# SEO Report for http://beta.greenglobal.vn/

| **66 / 100** | **33 / 51** | **16 / 51** | **2 / 51** |
|:---:|:---:|:---:|:---:|
| SEO SCORE | PASSED CHECKS | FAILED CHECKS | WARNINGS |

## COMMON SEO ISSUES

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| **Meta Title** | ✔ | The meta title of your page has a length of 20 characters. Most search engines will truncate meta titles to 70 characters. |
| | → | Green Global :: Home |

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| **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).

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| **Google Search Results Preview** | ⓘ | Green Global :: Home<br>http://beta.greenglobal.vn/ |

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| **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. |

- → green - 12 times
- → global - 8 times
- → website - 7 times
- → view - 6 times
- → development - 6 times

| **Keyword Usage** | ⓘ 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. |
|---|---|
| | ✔ Keyword(s) included in Title tag |
| | ❌ Keyword(s) not included in Meta-Description tag |
| | **HOW TO FIX KEYWORD USAGE** |
| | First of all, you must make sure that your page is using the title and meta-description tags. Second, you must adjust these tags content in order to include some of the primary keywords displayed above. |

| **Keywords Cloud** | ⓘ achieve active ajay applying apps appstore avenue building campaign chau choose company concept consulting create creative current custom cuttingedge daily danang delivery design developers development digital discuss district efforts engagement engine entrepreneurs experience expert featured flexible founder fullstack george global global's greater green hilton home innovative instead integrates international meet millions mobile nurture optimization original platform products project projects ready reap reserved rewards rights roof roomi roommate sales seamlessly search seattle seeker services software startup street suite sydney systems tailored team technologies technology testimonial thousands tran transformed truly user users utilize vietnam view vital website westlake wizards work works yada |
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| **Related Keywords** | ⓘ This URL is currently ranked in the top 20 organic Google listings for the search terms below: |
|---|---|
| | → phuong tung |
| | → vinahouse |
| | → asonline vn |
| | → tra câu |

| **Competitor Domains** | ⓘ There are no indexed competitors for your domain! |
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| **<h1> Headings Status** | ❌ Your page 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. |
|---|---|
| | **HOW TO FIX <H1> HEADINGS STATUS** |
| | In order to pass this test you must indentify the most important topics from your page and insert those topics between <h1>...</h1> tags. |
| | **Example:** |
| | ```<br><h1>Important topic goes here</h1><br>...<br><h1>Another topic</h1><br>``` |

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| **\<h2\> Headings Status** | ✔ Your page contains H2 headings. Their contents are listed below: <br><br> → Green Global <br> → Startup Consulting <br> → Website Development <br> → Mobile App <br> → Creative Design <br> → Softwave Development <br> → Meet Green Global's Digital Wizards <br> → Featured works <br> → Ready to discuss your project? |
| **Robots.txt Test** | ✔ Congratulations! Your site uses a "robots.txt" file: http://beta.greenglobal.vn/robots.txt |

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| **Sitemap Test** | ❌ 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.<br><br>**HOW TO FIX SITEMAP TEST**<br>In order to pass this test you must create a sitemap.xml file for your website. Some of the best practices are listed below:<br><br>• 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)<br>• 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**<br>• 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**<br>• 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<br>• Sitemaps can be compressed using gzip, reducing bandwidth consumption<br><br>**sitemap.xml example:**<br><br><pre><?xml version="1.0" encoding="UTF-8"?><br><urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"><br><url><br> <loc>http://www.yourwebsite.com</loc><br> <lastmod>2013-01-01</lastmod><br> <changefreq>weekly</changefreq><br> <priority>0.9</priority><br></url><br><url><br> <loc>http://www.yourwebsite.com/articles/100</loc><br> <changefreq>weekly</changefreq><br></url><br><url><br> <loc>http://www.yourwebsite.com/articles/101</loc><br> <lastmod>2013-01-02</lastmod><br> <changefreq>weekly</changefreq><br></url><br><url><br> <loc>http://www.yourwebsite.com/articles/102</loc><br> <lastmod>2013-01-02T13:00:12+00:00</lastmod><br> <priority>0.5</priority><br></url><br></urlset></pre> |
| **Broken Links Test** | ✔ Congratulations! We have checked 15 links on this web page and none of them are broken. |
| **SEO Friendly URL Test** | ✔ Congratulations! All links from your webpage are SEO friendly. |

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| **Image Alt Test** | ❌ Your webpage has **27** 'img' tags and **23** of them are missing the required 'alt' attribute. |
| | **HOW TO FIX IMAGE ALT TEST** |
| | In order to pass this test you must add an **alt** attribute to every **<img>** tag used into your webpage. An image with an alternate text specified is inserted using the following HTML line: |
| | `<img src="image.png" alt="text_to_describe_your_image">` |
| | 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** | ❌ Your webpage is using **7** inline CSS styles! |
| | **HOW TO FIX INLINE CSS TEST** |
| | It is a good practice to move all the inline 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:-->`<br>`<p style="color:red; font-size: 12px">some text here</p>`<br><br>`<!--would became:-->`<br>`<p>some text here</p>`<br><br>`<!--and the rule added into your CSS file:-->`<br>`p{color:red; font-size: 12px}` |
| **Deprecated HTML Tags** | ✔ Congratulations! Your page does not use HTML deprecated tags. |

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| **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.<br><br>**HOW TO FIX GOOGLE ANALYTICS TEST**<br>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.<br>**Example:**<br><br><pre><!-- Google Analytics --><br><script><br>(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){<br>(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),<br>m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)<br>})(window,document,'script','//www.google-analytics.com/analytics.js','ga');<br><br>ga('create', 'UA-XXXX-Y', 'auto');<br>ga('send', 'pageview');<br><br></script><br><!-- End Google Analytics --></pre><br>Note that you have to change the 'UA-XXXX-Y' with the proper id which you'll find in your analytics account. |
| **Favicon Test** | ✔ Congratulations! Your website appears to have a favicon. |
| **Backlinks Checker** | ℹ Your domain has **153 total backlinks** from **12 referring domains**. Some most recently found backlinks for your domain are listed below:<br><br>→ Checked on May 22, 2017: http://chammuseum.vn/en/new...entrepiece-of-cham-culture/<br>→ Checked on May 15, 2017: http://chammuseum.vn/en/news-events/?type=news<br>→ Checked on May 15, 2017: http://chammuseum.vn/en/resources/research/<br>→ Checked on May 15, 2017: http://chammuseum.vn/en/new...-2016-in-an-giang-province/<br>→ Checked on May 15, 2017: http://chammuseum.vn/en/new...d-the-archeology-of-my-son/ |
| **JS Error Checker** | ✔ Congratulations! There are no severe JavaScript errors on your web page. |
| **Social Media Check** | ✔ Congratulations! Your website is connected successfully with social media using: Facebook; Twitter; |

## SPEED OPTIMIZATIONS

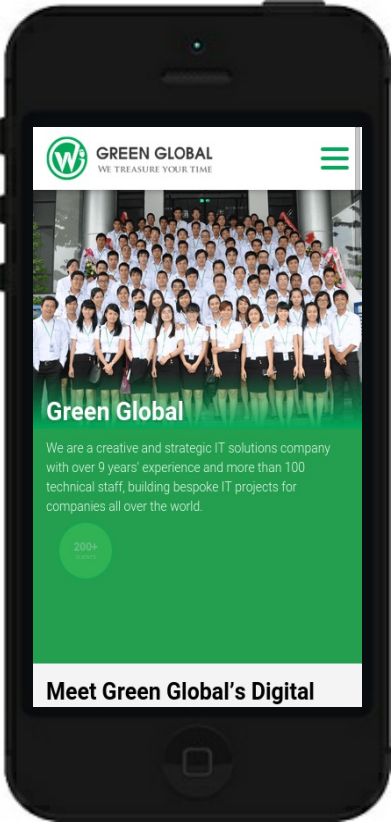| | |
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| **HTML Page Size Test** | ✔ Congratulations! The size of your web page's HTML is 5.81 Kb and is under the average web page's HTML size of 33 Kb.<br>Faster loading websites result in a better user experience, higher conversion rates, and generally better search engine rankings. |
| **HTML Compression/GZIP Test** | ✔ Congratulations! Your page is successfully compressed using **gzip compression** on your code. Your HTML is compressed from **40.27 Kb** to **5.81 Kb** (**86 % size savings**). This helps ensure a faster loading web page and improved user experience. |

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| **Site Loading Speed Test** | ✔ | Your site loading time is around **3.849 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: 1;  CSS Files: 3;  Scripts: 6;  Images: 62;  Flash Files: 0; |
| **Page Cache Test (Server Side Caching)** | ✖ | 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 jpcache. Caching mechanisms also typically compress HTML, further reducing page size and load time. |

**HOW TO FIX PAGE CACHE TEST (SERVER SIDE CACHING)**

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:

1. **Alternative PHP caching**
   - 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.
2. **Quickcache**
   - 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%.
3. **WP Super Cache**
   - If you have a Wordpress website, WP Super Cache can be installed within seconds and without no programming knowledge.

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| **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 Expires Tag Test** | ✔ | Congratulations! Your webpage use 'Expires' header for your images and the browsers will display these images from the cache. |
| **JS Minification Test** | ⚠ | Some of your website's JavaScript files are not minified! |

→ http://beta.greenglobal.vn/wp-content/pl...ct-form-7/includes/js/scripts.js?ver=4.7
→ http://beta.greenglobal.vn/wp-content/th...nglobal-v2/dist/script/script_private.js
→ https://rawgit.com/greenglobal/ppsloop/master/dist/ppsloop.js

**HOW TO FIX JS MINIFICATION TEST**

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.

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| **CSS Minification Test** | ⚠ | Some of your website's CSS files are not minified! |
| | → | http://beta.greenglobal.vn/wp-content/pl...t-form-7/includes/css/styles.css?ver=4.7 |
| | | **HOW TO FIX CSS MINIFICATION TEST**<br>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: |
| | → | <!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

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| **URL Canonicalization Test** | ✕ | http://beta.greenglobal.vn/ and http://www.beta.greenglobal.vn/ should resolve to the same URL, but currently do not.<br><br>**HOW TO FIX URL CANONICALIZATION TEST**<br>In order to pass this test you must consider using a 301 re-write rule in your **.htaccess** file so that both addresses (**http://example.com** and **http://www.example.com**) resolve to the same URL.<br>- If you want to redirect **http://www.example.com** to **http://example.com**, you can use this: |

```
RewriteCond %{HTTP_HOST} ^www\.example\.com$
RewriteRule ^/?$ "http:\/\/example\.com\/" [R=301,L]
```

- If you want to redirect **http://example.com** to **http://www.example.com**, you can use this:

```
RewriteCond %{HTTP_HOST} !^www.example.com$ [NC]
RewriteRule ^(.*)$ http://www.example.com/$1 [L,R=301]
```

Note that you must put the above lines somewhere after **RewriteEngine On** line.

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| **IP Canonicalization Test** | ❌ | Your site's IP 128.199.100.178 does not redirect to your site's domain name. This may cause duplicate content problems if a search engine indexes your site under both its IP and domain name. |

**HOW TO FIX IP CANONICALIZATION TEST**

Please note that fixing any IP canonicalization issues requires a dedicated IP address (which may be more difficult to obtain on a shared hosting plan). While IP canonicalization issues in themselves are likely benign in the scheme of search engine rankings, investing in a dedicated IP can be beneficial for other ranking reasons well, such as site security (avoiding being labelled as a malware website by association with other malicious websites who might share your IP) and when implementing SSL (older browsers mostly on Windows XP may require a unique IP to work properly).

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

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| **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. |

**HOW TO FIX HTTPS TEST**

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.

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| **Safe Browsing Test** | ✔ | This site is not currently listed as suspicious (no malware or phishing activity found). |

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| **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. |

→   Server: nginx/1.4.6 (Ubuntu)

**HOW TO FIX SERVER SIGNATURE TEST**

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.

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| **Directory Browsing Test** | ✅ Congratulations! Your server has disabled directory browsing. |
| **Libwww-perl Access Test** | ❌ 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.<br><br>**HOW TO FIX LIBWWW-PERL ACCESS TEST**<br>In order to pass this test you must block the libwww-perl user-agent in your **.htaccess** file.<br>If your site is running on apache server, you could put these lines in your **.htaccess** after **RewriteEngine on** line:<br><br>`RewriteCond %{HTTP_USER_AGENT} libwww-perl.*`<br>`RewriteRule .* ? [F,L]` |
| **Plaintext Emails Test** | ✅ Congratulations! Your webpage does not include email addresses in plaintext. |

## MOBILE USABILITY

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| **Media Query Responsive Test** | ✅ Congratulations, your website uses media query technique, which is the base for responsive design functionalities. |
| **Mobile Snapshot** |  |

| ADVANCED SEO | | |
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| **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. |
| | | **HOW TO FIX MICRODATA SCHEMA TEST**<br>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.<br>Here is a simple example of how to use HTML5 microdata in your contact web page:<br><br>```html<br><div itemscope itemtype="http://schema.org/Person"><br>  <span itemprop="name">Joe Doe</span><br>  <span itemprop="company">The Example Company</span><br>  <span itemprop="tel">604-555-1234</span><br>  <a itemprop="email" href="mailto:joe.doe@example.com">joe.doe@example.com</a><br></div><br>``` |
| **Noindex Tag 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 page does not use the canonical link tag. |
| **Nofollow Tag 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 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.<br><br>→  Disallow: /wp-admin/ |

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| **SPF records checker** | ❌ Your DNS server is not using an SPF record. SPF (Sender Policy Framework) allows administrators to specify which hosts are allowed to send mail from a given domain by creating a specific SPF record or TXT record in the Domain Name System (DNS). You can find more information about SPF records here. |

### HOW TO FIX SPF RECORDS CHECKER

An **SPF record** is a type of **Domain Name Service (DNS)** record that allows email systems to check if the sender of a message comes from a legitimate source and refuse an email if the source is not legitimate. Adding an SPF record is as easy as adding CNAME, MX or A records in your DNS zone. You can find more information here.

Before creating the SPF record for your domain, it is important to have access at your domain's DNS zone and to know what mail servers your domain is likely to use and plan how you want any non-authorised email to be handled.

**Example:**
Let's say that you are planning to send emails using Google Apps and you also want to ensure that no other mail servers are authorised. You can use an SPF record like this:

```
v=spf1 include:_spf.google.com -all
```

**"v=spf1"** - This sets the SPF version
**"include:_spf.google.com"** - This includes Google mail servers in your list of authorized sending servers
**"-all"** - This means that any server not previously listed is not authorized

If you are using your own VPS to send email and not any other service like Mandrill, Google Apps, etc. then you can create an SPF record like this:

```
v=spf1 mx -all
```

**Note:**
Setting an SPF record for your domain can help in reducing the chances of a spammer using your domain name in unsolicited emails. Research carefully what mail servers your domain is likely to use and plan how you want any non-authorised email to be handled.