





SeoSiteCheckup Report

Overall score for <http://www.memba.com>

Your Score is **57/100**

-  **15** Important Fixes
-  **0** Semi-Important Fixes
-  **30** Passed Checks
-  **0** Unresolved Checks

Title Tag

The **title** tag is required in all HTML documents and it defines the title of the document. This tag displays the page title in browsers toolbar and in the search-engine results (SERPs). It also provides a title for the page when it is added to favorites. A descriptive **title** tag is important in helping search engines determine your web page's relevancy for certain keywords.

The title of your page have a length of 5 characters. Most search engines will truncate titles to 70 characters.

Memba

Meta Description

The meta description tag is meant to be a short and accurate summary of your page content. This description can affect your search engine rankings and can also show up directly in search engine results (and affect whether or not the user clicks through to your site).

The meta description of your page have a length of 36 characters. Most search engines will truncate meta descriptions to 160 characters.

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Google Search Results Preview

Check how your page might look in the Google search results page. A Google search result use your webpage title, url and meta-description in order to display relevant summarized information about your site. If these elements are too long, Google will truncate their content, so you are advised to set your webpage title up to 70 characters and your webpage description up to 160 characters in order to optimize readability.

[Memba](http://www.memba.com/)
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Most Common Keywords Test

Check the most common keywords and their usage (number of times used) on your web page.

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 in your page, and if they reflect the intended topic of your page. More importantly, the keywords in your page should appear within natural sounding and grammatically correct copy.

site - 4 times

english - 3 times

black - 3 times

memba - 2 times

version - 2 times

Keyword Usage

This describes if your most common keywords are used in your page title and meta-description.

Congratulations! You are using your keywords in your meta-tags, which helps search engines properly identify the topic of your page.

Keyword(s) included in Meta-Title Tag

Keyword(s) included in Meta-Description Tag

Keywords Cloud

The Keyword Cloud is a visual representation of keywords used on your website. This will show you which words are frequently used in the content of your webpage. Keywords having higher density are presented in larger fonts and displayed in alphabetic order.

black blackmetrometro blackmoonlightoffice blog blue bootstrap contrast
contrastmaterialmaterial copyright default defaultselectblackblue english
englishselectenglishfrench faqs fiori flat franÇais française french high home language:
material memba metro moonlight more navigation notre office opal
opalbootstrapdefaultfioriflathigh policy privacy sarl silver Site terms theme: toggle
uniform version

<h1> Headings Status

This indicates if any H1 headings are used in your page. H1 headings are HTML tags than can help emphasize important topics and keywords within a page.

Your page contains H1 headings. Their contents are listed below:

Memba

<h2> Headings Status

This indicates if any H2 headings are used in your page. H2 headings can be helpful for describing the sub-topics of a page.

Your page contains H2 headings. Their contents are listed below:

English Web Site

Site en Français

Code To Text Ratio

Check your webpage source code in order to measure the size of text content compared to the structure (HTML code).

Your page size (source code) is **444.42 Kb** and your content text size is **0.65 Kb**. Your content text represents **0.15%** from your webpage source code. This is a low ratio and you might need to add more content!

HOW TO FIX

In order to pass this test you must increase your text to HTML code ratio. Here are some techniques:

- move all inline styling rules into a external CSS file
- move your JavaScript code into a external JS file
- use CSS layout instead of HTML tables

Robots.txt Test

Check if your website is using a robots.txt file. Search engines send out tiny programs called spiders or robots to search your site and bring information back so that your pages can be indexed in the search results and found by web users. If there are files and directories you do not want indexed by search engines, you can use the "robots.txt" file to define where the robots should not go.

□ These files are very simple text files that are placed on the root folder of your website:

`www.yourwebsite.com/robots.txt`.

There are two important considerations when using "robots.txt":

- the "robots.txt" file is a publicly available file, so anyone can see what sections of your server you don't want robots to use;
- robots can ignore your "robots.txt", especially malware robots that scan the web for security vulnerabilities;

Congratulations! Your site use a "robots.txt" file: <http://www.memba.com/robots.txt>

Sitemap Test

This test will check if your website is using a "sitemap" file: `sitemap.xml`, `sitemap.xml.gz` or `sitemapindex.xml`.

Sitemaps are an easy way for webmasters to inform search engines about pages on their sites that are available for crawling. In its simplest form, a sitemap is an XML file that lists URLs for a site along with additional metadata about each URL (when it was last updated, how often it usually changes, and how important it is, relative to other URLs in the site) so that search engines can more intelligently crawl the site.

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](#).

HOW TO FIX

In order to pass this test you must create a `sitemap.xml` file for your website. Some 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>
```

Broken Links Test

Check your page for broken links. Broken links means the visitor will get an error when clicking on them and this must be avoided as you are impacting the user experience and navigation flow, hence search engines will penalize your ranking because of this.

From 8 distinct anchor links analyzed, 7 of them seems to be broken. Check this [list](#) for more details about HTTP status codes. Broken links are listed below:

STATUS CODE: 404	http://www.memba.com/en/
STATUS CODE: 404	http://www.memba.com/en/posts
STATUS CODE: 404	http://www.memba.com/en/faqs
STATUS CODE: 404	http://www.memba.com/en/privacy
STATUS CODE: 404	http://www.memba.com/en/terms
STATUS CODE: 404	http://www.memba.com/en/
STATUS CODE: 404	http://www.memba.com/fr/

HOW TO FIX

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.

Underscores in Links Test

Check your URL and in-page URLs for underscore characters. The [general advise](#) is to use hyphens or dashes (-) rather than underscores (_). Google treats hyphens as separators between words in a URL – unlike underscores.

Congratulations! We have not found underscores in your in-page URLs!

Image Alt Test

Check all images from your webpage for alt attributes.

If an image cannot be displayed (wrong src, slow connection, etc), the alt attribute provides alternative information. Using keywords and human-readable captions in the alt attributes is a good SEO practice because search engines cannot really see the images. For images with a decorative role (bullets, round corners, etc) you are advised to use an empty alt or a CSS background image.

Your website doesn't use `` tags.

Inline CSS Test

Check your webpage HTML tags for inline CSS properties. An inline CSS property is added by using the style attribute for a specific tag. By mixing content with presentation you might lose some advantages of the style sheets. Is a good practice to move all the inlines CSS rules into an external file in order to make your page "lighter" in weight and decreasing the code to text ratio.

Your webpage is using **16** inline CSS styles!

HOW TO FIX

Is a good practice to move all the inlines CSS rules into an external file in order to make your page "lighter" in weight and decreasing the code to text ratio.

- check the HTML code of your page and identify all style attribute
- for each style attribute found you must proper move all declarations in the external CSS file and remove the style attribute

For example:

```
<!--this HTML code with inline CSS rule:-->
<p style="color:red; font-size: 12px">some text here</p>
<!--would became:-->
<p>some text here</p>
<!--and the rule added into your CSS file:-->
p{color:red; font-size: 12px}
```

Deprecated HTML Tags

Check if your webpage is using old, deprecated HTML tags. These tags will eventually lose browser support and your web pages will render differently. Check this [list](#) with all HTML tags.

Congratulations! Your page does not use HTML deprecated tags.

Google Analytics Test

Check if your page is connected with Google Analytics. Google Analytics is the most popular analytics package for websites, this tool provides you with great insights about your site visitors, demographics and very comprehensive metrics that help you analyze every aspect of your site. It is a good practice to use analytics in order to learn how your visitors behave and continuously improve your website.

Congratulations! Your website is using the asynchronous version of Google Analytics tracking code.

Favicon Test

Check if your site is using and correctly implementing a favicon. Favicons are small icons that appear in your browser's URL navigation bar. They are also saved next to your URL's title when bookmarking that page and they can help [brand your site](#) and make it easy for users to navigate to your site among a list of bookmarks.

Image type unknown
Favicon: [https://www.123.com/favicon.ico](#)
Congratulations! Your website appears to have a favicon.

URL SEO Friendly Test

Check if your website URL and all links from inside are SEO friendly.

The URL and all links inside this page are SEO friendly

Media Print Test

Check if your page is using the media print CSS property for custom printability. This is used to provide a different style (optimized version for printing) for visitors that want to print your pages.

Congratulations! Your webpage is using media print rule for custom printability.

Page Objects

Check if the full list of objects requested by your page can be retrieved. If your page contains objects that cannot be retrieved your page won't be displayed correctly, this impacts the user experience and search engines will penalize you accordingly.

Congratulations, your page has fewer than 20 http requests. A higher number of http requests results in a user's browser needing to request a large number of objects from your server, which will ultimately slow down the loading of your web page.

HTML Pages: 1

<http://www.memba.com/>

CSS Files: 0

Scripts: 8

<http://www.memba.com/assets/init.bundle.js>

<http://code.jquery.com/jquery-1.11.1.min.js>

<http://www.memba.com/assets/common.bundle.js>

<http://www.memba.com/assets/home.bundle.js>

<http://www.googletagmanager.com/gtm.js?id=GTM-KMDMQ9>

<http://www.google-analytics.com/analytics.js>

<http://www.memba.com/assets/app.theme.default.chunk.js>

<http://www.memba.com/assets/app.culture.en.chunk.js>

Images: 6

http://www.google-analytics.com/r/collec...23693-1&_r=1>m=GTM-KMDMQ9&z=1469956142

<http://www.memba.com/assets/427e4f9cf2fe0ef7ed77c8807de1eb0a.png>

<http://www.memba.com/assets/7b86e776fa941fcaaa291c1811b569d4.png>

<http://www.memba.com/assets/1a2ae5e4ccd510fe167f043177025102.jpg>

<http://www.memba.com/assets/f5b2a9766298a90a5e758d56bae32138.png>

<http://www.memba.com/favicon.ico>

Flash Files: 0

HTML Page Size Test

Check your page's HTML size. HTML size is the size of all the HTML code on your web page - this size does not include images, external javascripts or external CSS files.

Your HTML size is **101.54 Kb** and this is over the average web page HTML size of 33 Kb.

This can lead to slower than average load times, **lost visitors**, and **decreased revenue**. Good steps to reduce HTML size include: using of **HTML compression**, **CSS layouts**, **external style sheets**, and **moving javascript to external files**.

HOW TO FIX

In order to resolve this problem you are advised to:

- use gzip compression
- move all CSS style rules into a single, external and minified CSS file
- minify all JS files and, if possible, try combine them into a single external JS file
- use CSS layouts

HTML Compression/GZIP Test

Check if your page is correctly using HTML compression. Compression works by finding similar strings within a text file, and replacing those strings temporarily to make the overall file size smaller. This form of compression is particularly well-suited for the web because HTML and CSS files usually contain plenty of repeated strings, such as white spaces, tags, and style definitions.

Congratulations! Your page is successfully compressed using **gzip compression** on your code.

Your HTML is compressed from **444.42 Kb** to **101.54 Kb (77 % size savings)**. This helps ensure a faster loading web page and improved user experience.

Page Cache Test (Server Side Caching)

Check if your page is serving cached pages. A page cache is a mechanism for the temporary storage (caching) of web documents, such as HTML pages and images to reduce bandwidth usage, server load, and perceived lag. A web cache stores copies of documents passing through it; subsequent requests may be satisfied from the cache if certain conditions are met. Common caching methods are Quickcache and jpcache

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

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.

Image Expires Tag Test

Checks if your page is using an image expires tag, which specifies a future expiration date for your images. Browsers will see this tag and caches the image in the user's browser until the specified date (so that it does not keep re-fetching the unchanged image from your server). This speeds up your site the next time that user visits your site and requires the same image.

Your site is not using expires headers for 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

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

This checks if any of external javascript files used in your page is minified

Congratulations! Your website's JavaScript files are minified!

MINIFIED JAVASCRIPT FILES:

<http://www.memba.com/assets/init.bundle.js>

<http://code.jquery.com/jquery-1.11.1.min.js>

<http://www.memba.com/assets/common.bundle.js>

<http://www.memba.com/assets/home.bundle.js>

<http://www.googletagmanager.com/gtm.js?id=GTM-KMDMQ9>

<http://www.google-analytics.com/analytics.js>

<http://www.memba.com/assets/app.theme.default.chunk.js>

<http://www.memba.com/assets/app.culture.en.chunk.js>

CSS Minification Test

This checks if any of external css files used in your page is minified

Congratulations! Your website's CSS files are minified!

Nested Tables Test

Check if your site is using nested tables, which can slow down page rendering in the user's browser.

Congratulations, your page does not use nested tables. This speeds up page loading time and optimizes the user experience.

Frameset Test

Check if your website use frames. Frames are used by programmers to display in one page a number of HTML documents from your website or external different websites. The user gets to see a complete web page, but visiting robots/spiders just see a bunch of unrelated pages, difficult to index and assess relevancy, so your rank is penalized.

Congratulations! Your webpage does not use frames.

Doctype Test

Check for doctype declaration. A document type declaration, or DOCTYPE, defines which version of (X)HTML your webpage is actually using and this is essential to a proper rendering and functioning of web documents in compliant browsers.

Congratulations! Your website has a doctype declaration:

```
<!DOCTYPE html>
```

Site Loading Speed Test

Check what is the total loading time of your page. Loading time is one of the most important factors that affect your ranking in search engines. More than 5 seconds loading time for any given page is currently considered slow and will affect your ranking.

Your site loading time is around **5.932 seconds** and this is over the average loading speed which is **5 seconds**.

HOW TO FIX

In order to resolve this problem you are advised to:

- reduce the number of your HTTP resources
- 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 combine 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 your web graphics

Flash Test

Check if your page uses Flash. Flash is an outdated technology that was widely used in the past to deliver rich multimedia content. Nowadays this evolved to newer, more mature technologies and standards based on HTML 5, so it's not considered a good practice to use it. Flash content does not work well on mobile devices, and it's not Search Engine friendly.

Your website does not include flash objects

URL Canonicalization Test

Test your site for potential URL canonicalization issues. Canonicalization describes how a site can use slightly different URLs for the same page (for example, if <http://www.example.com> and <http://example.com> displays the same page but do not resolve to the same URL). If this happens, search engines may be unsure as to which URL is the correct one to index. [Learn more about canonicalization issues.](#)

<http://www.memba.com> and <http://memba.com> should resolve to the same URL, but currently do not.

HOW TO FIX

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.

- 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.

IP Canonicalization Test

Test your site for potential IP canonicalization issues. Canonicalization describes how a site can use slightly different URLs for the same page (for example, if your site's IP address and domain name display the same page but do not resolve to the same URL). If this happens, search engines may be unsure as to which URL is the correct one to index. [Learn more about canonicalization issues.](#)

Your site's IP **54.76.208.158** does not redirect to your site's domain name. This could cause duplicate content problems if a search engine indexes your site under both its IP and domain name.

HOW TO FIX

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

Safe Browsing Test

Check if your website is listed with malware or phishing activity. Any site containing malware or suspicious for phising activity is seen as a threat and risk to the online community and hence will get a lower ranking. This test checks if the most relevant online databases that track malware and phishing list your website.

This site is not currently listed as suspicious (no malware or phishing activity found).

Server Signature Test

Check if your server's signature is ON. A server signature is the public identity of your web server and contains sensitive information that could be used to exploit any known vulnerability, so it's considered a good practice to turn it OFF as you don't want to disclose what software versions you are running.

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/1.9.1

HOW TO FIX

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.

Directory Browsing Test

Check if your server allows directory browsing. If directory browsing is disabled, visitors will not be able to browse your directory by accessing the directory directly (if there is no index.html file). This will protect your files from being exposed to the public. Apache web server allows directory browsing by default. Disabling directory browsing is generally a good idea from a security standpoint.

Congratulations! Your server has disabled directory browsing.

Libwww-perl Access Test

Check if your server allows 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.

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

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

Check your webpage for plaintext email addresses. Any e-mail address posted in public is likely to be automatically collected by computer software used by bulk emailers (a process known as e-mail address harvesting). A spam harvester can read through the pages in your site and extract email addresses which are then added to bulk marketing databases and the result is more spam in your inbox.

Congratulations! Your webpage does not include email addresses in plaintext.

Media Query Responsive Test

Test if your website implements responsive design functionalities using media query technique

Congratulations, your website uses media query technique, which is the base for responsive design functionalities.

Mobile Snapshot

Check how your page renders on a mobile device by providing a snapshot for you to quickly check if it looks good.



Social Media Check

Check if your page is connected to at least one of the most important social networks. Social signals are getting increasing importance as ranking factors for search engines because it leverages the social intelligence (via our interactions) to determine more accurate relevancy for searches. That's why connecting your website to a social network is a must nowadays to make sure your site is social enabled.

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

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**

Social Media Activity

Check the activity on social media networks of your website or URL. This activity is measured in total number of shares, likes, comments, tweets, plusOnes and pins and this activity covers only your URL and not social media accounts linked with your webpage.

Your website doesn't have any [social media activity](#). Search engines are increasingly using [social media activity](#) to determine which pages are most relevant for keyword searches. In order to increase your page rank and to increase revenue generated through organic search you are advised to increase your website [social media engagement](#).

Facebook Likes: 3

Facebook Shares: 2

Facebook Comments: 17

Tweets: 2

Google+: 1

Pins: 0

HOW TO FIX

In order to increase the social media activity for your site you are advised to use some social networks plugins within your page:

Facebook Like Button, Facebook Share Button, Facebook Comments, Twitter Button, Google +1 Button, Pinterest Button or **AddThis Widget**

Microdata Schema Test

This test will check if your web page take the advantages of HTML Microdata specifications in order to markup structured data. By using microdata in your web pages, you can help search engines to better understand your content and to create rich snippets in search results.

Your webpage doesn't take the advantages of HTML Microdata specifications in order to markup structured data. [Here](#) is a getting started guide for using 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.com</a>
</div>
```