

# SEO Report for <http://www.bachelor.hjemmeside-utvikling.no>

**91 / 100**

SEO SCORE

**42 / 50**

PASSED CHECKS

**5 / 50**

FAILED CHECKS

**3 / 50**

WARNINGS

## COMMON SEO ISSUES

### Meta Title Test



The meta title of your page has a length of 65 characters. Most search engines will truncate meta titles to 70 characters.

→ Sikkerhet Optimalisering Wordpress vitae mauris - Bacheloroppgave

### Meta Description Test



The meta description of your page has a length of 145 characters. Most search engines will truncate meta descriptions to 160 characters.

→ Dette er en metabeskrivelse. Veldig viktig å inkludere søkeordene i denne beskrivelsen. Disse er: Sikkerhet Optimalisering Wordpress vitae mauris

### Google Search Results Preview Test



[Sikkerhet Optimalisering Wordpress vitae mauris - Bacheloroppgave](http://www.bachelor.hjemmeside-utvikling.no)  
<http://www.bachelor.hjemmeside-utvikling.no>

Dette er en metabeskrivelse. Veldig viktig å inkludere søkeordene i denne beskrivelsen. Disse er: Sikkerhet Optimalisering Wordpress vitae mauris

### 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.

→ mauris - 16 times  
→ vitae - 16 times  
→ ruben - 8 times  
→ erat - 8 times  
→ consequat - 8 times


### Keywords Usage Test














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





→ Keyword(s) included in Title tag  
→ Keyword(s) included in Meta-Description tag

Keywords Cloud Test	<p> <i>i</i> accessories aliquam amet angeles apple applications aptent auctor ball  bibendum blog class community congue consequat contact  content cras design dolor donec eget eleifend elementum elit email  emner erat eros euismod features felis forum free fringilla fusion  homepage imperdiet inceptet innlegg ipsum justo lacus learn lectus litora  locations login london luctus maecenas main malesuada mauris  microsoft mollis months neque news north nulla nunc odio  optimalisering order ornare overview password peer pellentesque  quam quis required ruben sapien shipping siden sikkerhet skip  south store street tasociosqu technology tempus theme tincidunt tociusqu  torquent turpis username vehicula videos view vitae west  windows wordpress years york </p>
Related Keywords Test	<p> <i>i</i> This URL is currently ranked in the top 20 organic Google listings for the search terms below: </p> <hr/> <ul style="list-style-type: none"> <li>→ formgummi</li> <li>→ tøyen tannlege</li> <li>→ tøyen tannlegesenter</li> <li>→ tannlege tøyen</li> <li>→ tannlegevakt tøyen oslo</li> </ul>
Competitor Domains Test	<p> <i>i</i> Some of the most relevant competitors for your domain are listed below: </p> <hr/> <ul style="list-style-type: none"> <li>→ toyentannlegevakt.no</li> <li>→ tannlegevaktenoslo.no</li> <li>→ grefsentannlegevakt.no</li> <li>→ formgummigruppen.se</li> <li>→ pynting.no</li> </ul>
Heading Tags Test	<p>  Congratulations! Your webpage contains headings tags. </p> <hr/> <p><b>H1 headings</b></p> <hr/> <ul style="list-style-type: none"> <li>→ Sikkerhet Optimalisering WordPress vitae mauris</li> </ul> <hr/> <p><b>H2 headings</b></p> <hr/> <ul style="list-style-type: none"> <li>→ Forum</li> </ul>
Robots.txt Test	<p>  Congratulations! Your site uses a "robots.txt" file: <a href="http://www.bachelor.hjemmeside-utvikling.no/robots.txt">http://www.bachelor.hjemmeside-utvikling.no/robots.txt</a> </p>
Sitemap Test	<p>  Congratulations! Your website has a sitemap file. </p> <hr/> <ul style="list-style-type: none"> <li>→ <a href="https://www.bachelor.hjemmeside-utvikling.no/post-sitemap.xml">https://www.bachelor.hjemmeside-utvikling.no/post-sitemap.xml</a></li> <li>→ <a href="https://www.bachelor.hjemmeside-utvikling.no/page-sitemap.xml">https://www.bachelor.hjemmeside-utvikling.no/page-sitemap.xml</a></li> </ul>
SEO Friendly URL Test	<p>  Congratulations! All links from your webpage are SEO friendly. </p>




Image Alt Test	<p>! Your webpage is using "img" tags with empty or missing "alt" attribute.</p> <hr/> <p><b>HOW TO FIX</b></p> <p>In order to pass this test you must add an <b>alt</b> attribute to every <b>&lt;img&gt;</b> tag used into your webpage.</p> <p>An image with an alternate text specified is inserted using the following HTML line:</p> <pre>&lt;img src="image.png" alt="text_to_describe_your_image"&gt;</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 <a href="#">optimizing images for SEO</a>.</p>
Inline CSS Test	<p>✖ Your webpage is using inline CSS styles!</p> <hr/> <p><b>HOW TO FIX</b></p> <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"> <li>• check the HTML code of your page and identify all style attributes</li> <li>• for each style attribute found you must properly move all declarations in the external CSS file and remove the style attribute</li> </ul> <p><b>For example:</b></p> <pre>&lt;!--this HTML code with inline CSS rule:--&gt; &lt;p style="color:red; font-size: 12px"&gt;some text here&lt;/p&gt;  &lt;!--would became:--&gt; &lt;p&gt;some text here&lt;/p&gt;  &lt;!--and the rule added into your CSS file:--&gt; p{color:red; font-size: 12px}</pre>
Deprecated HTML Tags Test	<p>✔ Congratulations! Your page does not use HTML deprecated tags.</p>
Google Analytics Test	<p>✔ Congratulations! Your webpage is using Google Analytics.</p>
Favicon Test	<p>✔ Congratulations! Your website appears to have a favicon. </p>
Backlinks Test	<p>i 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.</p>
JS Error Test	<p>✔ Congratulations! There are no severe JavaScript errors on your webpage.</p>
Social Media Test	<p>✔ Congratulations! Your website is connected successfully with social media using: <a href="#">Facebook</a></p>




## SPEED OPTIMIZATIONS


HTML Page Size Test	 Congratulations! The size of your webpage's HTML is <b>13.95 Kb</b> and is under the average webpage's HTML size of <b>33 Kb</b> . 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 <b>gzip compression</b> on your code. Your HTML is compressed from <b>72.52 Kb</b> to <b>13.95 Kb (81% size savings)</b> . This helps ensure a faster loading webpage and improved user experience.
Site Loading Speed Test	 Your website loading time is around <b>2.76 seconds</b> and this is under the average loading speed which is <b>5 seconds</b> .
Page Objects Test	 Congratulations, your page has fewer than <b>20 http requests</b> . 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/> HTML Pages: 3; CSS Files: 2; Scripts: 4; Images: 8; Flash Files: 0;
Page Cache Test (Server Side Caching)	 Congratulations, you have a caching mechanism on your website. <a href="#">Caching</a> 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/> <b>HOW TO FIX</b> 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: <ul style="list-style-type: none"> <li>• Improving website loading times</li> <li>• Reducing bandwidth costs</li> <li>• Increasing content availability and redundancy</li> <li>• Improving website security</li> </ul>
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	 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	 Congratulations! Your website's JavaScript files are minified!
CSS Minification Test	 Congratulations! Your webpage's CSS resources are minified.

<b>Nested Tables Test</b>	 Congratulations, your page does not use nested tables. This speeds up page loading time and optimizes the user experience.
<b>Frameset Test</b>	 Congratulations! Your webpage does not use frames.
<b>Doctype Test</b>	 Congratulations! Your website has a doctype declaration: <hr/> → <!DOCTYPE html>
<b>URL Redirects Test</b>	 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: <a href="https://bachelor.hjemmeside-utvikling.no/">https://bachelor.hjemmeside-utvikling.no/</a> to: <a href="http://www.bachelor.hjemmeside-utvikling.no/">http://www.bachelor.hjemmeside-utvikling.no/</a>

## SERVER AND SECURITY

<b>URL Canonicalization Test</b>	 <a href="http://www.bachelor.hjemmeside-utvikling.no">http://www.bachelor.hjemmeside-utvikling.no</a> and <a href="http://bachelor.hjemmeside-utvikling.no">http://bachelor.hjemmeside-utvikling.no</a> resolve to the same URL.
<b>HTTPS Test</b>	 Your website is not using https, a secure communication protocol. Even for sites that do not collect sensitive customer information, search engines suggest that <a href="#">switching to https is an increasingly good idea and may help improve rankings</a> . <hr/> <b>HOW TO FIX</b> 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. <a href="#">HERE</a> is a "step by step" guide to purchase and install an SSL certificate.
<b>Safe Browsing Test</b>	 This site is not currently listed as suspicious (no malware or phishing activity found).

<b>Server Signature Test</b>	<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 <a href="#">turn off server signature</a> and <a href="#">improve your website's security</a>. </div> <hr/> <div> → Server: nginx/1.10.3 </div> <hr/> <div> <b>HOW TO FIX</b> </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 (<b>httpd.conf</b> or <b>apache.conf</b>) and search for <b>ServerSignature</b>. 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>
<b>Directory Browsing Test</b>	<div>  Congratulations! Your server has disabled directory browsing. </div>
<b>Plaintext Emails Test</b>	<div>  We've found 1 email addresses in your page code. We advise you <a href="#">to protect email links</a> in a way that hides them from the spam harvesters. </div> <hr/> <div> <b>HOW TO FIX</b> </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"> <li>• replace the at (@) and dot (.) characters</li> <li>• replace text with images</li> <li>• use email obfuscators</li> <li>• hide email addresses using JavaScript or CSS trick</li> </ul>

MOBILE USABILITY	
<b>Media Query Responsive Test</b>	<div>  Congratulations, your website uses media query technique, which is the base for responsive design functionalities. </div>

## Mobile Snapshot Test



## ADVANCED SEO

### Structured Data Test

- ✓ Congratulations! Your website is using HTML Microdata specifications in order to markup structured data.
- 
- **type:** WebSite
- **properties:**
- headline:** Bacheloroppgave i datateknologi
  - name:** Bacheloroppgave i datateknologi
  - description:** Dette er en metabeskrivelse. Veldig viktig å inkludere søkeordene i denne beskri...
  - url:** <https://www.bachelor.hjemmeside-utvikling.no>
  - potentialAction:** [Type: SearchAction]
- **type:** Organization
- **properties:**
- name:** Bacheloroppgave i datateknologi
  - url:** <https://www.bachelor.hjemmeside-utvikling.no>
  - sameAs:** [Type: List]

### 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.

<b>Canonical Tag Test</b>	<div data-bbox="368 62 405 98"></div> <p>Your webpage is using the canonical link tag. This tag specifies that the URL: <a href="https://www.bachelor.hjemmeside-utvikling.no/">https://www.bachelor.hjemmeside-utvikling.no/</a> should be the preferred version of this page. The canonical tag can be useful when there are similar versions of the same content on several URLs (e.g., such as e-commerce sites where URL modifiers like sort parameters are appended to a product page's URL). 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.</p> <hr/> <p>→ <code>&lt;link href="https://www.bachelor.hjemmeside-utvikling.no/" rel="canonical"/&gt;</code></p> <hr/> <p><b>HOW TO FIX</b></p> <p>The Canonical Link Tag can be used when there are several pages with similar content and you want to tell the search engines which page you prefer to use in the search results. If your webpage does not have duplicate content and it has the preferred URL you must remove the canonical link tag.</p>
<b>Nofollow Tag Test</b>	<div data-bbox="368 633 405 669"></div> <p>Your webpage does not use the nofollow meta tag. This means that search engines will crawl all links from your webpage.</p>
<b>Disallow Directive Test</b>	<div data-bbox="368 757 405 792"></div> <p>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.</p> <hr/> <p>→ Disallow: /wp-content/plugins/  → Disallow: /wp-admin/  → Disallow: /readme.html  → Disallow: /refer/</p>