

SEO Report for

<http://aurabyeverything.nl/portfolio/site>

63 / 100
SEO SCORE

31 / 50
PASSED CHECKS

16 / 50
FAILED CHECKS

3 / 50
WARNINGS

COMMON SEO ISSUES

Meta Title

✓ The meta title of your page has a length of 18 characters. Most search engines will truncate meta titles to 70 characters.

→ Aura by Everything

Meta Description

✗ The meta description tag is missing from your page. You should include this tag in order to provide a brief description of your page which can be used by search engines. Well-written and inviting meta descriptions may also help click-through rates to your site in search engine results.

HOW TO FIX META DESCRIPTION

In order to pass this test you must include a meta-description tag in your page header (<head> section):

```
<head>
<meta name="description" content="type_your_description_here">
</head>
```

Note that in HTML the <meta> tag has no end tag but in XHTML this tag must be properly closed.

Meta description can have any length but a good practice is to keep this under 160 characters (search engines generally truncate snippets longer than this value).

Google Search Results Preview

i [Aura by Everything](http://aurabyeverything.nl/portfolio/site/)
<http://aurabyeverything.nl/portfolio/site/>

Most Common Keywords Test	<p> 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.</p> <hr/> <ul style="list-style-type: none"> → design - 8 times → visual - 6 times → digital - 4 times → publishing - 4 times → user - 3 times
Keyword Usage	<p> Your most common keywords are not appearing in one or more of the meta-tags above. Your primary keywords should appear in your meta-tags to help identify the topic of your webpage to search engines.</p> <hr/> <ul style="list-style-type: none">  Keyword(s) not included in Title tag  Keyword(s) not included in Meta-Description tag <hr/> <p>HOW TO FIX KEYWORD USAGE</p> <p>First of all, you must make sure that your page is using the title and meta-description tags.</p> <p>Second, you must adjust these tags content in order to include some of the primary keywords displayed above.</p>
Keywords Cloud	<p> adapt aesthetics artist aura available based beautiful believe branding breeze build campaign client clients concepting concepts connect contact create creative dedicated design details development digital easy email enjoy everyday facebook faces fast feedback feel flow focus follow getting goosenslaan happy hello home ideas image images info@auraeverything.com interface lctn leerportfolio life making marketing media meet mobile moments navigation netherlands perfect phone photo photography pictures portfolio prof publishing questions quickly reserved right rights services sharp skilled smoothly somecompany@example.com spread story storytelling strategisch streets student style submit support tilburg toggle touch twitter understand urban user vibes visual want webgl word work works world</p>
<h1> Headings Status	<p> Your page contains H1 headings. Their contents are listed below:</p> <hr/> <ul style="list-style-type: none"> → URBAN VIBES → AESTHETICS ALL DAY → build your own style
<h2> Headings Status	<p> Your page contains H2 headings. Their contents are listed below:</p> <hr/> <ul style="list-style-type: none"> → About Aura → Services → My Works → Get In Touch

Robots.txt Test

- ✖ Your site lacks a "robots.txt" file. This file can protect private content from appearing online, save bandwidth, and lower load time on your server. A missing "robots.txt" file also generates additional errors in your apache log whenever robots request one. Read more about the [robots.txt file](#), and how to create one for your site.

HOW TO FIX ROBOTS.TXT TEST

In order to pass this test you must create and properly install a **robots.txt** file. For this, you can use any program that produces a text file or you can use an online tool (Google Webmaster Tools has this feature).

Remember to use all lower case for the filename: **robots.txt**, not **ROBOTS.TXT**.

A simple **robots.txt** file looks like this:

```
User-agent: *  
Disallow: /cgi-bin/  
Disallow: /images/  
Disallow: /pages/thankyou.html
```

This would block all search engine robots from visiting "cgi-bin" and "images" directories and the page "http://www.yoursite.com/pages/thankyou.html"

TIPS:

- You need a separate **Disallow** line for every URL prefix you want to exclude
- You may not have blank lines in a record because they are used to delimit multiple records
- Notice that before the **Disallow** command, you have the command: **User-agent:** *. The **User-agent:** part specifies which robot you want to block. Major known crawlers are: Googlebot (Google), Googlebot-Image (Google Image Search), Baiduspider (Baidu), Bingbot (Bing)
- One important thing to know if you are creating your own **robots.txt** file is that although the wildcard (*) is used in the **User-agent** line (meaning "any robot"), it is not allowed in the **Disallow** line.
- Regular expressions are not supported in either the **User-agent** or **Disallow** lines

Once you have your **robots.txt** file, you can upload it in the top-level directory of your web server. After that, make sure you set the permissions on the file so that visitors (like search engines) can read it.

















Sitemap Test	<div><div> 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.</div><div>HOW TO FIX SITEMAP TEST<p>In order to pass this test you must create a sitemap.xml file for your website. Some of the best practices are listed below:</p><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:<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>
Broken Links Test	<div> Congratulations! We have checked 11 links on this web page and none of them are broken.</div>
SEO Friendly URL Test	<div> Congratulations! All links from your webpage are SEO friendly.</div>





Image Alt Test	 Your webpage has 13 'img' tags and all of them contain the required 'alt' attribute.
Inline CSS Test	 Congratulations! Your web page does not use inline CSS styles.
Deprecated HTML Tags	 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 GOOGLE ANALYTICS TEST</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 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 4.21 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.
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HTML Compression/GZIP Test	<p>✔ Congratulations! Your page is successfully compressed using gzip compression on your code.</p> <p>Your HTML is compressed from 20.02 Kb to 4.21 Kb (79 % size savings). This helps ensure a faster loading web page and improved user experience.</p>
Site Loading Speed Test	<p>✘ Your site loading time is around 7.259 seconds and is over the average loading speed which is 5 seconds.</p> <hr/> <p>HOW TO FIX SITE LOADING SPEED TEST</p> <p>In order to resolve this problem you are advised to:</p> <ul style="list-style-type: none"> • Minimize HTTP requests • Use Gzip compression • Use HTTP caching • Move all CSS style rules into a single, external and minified CSS file • Minify all JS files and, if possible, try combining them into a single external JS file • Include external CSS files before external JS files • Place your JS scripts at the bottom of your page • Optimize images • Reduce redirects • Reduce the number of plug-ins
Page Objects	<p>✘ 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.</p> <hr/> <p>HTML Pages: 6; CSS Files: 14; Scripts: 31; Images: 20; 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 jpcache. Caching mechanisms also typically compress HTML, further reducing page size and load time.</p> <hr/> <p>HOW TO FIX PAGE CACHE TEST (SERVER SIDE CACHING)</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"> 1. 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. 2. 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%. 3. 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	<div>  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. </div>
Image Expires Tag Test	<div>  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 . </div> <hr/> <div> HOW TO FIX IMAGE EXPIRES TAG TEST <p>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:</p> <pre> <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> </pre> </div>
JS Minification Test	<div>  Some of your website's JavaScript files are not minified! </div> <hr/> <div> <ul style="list-style-type: none"> → http://aurabyeverything.nl/portfolio/site/assets/js/imagesloaded.pkgd.js → http://aurabyeverything.nl/portfolio/site/assets/js/appear.js → http://aurabyeverything.nl/portfolio/site/assets/js/jquery.easing.1.3.js → http://aurabyeverything.nl/portfolio/site/assets/js/jqBootstrapValidation.js → http://aurabyeverything.nl/portfolio/site/assets/js/jquery.fitvids.js → http://aurabyeverything.nl/portfolio/site/assets/js/jquery.parallax-1.1.3.js → http://aurabyeverything.nl/portfolio/site/assets/js/gmaps.js → http://aurabyeverything.nl/portfolio/site/assets/js/contact.js → http://aurabyeverything.nl/portfolio/site/assets/js/custom.js </div> <hr/> <div> HOW TO FIX JS MINIFICATION TEST <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 YUI Compressor, Closure Compiler or JSMIn.</p> </div>
CSS Minification Test	<div>  Some of your website's CSS files are not minified! </div> <hr/> <div> <ul style="list-style-type: none"> → http://aurabyeverything.nl/portfolio/site/assets/css/et-line-font.css → http://aurabyeverything.nl/portfolio/site/assets/css/simpletextrotator.css → http://aurabyeverything.nl/portfolio/site/assets/css/magnific-popup.css → http://aurabyeverything.nl/portfolio/site/assets/css/owl.carousel.css → http://aurabyeverything.nl/portfolio/site/assets/css/superslides.css → http://aurabyeverything.nl/portfolio/site/assets/css/animate.css → http://aurabyeverything.nl/portfolio/site/assets/css/styled.css → http://aurabyeverything.nl/portfolio/site/assets/css/style.css → http://fonts.googleapis.com/css?family=Libre+Baskerville:400italic → http://fonts.googleapis.com/css?family=Lato:400,700,400italic </div> <hr/> <div> HOW TO FIX CSS MINIFICATION TEST <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> </div>


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: <hr/> → <!DOCTYPE html>
URL Redirects Checker	 Your URL performed one redirect! 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. <hr/> → from: http://aurabyeverything.nl/portfolio/site to: http://aurabyeverything.nl/portfolio/site/

SERVER AND SECURITY



URL Canonicalization Test	 http://aurabyeverything.nl/portfolio/site and http://www.aurabyeverything.nl/portfolio/site should resolve to the same URL, but currently do not. <hr/> HOW TO FIX URL CANONICALIZATION TEST
HTTPS Test	 Your website is not using https, a secure communication protocol. Even for sites that do not collect sensitive customer information, search engines suggest that switching to https is an increasingly good idea and may help improve rankings . Note: if your site relies primarily on adsense income, be aware that using https may be detrimental to ad earnings . <hr/> HOW TO FIX HTTPS TEST If your website needs a secured authentication or an encrypted transfer of data, you need to install an SSL certificate in order to provide a secure connection over HTTPS protocol. HERE is a "step by step" guide to purchase and install an SSL certificate.
Safe Browsing Test	 This site is not currently listed as suspicious (no malware or phishing activity found).

Server Signature Test	<div>  Your server signature is on. Turning off your server signature is generally a good idea from a security standpoint. Read more on how to turn off server signature and improve your website's security. </div> <hr/> <div> → Server: Apache/2 </div> <hr/> <div> HOW TO FIX SERVER SIGNATURE TEST </div> <p>By default, the Apache webserver sends HTTP headers with some information about your server version, operating system, modules installed, etc. These informations can be used by hackers in order to exploit vulnerabilities (specially if you are running an older version). These information can be hidden or changed with very basic configurations.</p> <p>Open Apache's configuration file (httpd.conf or apache.conf) and search for ServerSignature. If you find it, edit it to:</p> <div> <pre>ServerSignature Off ServerTokens Prod</pre> </div> <p>If you don't find it, just add these two lines at the end of the file. Note that, after you modify the configuration file, you must restart the Apache server.</p>
Directory Browsing Test	<div>  Congratulations! Your server has disabled directory browsing. </div>
Libwww-perl Access Test	<div>  Your server appears to allow access from User-agent Libwww-perl. Botnet scripts that automatically look for vulnerabilities in your software are sometimes identified as User-Agent libwww-perl. By blocking access from libwww-perl you can eliminate many simpler attacks. Read more on blocking Libwww-perl access and improving your website's security. </div> <hr/> <div> HOW TO FIX LIBWWW-PERL ACCESS TEST </div>
Plaintext Emails Test	<div>  We found 2 email addresses in your page code. We advise you to protect email links in a way that hides them from the spam harvesters. </div> <hr/> <div> HOW TO FIX PLAINTEXT EMAILS TEST </div>

MOBILE USABILITY	
Media Query Responsive Test	<div>  Congratulations, your website uses media query technique, which is the base for responsive design functionalities. </div>

Mobile Snapshot	
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ADVANCED SEO	
Microdata Schema Test	<div><div><div></div><div></div></div><div><p>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.</p></div></div> <div><div>HOW TO FIX MICRODATA SCHEMA TEST</div><div><p>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.</p><p>Here is a simple example of how to use HTML5 microdata in your contact web page:</p></div><div><pre><div itemscope itemtype="http://schema.org/Person"> Joe Doe The Example Company 604-555-1234 joe.doe@example.co m </div></pre></div></div>
Noindex Tag Checker	<div><div><div></div><div></div></div><div><p>✔ Your webpage does not use the noindex meta tag. This means that your webpage will be read and indexed by search engines.</p></div></div>
Canonical Tag Checker	<div><div><div></div><div></div></div><div><p>✔ Your page does not use the canonical link tag.</p></div></div>
Nofollow Tag Checker	<div><div><div></div><div></div></div><div><p>✔ Your webpage does not use the nofollow meta tag. This means that search engines will crawl all links from your webpage.</p></div></div>

Disallow Directive Checker	 Your site lacks a "robots.txt" file. This file can protect private content from appearing online, save bandwidth, and lower load on your server. A missing "robots.txt" file also generates additional errors in your apache log whenever robots request one.
SPF records checker	 Congratulations! Your DNS server is using an SPF record. This SPF record is listed below: <hr/> <div>→ v=spf1 a mx ip4:185.114.157.173 ~all</div>