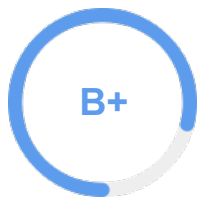


Website Report for amberroadtours.com

This report grades your website on the strength of a range of important factors such as on-page SEO optimization, off-page backlinks, social, performance, security and more. The overall grade is on a A+ to F- scale, with most major industry leading websites in the A range. Improving a website's grade is recommended to ensure a better website experience for your users and improved ranking and visibility by search engines.

amberroadtours.com's Audit Results



Your page could be better

You have 8 Improvements Recommended



SEO



Usability



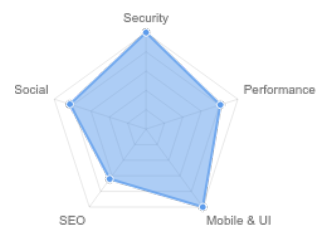
Performance



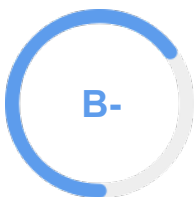
Social



Security



SEO Results



Your SEO could be better

Your page has some level of optimization but could be improved further. SEO optimization is important to ensure you can maximize ranking potential and drive traffic to your website from search engines. You should ensure your page fulfils common recommended improvements outlined here before moving onto more advanced SEO strategies.

HTML HEADER

Title Tag

You have a title tag, but ideally it should be shortened to between 10 and 70 characters



(including spaces).

Amber Road Tours » Small group tours Italy, Spain, Croatia & Portugal

Length : 73

Meta Description Tag



Your page has a meta description of optimal length (between 70 and 320 characters).

Amazing small group regional tours. Visit the Italian Lakes, Tuscany, Sicily, Amalfi Coast, Venice, Cinque Terre, Andalucia and Galicia.

Length : 136

BODY CONTENT

Header Tags



Your page is making good use of header tags.

HTML header tags are an important way of signaling to search engines the important content topics of your page, and subsequently the keywords it should rank for.

Header Tag	Frequency
H1	1
H2	0
H3	0
H4	13
H5	0
H6	0

Tag Value

H1	Amber Road Tours Unique small group cultural journeys
H4	Tuscany / Umbria
H4	Italian Lakes & Milan
H4	Sicily
H4	Amalfi Coast to Apulia
H4	Andalucia
H4	Portugal
H4	Croatia and Bosnia
H4	Venice, Veneto & Alto Adige
H4	Friuli Venezia Giulia / Slovenia
H4	Tuscan Hill Towns
H4	Lucca, Genova & Cinque Terre
H4	Madrid & Central Spain
H4	Galicia & the Basque Country

Keyword Consistency



Your page's main keywords are distributed well across the important HTML tags.

Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
call	×	×	×	4	<div></div>
sicily	×	✓	✓	4	<div></div>
road	✓	×	✓	4	<div></div>
amber	✓	×	✓	4	<div></div>
spain	✓	×	✓	4	<div></div>
january	×	×	×	3	<div></div>
tour	✓	✓	✓	3	<div></div>
country	×	×	✓	3	<div></div>

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
amber road	✓	✗	✓	4	<div></div>
central spain	✗	✗	✓	3	<div></div>
amber road tours	✓	✗	✓	3	<div></div>
call us	✗	✗	✗	3	<div></div>
road tours	✓	✗	✓	3	<div></div>
madrid central spain	✗	✗	✗	2	<div></div>
italian lakes milan	✗	✗	✗	2	<div></div>
veneto alto adige	✗	✗	✗	2	<div></div>

Image Alt Attributes



You have images on your page that are missing ALT attributes.

We found 20 images on your page and 1 of them are missing the attribute.

#	Image link
1	?value=0&guid=ON&script=0

LINKS

On-Page Link Structure



We found 54 total links. 6% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to those destination pages.

Anchor	Type	Follow/Nofollow
https://amberroadtours.com/contact-us	Internal	Follow
https://amberroadtours.com	Internal	Follow
https://amberroadtours.com/italy-small-group-tours	Internal	Follow
http://amberroadtours.com	Internal	Follow
https://amberroadtours.com/tour/tuscany-small-group-tours	Internal	Follow
https://amberroadtours.com/tour/cinque-terre-small-group-tour	Internal	Follow
https://amberroadtours.com/tour/tuscan-hill-towns-small-group-tour	Internal	Follow
https://amberroadtours.com/tour/southern-italy-small-group-tour	Internal	Follow

https://amberroadtours.com/tour/sicily-small-group-tour	Internal	Follow
https://amberroadtours.com/tour/northern-italy-small-group-tours	Internal	Follow
https://amberroadtours.com/tour/italian-lakes-small-group-tour	Internal	Follow
https://amberroadtours.com/tour/slovenia-small-group-tour	Internal	Follow
https://amberroadtours.com/tour/spain-small-group-tours	Internal	Follow
https://amberroadtours.com/tour/andalucia-small-group-tour	Internal	Follow
https://amberroadtours.com/tour/northern-spain-small-group-tour	Internal	Follow
https://amberroadtours.com/tour/portugal-small-group-tour	Internal	Follow
https://amberroadtours.com/tour/croatia-small-group-tour	Internal	Follow
https://amberroadtours.com/calendar	Internal	Follow
http://amberroadtours.com/comments	Internal	Follow
https://amberroadtours.com/about-us	Internal	Follow
https://www.lux-review.com/issues/travel-and-tourism-awards-2019/22	External	Follow
https://amberroadtours.com/comments	Internal	Follow
http://amberroadtours.com/about-us	Internal	Follow
http://amberroadtours.com/contact-us	Internal	Follow
http://www.bbb.org/northwestern-florida/business-reviews/tours-Italy/amber-road-tours-inc-in-spoleto-it-90011771	External	Follow
https://www.facebook.com/AmberRoadTours	External	Follow
https://amberroadtours.com/faq	Internal	Follow
https://amberroadtours.com/maps/tuscany	Internal	Follow
https://amberroadtours.com/links	Internal	Follow
https://amberroadtours.com/privacy-policy	Internal	Follow

Broken Links

We have not detected any broken links on your page.



OTHER

Robots.txt

Your website appears to have a robots.txt file.



XML Sitemaps



We have not detected or been able to retrieve a XML sitemaps file successfully.

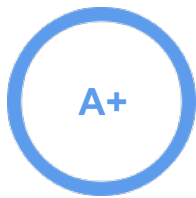
A sitemap includes a list of your pages that are available for crawling, as well as other useful information for search engines such as last update times and priority of pages. Sitemaps are recommended to ensure that search engines can intelligently crawl all of your pages.

Analytics



Your page is using an analytics tool.

 Google Analytics



Your usability is very good!

Your page is highly usable across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

Device Rendering

This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.



Use of Mobile Viewports

Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.



Flash Used?

No Flash content has been identified on your page.



Favicon

Your page has specified a favicon.



Legible Font Sizes

The text on your page appears to be legible across devices.



Tap Target Sizing

The links and buttons on your page appear to be appropriately sized for a user to easily tap on a touchscreen.



Performance Results



Your performance is good

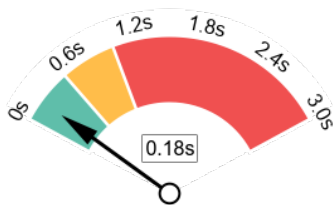
Your page has performed well in our testing meaning it should be reasonably responsive for your users, but there is still room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings).

Page Speed Info

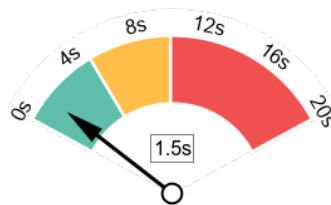
Your page's server response time is reasonably low which is good for load speed and user experience.



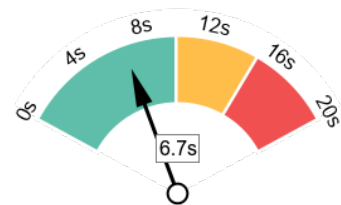
Server Response



All Page Content Loaded



All Page Scripts Complete

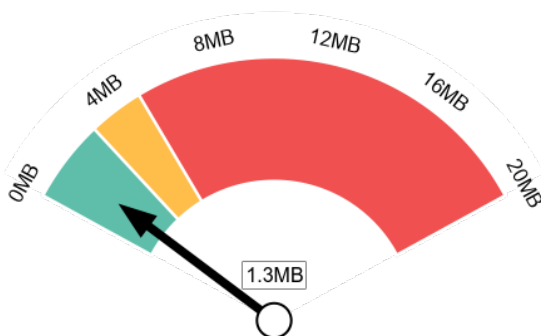


Page Size Info

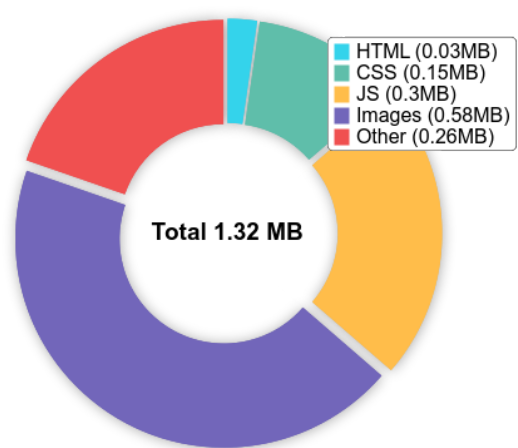
Your page's file size is reasonably low which is good for Page Load Speed and user experience.



Total Page Size



Page Size Breakdown



Number of Resources

This check displays the total number of files that need to be retrieved from web servers to load your page. As a general rule, having more files to retrieve increases the number of server requests and can subsequently increase page load time. It is a good idea to removing unnecessary files or consolidate files like styles and scripts where possible.



46

Total Objects



4

Number of
HTML Pages



6

Number of JS
Resources



2

Number of
CSS
Resources



29

Number of
Images



5

Other
Resources

JavaScript Errors



Your page is not reporting any JavaScript errors.

GZIP Compression



Your website is using GZIP compression.

Optimize Images



Your page appears to include images which are poorly optimized. Properly formatting and compressing images can have a significant impact on page load performance.

Image	Save Size	Save Percentage
https://amberroadtours.com/wp-content/uploads/2013/11/Pitigliano-1-360x240.jpg	4.9KiB	15%
https://amberroadtours.com/wp-content/uploads/2014/07/C%C3%B3rdoba-360x240.jpg	3.7KiB	14%
https://amberroadtours.com/wp-content/themes/amber/images/logo.jpg	2.4KiB	71%

Deprecated HTML



No deprecated HTML tags have been found within your page.

Inline Styles



Your page appears to be using inline styles. Inline styles are an older coding practice and discouraged in favor of using CSS style sheets, due to their ability to degrade page load performance and unnecessarily complicate HTML Code.

Line	Style
7	border-bottom:none;
7	display:none
7	display:inline;
7	border-style:none;" alt="" src="//googleads.g.doubleclick.net/pagead/viewthroughconversion/1071382689/? value=0&guid=ON&script=0



Your social is good

You have a reasonably good social presence. Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to your website. We recommend that you have all of your profiles listed on your page, and work to build a larger following on those networks.

Facebook Connected



Your page has a link to a Facebook Page.

Twitter Connected



No associated Twitter profile found as a link on your page.

Instagram Connected



No associated Instagram profile found linked on your page

LinkedIn Connected



No associated LinkedIn profile found linked on your page.

Social Shares



Your page appears to be being shared on social networks.



433

Facebook



0

LinkedIn



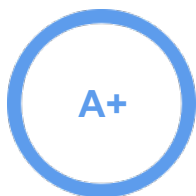
0

Pinterest



0

Stumbleupon



Your security looks very good!

We haven't identified obvious security problems on your website. Security is important to ensure your website protects user data, doesn't become compromised or experience downtime or data loss. We recommend ongoing patching and the continuous use of protective monitoring tools.

SSL Enabled

Your website has SSL enabled.



HTTPS Redirect

Your page successfully redirects to a HTTPS (SSL secure) version.



Malware Check

Your website has been flagged as safe by popular malware scanners



Google Safe Browsing



Critical Software Up To Date

No outdated software versions were identified on your server.



Email Privacy

No email addresses have been found in plain text on your page.









Technology Results

Technology List

i

These software or coding libraries have been identified on your page.

	Technology	Version
	Google Analytics	UA
	Google Font API	
	Modernizr	
	Twitter Bootstrap	
	Yoast SEO	
	jQuery	1.11.1

Server IP Address

109.199.99.62

i

DNS Servers

ns1.c54430.sgvps.net
ns2.c54430.sgvps.net

i

Web Server

nginx

i

Charset

text/html; charset=UTF-8

i

Recommendations

SEO	Reduce length of title tag (to between 10 and 70 characters).	Low Priority
SEO	Implement a XML sitemaps file	Medium Priority
SEO	Add ALT attributes to all images	Low Priority
Performance	Optimize your images to reduce their file size	Low Priority
Social	Create and link your Twitter profile	Low Priority
Performance	Remove inline styles	Low Priority
Social	Create and link associated Instagram profile	Low Priority
Social	Create and link an associated LinkedIn profile	Low Priority