

SEO Report for <http://alexandertour.com>

71 / 100
SEO SCORE

33 / 48
PASSED CHECKS

10 / 48
FAILED CHECKS

5 / 48
WARNINGS

COMMON SEO ISSUES

Meta Title Test

✓ The meta title of your page has a length of 108 characters. Most search engines will truncate meta titles to 70 characters.

→ Туристическа агенция АЛЕКСАНДЪР ТУР - Екскурзии, почивки, хотели, самолетни билети, круизи, бизнес пътувания

Meta Description Test

✓ The meta description of your page has a length of 460 characters. Most search engines will truncate meta descriptions to 160 characters.

→ Туристическа агенция АЛЕКСАНДЪР ТУР предлага изгодни оферти за почивки, екскурзии и хотели в България и чужбина, самолетни билети, круизи. Подбрани оферти за Почивка в Италия, Почивка в Испания, Почивка в Гърция, Оферти Златна възраст 55+, Екзотични почивки на Малдивите, Тайланд, Сейшелите, Бали, Карибите и др. Организация на бизнес пътувания - конференции, конгреси, семинари, посещения на панаири. Идеи за оригинален подарък - Подаръчен ваучер за пътуване.

Google Search Results Preview Test

ⓘ [Туристическа агенция АЛЕКСАНДЪР ТУР - Екскурзии, https://alexandertour.com](https://alexandertour.com)

Туристическа агенция АЛЕКСАНДЪР ТУР предлага изгодни оферти за почивки, екскурзии и хотели в България и чужбина, самолетни билети, круизи. Подбрани оферти за Почивка в Италия, Почивка в Испания, Почивка в Гърция, Оферти Златна възраст 55+, Екзотични почивки на Малдивите, Тайланд, Сейшелите, Бали, Карибите и др. Организация на бизнес пътувания - конференции, конгреси, семинари, посещения на панаири. Идеи за оригинален подарък - Подаръчен ваучер за пътуване.

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.

→ оферта - 104 times
→ ношувки - 57 times
→ цени - 52 times
→ промо - 47 times
→ такси - 35 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) not 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

ⓘ cruises австралия **александър** април африка
бали балтийско **бизнес** билети **българия**
великден верде виетнам **включен** време
ВСИЧКИ възраст гора **гърция** дати
дестинации доминиканска дубай **египет**
екзотични **екскурзии** **екскурзия**
есен занзибар **израел** индонезия испания
италия **йордания** кабо кайро камбоджа кения
корфу коста **круизи** круизни куба лаос лято
мавриций мадагаскар майски максимална
малдиви мароко мексико море наем Нова
нови **нощувки** остров **оферта**
оферти пакет **полет** португалия
почивка **почивки** празници
празнични програма **пролет** **промо**
промоции пътешествие **пътуване**
работно република рика родос **самолет**
самолетни северна сигурност **софия**
тайланд **такси** тунис туристически
турция февруари филипини франция **хотели**
хургада хърватска **цени** чартърен
чартърна черна чили **чужбина** южна

Heading Tags Test

- ! Your page contains too 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.

H1 headings

- топ хотели
- топ оферти

H2 headings

- ВАЖНО! Временно работно време, валидно до 28.02.2021
- Коронавирусът - как ще пътуваме
- Екзотични почивки
- Почивка в Италия - 2021
- Почивка в Гърция - 2021
- Оферти за екскурзия в Израел и Йордания - 2021
- ОФЕРТИ ЗА ЕКСКУРЗИИ В ЕГИПЕТ - 2021
- Круизи и крузни пътешествия
- Сватбено пътешествие
- СКИ ПОЧИВКИ В БЪЛГАРИЯ
- ТОП ДЕСТИНАЦИИ
- ДРУГИ УСЛУГИ

Robots.txt Test

- ✓ Congratulations! Your site uses a "robots.txt" file: <https://alexandertour.com/robots.txt>

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	<div>  Your webpage contains URLs that are not SEO friendly! </div> <hr/> <div> HOW TO FIX </div> <p>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 make URLs less inviting for users to click or share.</p> <ul style="list-style-type: none"> - 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	<div>  Your webpage is using "img" tags with empty or missing "alt" attribute. </div> <hr/> <div> HOW TO FIX </div> <p>In order to pass this test you must add an alt attribute to every tag used into your webpage.</p> <p>An image with an alternate text specified is inserted using the following HTML line:</p> <pre></pre> <p>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.</p> <p>Learn more about optimizing images for SEO.</p>
Inline CSS Test	<div>  Your webpage is using inline CSS styles! </div> <hr/> <div> HOW TO FIX </div> <p>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.</p> <ul style="list-style-type: none"> • 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 <p>For example:</p> <pre><!--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}</pre>

Deprecated HTML Tags Test	✓ Congratulations! Your page does not use HTML deprecated tags.
Google Analytics Test	✓ Congratulations! Your webpage is using Google Analytics.
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	✓ Congratulations! Your website is connected successfully with social media using: Facebook Pinterest Twitter






SPEED OPTIMIZATIONS

HTML Page Size Test	✓ Congratulations! The size of your webpage's HTML is 27.17 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 157.75 Kb to 27.17 Kb (83% size savings) . This helps ensure a faster loading webpage and improved user experience.
Site Loading Speed Test	<div>✗ Your website loading time is around 38.29 seconds and is over the average loading speed which is 5 seconds.</div> <hr/> <div>HOW TO FIX</div> <p>In order to resolve this problem you are advised to:</p> <ul style="list-style-type: none"> • 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 Test	<div>✗ Your page uses more than 20 http requests, which can slow down page loading and negatively impact user experience.</div> <hr/> <p>HTML Pages: 2; CSS Files: 13; Scripts: 19; Images: 82; 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	 Your webpage is not serving all resources (images, javascript and css) from CDNs. <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	 Your website is not using cache headers for all of your images. Setting cache headers 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 . <hr/> <p>HOW TO FIX</p> <p>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:</p> <pre><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></pre>
JavaScript Caching Test	 Congratulations! Your website is using cache headers for all JavaScript resources.
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! <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	 Some of your webpage's CSS resources are not minified. <hr/> <p>HOW TO FIX</p> <p>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.</p>

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: <hr/> → <!DOCTYPE html>
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. <hr/> → from: http://alexandertour.com/ to: https://alexandertour.com/

SERVER AND SECURITY

URL Canonicalization Test	 https://alexandertour.com and https://www.alexandertour.com resolve to the same URL.
HTTPS Test	 Your website is successfully using HTTPS, a secure communication protocol over the Internet. <hr/> → Security state: secure <hr/> → Certificate issuer: R3 <hr/> → Valid until: Jun 04, 2021
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 3 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:

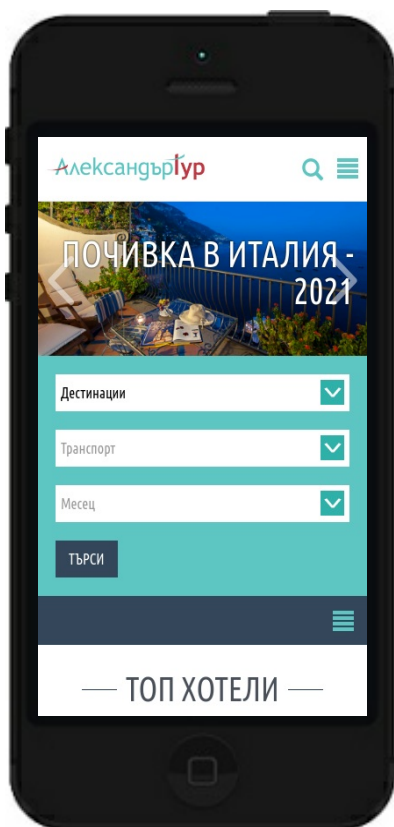
- replace the at (@) and dot (.) characters
- replace text with images
- use email obfuscators
- hide email addresses using JavaScript or CSS trick

MOBILE USABILITY

Media Query Responsive Test

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

Mobile Snapshot Test



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](#).

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.co
m</a>
</div>
```

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 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 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: /img

SPF Records Test

- ✓ Congratulations! Your DNS server is using an SPF record.

→ v=spf1 +a +mx +ip4:217.174.156.21 +ip4:217.174.156.22
+include:server23.spf.superhosting.bg +include:smtp-out.spf.superhosting.bg
+ip4:87.121.150.41 +include:_spf.google.com ~all