

SEO Report for <https://bachelor.hjemmeside-utvikling.no>

50 / 100

SEO SCORE

29 / 51

PASSED CHECKS

20 / 51

FAILED CHECKS

2 / 51

WARNINGS

COMMON SEO ISSUES

Meta Title Test



The meta title of your page has a length of 72 characters. Most search engines will truncate meta titles to 70 characters.

→ Bacheloroppgave i datateknologi – WordPress | Optimalisering | Sikkerhet

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



[Bacheloroppgave i datateknologi – WordPress | Optimalisering | https://bachelor.hjemmeside-utvikling.no](https://bachelor.hjemmeside-utvikling.no)

Most Common Keywords Test	<div><div><div></div><div></div></div><div>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.</div><div></div><div><div>→</div><div>mauris - 43 times</div></div><div><div>→</div><div>vitae - 40 times</div></div><div><div>→</div><div>erat - 37 times</div></div><div><div>→</div><div>consequat - 26 times</div></div><div><div>→</div><div>auctor - 22 times</div></div></div>
Keywords Usage Test	<div><div><div></div><div></div></div><div>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.</div><div></div><div><div>→</div><div>Keyword(s) not included in Title tag</div></div><div><div>→</div><div>Keyword(s) not included in Meta-Description tag</div></div></div> <div><div>HOW TO FIX</div><div>First of all, you must make sure that your page is using the title and meta-description tags.</div><div>Second, you must adjust these tags content in order to include some of the primary keywords displayed above.</div></div>
Keywords Cloud Test	<div><div><div></div><div></div></div><div><div>accessories</div><div>aliquam</div><div>amazing</div><div>amet</div><div>ante</div><div>apps</div><div>aptent</div><div>auctor</div><div>avada</div><div>available</div><div>bibendum</div><div>blandit</div><div>blog</div><div>blue</div><div>categories</div><div>class</div><div>clock</div><div>congue</div><div>consequat</div><div>contact</div><div>Cras</div><div>design</div><div>details</div><div>diam</div><div>dolor</div><div>donec</div><div>eget</div><div>eleifend</div><div>elementum</div><div>elit</div><div>email</div><div>erat</div><div>eros</div><div>estead</div><div>explore</div><div>fantastic</div><div>februar</div><div>felis</div><div>flux</div><div>forum</div><div>fringilla</div><div>fusion</div><div>gallery</div><div>incept</div><div>inpet</div><div>inter</div><div>ipsum</div><div>justo</div><div>klokker</div><div>Iacinia</div><div>lacus</div><div>lectus</div><div>ligula</div><div>litora</div><div>login</div><div>love</div><div>mattis</div><div>mauris</div><div>maximus</div><div>mollis</div><div>months</div><div>need</div><div>nulla</div><div>nullam</div><div>nunc</div><div>odio</div><div>order</div><div>password</div><div>peer</div><div>pellentesque</div><div>perfect</div><div>porta</div><div>praesent</div><div>quam</div><div>read</div><div>ruben</div><div>sapien</div><div>siden</div><div>sport</div><div>street</div><div>tasocios</div><div>tasociosqu</div><div>theme</div><div>tincidunt</div><div>tociosqu</div><div>torquent</div><div>turpis</div><div>ullamcorper</div><div>urna</div><div>username</div><div>vehicula</div><div>velit</div><div>view</div><div>vitae</div><div>viverra</div><div>watch</div><div>windows</div><div>wrist</div><div>years</div><div>yellow</div></div></div>

Heading Tags Test	<div data-bbox="368 62 1522 174"> Your page contains too many H1 tags. H1 tags should re-inforce the intended topic of your page to search engines - too many tags may make the topic less clear, or look like spam tactics. Consider using less than 5 H1 tags.</div> <div data-bbox="426 217 571 246">H1 headings</div> <div data-bbox="426 293 1035 837"><ul style="list-style-type: none">→ Everything you need on your wrist→ No Communication Limits→ Explore! You will love it.→ The Most Powerful Software. Say hello to Flux OS.→ This Is One Amazing Watch→ Connect it to Any Smartphone→ A Fantastic Timepiece→ Choose Your Favorite Style→ New Elegant Bands→ Accessories for your Flux Watch→ Available, get it now online!→ Our blog→ Login→ Contact us→ Forum</div> <div data-bbox="426 882 571 911">H2 headings</div> <div data-bbox="426 958 813 1653"><ul style="list-style-type: none">→ Phone Calls→ Messages→ Mailing→ Fantastic Apps Available→ Easy & Safe Payments→ The Apps You Need→ Simple Interaction Experience→ Mauris mollis quam→ Proin eget laoreet→ Nulla vulputa tempor→ Suspen nibh magna→ Donec placerat ante→ Aene lobor placera→ Guide Tours→ Commercials→ Tutorials→ Yellow clock→ Blue Clock→ Red clock</div>
Robots.txt Test	<div data-bbox="368 1704 1294 1776"> Congratulations! Your site uses a "robots.txt" file: https://bachelor.hjemmeside-utvikling.no/robots.txt</div>

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> <p>→ https://bachelor.hjemmeside-utvikling.no...ntent/uploads/2015/11/yellow_product.jpg</p> <p>→ https://bachelor.hjemmeside-utvikling.no...content/uploads/2015/11/blue_product.jpg</p> <p>→ https://bachelor.hjemmeside-utvikling.no...content/uploads/2015/11/pink_product.jpg</p> </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 are make URLs less inviting for users to click or share.</p> <p>- 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).</p> <p>- The general advice remains: build links that contain hyphens rather than underscores and avoid dynamic URLs.</p>
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	<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> <hr/> <p>HOW TO FIX</p> <p>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.</p> <p>Example:</p> <pre> <!-- 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 --> </pre> <p>Note that you have to change the 'UA-XXXX-Y' with the proper id which you'll find in your analytics account.</p>
Favicon Test	 Congratulations! Your website appears to have a favicon. 
Backlinks Test	 We didn't find any backlinks for your domain! Quality backlinks from websites relevant to your topic/niche are critical for strong search engine rankings.
JS Error Test	 Congratulations! There are no severe JavaScript errors on your webpage.
Social Media Test	<div>  Your website is not connected with social media using the API's provided by Facebook, Google +, Twitter, Pinterest, or using addthis.com </div> <hr/> <p>HOW TO FIX</p> <p>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</p>

SPEED OPTIMIZATIONS

HTML Page Size Test	 Congratulations! The size of your webpage's HTML is 24.51 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	<div>  Congratulations! Your webpage is successfully compressed using gzip compression on your code. Your HTML is compressed from 208.78 Kb to 24.51 Kb (88% size savings). This helps ensure a faster loading webpage and improved user experience. </div>
Site Loading Speed Test	<div>  Your website loading time is around 6.58 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: 6; CSS Files: 8; Scripts: 115; Images: 37; Flash Files: 0;</p>
Page Cache Test (Server Side Caching)	<div>  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 WP Super Cache (for Wordpress sites). Caching mechanisms also typically compress HTML, further reducing page size and load time. </div> <hr/> <div> HOW TO FIX </div> <p>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:</p> <ol style="list-style-type: none"> Alternative PHP caching <ul style="list-style-type: none"> - 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. Quickcache <ul style="list-style-type: none"> - 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%. WP Super Cache <ul style="list-style-type: none"> - If you have a Wordpress website, WP Super Cache can be installed within seconds and without no programming knowledge.

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 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><!Module 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" </!Module></pre>
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. <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 JavaScript resources or any other content type. You can add the following lines into your .htaccess file:</p> <pre><!Module mod_expires.c> ExpiresActive on ExpiresByType text/javascript "access plus 1 month" ExpiresByType application/javascript "access plus 1 month" </!Module></pre>

CSS Caching Test	<p>✖ Your website is not using cache headers for your CSS resources. Setting cache headers can help speed up the serving of your webpages for users that regularly visit your site.</p> <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 CSS resources or any other content type. You can add the following lines into your .htaccess file:</p> <pre><IfModule mod_expires.c> ExpiresActive on ExpiresByType text/css "access plus 1 month" </IfModule></pre>
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>✖ Some of your webpage's CSS resources are not minified.</p> <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	<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>✔ Congratulations! Your URL doesn't have any redirects (which could potentially cause site indexation issues and site loading delays).</p>

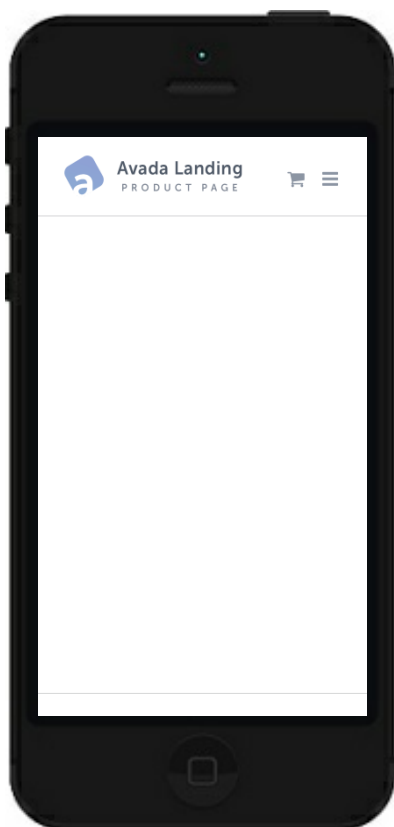
SERVER AND SECURITY

URL Canonicalization Test	<p>✔ https://bachelor.hjemmeside-utvikling.no and https://www.bachelor.hjemmeside-utvikling.no resolve to the same URL.</p>
----------------------------------	---

HTTPS Test	<div>  Your website is successfully using HTTPS, a secure communication protocol over the Internet. </div> <hr/> <div>→ Security state: secure</div> <hr/> <div>→ Certificate issuer: Let's Encrypt Authority X3</div> <hr/> <div>→ Valid until: Jul 16, 2020</div>
Safe Browsing Test	<div>  This site is not currently listed as suspicious (no malware or phishing activity found). </div>
Server Signature Test	<div>  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. </div> <hr/> <div>→ Server: nginx/1.10.3</div> <hr/> <div> HOW TO FIX </div> <p>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.</p> <p>Open Apache's configuration file (httpd.conf or apache.conf) and search for ServerSignature. If you find it, edit it to:</p> <div> <pre>ServerSignature Off ServerTokens Prod</pre> </div> <p>If you don't find it, just add these two lines at the end of the file.</p> <p>Note that, after you modify the configuration file, you must restart the Apache server.</p>
Directory Browsing Test	<div>  Congratulations! Your server has disabled directory browsing. </div>
Plaintext Emails Test	<div>  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. </div> <hr/> <div> HOW TO FIX </div> <p>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.</p> <p>Other solutions are listed below:</p> <ul style="list-style-type: none"> • replace the at (@) and dot (.) characters • replace text with images • use email obfuscators • hide email addresses using JavaScript or CSS trick

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](#).

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

✓ 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://bachelor.hjemmeside-utvikling.no 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://bachelor.hjemmeside-utvikling.no/" 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 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. <div> → Disallow: /wp-admin/ </div>
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 . <div> <h3>HOW TO FIX</h3> <p>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.</p> <p>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.</p> <p>Example:</p> <p>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:</p> <div> v=spf1 include:_spf.google.com -all </div> <p>"v=spf1" - This sets the SPF version</p> <p>"include:_spf.google.com" - This includes Google mail servers in your list of authorized sending servers</p> <p>"-all" - This means that any server not previously listed is not authorized</p> <p>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:</p> <div> v=spf1 mx -all </div> <p>Note:</p> <p>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.</p> </div>

