SEO Report for http://webdigi.fr

60 / 100	30 / 50	16 / 50	4 / 50
SEO SCORE	**PASSED CHECKS**	**FAILED CHECKS**	**WARNINGS**

COMMON SEO ISSUES

Meta Title	✔	The meta title of your page has a length of 18 characters. Most search engines will truncate meta titles to 70 characters.
		→ Homepage - Webdigi
Meta Description	✖	The meta description tag is missing from your page. You should include this tag in order to provide a brief description of your page which can be used by search engines. Well-written and inviting meta descriptions may also help click-through rates to your site in search engine results.

HOW TO FIX META DESCRIPTION

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

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

Note that in HTML the **<meta>** tag has no end tag but in XHTML this tag must be properly closed.
Meta description can have any length but a good practice is to keep this under 160 characters (search engines generally truncate snippets longer than this value).

Google Search Results Preview	ⓘ	Homepage - Webdigi https://webdigi.fr/
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.

→ water - 23 times
→ dolor - 20 times
→ detox - 16 times
→ quia - 16 times
→ voluptatem - 14 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) not 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

ⓘ accusamus adipisci adipiscing aliquam amet atque autem benefits blanditiis commodo congue consectetur consequat consequatur consequuntur convallis corrupti culpa cursus delectus deleniti deserunt detox dignissimos dolor dolore dolorem dolores dolorum drinking ducimus duis eius elit enim esse excepturi fabulas facilis food fringilla fugiat ginger glasses harum incidunt ipsam ipsum iusto labore laborum laoreet lemon lorem magnam modi molestiae molestias nemo nostrum numquam nunc oblique odio officia omnis omnium orange oratio pariatur partem paulo praesentium quaerat quas quia quis quisquam quodsi quos reprehenderit rerum sapien sequi similique sint sunt tempora turmeric velit veniam vero verterem vitae vituperata voluptas voluptate voluptatem voluptatum water

\<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:**

	`<h1>Important topic goes here</h1>`
	`...`
	`<h1>Another topic</h1>`

\<h2\> Headings Status	⚠️ Your page contains many H2 tags. H2 tags should re-inforce the related content of your page to search engines - too many tags may make the topic less clear, or look like spam tactics. Consider using less than 10 H2 tags. The current H2 tags are listed below:
	→ WebDigi → Créateur d'identités DigitalCréateur de site webCommunication Digital → Webdigi → GraphismeWeb MarketingSocial Media Manager → Sécurité WebFormations Web → Our story of success → What makes us different → Special of the week → 50% off → Lemon, Orange & Turmeric Tea → The best products of us → Upcoming Events → Hello world! → Ginger orange infusion → Lemon, orange and cucumber water → Strawberry lime detox water → Are you wasting the best part? Try these spicy pumpkin seeds → Household toxins, chemical substances in homes and buildings → Activated charcoal benefits uses and side effects
Robots.txt Test	✔️ Congratulations! Your site uses a "robots.txt" file: https://webdigi.fr/robots.txt
Sitemap Test	✔️ Congratulations! We've found 2 sitemaps files for your website:
	→ https://webdigi.fr/sitemap.xml → https://webdigi.fr/sitemap_index.xml
Broken Links Test	❌ We have checked 23 links on your page - 2 of them appear to be broken.
	→ https://webdigi.fr/?page_id=10 → https://webdigi.fr/?p=12
	HOW TO FIX BROKEN LINKS TEST In order to pass this test you must identify within your page all the reported broken links and replace the content of the **href** attribute with a proper URL.

SEO Friendly URL Test	❌ We have found 2 URLs that are not SEO friendly! → https://webdigi.fr/?page_id=10 → https://webdigi.fr/?p=12 **HOW TO FIX SEO FRIENDLY URL TEST** - 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 are make URLs less inviting for users to click or share. - 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	✔ Your webpage has **21** 'img' tags and all of them contain the required 'alt' attribute.

Inline CSS Test	❌ Your webpage is using **18** 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:
	
	<pre><!--this HTML code with inline CSS rule:-->
	 some text here
	
	<!--would became:-->
	 some text here
	
	<!--and the rule added into your CSS file:-->
	p{color:red; font-size: 12px}</pre>

Deprecated HTML Tags	✔ Congratulations! Your page does not use HTML deprecated tags.

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.
	
	HOW TO FIX GOOGLE ANALYTICS TEST
	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.
	Example:
	
	``
	<!-- 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 -->
	``
	
	Note that you have to change the 'UA-XXXX-Y' with the proper id which you'll find in your analytics account.

Favicon Test	❌ Your site either doesn't have a favicon or this has not been referenced correctly. **HOW TO FIX FAVICON TEST** 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.
JS Error Checker	✔️ Congratulations! There are no severe JavaScript errors on your web page.
Social Media Check	❌ 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 SOCIAL MEDIA CHECK** 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

SPEED OPTIMIZATIONS		
HTML Page Size Test	✔	Congratulations! The size of your web page's HTML is 26.25 Kb and is under the average web page's HTML size of 33 Kb. 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 **270.45 Kb** to **26.25 Kb** (**90 % size savings**). This helps ensure a faster loading web page and improved user experience.
Site Loading Speed Test	✖	Your site loading time is around **10.793 seconds** and is over the average loading speed which is **5 seconds**. **HOW TO FIX SITE LOADING SPEED TEST** 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	✖	Your page has more than 20 http requests, which can slow down page loading. You can try reducing http requests through various methods such as using text instead of images, using css sprites, using data URIs instead of images, or combining several external files together into one. HTML Pages: 2; CSS Files: 5; Scripts: 17; Images: 63; 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.
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	⚠ 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 IMAGE EXPIRES TAG TEST
	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	✔ Congratulations! Your website's JavaScript files are minified!

CSS Minification Test	⚠ Some of your website's CSS files are not minified!
	→ https://fonts.googleapis.com/css?family= ... atin%2Clatin-ext%2Cvietnamese&ver=1.23.0
	→ https://fonts.googleapis.com/css?family=Roboto:300,400,500,700
	HOW TO FIX CSS MINIFICATION TEST
	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	⚠ Your URL performed one redirect! While redirects are typically not advisable (as they can affect search engine indexing issues and adversely affect site loading time), one redirect may be acceptable, particularly if the URL is redirecting from a non-www version to its www version, or vice-versa.
	→ from: http://webdigi.fr/ to: https://webdigi.fr/

SERVER AND SECURITY	
URL Canonicalization Test	✔ http://webdigi.fr and http://www.webdigi.fr/ resolve to the same URL.
HTTPS Test	✔ Your website is successfully using https, a secure communication protocol over the Internet. Note: if your site relies primarily on ad income, be aware that using https may be detrimental to ad earnings.
Safe Browsing Test	✔ This site is not currently listed as suspicious (no malware or phishing activity found).
Server Signature Test	✔ Congratulations, your server signature is off.
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.
	HOW TO FIX LIBWWW-PERL ACCESS TEST
	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	❌ 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 PLAINTEXT EMAILS TEST
	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

MOBILE USABILITY	
Media Query Responsive Test	✔ Congratulations, your website uses media query technique, which is the base for responsive design functionalities.

Mobile Snapshot	

ADVANCED SEO	

Microdata Schema Test	✔ Congratulations! Your website is using HTML Microdata specifications in order to markup structured data.
	
	→ **Type:** WebSite
	→ **Properties:**
	    url: https://webdigi.fr/
	    name: Webdigi
	    potentialAction: [object Object]

Noindex Checker	✔ Your webpage does not use the noindex meta tag. This means that your webpage will be read and indexed by search engines.
Canonical Tag Checker	✔ Your page is using the canonical link tag. This tag specifies that the URL: https://webdigi.fr 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 rel="canonical" href="https://webdigi.fr/" />

Nofollow Checker	✔ Your webpage does not use the nofollow meta tag. This means that search engines will crawl all links from your webpage.
Disallow Directive Checker	✔ Your robots.txt file 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/
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.