SEO Report for https://www.cleanwaterhere.org/

87 / 100	**39 / 49**	**8 / 49**	**2 / 49**
SEO SCORE	PASSED CHECKS	FAILED CHECKS	WARNINGS

COMMON SEO ISSUES

Meta Title	✔	The meta title of your page has a length of 99 characters. Most search engines will truncate meta titles to 70 characters.
	→	Clear Water Here - An organization dedicated to improving access to sustainable safe drinking water
Meta Description	✔	The meta description of your page has a length of 83 characters. Most search engines will truncate meta descriptions to 160 characters.
	→	Our mission is to improve the World's access to sustainable safe drinking water
Google Search Results Preview	ⓘ	**Clear Water Here - An organization dedicated to improving access to** https://www.cleanwaterhere.org Our mission is to improve the World's access to sustainable safe drinking water
Most Common Keywords Test	ⓘ	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.
	→	water - 9 times → drinking - 5 times → safe - 5 times → join - 4 times → global - 4 times
Keyword Usage	ⓘ	Congratulations! You are using your keywords in your meta-tags, which help search engines to properly identify the topic of your page.
	✔	Keyword(s) included in Title tag
	✔	Keyword(s) included in Meta-Description tag

Keywords Cloud	ⓘ abroad access action advocating ambassador awareness beliefs building challenges clean collective communities contact decade difference documenting don't drinking ethnicity exhibit fact facts gender global history human improve income it's join largest leader learn make march media menu mission named nations need news partners people photography pitbull political powerful providing raising regardless religious research right safe scientist social solutions supporters supporting sustainable underserved united views vital voice water working world world's
Related Keywords	ⓘ This URL is currently ranked in the top 20 organic Google listings for the search terms below: → water here → watermill express locations → www cleanwater → how can we clean water → clean water
Competitor Domains	ⓘ Some of the most relevant competitors for your domain are listed below: → energystar.gov → homedepot.com → amazon.com → businessinsider.com → causeflash.org
<h1> Headings Status	✔ Your page contains H1 headings. Their contents are listed below: → Water
<h2> Headings Status	✔ Your page contains H2 headings. Their contents are listed below: → World Water Day March 22 → Safe drinking water is a human right → Our mission is to improve the World's access to sustainable safe drinking water → Your Voice
Robots.txt Test	✔ Congratulations! Your site uses a "robots.txt" file: https://www.cleanwaterhere.org/robots.txt

Sitemap Test	❌	Your site 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 SITEMAP TEST

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>
```

Broken Links Test	✔	Congratulations! We have checked 10 links on this web page and none of them are broken.
SEO Friendly URL Test	✔	Congratulations! All links from your webpage are SEO friendly.
Image Alt Test	✔	Your webpage has **3** 'img' tags and all of them contain the required 'alt' attribute.

Inline CSS Test	❌	Your webpage is using **2** inline CSS styles!
		HOW TO FIX INLINE CSS TEST
		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.
		- check the HTML code of your page and identify all style attributes - for each style attribute found you must properly move all declarations in the external CSS file and remove the style attribute For example:

		<pre><!--this HTML code with inline CSS rule:-->
		 some text here
		
		<!--would became:-->
		 some text here
		
		<!--and the rule added into your CSS file:-->
		p{color:red; font-size: 12px}</pre>

Deprecated HTML Tags	✔	Congratulations! Your page does not use HTML deprecated tags.
Google Analytics Test	✔	Congratulations! Your website is using the latest version of Google Analytics.
Favicon Test	❌	Your site either doesn't have a favicon or this has not been referenced correctly.
		HOW TO FIX FAVICON TEST To add a favicon to your site, you need to have your logo created in a 16x16 PNG, GIF or ICO image and uploaded to your web server. Then it's simply a matter of adding the following code into the header of your HTML code for your web pages:
		<pre><head> <link rel="icon" type="image/x-icon" href="url_to_my_favicon" /> <title>My Title</title> </head></pre>
		In the example above the "url_to_my_favicon" refers to the actual location of your favicon file.

Backlinks Checker	ⓘ Your domain has **54 total backlinks** from **11 referring domains**. Some most recently found backlinks for your domain are listed below:
	→ Checked on Mar 16, 2018: https://www.businessnewsdai...ifka-watermill-express.html → Checked on Mar 14, 2018: http://www.fundacionaquae.o...s-a-favor-del-planeta/#main → Checked on Mar 09, 2018: http://www.fundacionaquae.o...ncers-a-favor-del-planeta/# → Checked on Mar 05, 2018: http://insights.jmw.com/blo.../industry-challenges/page/1 → Checked on Feb 17, 2018: https://beta.1x.com/cleanwaterhere/
JS Error Checker	✔ Congratulations! There are no severe JavaScript errors on your web page.
Social Media Check	✔ Congratulations! Your website is connected successfully with social media using: Facebook; Twitter;

SPEED OPTIMIZATIONS	
HTML Page Size Test	✔ Congratulations! The size of your web page's HTML is 4.58 Kb and is under the average web page's HTML size of 33 Kb. Faster loading websites result in a better user experience, higher conversion rates, and generally better search engine rankings.
HTML Compression/GZIP Test	✔ Congratulations! Your page is successfully compressed using **gzip compression** on your code. Your HTML is compressed from **16.02 Kb** to **4.58 Kb** (**71 % size savings**). This helps ensure a faster loading web page and improved user experience.
Site Loading Speed Test	✔ Your site loading time is around **4.01 seconds** and this is under the average loading speed which is **5 seconds**.
Page Objects	✖ Your page has more than 20 http requests, which can slow down page loading. You can try reducing http requests through various methods such as using text instead of images, using css sprites, using data URIs instead of images, or combining several external files together into one. HTML Pages: 1; CSS Files: 10; Scripts: 15; Images: 9; Flash Files: 0;

Page Cache Test (Server Side Caching)	❌ 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.

HOW TO FIX PAGE CACHE TEST (SERVER SIDE CACHING)
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:

1. **Alternative PHP caching**
   - 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.
2. **Quickcache**
   - 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%.
3. **WP Super Cache**
   - If you have a Wordpress website, WP Super Cache can be installed within seconds and without no programming knowledge. |
| **Flash Test** | ✔ 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. |
| **Image Expires Tag Test** | ❌ Your site is not using expires headers for your images. An expires tag can help speed up the serving of your webpages for users that regularly visit your site and see the same images. Learn more about how to add expires headers to your images.

HOW TO FIX IMAGE EXPIRES TAG TEST
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 **.htaccess** file:

```
<IfModule mod_expires.c>
    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"
</IfModule>
``` |
| **JS Minification Test** | ⚠ Some of your website's JavaScript files are not minified!

→ https://www.cleanwaterhere.org/wp-content/themes/cwh/js/jquery.fullPage.js
→ https://www.cleanwaterhere.org/wp-content/themes/cwh/js/jquery.jscroll.js
→ https://www.cleanwaterhere.org/wp-conten.../js/jquery.bootstrap-autohidingnavbar.js

HOW TO FIX JS MINIFICATION TEST
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. |

CSS Minification Test	⚠️ Some of your website's CSS files are not minified!
	→ https://www.cleanwaterhere.org/wp-content/themes/cwh/css/jquery.fullPage.css
	→ https://www.cleanwaterhere.org/wp-content/themes/cwh/css/examples.css
	→ https://www.cleanwaterhere.org/wp-content/themes/cwh/css/cwh-style.css
	→ https://www.cleanwaterhere.org/wp-conten...themes/cwh/css/child-theme.css?ver=0.3.5
	→ https://www.cleanwaterhere.org/wp-content/themes/cwh/css/cwh-style.css?ver=4.9.4
	→ https://www.cleanwaterhere.org/wp-content/themes/cwh/css/cwh-style-home.css
	→ https://fonts.googleapis.com/css?family=...oto+Condensed:300,300i,400,400i,700,700i
	HOW TO FIX CSS MINIFICATION TEST
	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.
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:
	→ <!DOCTYPE html>
URL Redirects Checker	✔ Congratulations! Your URL doesn't have any redirects (which could potentially cause site indexation issues and site loading delays).

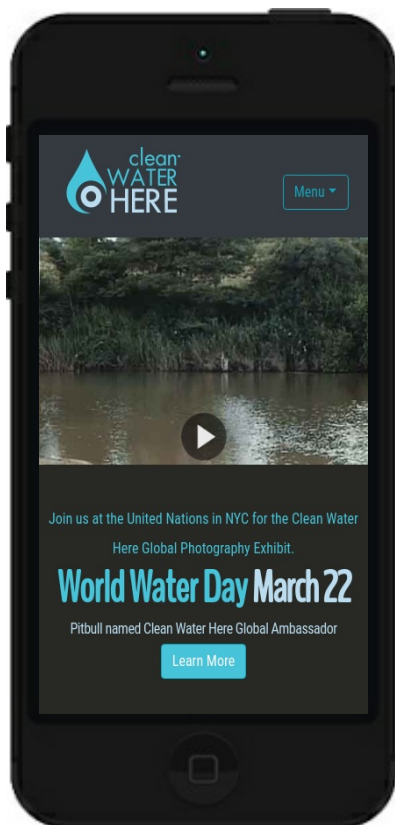|	
SERVER AND SECURITY	
URL Canonicalization Test	✔ https://www.cleanwaterhere.org and https://cleanwaterhere.org resolve to the same URL.
HTTPS Test	✔ Your website is successfully using https, a secure communication protocol over the Internet. Note: if your site relies primarily on ad income, be aware that using https may be detrimental to ad earnings.
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	

ADVANCED SEO

Microdata Schema 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 MICRODATA SCHEMA TEST
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.com</a>
</div>
```

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

Canonical Tag Checker	✔ Your page is using the canonical link tag. This tag specifies that the URL: https://www.cleanwaterhere.org is preferred to be used in search results. Please ensure that this specification is correct, as canonical tags are often hard-coded and may not always reflect the latest changes in a site's URL structure. → <link rel="canonical" href="https://www.cleanwaterhere.org/" />
Nofollow Checker	✔ Your webpage does not use the nofollow meta tag. This means that search engines will crawl all links from your webpage.
Disallow Directive Checker	✔ Your robots.txt file disallow the search engines access to some parts of your website. You are advised to check carefully if the access to these resources or pages must be blocked. → Disallow: /wp-admin/

SPF records checker	❌ Your DNS server is not using an SPF record. SPF (Sender Policy Framework) allows administrators to specify which hosts are allowed to send mail from a given domain by creating a specific SPF record or TXT record in the Domain Name System (DNS). You can find more information about SPF records here.
	
	HOW TO FIX SPF RECORDS CHECKER
	An **SPF record** is a type of **Domain Name Service (DNS)** record that allows email systems to check if the sender of a message comes from a legitimate source and refuse an email if the source is not legitimate. Adding an SPF record is as easy as adding CNAME, MX or A records in your DNS zone. You can find more information here.
	
	Before creating the SPF record for your domain, it is important to have access at your domain's DNS zone and to know what mail servers your domain is likely to use and plan how you want any non-authorised email to be handled.
	
	Example:
	Let's say that you are planning to send emails using Google Apps and you also want to ensure that no other mail servers are authorised. You can use an SPF record like this:
	
	`v=spf1 include:_spf.google.com -all`
	
	"v=spf1" - This sets the SPF version
	"include:_spf.google.com" - This includes Google mail servers in your list of authorized sending servers
	"-all" - This means that any server not previously listed is not authorized
	
	If you are using your own VPS to send email and not any other service like Mandrill, Google Apps, etc. then you can create an SPF record like this:
	
	`v=spf1 mx -all`
	
	Note:
	Setting an SPF record for your domain can help in reducing the chances of a spammer using your domain name in unsolicited emails. Research carefully what mail servers your domain is likely to use and plan how you want any non-authorised email to be handled.