reviews</div><div>→ Suzan Williams</div><div>→ Miguel Daniel</div><div>→ Vincent Chebon</div><div>→ Get in touch</div></div><div><hr/>HOW TO FIX</div><div><p>In order to pass this test you must identify the most important topics from your page and insert those topics between <code><h1>...</h1></code> tags.</p><p>Example:</p><div><pre><h1>Important topic goes here</h1> ... <h1>Another topic</h1></pre></div></div></div>
Robots.txt Test	<div><div> Congratulations! Your site uses a "robots.txt" file: https://toitoe.co.ke/robots.txt</div></div>

Sitemap Test

- ✖ Your website 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](#).





HOW TO FIX


In order to pass this test you must create a sitemap.xml file for your website. Some of the best practices are listed below:

- It is strongly recommended that you place your sitemap at the root directory of your website: **`http://yourwebsite.com/sitemap.xml`** But in some situations, you may want to produce different sitemaps for different paths on your site (e.g., security permission issues)
- Sitemaps should be no larger than 10MB (10,485,760 bytes) and can contain a maximum of 50,000 URLs. This means that if your site contains more than 50,000 URLs or your sitemap is bigger than 10MB, you must create multiple sitemap files and use a **Sitemap index file**
- All URLs listed in the sitemap must reside on the same host as the sitemap. For instance, if the sitemap is located at **`http://www.yourwebsite.com/sitemap.xml`**, it can't include URLs from **`http://subdomain.yourwebsite.com`**
- Once you have created your sitemap, let search engines know about it by submitting directly to them, pinging them, or adding the sitemap location to your **`robots.txt`** file
- Sitemaps can be compressed using gzip, reducing bandwidth consumption




sitemap.xml example:

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
<url>
  <loc>http://www.yourwebsite.com</loc>
  <lastmod>2013-01-01</lastmod>
  <changefreq>weekly</changefreq>
  <priority>0.9</priority>
</url>
<url>
  <loc>http://www.yourwebsite.com/articles/100</loc>
  <changefreq>weekly</changefreq>
</url>
<url>
  <loc>http://www.yourwebsite.com/articles/101</loc>
  <lastmod>2013-01-02</lastmod>
  <changefreq>weekly</changefreq>
</url>
<url>
  <loc>http://www.yourwebsite.com/articles/102</loc>
  <lastmod>2013-01-02T13:00:12+00:00</lastmod>
  <priority>0.5</priority>
</url>
</urlset>
```

SEO Friendly URL Test	<div>  Your webpage contains URLs that are not SEO friendly! </div> <hr/> <div> HOW TO FIX </div> <p>In order for URLs 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.</p> <ul style="list-style-type: none"> - If your website is new and is not indexed by search engines you can replace underscores with hyphens or redirect those links to URLs that use hyphens. BUT, if your website is ranked well by search engines you do not need to do this (probably you have other ranking factors working very well). - The general advice remains: build links that contain hyphens rather than underscores and avoid dynamic URLs.
Image Alt Test	<div>  Your webpage is using "img" tags with empty or missing "alt" attribute. </div> <hr/> <div> HOW TO FIX </div> <p>In order to pass this test you must add an alt attribute to every tag used into your webpage.</p> <p>An image with an alternate text specified is inserted using the following HTML line:</p> <pre></pre> <p>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.</p> <p>Learn more about optimizing images for SEO.</p>
Inline CSS Test	<div>  Congratulations! Your webpage is not using any inline CSS styles. </div>
Deprecated HTML Tags Test	<div>  Congratulations! Your page does not use HTML deprecated tags. </div>

Google Analytics Test	<div data-bbox="368 58 405 98"></div> <p>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.</p> <hr/> <p>HOW TO FIX</p> <p>In order to pass this test you must create an account on Google Analytics site and insert into your page a small javascript tracking code.</p> <p>Example:</p> <pre data-bbox="448 434 1493 902"><!-- Google Analytics --> <script> (function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r] function(){ (i[r].q=i[r].q []).push(arguments)},i[r].l=1*new Date();a=s.createElement(o), m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m) })(window,document,'script','//www.google-analytics.com/analytics.js','ga'); ga('create', 'UA-XXXX-Y', 'auto'); ga('send', 'pageview'); </script> <!-- End Google Analytics --></pre> <p>Note that you have to change the 'UA-XXXX-Y' with the proper id which you'll find in your analytics account.</p>
Favicon Test	<div data-bbox="368 1079 405 1117"></div> <p>Congratulations! Your website appears to have a favicon. </p>
JS Error Test	<div data-bbox="368 1189 405 1227"></div> <p>Congratulations! There are no severe JavaScript errors on your webpage.</p>
Social Media Test	<div data-bbox="368 1285 405 1323"></div> <p>Congratulations! Your website is connected successfully with social media using: Facebook</p>

SPEED OPTIMIZATIONS	
HTML Page Size Test	<div data-bbox="368 1547 405 1588"></div> <p>The size of your webpage's HTML is 41.18 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.</p> <hr/> <p>HOW TO FIX</p> <p>In order to resolve this problem you are advised to:</p> <ul data-bbox="448 1850 1493 1989" style="list-style-type: none"> • use gzip compression • 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 • use CSS layouts

HTML Compression/GZIP Test	<div data-bbox="368 58 1525 203"> 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 79% - from 41.18 Kb to 8.69 Kb .</div> <div data-bbox="426 248 596 277">HOW TO FIX</div> <div data-bbox="426 306 1182 336"><p>Your two options for file compression are Deflate and GZIP.</p></div> <div data-bbox="453 365 1525 575"><ul style="list-style-type: none">• Deflate is an option which comes automatically with the Apache server and which is simple to set up.• GZIP on the other hand needs to be installed and requires a bit more work to install. However, GZIP does achieve a higher compression rate and therefore might be a better choice if your website uses pages which have a lot of images or large file sizes.</div> <div data-bbox="426 604 1522 707"><p>Setting up file compression for your website will depend on which type of server you're using for your website. Most likely, you'll be using Apache, which means you can enable compression by adding a few deflate codes to your .htaccess file.</p></div> <div data-bbox="448 745 1157 1106"><pre># compress text, html, javascript, css, xml: AddOutputFilterByType DEFLATE text/plain AddOutputFilterByType DEFLATE text/html AddOutputFilterByType DEFLATE text/xml AddOutputFilterByType DEFLATE text/css AddOutputFilterByType DEFLATE application/xml AddOutputFilterByType DEFLATE application/xhtml+xml AddOutputFilterByType DEFLATE application/rss+xml AddOutputFilterByType DEFLATE application/javascript AddOutputFilterByType DEFLATE application/x-javascript</pre></div> <div data-bbox="426 1144 1378 1209"><p>For more advanced information regarding deflate you can check this Apache documentation.</p></div>
Site Loading Speed Test	<div data-bbox="368 1279 1465 1350"> Your website loading time is around 7.28 seconds and is over the average loading speed which is 5 seconds.</div> <div data-bbox="426 1395 596 1424">HOW TO FIX</div> <div data-bbox="426 1453 1062 1482"><p>In order to resolve this problem you are advised to:</p></div> <div data-bbox="453 1512 1489 1872"><ul style="list-style-type: none">• 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</div>
Page Objects Test	<div data-bbox="368 1919 1493 1993"> Your page uses more than 20 http requests, which can slow down page loading and negatively impact user experience.</div> <div data-bbox="426 2031 1450 2067"><p>HTML Pages: 1; CSS Files: 11; Scripts: 20; Images: 40; Flash Files: 0;</p></div>















Page Cache Test (Server Side Caching)	<div> It does not appear that you are caching your pages. Cached pages serve up static html and avoid potentially time consuming queries to your database. It also helps lower server load by up to 80%. Caching most visibly benefits high traffic pages that access a database, but whose content does not change on every page view. Common caching methods include Alternative PHP Cache, Quickcache, and WP Super Cache (for Wordpress sites). Caching mechanisms also typically compress HTML, further reducing page size and load time.</div> <div><hr/>HOW TO FIX In order to pass this test you are advised to use a caching mechanism for your pages. There are three methods which can be used to caching your web pages:<ol style="list-style-type: none">Alternative PHP caching<ul style="list-style-type: none">- Alternative PHP Cache (APC) is an open source framework which caches data using intermediate PHP code. Most web programmers who are familiar with the PHP programming language can easily set up Alternative PHP Cache for your site.Quickcache<ul style="list-style-type: none">- Quickcache is a lightweight page caching solution which was formerly known as jpcache. Quickcache caches the page output rather than compiling the PHP page, making it a superior version of page caching to the Alternative PHP caching. Quickcache can be quickly downloaded from their website and can reduce your page load time up to 80%.WP Super Cache<ul style="list-style-type: none">- If you have a Wordpress website, WP Super Cache can be installed within seconds and without no programming knowledge.</div>
Flash Test	<div> 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.</div>
CDN Usage Test	<div> Your webpage is not serving all resources (images, javascript and css) from CDNs.</div> <div><hr/>HOW TO FIX In order to pass this test you are advised to use a CDN service. A Content Delivery Network (CDN) is a globally distributed network of web servers that allows a quick transfer of assets and provides high availability and high performance. The primary benefits of using a CDN service are:<ul style="list-style-type: none">• Improving website loading times• Reducing bandwidth costs• Increasing content availability and redundancy• Improving website security</div>


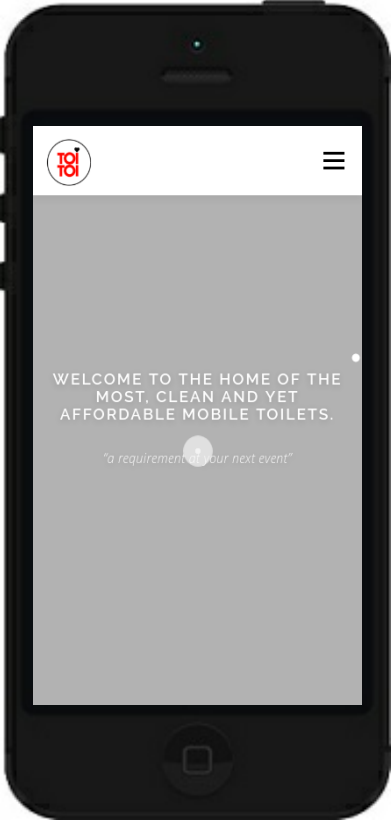
Image Caching Test	<p>✘ Your website is not using cache headers for your images. Setting cache headers can help speed up the serving of your webpages for users that regularly visit your site and see the same images. Learn more about how to add expires headers to your images.</p> <hr/> <p>HOW TO FIX</p> <p>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:</p> <pre><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></pre>
JavaScript Caching Test	<p>✘ Your website is not using cache headers for your JavaScript resources. Setting cache headers can help speed up the serving of your webpages for users that regularly visit your site.</p> <hr/> <p>HOW TO FIX</p> <p>In order to reduce the number of HTTP requests, you can use the HTTP Expires header to set an expiration time for your JavaScript resources or any other content type. You can add the following lines into your .htaccess file:</p> <pre><IfModule mod_expires.c> ExpiresActive on ExpiresByType text/javascript "access plus 1 month" ExpiresByType application/javascript "access plus 1 month" </IfModule></pre>
CSS Caching Test	<p>✘ Your website is not using cache headers for your CSS resources. Setting cache headers can help speed up the serving of your webpages for users that regularly visit your site.</p> <hr/> <p>HOW TO FIX</p> <p>In order to reduce the number of HTTP requests, you can use the HTTP Expires header to set an expiration time for your CSS resources or any other content type. You can add the following lines into your .htaccess file:</p> <pre><IfModule mod_expires.c> ExpiresActive on ExpiresByType text/css "access plus 1 month" </IfModule></pre>
JavaScript Minification Test	<p>✘ Some of your website's JavaScript files are not minified!</p> <hr/> <p>HOW TO FIX</p> <p>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 JSCompress, Closure Compiler or JSMIn.</p>

CSS Minification Test	 Some of your webpage's CSS resources are not minified. <hr/> 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	 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 Test	 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	 https://toitoe.co.ke and https://www.toitoe.co.ke resolve to the same URL.
HTTPS Test	 Your website is successfully using HTTPS, a secure communication protocol over the Internet. <hr/> → Security state: secure <hr/> → Certificate issuer: Let's Encrypt Authority X3 <hr/> → Valid until: Aug 03, 2020
Safe Browsing Test	 This site is not currently listed as suspicious (no malware or phishing activity found).
Server Signature Test	 Congratulations, your server signature is off.
Directory Browsing Test	 Congratulations! Your server has disabled directory browsing.

Plaintext Emails Test	<div><div></div><div>We've 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.</div></div> <div><div>HOW TO FIX</div><div>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.</div><div>Other solutions are listed below:</div><div><ul style="list-style-type: none">• replace the at (@) and dot (.) characters• replace text with images• use email obfuscators• hide email addresses using JavaScript or CSS trick</div></div>
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MOBILE USABILITY	
Media Query Responsive Test	<div><div></div><div>Congratulations, your website uses media query technique, which is the base for responsive design functionalities.</div></div>
Mobile Snapshot Test	<div></div>

Structured Data 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](#).

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.co
m</a>
</div>
```

Custom 404 Error Page Test

- ✔ Congratulations, your website is using a custom 404 error page. By creating a custom 404 error page, you can improve your website's user experience by letting users know that only a specific page is missing/broken (and not your entire site), providing them helpful links, the opportunity to report bugs, and potentially [track the source of broken links in your site](#).

Noindex Tag Test

- ✔ Your webpage does not use the noindex meta tag. This means that your webpage will be read and indexed by search engines.

Canonical Tag Test

- ✔ Your webpage is using the canonical link tag. This tag specifies that the URL: <https://toitoy.co.ke> is preferred to be used in search results. Please ensure that this specification is correct, as canonical tags are often hard-coded and may not always reflect the latest changes in a site's URL structure.

→ `<link href="https://toitoy.co.ke/" rel="canonical"/>`

Nofollow Tag Test

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

Disallow Directive Test

- ✔ 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/