

# SEO Report for <http://industravels.com>

**48 / 100**  
SEO SCORE

**24 / 47**  
PASSED CHECKS

**20 / 47**  
FAILED CHECKS

**3 / 47**  
WARNINGS

## COMMON SEO ISSUES

### Meta Title Test

✓ The meta title of your page has a length of 21 characters. Most search engines will truncate meta titles to 70 characters.

→ Indus Tours & Travels

### 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

i [Indus Tours & Travels](http://industravels.com)  
<http://industravels.com>

<b>Most Common Keywords Test</b>	<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>→ travel - 19 times</div><div>→ packages - 17 times</div><div>→ nights - 16 times</div><div>→ days - 16 times</div><div>→ trip - 16 times</div></div>
<b>Keywords Usage Test</b>	<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>→ Keyword(s) not included in Title tag</div><div>→ Keyword(s) not included in Meta-Description tag</div></div> <div><div></div><div><b>HOW TO FIX</b></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>
<b>Keywords Cloud Test</b>	<div><div><div></div><div></div></div><div><div>airfare airlines asian assistance australia based best booking careers china company conference contact contries cost countries cruises days deal discounted discover domestic emergency energy europe event experience explore feedback fills france holiday home hotel hotels hyderabad ideas india indian indus industravels industry insurance international internationally kashmir kerala learn login lots love macau major malaysia maldives needs nights offers outbound packages paris partner plan planning previous product rail rates rejuvenates rentals road save services singapore south special speical swiss team things ticketing tickets time tour tourism tours travel travelers travelling travels trip true turkey unexplored vacation value visa visas welcome world</div></div></div>

## Heading Tags Test

- ! 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.

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### H1 headings

---

- Welcome to Indus Travels
- Emergency help
- Individual Approach
- Best Tourist places
- Special Guidance
- Best Packages for International & Domestic Tours
- Domestic Packages
- International Packages
- Special Offers
- Speical Offers on Tickets
- Tourism Summer Vacation
- Honeymoon Packages
- International Hotels
- Value Added Benefits
- Travel The World
- Our Tourism Countries
- Inbound Tours
- Outbound Tours
- Hotel Booking
- Travel Services
- Airline Services

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### H2 headings

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- Ladakh
- Kashmir
- Kulumanali
- Kochi
- Agra
- Hyderabad
- Kerala
- Singapore
- Sri Lanka
- Andaman
- Maldives
- Europe
- France , Swiss Paris
- Turkey
- HONG KONG WITH MACAU
- USA
- INDIA

## 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>
```

<b>SEO Friendly URL Test</b>	<div>  Your webpage contains URLs that are not SEO friendly! </div> <hr/> <div> <b>HOW TO FIX</b> </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"> <li>- 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).</li> <li>- The general advice remains: build links that contain hyphens rather than underscores and avoid dynamic URLs.</li> </ul>
<b>Image Alt Test</b>	<div>  Your webpage is using "img" tags with empty or missing "alt" attribute. </div> <hr/> <div> <b>HOW TO FIX</b> </div> <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>
<b>Inline CSS Test</b>	<div>  Your webpage is using inline CSS styles! </div> <hr/> <div> <b>HOW TO FIX</b> </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"> <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>








<b>Deprecated HTML Tags Test</b>	 Congratulations! Your page does not use HTML deprecated tags.
<b>Google Analytics Test</b>	<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><b>HOW TO FIX</b></p> <p>In order to pass this test you must create an account on <a href="#">Google Analytics site</a> and insert into your page a small javascript tracking code.</p> <p><b>Example:</b></p> <pre> &lt;!-- Google Analytics --&gt; &lt;script&gt; (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');  &lt;/script&gt; &lt;!-- End Google Analytics --&gt; </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>
<b>Favicon Test</b>	 Congratulations! Your website appears to have a favicon. 
<b>JS Error Test</b>	 Congratulations! There are no severe JavaScript errors on your webpage.
<b>Social Media Test</b>	<div>  Your website is not connected with social media using the API's provided by Facebook, Google +, Twitter, Pinterest, or using <a href="#">addthis.com</a> </div> <hr/> <p><b>HOW TO FIX</b></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: <a href="#">Facebook Like Button</a>, <a href="#">Facebook Share Button</a>, <a href="#">Facebook Comments</a>, <a href="#">Twitter Button</a>, <a href="#">Google +1 Button</a>, <a href="#">Pinterest Button</a> or <a href="#">AddThis Widget</a></p>

## SPEED OPTIMIZATIONS

<b>HTML Page Size Test</b>	 Congratulations! The size of your webpage's HTML is <b>14.25 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.
<b>HTML Compression/GZIP Test</b>	 Congratulations! Your webpage is successfully compressed using <b>gzip compression</b> on your code. Your HTML is compressed from <b>122.3 Kb</b> to <b>14.25 Kb (88% size savings)</b> . This helps ensure a faster loading webpage and improved user experience.




<b>Site Loading Speed Test</b>	 Your website loading time is around <b>3.94 seconds</b> and this is under the average loading speed which is <b>5 seconds</b> .
<b>Page Objects Test</b>	 Your page uses more than <b>20 http requests</b> , which can slow down page loading and negatively impact user experience. <hr/> HTML Pages: 3; CSS Files: 18; Scripts: 24; Images: 117; Flash Files: 0;
<b>Page Cache Test (Server Side Caching)</b>	 Congratulations, you have a caching mechanism on your website. <a href="#">Caching</a> helps speed page loading times as well as reduces server load.
<b>Flash Test</b>	 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.
<b>CDN Usage Test</b>	 Your webpage is not serving all resources (images, javascript and css) from CDNs. <hr/> <p><b>HOW TO FIX</b></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"> <li>• Improving website loading times</li> <li>• Reducing bandwidth costs</li> <li>• Increasing content availability and redundancy</li> <li>• Improving website security</li> </ul>
<b>Image Caching Test</b>	 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 <a href="#">how to add expires headers to your images</a> . <hr/> <p><b>HOW TO FIX</b></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 <b>.htaccess</b> file:</p> <pre> &lt;IfModule mod_expires.c&gt;     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" &lt;/IfModule&gt; </pre>




<b>JavaScript Caching Test</b>	<div>  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. </div> <hr/> <div> <b>HOW TO FIX</b>  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 <b>.htaccess</b> file: </div> <div> <pre> &lt;IfModule mod_expires.c&gt;     ExpiresActive on      ExpiresByType text/javascript "access plus 1 month"     ExpiresByType application/javascript "access plus 1 month" &lt;/IfModule&gt; </pre> </div>
<b>CSS Caching Test</b>	<div>  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. </div> <hr/> <div> <b>HOW TO FIX</b>  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 <b>.htaccess</b> file: </div> <div> <pre> &lt;IfModule mod_expires.c&gt;     ExpiresActive on      ExpiresByType text/css "access plus 1 month" &lt;/IfModule&gt; </pre> </div>
<b>JavaScript Minification Test</b>	<div>  Some of your website's JavaScript files are not minified! </div> <hr/> <div> <b>HOW TO FIX</b>  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 <a href="#">JSCompress</a>, <a href="#">Closure Compiler</a> or <a href="#">JSMIn</a>. </div>
<b>CSS Minification Test</b>	<div>  Some of your webpage's CSS resources are not minified. </div> <hr/> <div> <b>HOW TO FIX</b>  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 <a href="#">YUI Compressor</a> or <a href="#">cssmin.js</a>. </div>
<b>Nested Tables Test</b>	<div>  Congratulations, your page does not use nested tables. This speeds up page loading time and optimizes the user experience. </div>
<b>Frameset Test</b>	<div>  Congratulations! Your webpage does not use frames. </div>
<b>Doctype Test</b>	<div>  Congratulations! Your website has a doctype declaration: </div> <hr/> <div> → &lt;!DOCTYPE html&gt; </div>

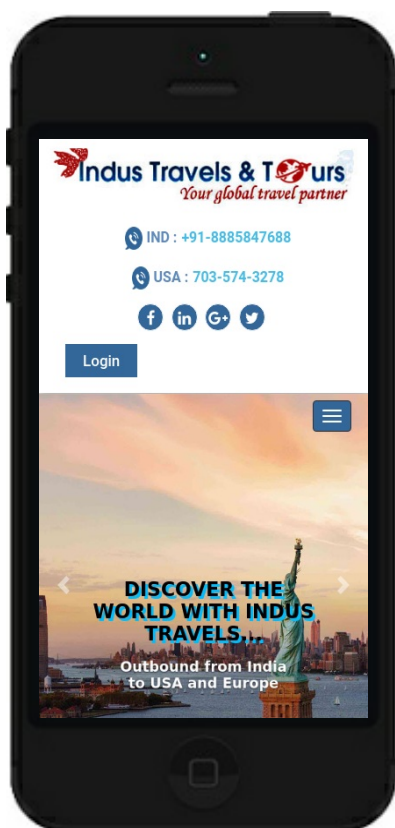
URL Redirects Test	✔ Congratulations! Your URL doesn't have any redirects (which could potentially cause site indexation issues and site loading delays).
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SERVER AND SECURITY	
URL Canonicalization Test	<p>✘ <a href="http://industravels.com">http://industravels.com</a> and <a href="http://www.industravels.com">http://www.industravels.com</a> should resolve to the same URL, but currently do not.</p> <hr/> <p><b>HOW TO FIX</b></p> <p>In order to pass this test you must consider using a 301 re-write rule in your <b>.htaccess</b> file so that both addresses (<b><a href="http://example.com">http://example.com</a></b> and <b><a href="http://www.example.com">http://www.example.com</a></b>) resolve to the same URL.</p> <p>- If you want to redirect <b><a href="http://www.example.com">http://www.example.com</a></b> to <b><a href="http://example.com">http://example.com</a></b>, you can use this:</p> <pre>RewriteCond %{HTTP_HOST} ^www\.example\.com\$ RewriteRule ^/?\$ "http://example.com/" [R=301,L]</pre> <p>- If you want to redirect <b><a href="http://example.com">http://example.com</a></b> to <b><a href="http://www.example.com">http://www.example.com</a></b>, you can use this:</p> <pre>RewriteCond %{HTTP_HOST} !^www\.example\.com\$ [NC] RewriteRule ^(.*)\$ http://www.example.com/\$1 [L,R=301]</pre> <p>Note that you must put the above lines somewhere after <b>RewriteEngine On</b> line.</p>
HTTPS Test	<p>✘ 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>.</p> <hr/> <p><b>HOW TO FIX</b></p> <p>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.</p>
Safe Browsing Test	✔ 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: Microsoft-IIS/7.0 </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 2 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

- ✖ 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>
```

<b>Custom 404 Error Page Test</b>	<p>✖ 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 <a href="#">track the source of broken links in your site</a>.</p> <hr/> <p><b>HOW TO FIX</b></p> <p>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). <a href="#">Learn more about the basics of creating a custom 404 error page</a>.</p> <p>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:</p> <ul style="list-style-type: none"> <li>• Adding links to your most important pages (your best articles/articles/content, latest posts, etc.)</li> <li>• If you have an e-commerce business, you can display special offers, product recommendations, discounts, etc.</li> <li>• Include a search box or a sitemap link to help users find the information they wanted.</li> <li>• Use simple language (non-technical) to explain what went wrong.</li> <li>• Add a contact form or provide an email address to allow users to get in touch with you for further help.</li> </ul> <p>You can also use your custom 404 error page to <a href="#">track the source of broken links in your site</a>.</p>
<b>Noindex Tag Test</b>	<p>✔ Your webpage does not use the noindex meta tag. This means that your webpage will be read and indexed by search engines.</p>
<b>Canonical Tag Test</b>	<p>✔ Your webpage does not use the canonical link tag.</p>
<b>Nofollow Tag Test</b>	<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>	<p>✔ 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.</p>