MOZWEBMEDIA

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Review of villaingrosso.com

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Introduction

This report generated by **www.mozwebmedia.com** provides a review of the key factors that influence the SEO and usability of your website.

The score is graded on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on dozens of criteria, including search engine data, website structure, site performance and more. A score lower than 40 means that there are a lot of areas to improve. A score above 80 tells you that your website is probably well optimized and ready for a digital marketing campaign.

Our reports provide actionable advice to improve a site's business objectives.

Please contact us for more information.

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Passed

To Improve

Errors

Informational

⚙ ⚙ ⚙ Very hard to solve

⚙ ⚙ ⚙ Hard to solve

⚙ ⚙ ⚙ Easy to solve

◎ ◎ ◎ High impact

◎ ◎ ◎ Medium impact

◎ ◎ ◎ Low impact

URL 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!

❌ Not all versions of your page point to the same URL.

URL	Resolved URL
http://villaingrosso.com/	https://villaingrosso.com/
http://www.villaingrosso.com/	https://www.villaingrosso.com/
https://villaingrosso.com/	https://villaingrosso.com/
https://www.villaingrosso.com/	https://www.villaingrosso.com/

Search engines see www.villaingrosso.com and villaingrosso.com as two different websites with the same content. This causes them to see a lot of duplicate content, which they don't like.

Right now your website is not directing traffic to www.villaingrosso.com and villaingrosso.com to the same URL. It is crucial that you fix this.

Use the rel="canonical" tag to tell search engines which is the definitive version of your domain. Use a 301 redirect to divert traffic from your secondary domain.

This issue can be caused by problems with a website's SSL configuration. Check your site's SSL configuration for any errors.

If you need help resolving issues with your SSL configuration, consider using a professional service to set it up for you.

Robots.txt

✔ We found your robots.txt here:
https://villaingrosso.com/robots.txt

✔ The reviewed page is allowed, so search engines are able to find it.

A robots.txt file allows you to restrict the access of search engine crawlers to prevent them from accessing specific pages or directories. They also point the web crawler to your page's XML sitemap file.

Your site currently has a robots.txt file. You can use Google Search Console's Robots.txt Tester to submit and test your robots.txt file and to make sure Googlebot isn't crawling any restricted files.

See the pages you've disallowed with your robots.txt file with Site Crawl.

XML Sitemap

We found a sitemap at:
https://villaingrosso.com/sitemap.xml

https://villaingrosso.com/sitemap_index.xml

https://villaingrosso.com/sitemap.xml.gz

It is recommended to add it to your robots.txt file.

While we were able to find an XML sitemap for villaingrosso.com there was no reference to it in your robots.txt file.

Specifying the location of your sitemap in your robots.txt file ensures that search engines and other crawlers find and access it easily each time they access your website. Learn more about adding your XML sitemap to your robots.txt file.

Make sure XML sitemaps only include the pages you want search engines to crawl, so leave out any that have been blocked in a robots.txt file. Avoid using any URLs that cause redirects or error codes and be consistent in using your preferred URLs (with or without www.), correct protocols (http vs. https) and trailing slashes.

Submit XML sitemaps to both Google Search Console and Bing Webmaster Tools.

Sitemaps Validity

We found 3 sitemap(s) listing 0 URL(s).

✔ All sitemaps are within the file size limit
✔ All sitemaps are within the URL count limit
✘ Following sitemaps do not have a valid structure

https://villaingrosso.com/sitemap.xml

Issue

The opening tag of html is not valid. It should be either urlset or sitemapindex
The opening tag of script is not valid. It should be either urlset or sitemapindex
The opening tag of meta is not valid. It should be either urlset or sitemapindex

https://villaingrosso.com/sitemap_index.xml

Issue

The opening tag of html is not valid. It should be either urlset or sitemapindex
The opening tag of script is not valid. It should be either urlset or sitemapindex
The opening tag of meta is not valid. It should be either urlset or sitemapindex

https://villaingrosso.com/sitemap.xml.gz

Issue

The opening tag of html is not valid. It should be either urlset or sitemapindex

✔ All sitemaps are accessible
✔ The sitemaps in your robots.txt file use a valid URL format
✔ No sitemap provided is empty.

Valid sitemaps make search engines happy by allowing them to find new and updated content easily. Make sure your sitemaps are accessible, have valid syntax, are free from content errors and respect the limits set by search engines.

To learn more about what a valid sitemap should look like check out our guide about XML Sitemaps or submit it through Google Search Console.

Hreflang Tags   No hreflang tags were found on this page

The hreflang tag is an HTML tag that tells search engines which languages and (optionally) countries a page's content is relevant for. Hreflang tags also tell search engines where to find the relevant content in alternate languages.

If your website targets users all around the world, using hreflang tags will help make sure the right content is being served to the right users.

The value of the hreflang attribute identifies the language (in ISO 639-1 format) and optionally a region in ISO 3166-1 Alpha 2 format of an alternate URL.

Use WooRank's Site Crawl to perform a thorough check on hreflang validity across a website.

Mobile

Mobile Friendliness   Very Good

This web page is super optimized for Mobile Visitors

Mobile friendly pages make it easy for users to complete objectives and common tasks and use a design or template that is consistent across all devices (uses responsive web design).

Your site is well configured for mobile users.

Mobile Rendering

This is how your website appears when displayed on different mobile devices.

With more than half of all Google search queries originating on a mobile device, it is important to make sure your mobile site is optimized for these users.

Tap Targets   Perfect, your page's tap targets are big enough and have enough space between them.

Great, your links and buttons are big enough to be easily tapped and spaced enough so that a user's finger pressing on one tap target does not inadvertently touch another tap target.

Plugins   Perfect, no plugin content detected.

Great, your website does not embed any special types of web content, such as Flash, Silverlight or Java, so your content can be accessed on all devices.

✅ **Font Size Legibility**   Perfect, this web page's text is legible on mobile devices.

◎ ◎ ◎   ⚙ ⚙ ⚙

> At least 60% of your page's font size is 12 pixels or greater.

✅ **Mobile Viewport**   ✔ Great, a configured viewport is present.

◎ ◎ ◎   ⚙ ⚙ ⚙   ✔ The content fits within the specified viewport size.

> Great, the viewport is well configured.
>
> Keep in mind that since the width (in CSS pixels) of the viewport may vary, your page content should not solely rely on a particular viewport width to render well. Consider these additional tips:
> - Avoid setting large absolute CSS widths for page elements.
> - If necessary, CSS media queries can be used to apply different styling depending on screen size.
> - Ideally, serve responsively-sized images.

◉ **Mobile Frameworks**   No mobile frameworks have been detected.

> Mobile or responsive frameworks are an important part of website optimization as they assist developers in creating applications which are applicable to multiple devices.

◉ **AMP**   We didn't find AMP on your page.

> AMP is an open-source library that provides a straightforward way to create web pages that are compelling, smooth, and load near instantaneously for users.
>
> Check your AMP markup with the AMP validator.

Security

🔒

⚠ DMARC

◎ ◎ ◎   ⚙ ⚙ ⚙

The DMARC record for villaingrosso.com is correctly configured, but Policy Tag is set to "none", allowing hackers to use your domain as spam.

Domain-based Message Authentication, Reporting, and Conformance (DMARC) is an email authentication method. When DMARC is published for a domain, it controls what happens if and when a message fails authentication tests. It is used to prevent malicious email practices like spoofing or phishing that could put your business as risk.

DMARC uses DNS to publish information on how an email from a domain should be handled (e.g. do nothing, quarantine the message, or reject the message).

DMARC record for your domain is not currently protected against phishing and spoofing threats. To resolve this, you should set a Quarantine or Reject policy on the domain's DMARC record.

Use DMARC lookup tool to check your DMARC record for errors.

SSL Secure

Great, your website is SSL secured (HTTPS).

✔ Your website's URLs redirect to HTTPS pages.
✔ Your website is configured with HSTS.
✔ The SSL certificate expires in 2 months.
✔ The certificate issuer is Let's Encrypt.

Modern websites tend to be SSL secured (HTTPS) as it provides an extra security layer while logging in to your Web Service. In 2014, Google announced that an HTTPS (vs HTTP) website would receive an extra boost in their ranking.

While switching to HTTPS, make sure your site remains optimized and see to it that your website will still run quickly. Follow these best practices for a smooth transition:

- Use a serious issuer to purchase your SSL certificate
- Redirect all of your HTTP pages to the HTTPS version of your website
- Use HTTP Strict Transport Security (HSTS) in your headers
- Renew your SSL certificate every year, before it expires
- Make sure that all of your content (CSS, etc.) is linked to HTTPS
- Update your XML sitemap to ensure the URLs include HTTPS and update the robots.txt file to reference this version
- Register the HTTPS website in Google & Bing Search Console/Webmaster Tools

Using an SSL certificate creates an encrypted connection between your visitor's browser and your website's server adding an extra layer of security. In 2014, Google™ announced that HTTPS would become part of their ranking algorithm and since your website is not HTTPS, it will likely rank below your HTTPS competitors. When moving to HTTPS, follow these best practices for a smooth transition:

- Use a serious issuer to purchase your SSL certificate
- Redirect all of your HTTP pages to the HTTPS version of your website
- Use a Security Token Service (STS) in your headers
- Renew your SSL certificate every year, before it expires
- Make sure that all of your content (CSS, etc.) is linked to HTTPS
- Update your XML sitemap to ensure the URLs include HTTPS and update the robots.txt file to reference this version
- Register the HTTPS version of the website in Google & Bing Search Console/Webmaster Tools

Performance

Image Optimization

This page has not passed all 5 checks

- ✔ All offscreen images have been deferred
- ✔ All images have explicit 'width' and 'height' dimensions
- ✘ Some images are not efficiently encoded
- ✘ Some images are not using next-gen formatting
- ✘ Some images are not properly sized

This page appears to have failed for one or more of the 5 checks for image optimization.

Optimizing your images can yield the greatest performance improvements and impress your website visitors. Lighthouse helps to identify issues that could frustrate users when the page loads, like images without dimensions. By not specifying an image's width and height, you could be causing a layout shift on your page.

Website visitors will benefit from properly sized images and efficiently encoded images. If there are any images that load offscreen or are hidden in the page, it would be better to defer those images to speed up your load time.

Finally, it's important to serve next-gen image formats, which have better compression and quality than their older JPEG and PNG counterparts. The images will load faster, consume less data and provide an overall better user experience.

Layout Shift Elements   We didn't find any DOM elements that contribute to the CLS of your page.

Cumulative Layout Shift (CLS) is used to measure the user-friendliness of a page. Specifically, it measures how much the content on a page moves around as the page loads.

CLS is measured any time an element that's visible in the viewport changes its position on the screen between two frames as the page loads. So, if a button moves from the left to the right, or if it moves two or three lines down, a CLS is recorded. This is bad user experience, as your visitors can get frustrated when they try to click something and it moves positions.

Each shifted element on your page contributes to your CLS score. To learn more about how CLS is calculated and some of the common causes, check out our Cumulative Layout Shift guide.

LCP Element

This is the Largest Contentful Paint element within the viewport:

section#home > div.absolute > div.relative > div.absolute

<div class="absolute inset-0 bg-cover bg-center" style="background-image: url("/images/mare-azzurro.jpg"); transform: none;">

Largest Contentful Paint (LCP) is the amount of time it takes a page to render the largest image or text block visible in the viewport of a user's browser. It measures how long users have to wait to see the most important content on the page.

When measuring and tracking LCP, the clock starts as soon as the user's browser requests the URL from the server. Scoring LCP works by recording how long that image or text block element on the page takes to load and render once the user requests the page from their browser.

A fast LCP score helps reassure the user that the page is useful. Read more about how LCP works and why it matters in our Largest Contentful Paint guide.

Technologies

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⊙ Server IP   34.111.179.208

Server location: 🇺🇸 Kansas City

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.

Use DNSstuff for comprehensive reports on your server.

Branding

URL
villaingrosso.com

Length: 13 character(s)

Keep your URLs short and clean 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).

Keep in mind that URLs are also an important part of a comprehensive SEO strategy. Use clean URLs to make your site more "crawlable" by Google.

Resource: Search for a good domain name. If no good names are available, consider a second hand domain. To prevent brand theft, you might consider trademarking your domain name.

Custom 404 Page
Your website does not have a custom 404 Error Page.

Your server responded with the HTTP status code: 200

404 error pages are displayed when the page you are trying to open can't be found on the site's server for a variety of reasons.

It looks like villaingrosso.com doesn't have a customized 404 error page. This makes your site less user friendly. Generic 404 error pages strand users on a page with no links or suggestions of what to do next.

Use a custom 404 page to reduce customer frustration and link to other pages on your site. Make sure it returns the 404 http status code.

Domain ⊕

⊙ **Domain Registration**   Created a month ago

Expires in a year

> Your domain, villaingrosso.com, is the human-readable address of your website on the Internet.
>
> Domain age and registration won't impact a website's rankings, but it's important to keep your registration up to date to prevent someone else from buying it.

⊙ **Domain Availability**

Domains	Status	
villaingrosso.net	Available. Register it now!	✓
villaingrosso.org	Available. Register it now!	✓
villaingrosso.info	Available. Register it now!	✓
villaingrosso.biz	Available. Register it now!	✓
villaingrosso.eu	Available. Register it now!	✓

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

⊙ **Typo Availability**

Domains	Status	
villangrosso.com	Available. Register it now!	✓
villaingroeso.com	Available. Register it now!	✓
villaingrossk.com	Available. Register it now!	✓
villainrgosso.com	Available. Register it now!	✓
villaingrossp.com	Available. Register it now!	✓

and **2** more.

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

Backlinks

❌ Backlinks Score   Bad

The backlinks score is calculated by looking at a combination of link signals. This includes the overall number of backlinks together with the number of linking domains, as well as rating the overall quality of the backlinks pointing to a website. The quality assessment is based on the linking pages.

Use these WooRank guides to audit your links, evaluate their quality, build new links and reclaim old links.

Traffic

Traffic Estimations   Very Low

This shows your estimated traffic for villaingrosso.com. We use Majestic Million and Open Page Rank for this information.

Traffic Rank   Global rank too low to be calculated

TLD rank too low to be calculated

This shows the global traffic rank and the Top Level Domain (TLD) rank for this website; the lower your rank, the more visitors this website gets.

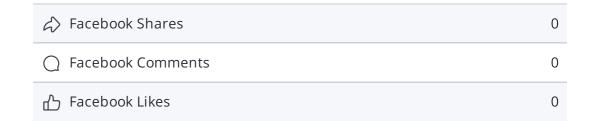We use Majestic Million and Open Page Rank for this information.

Social Profiles 👍

Social Media Engagement ❌

◎ ◎ ◎   ⚙ ⚙ ⚙

Your homepage has not been widely shared on social networks.

↱ Facebook Shares	0
◯ Facebook Comments	0
👍 Facebook Likes	0

The impact of social media is huge for certain industries, take advantage of this digital version of word-of-mouth marketing. However, it looks like villaingrosso.com has not been widely shared on social media.

Create social media profiles associated with villaingrosso.com on Facebook, Pinterest, LinkedIn, and other sites that are of interest to your customers.

Learn how to engage your social media audiences and create a consistent fan base. You can also use your website to increase your popularity on social platforms.

Check these helpful tools for managing your social media campaign.

Note: This data is based on engagements from like and share buttons on your site, or people copying and pasting your URLs directly into Facebook. It does not include people who like or share your branded social media pages.