**https://Escaperoom.com**

Your general SEO Checkup Score

**76/100**

SEO Score

Average SEO score of top 100 sites: 74%

This website received an SEO score of **76 out of 100**, which is higher than the average score of **74**. The analysis has identified **13 important issues** that can be addressed to further enhance your website's performance and improve its search engine visibility.

**13** Failed

**4** Warnings

**57** Passed

**Issues to fix**

HIGH

To provide a good user experience, [Google recommends](https://web.dev/lcp/) that sites should aim for a Largest Contentful Paint duration of 2.5 seconds or less.

HIGH

It is recommended to avoid URL parameters and to use hyphens to separate words in the URL structure, rather than underscores.

HIGH

H1 and H2 tags ensure better search engine visibility and ranking by providing structure and hierarchy to the content, improving readability, and providing opportunities for keyword optimization.

HIGH

By creating a custom 404 error page with helpful links and information, users are more likely to stay on the site and continue to explore.

HIGH

To improve the website experience for your visitors, it is recommended to eliminate any render-blocking resources on this webpage.

HIGH

Users may abandon pages that take longer than 5 seconds to load, resulting in a potential loss of up to 50% of visitors. Faster loading pages can lead to increased traffic, better conversions, and higher sales.

MEDIUM

Reducing the JavaScript execution time can result in faster page load times and a smoother user experience, as it allows the browser to render and display the page more quickly.

MEDIUM

Serve properly sized images to reduce page loading times and to improve user's experience.

LOW

Resolving errors identified by the Chrome DevTools Console can improve user experience.

LOW

For security reasons, it is recommended to turn off the server signature.

LOW

Using more than 20 HTTP requests on a webpage can negatively impact the loading time.

LOW

Consider moving inline CSS styles to an external stylesheet to improve site performance and maintain separation of content and design.

**Common SEO issues**

Score: **64**

Failed: **5**

Warnings: **3**

Passed: **18**

**Meta Title Test**100% of top 100 sites passed

* This webpage is using a title tag with a length of **11 characters**. While there's no target number of characters, titles should be descriptive and concise. Using a title tag with less than 20 characters is a missed opportunity since it can be difficult to fit all your targeted keywords in such a short text.  
  We recommend using a title with a length **between 20 - 60 characters** in order to fit Google Search results that have a 600-pixel limit.

**Text:**Escape Room

**Length:**11 characters

**Meta Description Test**96% of top 100 sites passed

* This webpage is using a meta description tag with a length of **104 characters**. We recommend using well-written and inviting meta descriptions with a length **between 150 and 220 characters** (spaces included).

**Text:**Visit escaperoom.com to find and book your best escape room in seconds. All about escape rooms near you.

**Length:**104 characters

**Social Media Meta Tags Test**

89% of top 100 sites passed

* This webpage is using social media meta tags.

**Open Graph Meta Tags**

og:type

article

og:title

Escape Room

og:image

https://cdn.escaperoom.com/assets/images/ogImage.png

og:url

https://escaperoom.com/

og:site\_name

Escaperoom.com

og:description

Visit escaperoom.com to find and book your best escape room in seconds. All about escape rooms near you.

**Twitter Card Meta Tags**

twitter:card

summary

twitter:site

@escaperoom\_com

**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.

**75**

**Keywords Usage Test**45% of top 100 sites passed

**Keyword**

* This webpage does not contain 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.

**H2 tags**

Escape games

Companies

Puzzles

Blog Posts

News

Testimonials

Escape Room

FAQs

**Robots.txt Test**99% of top 100 sites passed

* This website is using a robots.txt file.

https://escaperoom.com/robots.txt

**Sitemap Test**74% of top 100 sites passed

* This website has a sitemap file.

https://escaperoom.com/sitemap.xml

**SEO Friendly URL Test**25% of top 100 sites passed

* This webpage contains URLs that are not SEO friendly!

**Image Alt Test**71% of top 100 sites passed

* This webpage is using "img" tags with empty or missing "alt" attribute!

**Responsive Image Test**28% of top 100 sites passed

* Not all images in this webpage are properly sized! This webpage is serving images that are larger than needed for the size of the user's viewport.

**Image Aspect Ratio Test**75% of top 100 sites passed

* All image display dimensions match the natural aspect ratio.

**Inline CSS Test**8% of top 100 sites passed

* This webpage is using inline CSS styles!

**Deprecated HTML Tags Test**94% of top 100 sites passed

* This webpage does not use HTML deprecated tags.

**Google Analytics Test**65% of top 100 sites passed

* This webpage is using Google Analytics.

**Favicon Test**100% of top 100 sites passed

* There are no severe JavaScript errors on this webpage.

**Console Errors Test**41% of top 100 sites passed

* This webpage has some errors caught by the Chrome DevTools Console!

**Charset Declaration Test**100% of top 100 sites passed

* This webpage has a character encoding declaration.

*Content-Type: text/html; charset=utf-8*

**Social Media Test**57% of top 100 sites passed

* This webpage is connected successfully with social media using:

**Speed optimizations**

Score: **77**

Failed: **5**

Warnings: **0**

Passed: **20**

**HTML Page Size Test**21% of top 100 sites passed

* The size of this webpage's HTML is **23.05 Kb** and is under the average webpage's HTML size of **33 Kb**. Faster loading websites result in a better user experience, higher conversion rates, and generally better search engine rankings.

**DOM Size Test**54% of top 100 sites passed

* The Document Object Model (DOM) of this webpage has **1,154 nodes** which is less than the recommended value of 1,500 nodes.

**HTML Compression/GZIP Test**97% of top 100 sites passed

* This webpage is successfully compressed using **gzip compression** on your code. The HTML code is compressed from **132.79 Kb** to **23.05 Kb** (**83% size savings**). This helps ensure a faster loading webpage and improved user experience.

**Site Loading Speed Test**66% of top 100 sites passed

* The loading time of this webpage (measured from N. Virginia, US) is around **11.18 seconds** and is greater than the average loading speed which is **5 seconds**!

**JS Execution Time Test**71% of top 100 sites passed

* The JavaScript code used by this webpage is executed in more than **3.5 seconds**! When the JavaScript code takes a long time to execute, it slows down the page performance in several ways: longer download times, main thread bottlenecks, delays of "Time To Interactive", memory leaks, etc.

**Page Objects Test**

* This webpage is using more than **20 http requests**, which can slow down page loading and negatively impact user experience!

**Content size by content type**

**Content type**

**Percent**

**Size**

javascript

55.1 %

1.27 Mb

image

36.2 %

851.87 Kb

font

5.5 %

129.72 Kb

other

1.7 %

40.17 Kb

html

1.4 %

33.73 Kb

css

0.1 %

1.96 Kb

**TOTAL**

**100%**

**2.30 Mb**

**Requests by content type**

**Content type**

**Percent**

**Requests**

javascript

54.5 %

66

other

20.7 %

25

image

18.2 %

22

font

4.1 %

5

css

1.7 %

2

html

0.8 %

1

**TOTAL**

**100%**

**121**

**Content size by domain**

**Domain**

**Percent**

**Size**

cdn.escaperoom.com

63.2 %

1.45 Mb

googletagmanager.com

12.5 %

293.96 Kb

maps.googleapis.com

8.4 %

196.80 Kb

embed.tawk.to

7.4 %

174.15 Kb

connect.facebook.net

3.2 %

74.90 Kb

escaperoom.com

3.0 %

70.42 Kb

clarity.ms

1.2 %

29.41 Kb

google-analytics.com

0.9 %

21.53 Kb

va.tawk.to

0.1 %

1.48 Kb

p.clarity.ms

0.0 %

1.09 Kb

Other

0.1 %

1.68 Kb

**TOTAL**

**100%**

**2.30 Mb**

**Requests by domain**

**Domain**

**Percent**

**Requests**

cdn.escaperoom.com

61.2 %

74

escaperoom.com

13.2 %

16

embed.tawk.to

6.6 %

8

p.clarity.ms

3.3 %

4

maps.googleapis.com

3.3 %

4

googletagmanager.com

2.5 %

3

google-analytics.com

2.5 %

3

clarity.ms

1.7 %

2

connect.facebook.net

1.7 %

2

fonts.googleapis.com

0.8 %

1

Other

3.3 %

4

**TOTAL**

**100%**

**121**

**Page Cache Test (Server Side Caching)**

* This webpage is using a caching mechanism. Caching helps speed page loading times as well as reduces server load.

**Flash Test**100% of top 100 sites passed

* This webpage 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.

**CDN Usage Test**97% of top 100 sites passed

* This webpage is serving all images, javascript and css resources from CDNs.

**Modern Image Format Test**38% of top 100 sites passed

* This webpage is using images in a modern format.

**Image Metadata Test**72% of top 100 sites passed

* This webpage is not using images with large metadata.

**Image Caching Test**97% of top 100 sites passed

* This webpage is not using uncached images from same domain.

**JavaScript Caching Test**95% of top 100 sites passed

* This webpage is not using uncached JavaScript resources from same domain!

**CSS Caching Test**96% of top 100 sites passed

* This webpage is not using uncached CSS resources from same domain!

**JavaScript Minification Test**96% of top 100 sites passed

* All JavaScript files used by this webpage are minified.

**CSS Minification Test**100% of top 100 sites passed

* All CSS resources used by this webpage are minified.

**Render Blocking Resources Test**10% of top 100 sites passed

* This webpage is using render blocking resources! Eliminating render-blocking resources can help this webpage to load significantly faster and will improve the website experience for your visitors.

**Nested Tables Test**99% of top 100 sites passed

* This webpage is not using nested tables. This speeds up page loading time and optimizes the user experience.

**Frameset Test**100% of top 100 sites passed

* This webpage does not use frames.

**Doctype Test**100% of top 100 sites passed

* This webpage has a doctype declaration.

*<!DOCTYPE html>*

**URL Redirects Test**98% of top 100 sites passed

* This URL doesn't have any redirects (which could potentially cause site indexation issues and site loading delays).

**Time To First Byte Test**98% of top 100 sites passed

* The Time To First Byte value of this webpage is **0.019** seconds. To provide a good user experience, Google recommends that sites should strive to have a TTFB of **0.8** seconds or less.

0.019 s

0.8 s

1.8 s

**First Contentful Paint Test**94% of top 100 sites passed

* The First Contentful Paint value of this webpage is **0.764** seconds. To provide a good user experience, Google recommends that sites should strive to have a First Contentful Paint value of **1.8** seconds or less.

0.764 s

1.8 s

3 s

**Largest Contentful Paint Test**90% of top 100 sites passed

* The Largest Contentful Paint duration of this webpage is **8.22** seconds. To provide a good user experience, Google recommends that sites should strive to have Largest Contentful Paint of **2.5** seconds or less.

8.22 s

2.5 s

4 s

Largest Contentful Paint element within the viewport:

*<img srcset="https://cdn.escaperoom.com/uploads/styles/director..." src="https://cdn.escaperoom.com/uploads/styles/director..." alt="A Pirate's Adventure" type="image/jpeg" width="690" height="460">*

**Cumulative Layout Shift Test**94% of top 100 sites passed

* The CLS score of this webpage is **0.0008**. To provide a good user experience, Google recommends that sites should strive to have a CLS score of **0.1** or less.

0.0008

0.1

0.25

DOM element which contributes the most to CLS score:

**Html:**

**Score:**0.0008

* This website is successfully using HTTPS, a secure communication protocol over the Internet.

The certificate is not used before the activation date.

The certificate has not expired.

The hostname "escaperoom.com" is correctly listed in the certificate.

The certificate should be trusted by all major web browsers.

**Mobile usability**

Score: **100**

Failed: **0**

Warnings: **0**

Passed: **3**

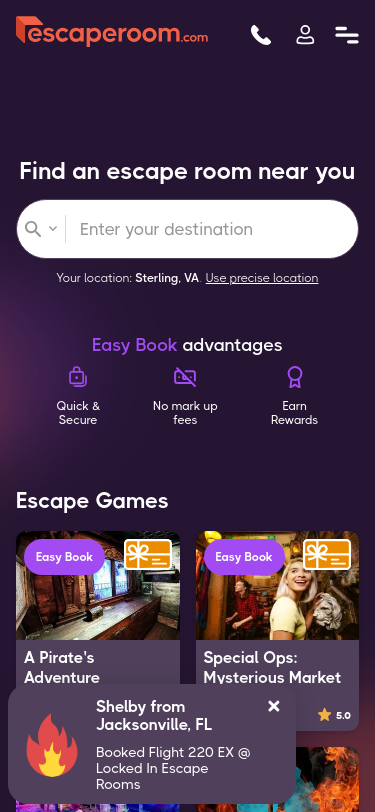
**Meta Viewport Test**88% of top 100 sites passed

* This webpage is using a viewport meta tag.

*<meta name="viewport" content="width=device-width, initial-scale=1, maximum-scale=1, shrink-to-fit=no" />*

**Media Query Responsive Test**98% of top 100 sites passed

* This webpage is using CSS media queries, which is the base for responsive design functionalities.



**Advanced SEO**

Score: **67**

Failed: **2**

Warnings: **1**

Passed: **7**

**Structured Data Test**53% of top 100 sites passed

* This webpage is using structured data.

**Custom 404 Error Page Test**67% of top 100 sites passed

* This website is not using a custom 404 error page! Default 404 error pages result in a poor experience - it can mislead users into thinking an entire site is down or broken, greatly increases the chance they leave the website entirely, and looks unprofessional. We recommend to have a custom 404 error page in order to improve the website's user experience by letting users know that only a specific page is missing/broken (and not the entire site), providing them helpful links, the opportunity to report bugs, and potentially [track the source of broken links](https://www.searchviu.com/en/404-errors-google-analytics/).

**Noindex Tag Test**98% of top 100 sites passed

* This webpage does not use the noindex meta tag. This means that it can be indexed by search engines.

**Canonical Tag Test**93% of top 100 sites passed

* This webpage is using the canonical link tag. This tag specifies that the URL: https://escaperoom.com/ 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 data-react-helmet="true" href="https://escaperoom.com/" rel="canonical"/>*

**Nofollow Tag Test**

* This webpage is using the nofollow meta tag! We recommend to use this tag carefully since search engines will not crawl all links from this webpage.

**Disallow Directive Test**

* Your robots.txt file includes a disallow command which instructs search engines to avoid certain parts of your website! You are advised to confirm if access to these resources or pages are intended to be blocked (e.g., if they contain internal-only content or sensitive information).

**Meta Refresh Test**96% of top 100 sites passed

* This webpage is not using a meta refresh tag.

**SPF Records Test**95% of top 100 sites passed

* This DNS server is using an SPF record.

*v=spf1 include:zoho.com ~all*

**Ads.txt Validation Test**68% of top 100 sites passed

* This website doesn't use an ads.txt file! Ads.txt is a text file that contains a list of Authorized Digital Sellers. The purpose of ads.txt files is to give advertisers and advertising networks the ability to verify who is allowed to sell advertising on your website.