SEO Report for http://sdpcshop.rf.gd

59 / 100	31 / 48	16 / 48	1 / 48
SEO SCORE	**PASSED CHECKS**	**FAILED CHECKS**	**WARNINGS**

COMMON SEO ISSUES

Meta Title Test	✔	The meta title of your page has a length of 7 characters. Most search engines will truncate meta titles to 70 characters.
	→	PC SHOP
Meta Description Test	✖	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

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 Test	ⓘ	PC SHOP http://sdpcshop.rf.gd/?i=1

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.
	→ prijavi - 2 times
	→ mail - 2 times
	→ registruj - 2 times
	→ dobrodosli - 1 times
	→ shop - 1 times
Keywords Usage Test	❌ 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
	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 Test	ⓘ dobrodosli drinic lozinka mail prijavi registruj reserved rights shop sifra strahinja
Heading Tags Test	✔ Congratulations! Your webpage contains headings tags.
	H1 headings
	→ DOBRODOSLI U PC SHOP
Robots.txt Test	✔ Congratulations! Your site uses a "robots.txt" file: https://infinityfree.net/errors/404/

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
<?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	❌	Your webpage is using "img" tags with empty or missing "alt" attribute.

HOW TO FIX

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	✔	Congratulations! Your webpage is not using any inline CSS styles.
Deprecated HTML Tags Test	✔	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

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	✔	Congratulations! Your website appears to have a favicon.
JS Error Test	✔	Congratulations! There are no severe JavaScript errors on your webpage.

Social Media Test	❌ 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

SPEED OPTIMIZATIONS

HTML Page Size Test	✔ Congratulations! The size of your webpage's HTML is **0.59 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 **1.22 Kb** to **0.59 Kb** (**52% size savings**). This helps ensure a faster loading webpage and improved user experience.
Site Loading Speed Test	✔ Your website loading time is around **2.82 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.
	HTML Pages: 2; CSS Files: 1; Scripts: 1; Images: 2; Flash Files: 0;
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	❌ Your webpage is not serving resources (images, javascript and css) from CDNs.
	HOW TO FIX
	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:
	• Improving website loading times
	• Reducing bandwidth costs
	• Increasing content availability and redundancy
	• Improving website security
Image Caching Test	✔ Congratulations! Your website is using cache headers for your images and the browsers will display these images from the cache.

JavaScript Caching Test	❌ Your website is not using cache headers for your JavaScript resources. Setting cache headers can help speed up the serving of your webpages for users that regularly visit your site.
	
	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 JavaScript resources or any other content type. You can add the following lines into your **.htaccess** file:
	
	``
	<IfModule mod_expires.c>
	    ExpiresActive on
	
	    ExpiresByType text/javascript "access plus 1 month"
	    ExpiresByType application/javascript "access plus 1 month"
	</IfModule>
	``

CSS Caching Test	✔ Congratulations! Your website is using cache headers for all CSS resources.
JavaScript Minification Test	❌ Some of your website's JavaScript files are not minified! **HOW TO FIX** 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.
CSS Minification Test	❌ Some of your webpage's CSS resources are not minified. **HOW TO FIX** 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	❌ Your website does not have a doctype declaration and this may cause rendering problems!
	HOW TO FIX
	Always add the **<!DOCTYPE>** declaration to your HTML documents, so that the browser knows what type of document to expect. This declaration must be the very first thing in your HTML document, before the **<html>** tag. You can see below the most common **<!DOCTYPE>** declarations:
	- HTML 5:
	<!DOCTYPE html>
	- HTML 4.01 Strict:
	<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01//EN" "http://www.w3.org/TR/html4/strict.dtd">
	- HTML 4.01 Transitional:
	<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN" "http://www.w3.org/TR/html4/loose.dtd">
	- XHTML 1.0 Strict:
	<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">
	- XHTML 1.0 Transitional:
	<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
	- XHTML 1.1:
	<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.1//EN" "http://www.w3.org/TR/xhtml11/DTD/xhtml11.dtd">
URL Redirects Test	⚠ 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.
	→ from: http://sdpcshop.rf.gd/ to: http://sdpcshop.rf.gd/?i=1

SERVER AND SECURITY

URL Canonicalization Test	❌ http://sdpcshop.rf.gd/?i=1 and http://www.sdpcshop.rf.gd 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 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. **HOW TO FIX** 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.
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	✔ Congratulations! Your webpage does not include email addresses in plaintext.

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	❌ 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. <hr> **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>
```

Custom 404 Error Page Test	❌	Your 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 your site entirely, and looks unprofessional. 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.

HOW TO FIX

Creating a custom 404 error page can be relatively simple or more complicated, depending on what technologies were used to build your website (your web server, framework used, etc). Learn more about the basics of creating a custom 404 error page.

On your custom error page, you should provide relevant information to keep the user's attention so they remain on your website. Some steps to achieve this goal include:

- Adding links to your most important pages (your best articles articles/content, latest posts, etc.)
- If you have an e-commerce business, you can display special offers, product recommendations, discounts, etc.
- Include a search box or a sitemap link to help users find the information they wanted.
- Use simple language (non-technical) to explain what went wrong.
- Add a contact form or provide an email address to allow users to get in touch with you for further help.

You can also use your custom 404 error page to 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 does not use the canonical link tag.
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 robots.txt file does not use the disallow directive. This means that the whole website can be crawled by search engines.

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-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.