

SEO Report for <http://www.ease4life.com>

67 / 100
SEO SCORE

35 / 48
PASSED CHECKS

12 / 48
FAILED CHECKS

1 / 48
WARNINGS

COMMON SEO ISSUES

Meta Title Test

✓ The meta title of your page has a length of 8 characters. Most search engines will truncate meta titles to 70 characters.

→ [DevTrack](#)

Meta Description Test

✓ The meta description of your page has a length of 280 characters. Most search engines will truncate meta descriptions to 160 characters.

→ Ease4Life is A leading Certified Solution Architect Company Decked with the professionalism to build and deploy State-of-the-Art revolutionary Tech Solutions geared towards personal, Business and Global development, Economic growth and Improved standard of Living

Google Search Results Preview Test

ⓘ [DevTrack](#)
<https://www.ease4life.com>
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Most Common Keywords Test

ⓘ Your webpage doesn't contain any keywords!

Keywords Usage Test

✗ Your webpage doesn't contain any keywords!

⇒

HOW TO FIX




First of all, you must make sure that your page is using the title and meta-description tags.








Second, you must adjust these tags content in order to include some of the primary keywords displayed above.

Keywords Cloud Test


ⓘ Your webpage doesn't contain any keywords!

Heading Tags Test	<div data-bbox="368 62 405 96"></div> <div data-bbox="426 62 1513 203">Your webpage does not contain any H1 headings. H1 headings help indicate the important topics of your page to search engines. While less important than good meta-titles and descriptions, H1 headings may still help define the topic of your page to search engines.</div> <div data-bbox="426 248 596 277">HOW TO FIX</div> <div data-bbox="426 306 1500 374">In order to pass this test you must indentify the most important topics from your page and insert those topics between <code><h1>...</h1></code> tags.</div> <div data-bbox="426 400 553 430">Example:</div> <div data-bbox="451 468 925 571"><pre><h1>Important topic goes here</h1> ... <h1>Another topic</h1></pre></div>
Robots.txt Test	<div data-bbox="368 654 405 687"></div> <div data-bbox="426 654 1513 683">Congratulations! Your site uses a "robots.txt" file: https://www.ease4life.com/robots.txt</div>








Sitemap Test	<div><div> 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.</div><div>HOW TO FIX</div><div>In order to pass this test you must create a sitemap.xml file for your website. Some of the best practices are listed below:</div><div><ul style="list-style-type: none">• 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</div><div>sitemap.xml example:</div><div><pre><?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></pre></div></div>
SEO Friendly URL Test	<div> Congratulations! All links from your webpage are SEO friendly.</div>
Image Alt Test	<div> Your webpage doesn't use "img" tags.</div>

Inline CSS Test	 Congratulations! Your webpage is not using any inline CSS styles.
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. 
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 0.62 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.
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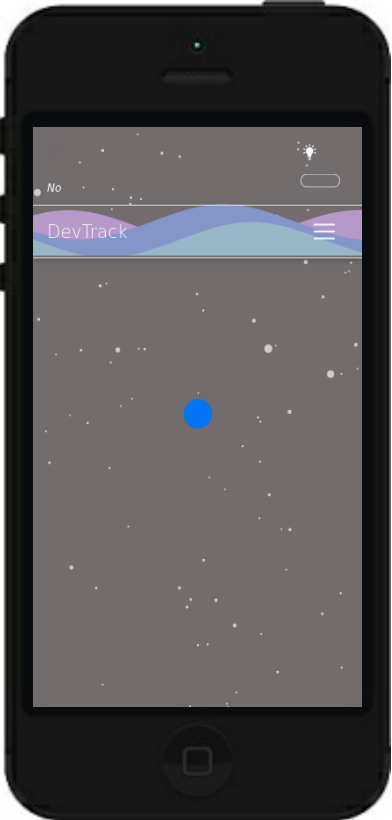
HTML Compression/GZIP Test	<p>✔ Congratulations! Your webpage is successfully compressed using gzip compression on your code. Your HTML is compressed from 1.3 Kb to 0.62 Kb (53% size savings). This helps ensure a faster loading webpage and improved user experience.</p>
Site Loading Speed Test	<p>✔ Your website loading time is around 2.26 seconds and this is under the average loading speed which is 5 seconds.</p>
Page Objects Test	<p>✔ Congratulations, your page has fewer than 20 http requests. 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.</p> <hr/> <p>HTML Pages: 1; CSS Files: 7; Scripts: 9; Images: 2; Flash Files: 0;</p>
Page Cache Test (Server Side Caching)	<p>✘ 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.</p> <hr/> <p>HOW TO FIX</p> <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	<p>✔ 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.</p>
CDN Usage Test	<p>✔ Your webpage is serving all images, javascript and css resources from CDNs.</p>
Image Caching Test	<p>✔ Congratulations! Your website is using cache headers for your images and the browsers will display these images from the cache.</p>
JavaScript Caching Test	<p>✔ Congratulations! Your website is using cache headers for all JavaScript resources.</p>

CSS Caching Test	 Congratulations! Your website is using cache headers for all CSS resources.
JavaScript Minification Test	 Some of your website's JavaScript files are not minified! <p>HOW TO FIX</p> <p>In order to pass this test you must minify all of your external JavaScript files. For this task you can use an online JS minifier like JSCompress, Closure Compiler or JSMIn.</p>
CSS Minification Test	 Some of your webpage's CSS resources are not minified. <p>HOW TO FIX</p> <p>In order to pass this test you must minify all of your external CSS files. For this task you can use an online CSS minifier like YUI Compressor or cssmin.js.</p>
Nested Tables Test	 Congratulations, your page does not use nested tables. This speeds up page loading time and optimizes the user experience.
Frameset Test	 Congratulations! Your webpage does not use frames.
Doctype Test	 Congratulations! Your website has a doctype declaration: <p>→ <code><!DOCTYPE html></code></p>
URL Redirects Test	 Your URL performed 1 redirects! While redirects are typically not advisable (as they can affect search engine indexing issues and adversely affect site loading time), one redirect may be acceptable, particularly if the URL is redirecting from a non-www version to its www version, or vice-versa. <p>→ from: http://www.ease4life.com/ to: https://www.ease4life.com/</p>

SERVER AND SECURITY

URL Canonicalization Test	 https://www.ease4life.com and https://ease4life.com resolve to the same URL.
HTTPS Test	 Your website is successfully using HTTPS, a secure communication protocol over the Internet. <p>→ Security state: secure</p> <p>→ Certificate issuer: Cloudflare Inc ECC CA-3</p> <p>→ Valid until: Aug 25, 2021</p>
Safe Browsing Test	 This site is not currently listed as suspicious (no malware or phishing activity found).
Server Signature Test	 Congratulations, your server signature is off.

Directory Browsing Test	✔ Congratulations! Your server has disabled directory browsing.
Plaintext Emails Test	✔ Congratulations! Your webpage does not include email addresses in plaintext.

MOBILE USABILITY	
Media Query Responsive Test	✔ Congratulations, your website uses media query technique, which is the base for responsive design functionalities.
Mobile Snapshot Test	

Structured Data Test

- ✗ Your webpage doesn't take the advantages of HTML Microdata specifications in order to markup structured data. View Google's guide for [getting started with microdata](#).

HOW TO FIX

HTML5 Microdata is an easy way to add semantic markup to your web pages. Search engines rely on this markup to improve the display of search results, making it easier for people to find the right web pages.

Here is a simple example of how to use HTML5 microdata in your contact web page:

```
<div itemscope itemtype="http://schema.org/Person">
  <span itemprop="name">Joe Doe</span>
  <span itemprop="company">The Example Company</span>
  <span itemprop="tel">604-555-1234</span>
  <a itemprop="email" href="mailto:joe.doe@example.com">joe.doe@example.co
m</a>
</div>
```

Custom 404 Error Page Test

- ✗ 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 [track the source of broken links in your site](#).

HOW TO FIX

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). [Learn more about the basics of creating a custom 404 error page](#).

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:

- Adding links to your most important pages (your best articles/articles/content, latest posts, etc.)
- If you have an e-commerce business, you can display special offers, product recommendations, discounts, etc.
- Include a search box or a sitemap link to help users find the information they wanted.
- Use simple language (non-technical) to explain what went wrong.
- Add a contact form or provide an email address to allow users to get in touch with you for further help.




You can also use your custom 404 error page to [track the source of broken links in your site](#).

Noindex Tag Test

- ✓ Your webpage does not use the noindex meta tag. This means that your webpage will be read and indexed by search engines.

Canonical Tag Test

- ✓ Your webpage does not use the canonical link tag.

Nofollow Tag Test	 Your webpage does not use the nofollow meta tag. This means that search engines will crawl all links from your webpage.
Disallow Directive Test	 Your robots.txt file does not use the disallow directive. This means that the whole website can be crawled by search engines.
SPF Records Test	 Congratulations! Your DNS server is using an SPF record. <hr/> <p>→ <code>v=spf1 include:spf.efwd.registrar-servers.com ~all</code></p>