

# SEO Report for <http://ignaciolavina.com>

**58 / 100**  
SEO SCORE

**28 / 48**  
PASSED CHECKS

**17 / 48**  
FAILED CHECKS

**3 / 48**  
WARNINGS

## COMMON SEO ISSUES

### Meta Title Test

✓ The meta title of your page has a length of 14 characters. Most search engines will truncate meta titles to 70 characters.

→ Ignacio Laviña

### Meta Description Test

✗ 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

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 Test

i [Ignacio Laviña](https://ignaciolavina.com)  
<https://ignaciolavina.com>

<b>Most Common Keywords Test</b>	<div data-bbox="368 62 1520 241"><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></div> <div data-bbox="427 286 777 459"><p>→ management - 21 times → software - 18 times → skills - 17 times → project - 13 times → projects - 12 times</p></div>
<b>Keywords Usage Test</b>	<div data-bbox="368 504 1520 611"><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></div> <div data-bbox="427 656 1075 723"><p>→ Keyword(s) not included in Title tag → Keyword(s) not included in Meta-Description tag</p></div> <div data-bbox="427 763 596 790"><p><b>HOW TO FIX</b></p></div> <div data-bbox="427 819 1489 887"><p>First of all, you must make sure that your page is using the title and meta-description tags.</p></div> <div data-bbox="427 913 1466 981"><p>Second, you must adjust these tags content in order to include some of the primary keywords displayed above.</p></div>
<b>Keywords Cloud Test</b>	<div data-bbox="368 1050 1520 2042"><p> abroad active agile apps association average business california chosen club communication company computer contact course courses creativity demola design developer developing development diagrams education effective elicitation engineering england especially experience experiences feedback finland french game general good grade great group highly ignacio information instructor international involved knowledge languages leadership learning like management manager member methodologies methodology mobile months motivated passionate person proactive process processing profile program project projects prototyping raid read recommend references river science scrum skills social software sport strategy student students studies summer systems taken taking teacher teaching team technology tools university willing work working workshop world year</p></div>

## Heading Tags Test

- ! Your page contains too many H1 tags. H1 tags should re-inforce the intended topic of your page to search engines - too many tags may make the topic less clear, or look like spam tactics. Consider using less than 5 H1 tags.

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### H1 headings

- 
- Hi, I'm Ignacio Laviña
  - Education
  - Hard Skills
  - Programming Languages
  - Technologies, Tools & Others
  - Soft Skills
  - General
  - Business
  - Software
  - References
  - Languages
  - English
  - French
  - Spanish
  - Abroad Experiences

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### H2 headings

- 
- Profile
  - Projects Blog Post
  - Contact Me

## 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

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

- ✖ 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](#).




### HOW TO FIX





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>
```









<b>SEO Friendly URL Test</b>	<div>  Your webpage contains URLs that are not SEO friendly! </div> <hr/> <div> <b>HOW TO FIX</b> </div> <p>In order for URLs to be SEO friendly, they should be clearly named for what they are and contain no spaces, underscores or other characters. You should avoid the use of parameters when possible, as they make URLs less inviting for users to click or share.</p> <ul style="list-style-type: none"> <li>- If your website is new and is not indexed by search engines you can replace underscores with hyphens or redirect those links to URLs that use hyphens. BUT, if your website is ranked well by search engines you do not need to do this (probably you have other ranking factors working very well).</li> <li>- The general advice remains: build links that contain hyphens rather than underscores and avoid dynamic URLs.</li> </ul>
<b>Image Alt Test</b>	<div>  Your webpage is using "img" tags with empty or missing "alt" attribute. </div> <hr/> <div> <b>HOW TO FIX</b> </div> <p>In order to pass this test you must add an <b>alt</b> attribute to every <b>&lt;img&gt;</b> tag used into your webpage.</p> <p>An image with an alternate text specified is inserted using the following HTML line:</p> <pre>&lt;img src="image.png" alt="text_to_describe_your_image"&gt;</pre> <p>Remember that the point of alt text is to provide the same functional information that a visual user would see. Search engines, users who disabled images in their browsers and other agents who are unable to see the images on your webpage can read the alt attributes assigned to the image since they cannot view it.</p> <p>Learn more about <a href="#">optimizing images for SEO</a>.</p>
<b>Inline CSS Test</b>	<div>  Your webpage is using inline CSS styles! </div> <hr/> <div> <b>HOW TO FIX</b> </div> <p>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.</p> <ul style="list-style-type: none"> <li>• check the HTML code of your page and identify all style attributes</li> <li>• for each style attribute found you must properly move all declarations in the external CSS file and remove the style attribute</li> </ul> <p><b>For example:</b></p> <pre>&lt;!--this HTML code with inline CSS rule:--&gt; &lt;p style="color:red; font-size: 12px"&gt;some text here&lt;/p&gt;  &lt;!--would became:--&gt; &lt;p&gt;some text here&lt;/p&gt;  &lt;!--and the rule added into your CSS file:--&gt; p{color:red; font-size: 12px}</pre>

<b>Deprecated HTML Tags Test</b>	 Congratulations! Your page does not use HTML deprecated tags.
<b>Google Analytics Test</b>	<div data-bbox="368 185 1485 293">  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/> <div data-bbox="426 338 596 367"> <b>HOW TO FIX</b> </div> <p data-bbox="426 396 1528 463">In order to pass this test you must create an account on <a href="#">Google Analytics site</a> and insert into your page a small javascript tracking code.</p> <p data-bbox="426 490 552 519"><b>Example:</b></p> <div data-bbox="448 557 1493 1028"> <pre> &lt;!-- Google Analytics --&gt; &lt;script&gt; (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');  &lt;/script&gt; &lt;!-- End Google Analytics --&gt; </pre> </div> <p data-bbox="426 1066 1469 1133">Note that you have to change the 'UA-XXXX-Y' with the proper id which you'll find in your analytics account.</p>
<b>Favicon Test</b>	<div data-bbox="368 1205 1426 1234">  Your site either doesn't have a favicon or this has not been referenced correctly. </div> <hr/> <div data-bbox="426 1279 596 1308"> <b>HOW TO FIX</b> </div> <p data-bbox="426 1337 1505 1440">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:</p> <div data-bbox="448 1478 1292 1619"> <pre> &lt;head&gt; &lt;link rel="icon" type="image/x-icon" href="url_to_my_favicon" /&gt; &lt;title&gt;My Title&lt;/title&gt; &lt;/head&gt; </pre> </div> <p data-bbox="426 1657 1445 1724">In the example above the "url_to_my_favicon" refers to the actual location of your favicon file.</p>
<b>JS Error Test</b>	 Congratulations! There are no severe JavaScript errors on your webpage.

<b>Social Media Test</b>	<p>✗ Your website is not connected with social media using the API's provided by Facebook, Google +, Twitter, Pinterest, or using <a href="https://addthis.com">addthis.com</a></p> <hr/> <p><b>HOW TO FIX</b></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: <a href="#">Facebook Like Button</a>, <a href="#">Facebook Share Button</a>, <a href="#">Facebook Comments</a>, <a href="#">Twitter Button</a>, <a href="#">Google +1 Button</a>, <a href="#">Pinterest Button</a> or <a href="#">AddThis Widget</a></p>
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SPEED OPTIMIZATIONS	
<b>HTML Page Size Test</b>	<p>✓ Congratulations! The size of your webpage's HTML is <b>8.35 Kb</b> and is under the average webpage's HTML size of <b>33 Kb</b>. Faster loading websites result in a better user experience, higher conversion rates, and generally better search engine rankings.</p>
<b>HTML Compression/GZIP Test</b>	<p>✓ Congratulations! Your webpage is successfully compressed using <b>gzip compression</b> on your code. Your HTML is compressed from <b>34.58 Kb</b> to <b>8.35 Kb (76% size savings)</b>. This helps ensure a faster loading webpage and improved user experience.</p>
<b>Site Loading Speed Test</b>	<p>✓ Your website loading time is around <b>0.74 seconds</b> and this is under the average loading speed which is <b>5 seconds</b>.</p>
<b>Page Objects Test</b>	<p>✗ Your page uses more than <b>20 http requests</b>, which can slow down page loading and negatively impact user experience.</p> <hr/> <p>HTML Pages: 1; CSS Files: 6; Scripts: 11; Images: 12; Flash Files: 0;</p>
<b>Page Cache Test (Server Side Caching)</b>	<p>✓ Congratulations, you have a caching mechanism on your website. <a href="#">Caching</a> helps speed page loading times as well as reduces server load.</p>
<b>Flash Test</b>	<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>
<b>CDN Usage Test</b>	<p>⚠ Your webpage is not serving all resources (images, javascript and css) from CDNs.</p> <hr/> <p><b>HOW TO FIX</b></p> <p>In order to pass this test you are advised to use a CDN service. A Content Delivery Network (CDN) is a globally distributed network of web servers that allows a quick transfer of assets and provides high availability and high performance. The primary benefits of using a CDN service are:</p> <ul style="list-style-type: none"> <li>• Improving website loading times</li> <li>• Reducing bandwidth costs</li> <li>• Increasing content availability and redundancy</li> <li>• Improving website security</li> </ul>
<b>Image Caching Test</b>	<p>✓ Congratulations! Your website is using cache headers for your images and the browsers will display these images from the cache.</p>



<b>JavaScript Caching Test</b>	 Congratulations! Your website is using cache headers for all JavaScript resources.
<b>CSS Caching Test</b>	 Congratulations! Your website is using cache headers for all CSS resources.
<b>JavaScript Minification Test</b>	 Some of your website's JavaScript files are not minified! <hr/> <p><b>HOW TO FIX</b></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 <a href="#">JSCompress</a>, <a href="#">Closure Compiler</a> or <a href="#">JSMin</a>.</p>
<b>CSS Minification Test</b>	 Some of your webpage's CSS resources are not minified. <hr/> <p><b>HOW TO FIX</b></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 <a href="#">YUI Compressor</a> or <a href="#">cssmin.js</a>.</p>
<b>Nested Tables Test</b>	 Congratulations, your page does not use nested tables. This speeds up page loading time and optimizes the user experience.
<b>Frameset Test</b>	 Congratulations! Your webpage does not use frames.
<b>Doctype Test</b>	 Congratulations! Your website has a doctype declaration: <hr/> <p>→ &lt;!DOCTYPE html&gt;</p>
<b>URL Redirects Test</b>	 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. <hr/> <p>→ from: <a href="http://ignaciolavina.com/">http://ignaciolavina.com/</a> to: <a href="https://ignaciolavina.com/">https://ignaciolavina.com/</a></p>

**URL  
Canonicalization  
Test**

✗ <https://ignaciolavina.com> and <https://www.ignaciolavina.com> should resolve to the same URL, but currently do not.

**HOW TO FIX**

In order to pass this test you must consider using a 301 re-write rule in your **.htaccess** file so that both addresses (**<http://example.com>** and **<http://www.example.com>**) resolve to the same URL.

- If you want to redirect **<http://www.example.com>** to **<http://example.com>**, you can use this:

```
RewriteCond %{HTTP_HOST} ^www\.example\.com$
RewriteRule ^/?$ "http://example.com/" [R=301,L]
```

- If you want to redirect **<http://example.com>** to **<http://www.example.com>**, you can use this:

```
RewriteCond %{HTTP_HOST} !^www.example.com$ [NC]
RewriteRule ^(.*)$ http://www.example.com/$1 [L,R=301]
```

Note that you must put the above lines somewhere after **RewriteEngine On** line.

**HTTPS Test**

✓ Your website is successfully using HTTPS, a secure communication protocol over the Internet.

→ Security state: secure

→ Certificate issuer: Let's Encrypt Authority X3

→ Valid until: Jan 02, 2020

**Safe Browsing  
Test**


✓ This site is not currently listed as suspicious (no malware or phishing activity found).


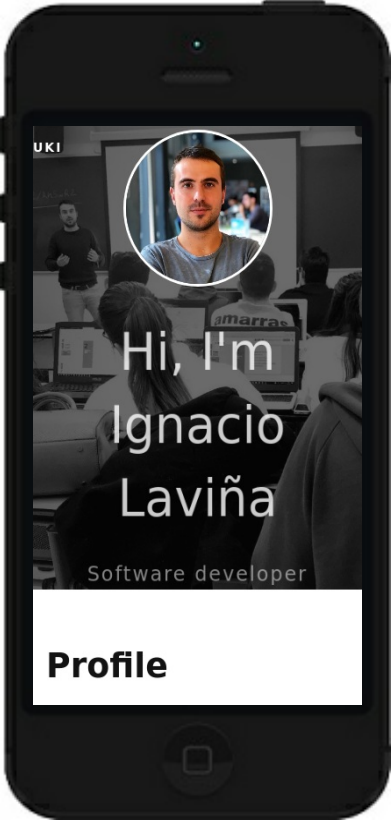
**Server Signature  
Test**

✓ Congratulations, your server signature is off.

**Directory  
Browsing Test**

✓ Congratulations! Your server has disabled directory browsing.

<b>Plaintext Emails Test</b>	<div><div> We've found 2 email addresses in your page code. We advise you <a href="#">to protect email links</a> in a way that hides them from the spam harvesters.</div><div><b>HOW TO FIX</b><p>In order to pass this test you must make your email addresses invisible to email spiders. Note that the best option is to replace your entire contact mechanism with a contact form and using the POST method while submitting the form.</p><p>Other solutions are listed below:</p><ul style="list-style-type: none"><li>• replace the at (@) and dot (.) characters</li><li>• replace text with images</li><li>• use email obfuscators</li><li>• hide email addresses using JavaScript or CSS trick</li></ul></div></div>
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MOBILE USABILITY	
<b>Media Query Responsive Test</b>	<div><div> Congratulations, your website uses media query technique, which is the base for responsive design functionalities.</div></div>
<b>Mobile Snapshot Test</b>	<div>A mobile snapshot of a website profile page. The page features a circular profile picture of a man, the text 'Hi, I'm Ignacio Laviña', the title 'Software developer', and a 'Profile' button at the bottom. The background is a blurred image of a person in a classroom setting.</div>

**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**

- ✓ Congratulations, your website is using a custom 404 error page. 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](#).

**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 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 Test

- ✖ 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

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-authorized 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 authorized. 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-authorized email to be handled.