

SEO Report for <https://slitch.github.io/friskoven-kleinsmedie>

80 / 100
SEO SCORE



37 / 48
PASSED CHECKS

9 / 48
FAILED CHECKS

2 / 48
WARNINGS

COMMON SEO ISSUES

Meta Title Test	<p>✓ The meta title of your page has a length of 39 characters. Most search engines will truncate meta titles to 70 characters.</p> <p>→ Den lokale smed Friskoven Kleinsmedie</p>
Meta Description Test	<p>✓ The meta description of your page has a length of 171 characters. Most search engines will truncate meta descriptions to 160 characters.</p> <p>→ Friskoven Kleinsmedie rådgiver, projekterer, tegner og forarbejder aluminium, jern og rustfrit stål. Herunder fremstiller og svejser vi stålkonstruktioner, facader, ...</p>
Google Search Results Preview Test	<p>ⓘ Den lokale smed Friskoven Kleinsmedie https://slitch.github.io/friskoven-kleinsmedie Friskoven Kleinsmedie rådgiver, projekterer, tegner og forarbejder aluminium, jern og rustfrit stål. Herunder fremstiller og svejser vi stålkonstruktioner, facader, ...</p>
Most Common Keywords Test	<p>ⓘ 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.</p> <p>→ project - 7 times → category - 6 times → friskoven - 4 times → kleinsmedie - 4 times → kontakt - 3 times</p>
Keywords Usage Test	<p>✓ Congratulations! You are using your keywords in your meta-tags, which help search engines to properly identify the topic of your page.</p> <p>→ Keyword(s) included in Title tag → Keyword(s) included in Meta-Description tag</p>

Keywords Cloud Test	<p> adipisicing aliqua aliquip aluminium amet anim aute category cillum commodo consectetur consequat culpa cupidatat deserunt dolor dolore duis eiusmod elit eller enim esse excepteur exercitation facader facebook forarbejder fremstiller friskoven fugiat følgende herunder håndværk incididunt ipsum irure jern kald klar kleinsmedie kontakt kontakter konstruktioner kvalitet kvalitetshåndværk labore laboris laborum laver lorem magna mail mange menu mere metal minim mollit muligt navigation nisi noget nostrud nulla occaecat officia pariatur proident project projekter projekterer quis reprehenderit rustfrit rådgiver send service sint smedehåndværk snarest starte stål stålkonstruktioner sunt svejser svejsning tegner tempor toggle ullamco velit veniam voluptate vores yder</p>
Heading Tags Test	<p> Congratulations! Your webpage contains headings tags.</p> <hr/> <p>H1 headings</p> <hr/> <p>→ Smedehåndværk</p> <hr/> <p>H2 headings</p> <hr/> <p>→ Kvalitetshåndværk → Vi yder følgende service → Find os på Facebook → Kontakt os</p>

Robots.txt Test

- ✖ Your site lacks a "robots.txt" file. This file can protect private content from appearing online, save bandwidth, and lower load time on your server. A missing "robots.txt" file also generates additional errors in your apache log whenever robots request one. Read more about the [robots.txt file](#), and how to create one for your site.

HOW TO FIX

In order to pass this test you must create and properly install a **robots.txt** file.

For this, you can use any program that produces a text file or you can use an online tool (Google Webmaster Tools has this feature).

Remember to use all lower case for the filename: **robots.txt**, not **ROBOTS.TXT**.

A simple **robots.txt** file looks like this:

```
User-agent: *  
Disallow: /cgi-bin/  
Disallow: /images/  
Disallow: /pages/thankyou.html
```

This would block all search engine robots from visiting "cgi-bin" and "images" directories and the page "http://www.yoursite.com/pages/thankyou.html"

TIPS:

- You need a separate **Disallow** line for every URL prefix you want to exclude
- You may not have blank lines in a record because they are used to delimit multiple records
- Notice that before the **Disallow** command, you have the command: **User-agent:** *. The **User-agent:** part specifies which robot you want to block. Major known crawlers are: Googlebot (Google), Googlebot-Image (Google Image Search), Baiduspider (Baidu), Bingbot (Bing)
- One important thing to know if you are creating your own **robots.txt** file is that although the wildcard (*) is used in the **User-agent** line (meaning "any robot"), it is not allowed in the **Disallow** line.
- Regular expressions are not supported in either the **User-agent** or **Disallow** lines

Once you have your **robots.txt** file, you can upload it in the top-level directory of your web server. After that, make sure you set the permissions on the file so that visitors (like search engines) can read it.

Sitemap Test

- ✗ Your website 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 of the 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>
```







SEO Friendly URL Test

- ✓ Congratulations! All links from your webpage are SEO friendly.

Image Alt Test	<div><div>✖</div><div>Your webpage is using "img" tags with empty or missing "alt" attribute.</div></div> <div><div>HOW TO FIX</div><div>In order to pass this test you must add an alt attribute to every tag used into your webpage.</div><div>An image with an alternate text specified is inserted using the following HTML line:</div><div><div></div></div><div>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.</div><div>Learn more about optimizing images for SEO.</div></div>
Inline CSS Test	<div><div>✔</div><div>Congratulations! Your webpage is not using any inline CSS styles.</div></div>
Deprecated HTML Tags Test	<div><div>✔</div><div>Congratulations! Your page does not use HTML deprecated tags.</div></div>
Google Analytics Test	<div><div>✖</div><div>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.</div></div> <div><div>HOW TO FIX</div><div>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.</div><div><div>Example:</div><div><div><!-- Google Analytics --></div><div><script></div><div>(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r] function(){</div><div>(i[r].q=i[r].q []).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),</div><div>m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(</div><div>a,m)</div><div>})(window,document,'script','//www.google-analytics.com/analytics.js','ga');</div><div>ga('create', 'UA-XXXX-Y', 'auto');</div><div>ga('send', 'pageview');</div><div></script></div><div><!-- End Google Analytics --></div></div><div>Note that you have to change the 'UA-XXXX-Y' with the proper id which you'll find in your analytics account.</div></div></div>

Favicon Test	 Your site either doesn't have a favicon or this has not been referenced correctly. <hr/> HOW TO FIX <p>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:</p> <pre><head> <link rel="icon" type="image/x-icon" href="url_to_my_favicon" /> <title>My Title</title> </head></pre> <p>In the example above the "url_to_my_favicon" refers to the actual location of your favicon file.</p>
JS Error Test	 Congratulations! There are no severe JavaScript errors on your webpage.
Social Media Test	 Congratulations! Your website is connected successfully with social media using: Facebook

SPEED OPTIMIZATIONS

HTML Page Size Test	 Congratulations! The size of your webpage's HTML is 2.74 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.
HTML Compression/GZIP Test	 Congratulations! Your webpage is successfully compressed using gzip compression on your code. Your HTML is compressed from 13.64 Kb to 2.74 Kb (80% size savings) . This helps ensure a faster loading webpage and improved user experience.
Site Loading Speed Test	 Your website loading time is around 0.54 seconds and this is under the average loading speed which is 5 seconds .
Page Objects Test	 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. <hr/> <p>HTML Pages: 1 CSS Files: 6 Scripts: 6 Images: 7 Flash Files: 0</p>
Page Cache Test (Server Side Caching)	 Congratulations, you have a caching mechanism on your website. Caching helps speed page loading times as well as reduces server load.
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.

CDN Usage Test	<p>❗ Your webpage is not serving all resources (images, javascript and css) from CDNs.</p> <hr/> <p>HOW TO FIX</p> <p>In order to pass this test you are advised to use a CDN service. A Content Delivery Network (CDN) is a globally distributed network of web servers that allows a quick transfer of assets and provides high availability and high performance. The primary benefits of using a CDN service are:</p> <ul style="list-style-type: none"> • Improving website loading times • Reducing bandwidth costs • Increasing content availability and redundancy • Improving website security
Image Caching Test	<p>✅ Congratulations! Your website is using cache headers for your images and the browsers will display these images from the cache.</p>
JavaScript Caching Test	<p>✅ Congratulations! Your website is using cache headers for all JavaScript resources.</p>
CSS Caching Test	<p>✅ Congratulations! Your website is using cache headers for all CSS resources.</p>
JavaScript Minification Test	<p>❌ Some of your website's JavaScript files are not minified!</p> <hr/> <p>HOW TO FIX</p> <p>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 JSCompress, Closure Compiler or JSMin.</p>
CSS Minification Test	<p>✅ Congratulations! Your webpage's CSS resources are minified.</p>
Nested Tables Test	<p>✅ Congratulations, your page does not use nested tables. This speeds up page loading time and optimizes the user experience.</p>
Frameset Test	<p>✅ Congratulations! Your webpage does not use frames.</p>
Doctype Test	<p>✅ Congratulations! Your website has a doctype declaration:</p> <hr/> <p>→ <code><!DOCTYPE html></code></p>
URL Redirects Test	<p>❗ Your URL performed 1 redirects! 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.</p> <hr/> <p>→ from: https://slitch.github.io/friskoven-kleinsmedie to: https://slitch.github.io/friskoven-kleinsmedie/</p>

**URL
Canonicalization
Test**

✗ <https://slitch.github.io/friskoven-kleinsmedie> and <https://www.slitch.github.io/friskoven-kleinsmedie> 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.

HTTPS Test

✓ Your website is successfully using HTTPS, a secure communication protocol over the Internet.

→ Security state: secure

→ Certificate issuer: DigiCert SHA2 High Assurance Server CA

→ Valid until: Apr 14, 2022

**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.

Plaintext Emails Test

✖ We've 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

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 Test



ADVANCED SEO

Structured Data Test

✔ Congratulations! Your website is using HTML Microdata specifications in order to markup structured data.

Custom 404 Error Page Test	 Congratulations, your website is using a custom 404 error page. By creating a custom 404 error page, you can improve your website's user experience by letting users know that only a specific page is missing/broken (and not your entire site), providing them helpful links, the opportunity to report bugs, and potentially track the source of broken links in your site .
Noindex Tag Test	 Your webpage does not use the noindex meta tag. This means that your webpage will be read and indexed by search engines.
Canonical Tag Test	 Your webpage is using the canonical link tag. This tag specifies that the URL: https://slitch.github.io/friskoven-kleinsmedie 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. <div> → <code><link href="https://slitch.github.io/friskoven-kleinsmedie/" rel="canonical"/></code> </div>
Nofollow Tag Test	 Your webpage does not use the nofollow meta tag. This means that search engines will crawl all links from your webpage.
Disallow Directive Test	 Your site lacks a "robots.txt" file. This file can protect private content from appearing online, save bandwidth, and lower load on your server. A missing "robots.txt" file also generates additional errors in your apache log whenever robots request one.

SPF Records Test

- ✖ 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

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-authorized 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 authorized. 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-authorized email to be handled.