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SEO REPORT STANDARD (SAMPLE)

Analysis of the page

http://unicef.org

06/06/2019

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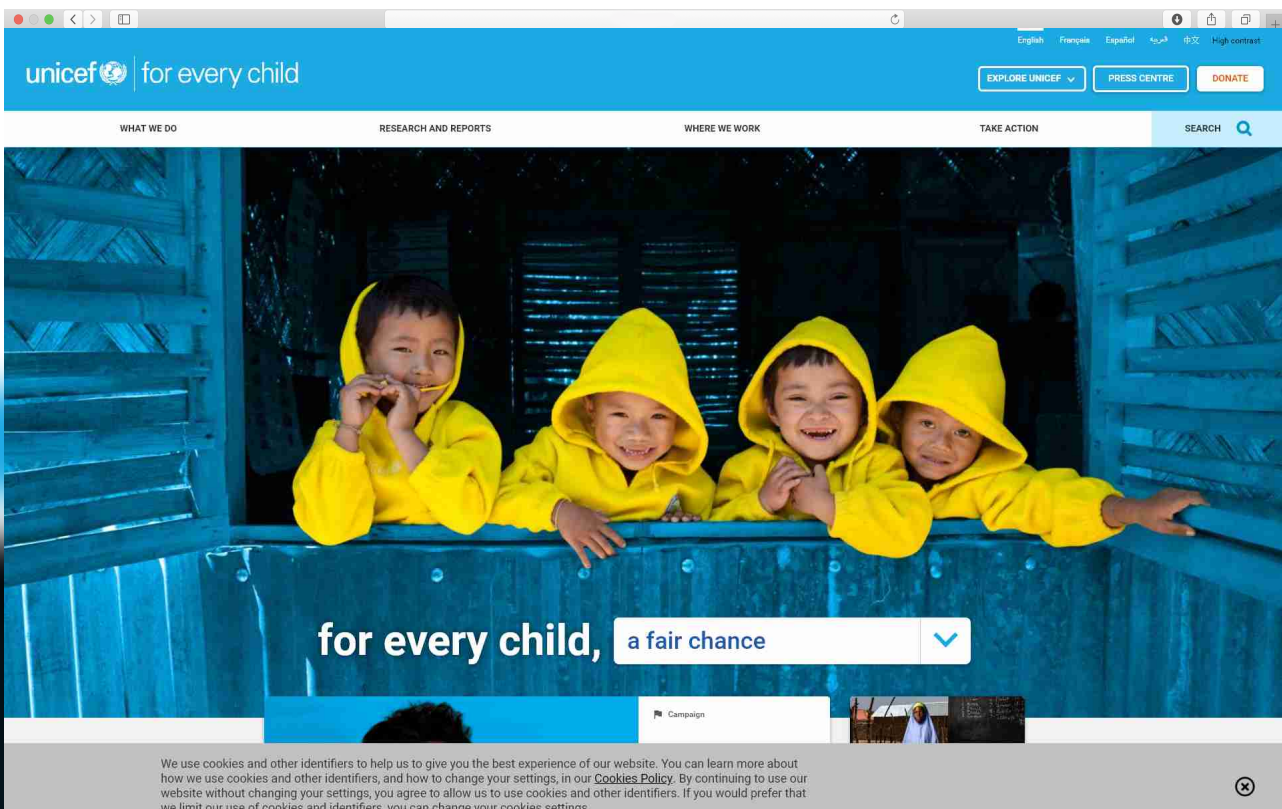
SEO SCORE OF THE PAGE

http://unicef.org

61.9/100

EXAMS:

✅ 25 Optimized

⚠️ 12 To improve

❌ 11 Check again
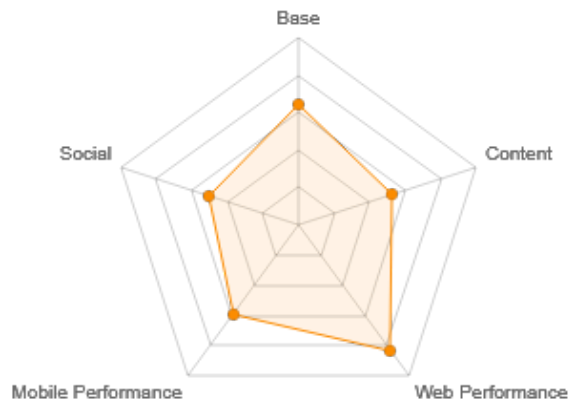
CATEGORY	SCORE	❌	⚠️	✅
Base	64.6	3	0	8
Content	52.7	4	1	3
Web Performance	83	0	5	5
Mobile Performance	59	1	6	8
Social	50	3	0	1

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BASE

GOOGLE SNIPPET   79/100

✅ Your search preview seems optimized.

Home page | UNICEF
https://www.unicef.org/
UNICEF works across 190 countries and territories to reach the most disadvantaged
children and adolescents – and to protect the rights of every child, ever ...

ⓘ READ THE TIPS

- The goal of the **rich snippet** is to best represent and describe each result and explain how it relates to the user's query.
  To improve your search previews you need to work on tags **title**, tags **meta description**, and **URLs**.

⚠ WHAT TO SOLVE

- To improve your search preview you have to work to increase the scores obtained with: tag `<title>`, the tag `<meta description>` and your **URL**

TITLE   37/100

⚠ Your tag title was not optimized.

Home page | UNICEF

ⓘ READ THE TIPS

- **Titles** are critical to giving users a quick insight into the content of a result and why it's relevant to their query. It's often **the primary piece of information** used to decide which result to click on, so it's important to use high-quality titles on your web pages.

  Here are a few tips for managing your titles:

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Make sure every page on your site has a title specified in the `<title>` tag. If you've got a large site and are concerned you may have forgotten a title somewhere, you may also check the HTML suggestions page in Search Console lists missing or potentially problematic `<title>` tags on your site.

Page titles should be **descriptive and concise**. Avoid vague descriptors like *"Home"* for your home page, or *"Profile"* for a specific person's profile. Also avoid unnecessarily long or verbose titles, which are likely to get truncated when they show up in the search results.

Avoid **keyword stuffing**. It's sometimes helpful to have a few descriptive terms in the title, but there's no reason to have the same words or phrases appear multiple times. A title like *"Foobar, foo bar, foobars, foo bars"* doesn't help the user, and this kind of keyword stuffing can make your results look spammy to Google and to users.

Avoid **repeated or boilerplate titles**. It's important to have distinct, descriptive titles for each page on your site. Titling every page on a commerce site *"Cheap products for sale"*, for example, makes it impossible for users to distinguish one page differs another. Long titles that vary by only a single piece of information ("boilerplate" titles) are also bad; for example, a standardized title like "<band name> - See videos, lyrics, posters, albums, reviews and concerts" contains a lot of uninformative text. One solution is to dynamically update the title to better reflect the actual content of the page: for example, include the words "video", "lyrics", etc., only if that particular page contains video or lyrics. Another option is to just use "" as a concise title and use the meta description (see below) to describe your site's content.

Brand your titles, but concisely. The title of your site's home page is a reasonable place to include some additional information about your site—for instance, *"ExampleSocialSite, a place for people to meet and mingle."* But displaying that text in the title of every single page on your site hurts readability and will look particularly repetitive if several pages from your site are returned for the same query. In this case, consider including just your site name at the beginning or end of each page title, separated from the rest of the title with a delimiter such as a hyphen, colon, or pipe, like this:

```
<title>ExampleSocialSite: Sign up for a new account.</title>
```

Be careful about disallowing search engines from crawling your pages. Using the **robots.txt** protocol on your site can stop Google from crawling your pages, but it may not always prevent them from being indexed. For example, Google may index your page if we discover it by following a link from someone else's site. To display it in search results, Google will need to display a title of some kind and because we won't have access to any of your page content, we will rely on off-page content such as anchor text from other sites. (To truly block a URL from being indexed, you can use meta tags.)

⚠ WHAT TO SOLVE

- The title seems too short, it should be between **55** and **66** characters.
- Missing tag `<H1>` in your page.
  Enter it and make sure that the two tags have a very similar textual content.

META DESCRIPTION   **100**/100

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✅ The description of the page seems optimized.

> UNICEF works across 190 countries and territories to reach the most disadvantaged children and adolescents – and to protect the rights of every child, everywhere.

ⓘ READ THE TIPS

- The **description attribute** within the `<meta>` tag is a good way to provide a concise, human-readable summary of each page's content. Google will sometimes use the meta description of a page in search results snippets, if we think it gives users a more accurate description than would be possible purely from the on-page content. Accurate meta descriptions can help improve your clickthrough; here are some guidelines for properly using the meta description.
  Make sure that every page on your site has a meta description. The HTML suggestions page in Search Console lists pages where Google has detected missing or problematic meta descriptions.
  Differentiate the descriptions for different pages. Identical or similar descriptions on every page of a site aren't helpful when individual pages appear in the web results. In these cases we're less likely to display the boilerplate text. Wherever possible, create descriptions that accurately describe the specific page. Use site-level descriptions on the main home page or other aggregation pages, and use page-level descriptions everywhere else. If you don't have time to create a description for every single page, try to prioritize your content: At the very least, create a description for the critical URLs like your home page and popular pages.
  Include clearly tagged facts in the description. The meta description doesn't just have to be in sentence format; it's also a great place to include structured data about the page. For example, news or blog postings can list the author, date of publication, or byline information. This can give potential visitors very relevant information that might not be displayed in the snippet otherwise. Similarly, product pages might have the key bits of information—price, age, manufacturer—scattered throughout a page. A good meta description can bring all this data together.
  Programmatically generate descriptions. For some sites, like news media sources, generating an accurate and unique description for each page is easy: since each article is hand-written, it takes minimal effort to also add a one-sentence description. For larger database-driven sites, like product aggregators, hand-written descriptions can be impossible. In the latter case, however, programmatic generation of the descriptions can be appropriate and are encouraged. Good descriptions are human-readable and diverse, as we talked about in the first point above. The page-specific data we mentioned in the second point is a good candidate for programmatic generation. Keep in mind that meta descriptions comprised of long strings of keywords don't give users a clear idea of the page's content, and are less likely to be displayed in place of a regular snippet.
  Use quality descriptions. Finally, make sure your descriptions are truly descriptive. Because the meta descriptions aren't displayed in the pages the user sees, it's easy to let this content slide. But high-quality descriptions can be displayed in Google's search results, and can go a long way to improving the quality and quantity of your search traffic.

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H1

0/100

⚠️ Warning! This exam still requires some attention

⚠️ WHAT TO SOLVE

- Missing the tag `<H1>` in your page.

H2

100/100

✅ The H2 tags of your page seems optimized.

`<h2> Campaign </h2>`

`<h2> Page </h2>`

`<h2> Press release </h2>`

`<h2> Blog post </h2>`

`<h2> Report </h2>`

`<h2> Photo Essay </h2>`

`<h2>UNICEF's work</h2>`

HTTPS

100/100

✅ The https protocol of your page seems optimized.

https://www.unicef.org/

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ⓘ READ THE TIPS

- HTTPS (**Hypertext Transfer Protocol Secure**) is an internet communication protocol that protects the integrity and confidentiality of data between the user's computer and the site. Users expect a secure and private online experience when using a website. Google encourages you to adopt HTTPS in order to protect your users' connection to your website, regardless of the content on the site.

Data sent using HTTPS is secured via *Transport Layer Security* protocol (TLS), which provides three key layers of protection:
Encryption—encrypting the exchanged data to keep it secure from eavesdroppers. That means that while the user is browsing a website, nobody can "listen" to their conversations, track their activities across multiple pages, or steal their information.
Data integrity—data cannot be modified or corrupted during transfer, intentionally or otherwise, without being detected.
Authentication—proves that your users communicate with the intended website. It protects against man-in-the-middle attacks and builds user trust, which translates into other business benefits.

If you **migrate your site from HTTP to HTTPS,** Google treats this as a site move with a URL change. This can temporarily affect some of your traffic numbers.
Add the HTTPS property to Search Console; Search Console treats HTTP and HTTPS separately; data for these properties is not shared in Search Console. So if you have pages in both protocols, you must have a separate Search Console property for each one.

SEO FRIENDLY URL　　　　　　　　　　　　　　　　　　　100/100

✅ The url is SEO friendly.

https://www.unicef.org/

META ROBOTS　　　　　　　　　　　　　　　　　　　　100/100

✅ The **<meta name='robots'>** is set correctly.

<meta name="robots" content="index,follow">

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ROBOTS.TXT

100/100

✅ In your website is present the file **robots.txt** for crawlers of Google.

User-agent: 008 Disallow: / User-agent: * Disallow: /cgi-bin/ Disallow: /aids/e-newsletter/ Disallow: /pubtest/ Disallow: /spanish/aids/e-newsletter/ Disallow: /french/aids/e-newsletter/ Disallow: /hiv-aids-sessions/ Disallow: /2005may/ Disallow: /int/ Disallow: /earlychildhood/parenting_cd/ Disallow: /search/ Disallow: /french/search/ Disallow: /spanish/search/ Disallow: /arabic/search/ Disallow: /chinese/search/ Disallow: /emailarticle.php Disallow: /voy/discussions/ Disallow: /*search* Disallow: /appeals/tajikistan.html Disallow: /appeals/lesotho.html Disallow: /appeals/madagascar.html Disallow: /appeals/zimbabwe.html Disallow: /appeals/pakistan.html Disallow: /appeals/burkina_faso.html Disallow: /french/eu/crtoolkit/ Disallow: /spanish/eu/crtoolkit/ Disallow: /search/devprosearch_education.php Disallow: /search/devprosearch_aids.php Disallow: /*q=printme Disallow: /node/ # Drupal sites # For Main site # CSS, JS, Images Allow: /core/*.css$ Allow: /core/*.css? Allow: /core/*.js$ Allow: /core/*.js? Allow: /core/*.gif Allow: /core/*.jpg Allow: /core/*.jpeg Allow: /core/*.png Allow: /core/*.svg Allow: /profiles/*.css$ Allow: /profiles/*.css? Allow: /profiles/*.js$ Allow: /profiles/*.js? Allow: /profiles/*.gif Allow: /profiles/*.jpg Allow: /profiles/*.jpeg Allow: /profiles/*.png Allow: /profiles/*.svg # Directories Disallow: /core/ Disallow: /profiles/ Disallow: /api/country/* Disallow: /node/* # Files Disallow: /README.txt Disallow: /web.config # Paths (clean URLs) Disallow: /admin/ Disallow: /comment/reply/ Disallow: /filter/tips/ Disallow: /node/add/ Disallow: /search/ Disallow: /user/register/ Disallow: /user/password/ Disallow: /user/login/ Disallow: /user/logout/ # Paths (no clean URLs) Disallow: /index.php/admin/ Disallow: /index.php/comment/reply/ Disallow: /index.php/filter/tips/ Disallow: /index.php/node/add/ Disallow: /index.php/search/ Disallow: /index.php/user/password/ Disallow: /index.php/user/register/ Disallow: /index.php/user/login/ Disallow: /index.php/user/logout/ # For ROCO sites # CSS, JS, Images Allow: /*/core/*.css$ Allow: /*/core/*.css? Allow: /*/core/*.js$ Allow: /*/core/*.js? Allow: /*/core/*.gif Allow: /*/core/*.jpg Allow: /*/core/*.jpeg Allow: /*/core/*.png Allow: /*/core/*.svg Allow: /*/profiles/*.css$ Allow: /*/profiles/*.css? Allow: /*/profiles/*.js$ Allow: /*/profiles/*.js? Allow: /*/profiles/*.gif Allow: /*/profiles/*.jpg Allow: /*/profiles/*.jpeg Allow: /*/profiles/*.png Allow: /*/profiles/*.svg # Directories Disallow: /*/core/ Disallow: /*/profiles/ # Files Disallow: /*/README.txt Disallow: /*/web.config # Paths (clean URLs) Disallow: /*/admin/ Disallow: /*/comment/reply/ Disallow: /*/filter/tips/ Disallow: /*/node/add/ Disallow: /*/search/ Disallow: /*/user/register/ Disallow: /*/user/password/ Disallow: /*/user/login/ Disallow: /*/user/logout/ #

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Paths (no clean URLs) Disallow: /*/index.php/admin/ Disallow: /*/index.php/comment/reply/

Disallow: /*/index.php/filter/tips/ Disallow: /*/index.php/node/add/ Disallow: /*/index.php/search/

Disallow: /*/index.php/user/password/ Disallow: /*/index.php/user/register/ Disallow:

/*/index.php/user/login/ Disallow: /*/index.php/user/logout/ Crawl-delay: 10 User-agent: Yandex

Crawl-delay: 30 User-agent: Mozilla/5.0 (X11; Linux x86_64) AppleWebKit/537.36 (KHTML, like Gecko)

Chrome/52.0.2743.116 Safari/537.36 Crawl-delay: 3 User-agent: reddot-scraper.unicef.org Crawl-

delay: 1

ⓘ READ THE TIPS

- A robots.txt file is a file at the root of your site that indicates those parts of your site you don't want accessed by search engine crawlers. The file uses the Robots Exclusion Standard, which is a protocol with a small set of commands that can be used to indicate access to your site by section and by specific kinds of web crawlers (such as mobile crawlers vs desktop crawlers).

  The simplest robots.txt file uses two key words, User-agent and Disallow. User-agents are search engine robots (or web crawler software); most user-agents are listed in the Web Robots Database. Disallow is a command for the user-agent that tells it not to access a particular URL. On the other hand, to give Google access to a particular URL that is a child directory in a disallowed parent directory, then you can use a third key word, Allow.

  Google uses several user-agents, such as Googlebot for Google Search and Googlebot-Image for Google Image Search. Most Google user-agents follow the rules you set up for Googlebot, but you can override this option and make specific rules for only certain Google user-agents as well.

  The syntax for using the keywords is as follows:

  User-agent: [the name of the robot the following rule applies to]

  Disallow: [the URL path you want to block] Allow: [the URL path in of a subdirectory, within a blocked parent directory, that you want to unblock]

  These two lines are together considered a single entry in the file, where the Disallow rule only applies to the user-agent(s) specified above it. You can include as many entries as you want, and multiple Disallow lines can apply to multiple user-agents, all in one entry. You can set the User-agent command to apply to all web crawlers by listing an asterisk (*) as in the example below:

  ```
  User-agent: *
  ```

  You must apply the following saving conventions so that Googlebot and other web crawlers

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You must apply the following saving conventions so that Googlebot and other web crawlers can find and identify your robots.txt file:

You must save your robots.txt code as a text file,

You must place the file in the highest-level directory of your site (or the root of your domain), and

The robots.txt file must be named robots.txt

As an example, a robots.txt file saved at the root of example.com, at the URL address http://www.example.com/robots.txt, can be discovered by web crawlers, but a robots.txt file at http://www.example.com/not_root/robots.txt cannot be found by any web crawler.

SITEMAP	0/100

⚠ No sitemap was found in robots.txt file.

ⓘ **READ THE TIPS**

- A **sitemap** is a file where you can list the web pages of your site to tell Google and other search engines about the organization of your site content. Search engine web crawlers like Googlebot read this file to more intelligently crawl your site.

  Also, your sitemap can provide valuable metadata associated with the pages you list in that sitemap: Metadata is information about a webpage, such as when the page was last updated, how often the page is changed, and the importance of the page relative to other URLs in the site.

  You can use a sitemap to provide Google with metadata about specific types of content on your pages, including video and image content. For example, you can give Google the information about video and image content:

  A sitemap video entry can specify the video running time, category, and age appropriateness rating.
  A sitemap image entry can include the image subject matter, type, and license.

  Build and submit a sitemap:
  Decide which pages on your site should be crawled by Google, and determine the canonical version of each page.
  Decide which sitemap format you want to use. You can create your sitemap manually or choose from a number of third-party tools to generate your sitemap for you.
  Test your sitemap using the Search Console Sitemaps testing tool.
  Make your sitemap available to Google by adding it to your robots.txt file and submitting it to Search Console.

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⚠ WHAT TO SOLVE

- Insert the sitemap url inside the robots.txt file.

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CONTENT

UNIQUE KEYWORDS   83/100

✅ There is an excellent concentration of keywords in the page.

> This page includes **332** words of which **198** unique

TITLE COHERENCE   33.3/100

⚠️ No keyword of the tag **<title>** is included in the body of the page. Works harder on the text of your page to improve coherence between these keywords and the tag **<title>** to improve even more the subject matter of your site.

> home, page, unicef

⚠️ WHAT TO SOLVE

- The keyword **home** is not present in sufficient manner in the page
- The keyword **page** is not present in sufficient manner in the page

H1 COHERENCE   0/100

⚠️ No keyword of the tag **h1** is included in the body of the page. Works harder on the text of your page to improve coherence between these keywords and the tag **h1** to improve even more the subject matter of your site.

⚠️ WHAT TO SOLVE

- Before working on these keywords you need to enter the `<h1>` tag.

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TEXT/CODE RATIO   **100**/100

✅ The ratio between text and html code of the page looks excellent.

The **text/code** ratio of the analyzed page is **15.93%**

Text Size	Code Size
12.63 KB	79.26 KB

PAGE SIZE   **50.7**/100

⚠️ The size of the page are good.

The size of the analyzed page are of **79.26 KB**

IMAGE MISSING ALT   **100**/100

✅ Congrats! This exam is perfectly optimized.

ⓘ READ THE TIPS

- The `alt` attribute is used to describe the contents of an image file.

  It provides Google with useful information about the subject matter of the image. Google uses this information to help determine the best image to return for a user's query. Many people-for example, users with visual impairments, or people using screen readers or who have low-bandwidth connections-may not be able to see images on web pages. Descriptive alt text provides these users with important information.

  Not so good:
  ```
  <img src="puppy.jpg" alt=""/>
  ```

  Better:
  ```
  <img src="puppy.jpg" alt="puppy"/>
  ```

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Best:

```
<img src="puppy.jpg" alt="Dalmatian puppy playing fetch">
```

To be avoided:

```
<img src="puppy.jpg" alt="puppy dog baby dog pup pups puppies doggies pups litter
puppies dog retriever labrador wolfhound setter pointer puppy jack russell terrier
puppies dog food cheap dogfood puppy food"/>
```

Filling alt attributes with keywords ("**keyword stuffing**") results in a negative user experience, and may cause your site to be perceived as spam. Instead, focus on creating useful, information-rich content that uses keywords appropriately and in context.

TITLE ON TAG A   **41.9**/100

⚠ Warning! This exam still requires some attention

There are **31/74** tag `<a>` with title attribute.

⚠ WHAT TO SOLVE

- The link **#main-content** not have the title attribute
- The link **/** not have the title attribute
- The link **/fr** not have the title attribute
- The link **/es** not have the title attribute
- The link **/ar** not have the title attribute
- The link **/zh** not have the title attribute
- The link **[Blank Href]** not have the title attribute
- The link **/about-unicef** not have the title attribute
- The link **/where-we-work** not have the title attribute
- The link **http://www.unicef.org/about/employ/index_careers.html** not have the title attribute
- The link **https://blogs.unicef.org/** not have the title attribute
- The link **http://www.voicesofyouth.org/** not have the title attribute
- The link **https://data.unicef.org** not have the title attribute
- The link **https://donate.unicef.org/donate/now/** not have the title attribute
- The link **/media/press-centre** not have the title attribute
- The link **https://donate.unicef.org/donate/now** not have the title attribute
- The link **[Blank Href]** not have the title attribute
- The link **[Blank Href]** not have the title attribute
- The link **https://www.unicef.org/what-we-do#protection** not have the title attribute
- The link **https://www.unicef.org/what-we-do#protection** not have the title attribute
- The link **https://www.unicef.org/what-we-do#survival** not have the title attribute
- The link **https://www.unicef.org/what-we-do#survival** not have the title attribute
- The link **https://www.unicef.org/what-we-do#education** not have the title attribute

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- The link https://www.unicef.org/what-we-do#education not have the title attribute
- The link https://www.unicef.org/what-we-do#emergencies not have the title attribute
- The link https://www.unicef.org/what-we-do#emergencies not have the title attribute
- The link https://www.unicef.org/what-we-do#gender not have the title attribute
- The link https://www.unicef.org/what-we-do#gender not have the title attribute
- The link https://www.unicef.org/what-we-do#innovation not have the title attribute
- The link https://www.unicef.org/what-we-do#innovation not have the title attribute
- The link https://www.unicef.org/what-we-do#supply not have the title attribute
- The link https://www.unicef.org/what-we-do#supply not have the title attribute
- The link https://www.unicef.org/what-we-do#research not have the title attribute
- The link https://www.unicef.org/what-we-do#research not have the title attribute
- The link https://donate.unicef.org/donate/now not have the title attribute
- The link https://www.facebook.com/unicef/ not have the title attribute
- The link https://twitter.com/unicef not have the title attribute
- The link https://www.instagram.com/unicef/ not have the title attribute
- The link https://www.unicef.org/rss/unicef_news.xml not have the title attribute
- The link https://www.youtube.com/unicef not have the title attribute
- The link https://www.linkedin.com/company/unicef/ not have the title attribute
- The link https://www.unicef.org/about/legal.html not have the title attribute
- The link https://www.unicef.org/about/contact.html not have the title attribute

MICRODATA   0/100

⚠ There are no **microdata** in you website.

⚠ WHAT TO SOLVE

- This page missing tags offered by microdata http://schema.org enter them on your page to increase your visual impact on the search engines.

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WEB PERFORMANCE

| WEB PERFORMANCE | **83**/100 |

✅ Avoid landing page redirects

Your page has no redirects. Learn more about avoiding landing page redirects.

✅ Enable compression

You have compression enabled. Learn more about enabling compression.

⚠️ Leverage browser caching

Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the browser to load previously downloaded resources from local disk rather than over the network.

Leverage browser caching for the following cacheable resources:

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⚠ WHAT TO SOLVE

- https://ws.sharethis.com/button/css/buttons-secure.css (expiration not specified)
- https://www.googletagmanager.com/gtm.js?id=GTM-WBDQQ5 (15 minutes)
- https://connect.facebook.net/signals/config/1829069684016034?v=2.8.51&r=stable (20 minutes)
- https://connect.facebook.net/signals/plugins/inferredEvents.js?v=2.8.51 (20 minutes)
- https://www.unicef.org/api/emergency-alert (39.2 minutes)
- https://t.sharethis.com/1/d/t.dhj?rnd=1559820031631&cid=c010&dmn=www.unicef.org (60 minutes)
- https://www.googleadservices.com/pagead/conversion_async.js (60 minutes)
- https://www.unicef.org/themes/custom/unicef/assets/dist/images/sprites/sprite.css.svg (118.1 minutes)
- https://js-agent.newrelic.com/nr-1123.min.js (2 hours)
- https://www.google-analytics.com/analytics.js (2 hours)
- https://www.unicef.org/sites/default/files/styles/crop_thumbnail/public/icons_protection-hp.png?itok=GPT6m9CX (5.9 days)
- https://www.unicef.org/sites/default/files/styles/crop_thumbnail/public/icons_innovation-hp.png?itok=wTOu6CZN (5.9 days)

✓ Reduce server response time

Your server responded quickly. Learn more about server response time optimization.

✓ Minify CSS

Your CSS is minified. Learn more about minifying CSS.

⚠ Minify HTML

Compacting HTML code, including any inline JavaScript and CSS contained in it, can save many bytes of data and speed up download and parse times.

Minify HTML for the following resources to reduce their size by 321B (16% reduction).

⚠ WHAT TO SOLVE

- Minifying https://ws.sharethis.com/secure/index.html could save 321B (16%

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reduction) after compression.

⚠ Minify JavaScript

Compacting JavaScript code can save many bytes of data and speed up downloading, parsing, and execution time.

Minify JavaScript for the following resources to reduce their size by 27.4KiB (14% reduction).

⚠ WHAT TO SOLVE

- Minifying
  https://www.unicef.org/sites/default/files/js/js_AjB3yRK0Oty2e3jLxEduYn05LrYlY
  GLjw_VTz6VpbOw.js could save 21KiB (13% reduction) after compression.
- Minifying
  https://www.unicef.org/sites/default/files/js/js_snoCDdf5YXUq8qlzulReolCw7v5G
  P2KqO7p7zPGzFBk.js could save 5.9KiB (20% reduction) after compression.
- Minifying https://connect.facebook.net/signals/plugins/inferredEvents.js?v=2.8.51
  could save 646B (85% reduction) after compression.

⚠ Eliminate render-blocking JavaScript and CSS in above-the-fold content

Your page has 1 blocking CSS resources. This causes a delay in rendering your page.

None of the above-the-fold content on your page could be rendered without waiting for the following resources to load. Try to defer or asynchronously load blocking resources, or inline the critical portions of those resources directly in the HTML.

Optimize CSS Delivery of the following:

⚠ WHAT TO SOLVE

- https://www.unicef.org/sites/default/files/css/css_8LqeS_F9I-
  1u2ac3UfJPSSpaJTJnDywRfhHG0KZkbCs.css?psn4as

⚠ Optimize images

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www.seotesteronline.com
info@seotesteronline.com

Properly formatting and compressing images can save many bytes of data.

Optimize the following images to reduce their size by 85.6KiB (37% reduction).

⚠️ WHAT TO SOLVE

- Compressing and resizing https://www.unicef.org/themes/custom/unicef/images/icon_wclose.png could save 19.6KiB (96% reduction).
- Compressing https://www.unicef.org/sites/default/files/styles/crop_thumbnail/public/icons_protection-hp.png?itok=GPT6m9CX could save 8.4KiB (32% reduction).
- Compressing https://www.unicef.org/sites/default/files/styles/crop_thumbnail/public/icons_supply-hp.png?itok=kIuO07-a could save 8.3KiB (31% reduction).
- Compressing https://www.unicef.org/sites/default/files/styles/crop_thumbnail/public/icons_education-hp.png?itok=gPVOEroj could save 8.2KiB (31% reduction).
- Compressing https://www.unicef.org/sites/default/files/styles/crop_thumbnail/public/icons_survival-hp.png?itok=ZVXj80Ro could save 7.9KiB (30% reduction).
- Compressing https://www.unicef.org/sites/default/files/styles/crop_thumbnail/public/icons_innovation-hp.png?itok=wTOu6CZN could save 7.8KiB (31% reduction).
- Compressing https://www.unicef.org/sites/default/files/styles/crop_thumbnail/public/icons_emergencies-hp.png?itok=R4lRf-ix could save 7.7KiB (30% reduction).
- Compressing https://www.unicef.org/sites/default/files/styles/crop_thumbnail/public/icons_research-hp.png?itok=kfUz-FCu could save 7.7KiB (30% reduction).
- Compressing https://www.unicef.org/sites/default/files/styles/crop_thumbnail/public/icons_gender-hp.png?itok=q1Y-AZhX could save 7.1KiB (30% reduction).
- Compressing https://ws.sharethis.com/images/2017/twitter_32.png could save 966B (72% reduction).
- Compressing https://ws.sharethis.com/images/2017/linkedin_32.png could save 942B (76% reduction).
- Compressing https://ws.sharethis.com/images/2017/facebook_32.png could save 930B (79% reduction).

✅ Prioritize visible content

You have the above-the-fold content properly prioritized. Learn more about prioritizing visible content.

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content.

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MOBILE PERFORMANCE

MOBILE PERFORMANCE	59/100

✅ Avoid landing page redirects

Your page has no redirects. Learn more about avoiding landing page redirects.

✅ Avoid plugins

Your page does not appear to use plugins, which would prevent content from being usable on many platforms. Learn more about the importance of avoiding plugins.

✅ Configure the viewport

Your page specifies a viewport matching the device's size, which allows it to render properly on all devices. Learn more about configuring viewports.

✅ Enable compression

You have compression enabled. Learn more about enabling compression.

⚠️ Leverage browser caching

Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the browser to load previously downloaded resources from local disk rather than over the network.

Leverage browser caching for the following cacheable resources:

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⚠ WHAT TO SOLVE

- https://ws.sharethis.com/button/css/buttons-secure.css (expiration not specified)
- https://www.googletagmanager.com/gtm.js?id=GTM-WBDQQ5 (15 minutes)
- https://connect.facebook.net/signals/config/1829069684016034?v=2.8.51&r=stable (20 minutes)
- https://connect.facebook.net/signals/plugins/inferredEvents.js?v=2.8.51 (20 minutes)
- https://www.unicef.org/themes/custom/unicef/assets/dist/images/sprites/sprite.css.svg (44.7 minutes)
- https://t.sharethis.com/1/d/t.dhj?rnd=1559820031483&cid=c010&dmn=www.unicef.org (60 minutes)
- https://www.googleadservices.com/pagead/conversion_async.js (60 minutes)
- https://js-agent.newrelic.com/nr-1123.min.js (2 hours)
- https://www.google-analytics.com/analytics.js (2 hours)
- https://www.unicef.org/api/emergency-alert (3.5 hours)
- https://www.unicef.org/sites/default/files/styles/hero_mobile/public/2018-01/take-action-optimized.jpg?itok=Mi-YHTre (4.9 days)
- https://www.unicef.org/sites/default/files/styles/crop_thumbnail/public/icons_protection-hp.png?itok=GPT6m9CX (5.9 days)
- https://www.unicef.org/sites/default/files/styles/crop_thumbnail/public/icons_innovation-hp.png?itok=wTOu6CZN (5.9 days)

✓ Reduce server response time

Your server responded quickly. Learn more about server response time optimization.

✓ Minify CSS

Your CSS is minified. Learn more about minifying CSS.

⚠ Minify HTML

Compacting HTML code, including any inline JavaScript and CSS contained in it, can save many bytes of data and speed up download and parse times.

Minify HTML for the following resources to reduce their size by 321B (16% reduction).

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⚠️ WHAT TO SOLVE

- Minifying https://ws.sharethis.com/secure/index.html could save 321B (16% reduction) after compression.

⚠️ Minify JavaScript

Compacting JavaScript code can save many bytes of data and speed up downloading, parsing, and execution time.

Minify JavaScript for the following resources to reduce their size by 27.4KiB (14% reduction).

⚠️ WHAT TO SOLVE

- Minifying https://www.unicef.org/sites/default/files/js/js_AjB3yRK0Oty2e3jLxEduYn05LrYlYGLjw_VTz6VpbOw.js could save 21KiB (13% reduction) after compression.
- Minifying https://www.unicef.org/sites/default/files/js/js_snoCDdf5YXUq8qlzulReolCw7v5GP2KqO7p7zPGzFBk.js could save 5.9KiB (20% reduction) after compression.
- Minifying https://connect.facebook.net/signals/plugins/inferredEvents.js?v=2.8.51 could save 646B (85% reduction) after compression.

❌ Eliminate render-blocking JavaScript and CSS in above-the-fold content

Your page has 2 blocking script resources and 2 blocking CSS resources. This causes a delay in rendering your page.

None of the above-the-fold content on your page could be rendered without waiting for the following resources to load. Try to defer or asynchronously load blocking resources, or inline the critical portions of those resources directly in the HTML.

Remove render-blocking JavaScript:

⚠️ WHAT TO SOLVE

- https://www.unicef.org/sites/default/files/js/js_AjB3yRK0Oty2e3jLxEduYn05LrYlY

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- https://www.unicef.org/sites/default/files/js/js_AjB3yRKuOtyZe3jLxEduYhu5LfYfY
  GLjw_VTz6VpbOw.js
- https://www.unicef.org/sites/default/files/js/js_snoCDdf5YXUq8qlzulReolCw7v5G
  P2KqO7p7zPGzFBk.js

Optimize CSS Delivery of the following:

⚠ WHAT TO SOLVE

- https://www.unicef.org/sites/default/files/css/css_8LqeS_F9I-
  1u2ac3UfJPSSpaJTJnDywRfhHG0KZkbCs.css?psn4as
- https://www.unicef.org/sites/default/files/css/css_rEZ1os5BUjx55r3RgtOez-
  q42LQ2PS2-QFmYLVb1hXo.css?psn4as

⚠ Optimize images

Properly formatting and compressing images can save many bytes of data.

Optimize the following images to reduce their size by 86.7KiB (37% reduction).

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⚠ WHAT TO SOLVE

- Compressing and resizing https://www.unicef.org/themes/custom/unicef/images/icon_wclose.png could save 19.6KiB (96% reduction).
- Compressing https://www.unicef.org/sites/default/files/styles/crop_thumbnail/public/icons_protection-hp.png?itok=GPT6m9CX could save 8.4KiB (32% reduction).
- Compressing https://www.unicef.org/sites/default/files/styles/crop_thumbnail/public/icons_supply-hp.png?itok=kIuO07-a could save 8.3KiB (31% reduction).
- Compressing https://www.unicef.org/sites/default/files/styles/crop_thumbnail/public/icons_education-hp.png?itok=gPVOEroj could save 8.2KiB (31% reduction).
- Compressing https://www.unicef.org/sites/default/files/styles/crop_thumbnail/public/icons_survival-hp.png?itok=ZVXj80Ro could save 7.9KiB (30% reduction).
- Compressing https://www.unicef.org/sites/default/files/styles/crop_thumbnail/public/icons_innovation-hp.png?itok=wTOu6CZN could save 7.8KiB (31% reduction).
- Compressing https://www.unicef.org/sites/default/files/styles/crop_thumbnail/public/icons_emergencies-hp.png?itok=R4lRf-ix could save 7.7KiB (30% reduction).
- Compressing https://www.unicef.org/sites/default/files/styles/crop_thumbnail/public/icons_research-hp.png?itok=kfUz-FCu could save 7.7KiB (30% reduction).
- Compressing https://www.unicef.org/sites/default/files/styles/crop_thumbnail/public/icons_gender-hp.png?itok=q1Y-AZhX could save 7.1KiB (30% reduction).
- Compressing https://ws.sharethis.com/images/2017/whatsapp_32.png could save 1.1KiB (54% reduction).
- Compressing https://ws.sharethis.com/images/2017/twitter_32.png could save 966B (72% reduction).
- Compressing https://ws.sharethis.com/images/2017/linkedin_32.png could save 942B (76% reduction).
- Compressing https://ws.sharethis.com/images/2017/facebook_32.png could save 930B (79% reduction).

⚠ Prioritize visible content

Your page requires additional network round trips to render the above-the-fold content. For best performance, reduce the amount of HTML needed to render above-the-fold content.

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The entire HTML response was not sufficient to render the above-the-fold content. This usually indicates that additional resources, loaded after HTML parsing, were required to render above-the-fold content. Prioritize visible content that is needed for rendering above-the-fold by including it directly in the HTML response.

⚠ WHAT TO SOLVE

- Only about 67% of the final above-the-fold content could be rendered with the full HTML response.
- Click to see the screenshot with only the HTML response: snapshot:5

✔ Size content to viewport

The contents of your page fit within the viewport. Learn more about sizing content to the viewport.

⚠ Size tap targets appropriately

Some of the links/buttons on your webpage may be too small for a user to easily tap on a touchscreen. Consider making these tap targets larger to provide a better user experience.

The following tap targets are close to other nearby tap targets and may need additional spacing around them.

⚠ WHAT TO SOLVE

- The tap target Cookies Policy is close to 1 other tap targets final.
- The tap target is close to 2 other tap targets final.
- The tap target Skip to main content is close to 1 other tap targets final.

✔ Use legible font sizes

The text on your page is legible. Learn more about using legible font sizes.

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SOCIAL

OPENGRAPH   16.7/100

⚠ The Opengraph meta tags are not set.

Specify a title in the attribute content of the meta tag og:title

```
<meta property="og:title">
```

Specify a description in the attribute content of the meta tag og:description

```
<meta property="og:description">
```

specify a url in the attribute content of the meta tag og:url

ⓘ READ THE TIPS

- The **Open Graph** protocol enables any web page to become a rich object in a social graph. For instance, this is used on Facebook to allow any web page to have the same functionality as any other object on Facebook.

  To turn your web pages into graph objects, you need to add basic metadata to your page.

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The **four required properties** for every page are:

`og:title` - The title of your object as it should appear within the graph, e.g., "The Rock".

`og:type` - The type of your object, e.g., "video.movie". Depending on the type you specify, other properties may also be required.

`og:image` - An image URL which should represent your object within the graph.

`og:url` - The canonical URL of your object that will be used as its permanent ID in the graph, e.g., "http://www.imdb.com/title/tt0117500/".

The following properties are **optional** for any object and are **generally recommended**:

`og:audio` - A URL to an audio file to accompany this object.

`og:description` - A one to two sentence description of your object.

`og:locale` - The locale these tags are marked up in. Of the format language_TERRITORY. Default is en_US.

`og:locale:alternate` - An array of other locales this page is available in.

`og:site_name` - If your object is part of a larger web site, the name which should be displayed for the overall site. e.g., "IMDb".

`og:video` - A URL to a video file that complements this object.

⚠ WHAT TO SOLVE

- The tag `<meta property="og:type">` is missing.
- The tag `<meta property="og:title">` is missing.
- The tag `<meta property="og:description">` is missing.
- The tag `<meta property="og:site_name">` is missing.
- The tag `<meta property="og:url">` is missing.

TWITTERCARD   **0**/100

⚠ The Twitter card is incomplete.

🖼
Unspecified image

Specify an image in the attribute content of the meta tag twitter:image

`<meta property="twitter:image">`

Specify a title in the attribute content of the meta tag twitter:title

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```
<meta property="twitter:title">
```
Specify a description in the attribute content of the meta tag twitter:description
```
<meta property="twitter:descripton">
```
specify a @username in the attribute content of the meta tag twitter:site

ⓘ READ THE TIPS

- With **Twitter Cards**, you can attach rich photos, videos and media experiences to Tweets, helping to drive traffic to your website. Simply add a few lines of markup to your webpage, and users who Tweet links to your content will have a "Card" added to the Tweet that's visible to their followers.

  The different Card types each have a beautiful consumption experience built for Twitter's web and mobile clients:
  Summary Card: Title, description, and thumbnail.
  Summary Card with Large Image: Similar to the Summary Card, but with a prominently-featured image.
  App Card: A Card with a direct download to a mobile app.
  Player Card: A Card that can provide video/audio/media.

  How to add it?
  Choose a card type to implement.
  Add the correct meta tags to the page, for exemple:
  ```
  <meta name="twitter:card" content="summary">
  <meta name="twitter:site" content="@publisher_handle">
  <meta name="twitter:title" content="Page Title">
  <meta name="twitter:description" content="Page description less than 200 characters">
  <meta name="twitter:creator" content="@author_handle">
  <meta name="twitter:image" content="http://www.example.com/image.jpg">
  ```

⚠ WHAT TO SOLVE

- The tag `<meta name="twitter:card">` is missing.
- The tag `<meta name="twitter:image">` is missing.
- The tag `<meta name="twitter:title">` is missing.
- The tag `<meta name="twitter:description">` is missing.
- The tag `<meta name="twitter:site">` is missing.

SOCIAL PLUGIN   0/100

⚠ There are not social plugin within the page.

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Plugin Facebook	Plugin Twitter	Plugin Google+	Other Plugin
✕	✕	✕	✕

Facebook share	Twitter retweet	Google share
✕	✕	✕

FACEBOOK POPULARITY   100/100

✓ This page has a good level of popularity on facebook.

Analysis of Facebook interaction of the URL https://www.unicef.org/

Shares
16383