seo   speed   mobile

Varvy SEO tool

| http://floridaenergy.ufl.edu/ | Test |

✓ Googlebot access

Resources not blocked by robots.txt

✓ All CSS and javascript files seem visible to Googlebot

Page resources:

```
CSS files:
- prettyPhoto.css?ver=4.9.7  ✓
- wp-video-lightbox.css?...  ✓
- default.min.css?ver=1.9  ✓
- staffdirectory.css?ver...  ✓
- dashicons.min.css?ver=...  ✓
- thickbox.css?ver=4.9.7  ✓
- style.css  ✓
```

Guideline states: 'allow all site assets that would significantly affect page rendering to be crawled: for example, CSS and JavaScript files that affect the understanding of the pages.'

Learn about blocked resources ⟩

⊖ Mobile Devices

Page may not display well on mobile devices.

⊖ Font size is small
⊖ Viewport not configured

⊖ Tap targets are small
⊖ Content does not fit viewport
✓ No plugins found
✓ No blocking interstitials

Guideline states: 'Design your site for all device types and sizes, including desktops, tablets, and smartphones.'

Learn about going mobile ❯

⊖ Security

Page is not secure.

⊖ Page does not default to HTTPS for all traffic

Guideline states: 'If possible, secure your site's connections with HTTPS. Encrypting interactions between the user and your website is a good practice for communication on the web.'

Google SSL help page ❯

Purchase SSL certificates ❯

⊖ Accessibility

Accessibility issues found. Not screen reader friendly.

✓ Language declared ideally.
⊖ No skip to main content link.
⊖ Alt text missing.
⊖ Empty alt links found.
✓ HTML is valid.

ⓘ Screen reader usability should be tested further by a human. Tools are unable to detect all screen reader issues.

Guideline states: 'Ensure that your pages are useful for readers with visual impairments, for example, by testing usability with a screen-reader.'

Screen-reader testing tips ❯

⊖ Page speed

Page speed issues found.

⊖ Browser caching issues
✓ Minimal redirects
⊖ Render blocking CSS and/or JS
✓ Compression enabled
⊖ CSS not minimized
✓ HTML minified
⊖ Javascript not minified
⊖ Images not optimized
✓ Visible content prioritized
⊖ Slow server response

Guideline states: 'Optimize your page loading times. Fast sites make users happy and improve the overall quality of the web (especially for those users with slow Internet connections).'

[Speed issues and solutions](#) ❯

✓ Robots.txt guideline

Robots.txt file found.

✓ Robots.txt exists on server

Content of robots.txt:

```
User-agent: *
Disallow: /wp-admin/
Allow: /wp-admin/admin-ajax.php
```

Guideline states: 'Use the robots.txt file on your web server to manage your crawling budget...'

[Learn about robots.txt](#) ❯

⊖ Image alt text

Some images do not have alt text.

⊖ 8 images do not have alt text

⊖ 7 image links do not have alt text

Image report:

✗   header_logo.png | FESC _Florida Energy Systems Consortium_ | ALT text: No ALT text

✗   header_img_left.jpg | | ALT text: No ALT text

✗   header_img_01.jpg | | ALT text: No ALT text

✗   header_img_right.jpg | | ALT text: No ALT text

✗   florida-energy-summit-... | | ALT text: No ALT text

✗   header_logo.png | FESC _Florida Energy Systems Consortium_ | ALT text: No ALT text

✗   gray_box_bottom.jpg | | ALT text: No ALT text

✓   facebooklogo-300x300.png | | ALT text: facebooklogo-300x300

Guideline states: 'Ensure that your alt attributes are descriptive, specific, and accurate.'

[Learn more about ALT text](#) ❯

[See Google recommendations about images](#) ❯

⊖ Sitemaps

Sitemaps for search engines and users.

⊖ Sitemap for Google

⊖ Sitemap for users

Sitemap for search engines info:

```
Sitemap not found or has custom implementation
```

Sitemap for users info:

```
Sitemap may not exist or is not linked to from this page
```

Guideline states: 'Provide a sitemap file with links that point to the important pages on your site. Also provide a page with a human-readable list of links to these pages (sometimes called a site index or site map page).'

[Google sitemap documentation](#) ❯

[Learn about site maps for users](#) ❯

⊖ If Modified Since

This page does not appear to support if modified since.

⊖ Tool did not find if modified since indicators.

Guideline states: 'Make sure that your web server correctly supports the If-Modified-Since HTTP header.'

[Learn about if modified since](#) ❯

✓ Paid links

Paid links not found.

✓ Tool did not detect common paid links.

Tool did not find paid links, but we only look for the most common, so if you do have paid links, make sure they are nofollowed or blocked by robots.txt

Guideline states: 'Make a reasonable effort to ensure that advertisement links on your pages do not affect search engine rankings. For example, use robots.txt or rel='nofollow' to prevent advertisement links from being followed by a crawler.'

[Learn about paid links](#) ❯

✓ Valid HTML

No HTML errors found.

✓ HTML validates.

Guideline states: 'Use valid HTML'

[Go to the W3C validator](#) ❯

✓ Amount of links

Amount of links not excessive.

✓ 51 links found on page.

Guideline states: 'Limit the number of links on a page to a reasonable number (a few thousand at most).'

[Considering the amount of links on a page](#) ❯

✓ Findable links

Well formed static links found.

✓ Page has findable links.

Guideline states: 'Ensure that all pages on the site can be reached by a link from another findable page.'

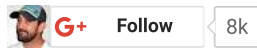[Learn about links and site hierarchy](#) ❯

✓ HTTP headers

Page headers when accessed as Googlebot.

Headers:

```
HTTP/1.1 200 OK

Content-Type: text/html; charset=UTF-8

Server: Microsoft-IIS/8.5

X-Powered-By: PHP/5.6.30

Link: ; rel="https://api.w.org/"
```
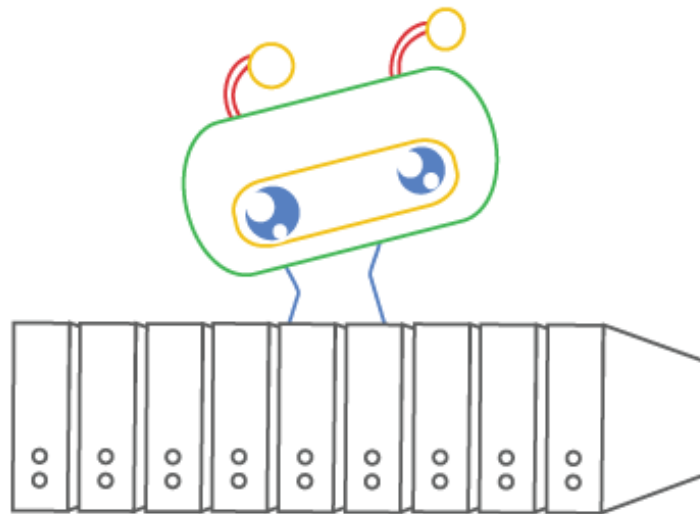
[Intro to HTTP](#) ❯

The Google guidelines

G+ **Follow**   8k

[by Patrick Sexton](#)

The Google webmaster guidelines are a set of suggested practices provided by Google. The most basic step of SEO is to follow them. The tool above checks to see if a webpage is following them and the articles on this page explain the guidelines one by one.

What is Googlebot?

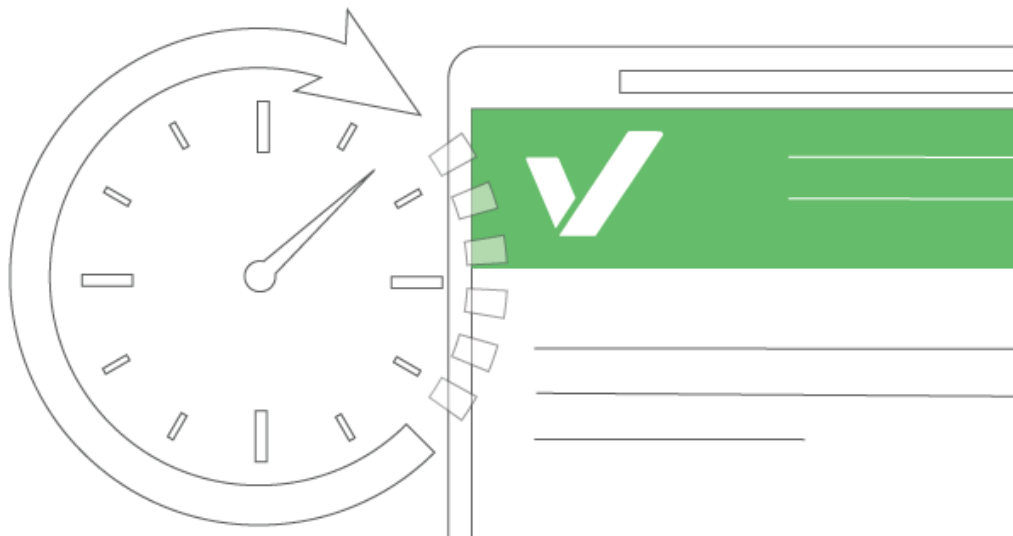Googlebot is the webcrawler used by Google to discover web pages and update their search index.

https://varvy.com/robots.txt

robots.txt

User-agent: *
Disallow: /folder/
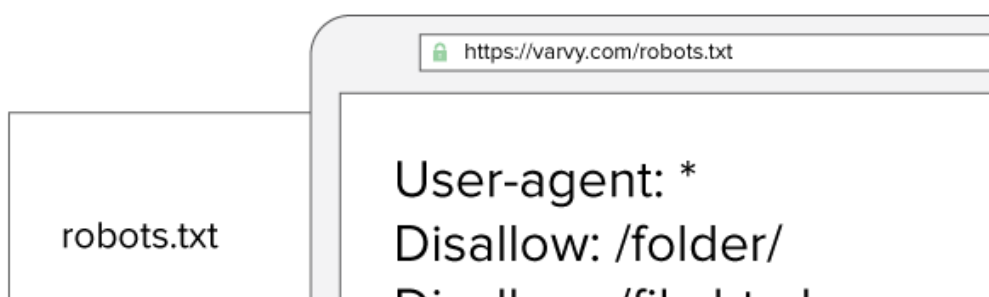
Disallow: /file.html
Disallow: /image.png

The robots.txt file

The content of your robots.txt file tells search engine crawlers how they should visit your site. Don't block Google by mistake.
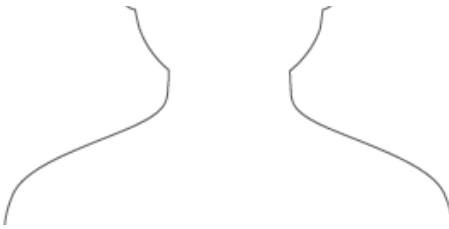
Optimize for speed

Optimize your page loading times. Fast sites make users happy and improve the overall quality of the web (especially for those users with slow Internet connections).

Make pages for users

Make pages primarily for users, not for search engines.

Mobile / multi-device

Design your site for all device types and sizes, including desktops, tablets, and smartphones.

What does rel= mean?

You may have heard of rel=nofollow. rel=canonical, rel=stylesheet, etc. but what does "rel" mean? How many "rel"s are there? We cover the main ones here.

Use valid HTML

Web pages that follow the grammar, vocabulary and syntax of the HTML language properly are better understood by users and search engines.
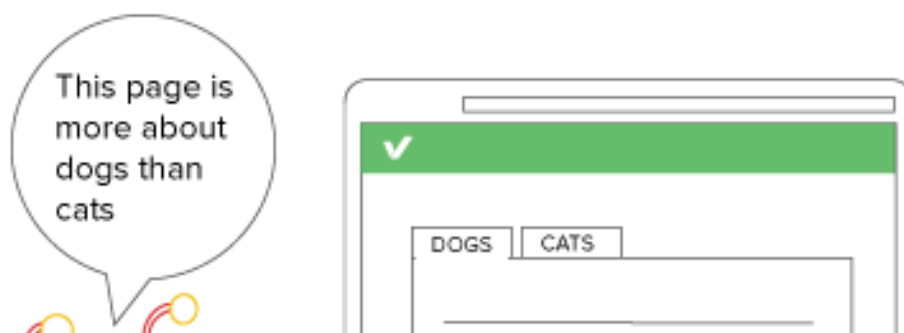
rel="nofollow"

Use of rel=nofollow indicates that a link should not be followed by a search engine crawler because the author either does not endorse that link or to indicate it is a paid link.

Clear hierarchy & text links

Make a site with a clear hierarchy and text links. Every page should be reachable from at least one static text link.
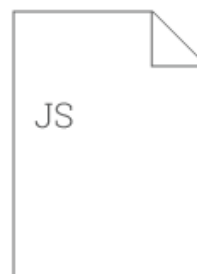
Default visible content

Default visible content is the information displayed on a webpage that can be seen without user interactions like tabs or "click to expand".
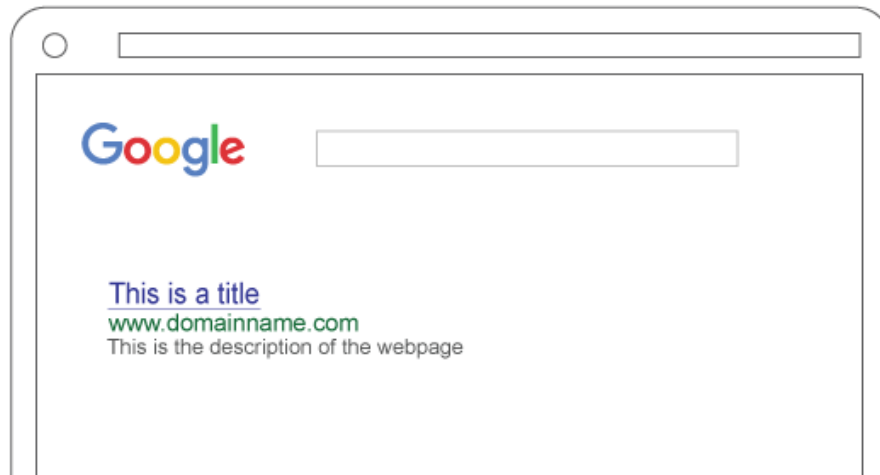

Give users a map

Offer a site map to your users with links that point to the important parts of your site.

Don't block resources

If Google can not see or understand your webpages, they can not be
ranked right. Make sure your pages are understood by Google.

Titles and alt tags

Make sure that your <title> elements and ALT attributes are descriptive
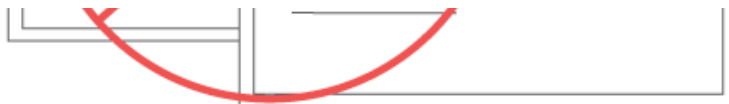and accurate.

Paid links and Ads

Paid links and advertisements should not pass pagerank. If it does on your webpages, you will likely be penalized.

Add value to affiliate pages

Affiliate web pages need to have original useful content to rank well in Google results. Content provided by another website adds no value.

Block unuseful pages

Blocking pages that do not add much value can really boost your rankings. Every page Google has indexed from your site should be amazing.
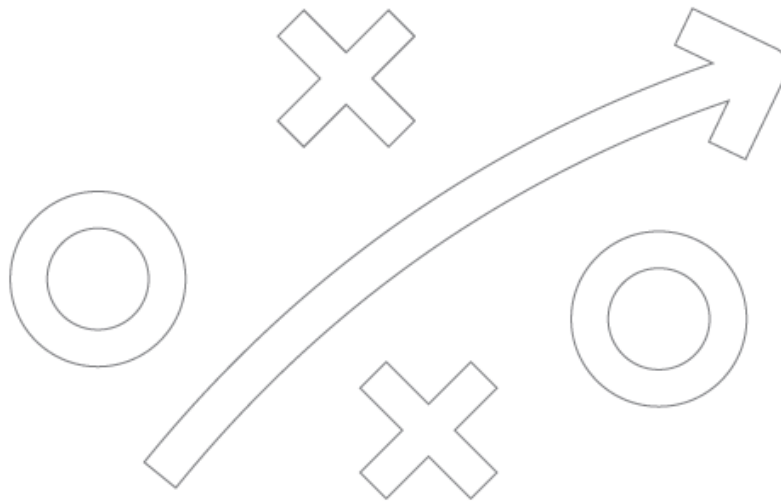
Avoid Auto generated pages

Auto-generated pages or content will not rank well in Google. Make sure your information is original and useful.

Avoid link schemes

Who you link to and who links to you affects your ranking in the Google
results. Make sure you are not in any bad neighborhoods. Link
relationships are described in depth.

Don't try to trick Google

Spend time improving your webpages, not on SEO tricks or shortcuts. If
you use tricks or shortcuts, you will be ranked lower than your
competitors.

Don't cloak

Cloaking is sending users to a different place than Googlebot or other search engine spiders. Make sure you are not doing this as this behavior is heavily penalized by Google.

Avoid sneaky redirects

Hiding redirects in javascript or other manipulative methods is bad. Users should always be sent where they expect to go.

I am text, I am a link. Can you read me?
I am text, I am a link. Can you read me?
I am text, I am a link. Can you read me?
I am text, I am a link. Can you read me?
I am text, I am a link. Can you read me?
I am text, I am a link. Can you read me?

Don't use hidden text or links

Using hidden text or links on your webpages is easily detected by
Google. Your site will be penalized if you do this.

Chicago Cat toys

New York Cat toys

Cat toys
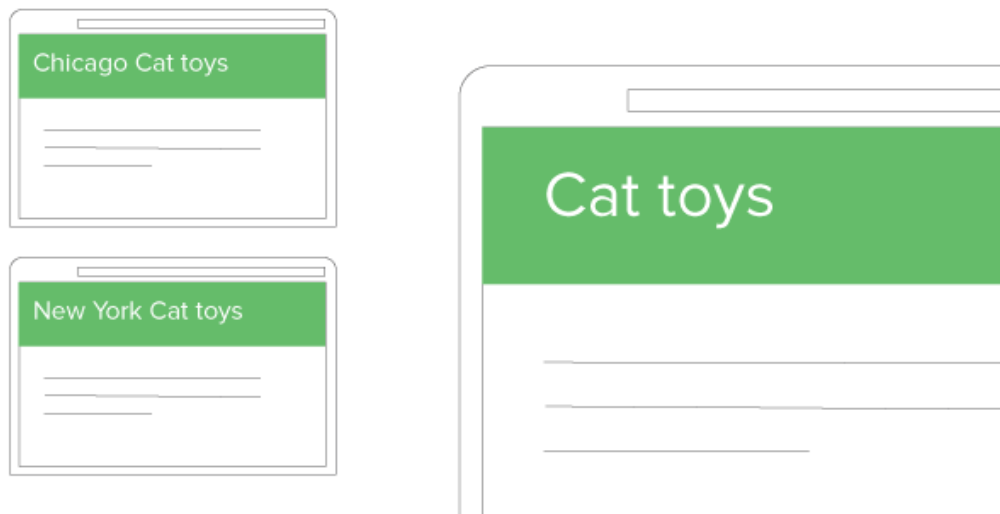
Avoid doorway pages

Doorway pages are webpages that are "optimized" for particular keyword
phrases and only exist to capture that keyword phrase in search engine
results.

Don't use scraped content

Using scraped or stolen content is against the Google webmaster
guidelines and it is also against the law. Not a good idea.

Session IDs and tracking

Don't confuse Googlebot with session id's and other tracking methods.