

SEO Report for <http://www.autoplusberkeley.com>

62 / 100

SEO SCORE

33 / 49

PASSED CHECKS

15 / 49

FAILED CHECKS

1 / 49

WARNINGS

COMMON SEO ISSUES

Title Tag

✓ The meta title of your page has a length of 74 characters. Most search engines will truncate meta titles to 70 characters.

→ Audi/VW Auto/Car Mechanic/Service/Repair in Berkeley/Albany CA | Auto Plus

Meta Description

✓ The meta description of your page has a length of 148 characters. Most search engines will truncate meta descriptions to 160 characters.

→ Audi/VW car service/maintenance/repair for engines/transmissions/brakes/shocks/struts/suspension/timing belts/exhaust systems & air conditioning










Google Search Results Preview





ⓘ [Audi/VW Auto/Car Mechanic/Service/Repair in Berkeley/Albany CA | http://www.autoplusberkeley.com/](http://www.autoplusberkeley.com/)
Audi/VW car service/maintenance/repair for engines/transmissions/brakes/shocks/struts/suspension/timing belts/exhaust systems & air conditioning





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.




→ albany - 5 times
→ auto - 5 times
→ plus - 5 times
→ area - 4 times
→ berkeley - 4 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/> <p>  Keyword(s) included in Meta-Title Tag  Keyword(s) not included in Meta-Description </p> <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. Second, you must adjust these tags content in order to include some of the primary keywords displayed above.</p>
Keywords Cloud	<p> albany appointment area audi auto automotive avenue bart belts berkeley brakes california care cars cerrito change conditioning conveniently development diagnostic downtown east electrical engines entire exhaust expertise experts financing francisco friday frontend gardizigallery@netscape.net german home hours independent interstate just kensington local located maintenance mars mechanics minutes monday northern oakland owners pablo piedmont plus radiators repair repairs routine rusty saturday scheduled service serving shocks shop smog sophisticated specialize stateofheart struts suspension suspensions systems tests timing today transmissions tuneups vehicle vehicles volkswagen www.autoplusberkeley.com</p>
<h1> Headings Status	<p> Your page contains H1 headings. Their contents are listed below:</p> <hr/> <p>→ Home</p>
<h2> Headings Status	<p> Your page does not contain any H2 headings. H2 headings help describe the sub-topics of your webpage to search engines. While less important than good meta-titles and descriptions, H1 and H2 headings may still help define the topics of your page to search engines.</p> <hr/> <p>HOW TO FIX <H2> HEADINGS STATUS</p> <p>In order to pass this test you must identify the most important sub-topics from your page and insert those sub-topics between <code><h2>...</h2></code> tags.</p> <p>Example:</p> <pre><h2>First sub-topic goes here</h2> ... <h2>Another sub-topic</h2></pre>
Robots.txt Test	<p> Congratulations! Your site uses a "robots.txt" file: http://www.autoplusberkeley.com/robots.txt</p>
Sitemap Test	<p> Congratulations! We've found 2 sitemaps files for your website:</p> <hr/> <p>→ http://www.autoplusberkeley.com/sitemap.xml → http://autoplusberkeley.com/sitemap.xml</p>
Broken Links Test	<p> From 16 distinct anchor links analyzed, none of them appear to be broken.</p>

SEO Friendly URL Test	<div>  We have found one URL that is not SEO friendly! </div> <hr/> <div> → http://www.autoplusberkeley.com/oil_change.html </div> <hr/> <div> HOW TO FIX SEO FRIENDLY URL TEST </div> <ul style="list-style-type: none"> - 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. - 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). - The general advice remains: build links that contain hyphens rather than underscores and avoid dynamic URLs.
Image Alt Test	<div>  Your webpage has 3 'img' tags and 2 of them are missing the required 'alt' attribute. </div> <hr/> <div> HOW TO FIX IMAGE ALT TEST </div> <p>In order to pass this test you must add an alt attribute to every tag used into your webpage. An image with an alternate text specified is inserted using the following HTML line:</p> <div> <pre></pre> </div> <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 optimizing images for SEO.</p>
Inline CSS Test	<div>  Congratulations! Your web page does not use inline CSS styles. </div>
Deprecated HTML Tags	<div>  Congratulations! Your page does not use HTML deprecated tags. </div>

Google Analytics Test	<div><div></div><div>Your website does not include a Google Analytics tracker script or this script is not properly installed. You are advised to use Google Analytics and properly install the tracker script in order to get detailed statistics about your website's traffic and traffic sources.</div></div> <div><div>HOW TO FIX GOOGLE ANALYTICS TEST</div><div>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.</div><div>Example:</div><div><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></div><div>Note that you have to change the 'UA-XXXX-Y' with the proper id which you'll find in your analytics account.</div></div>
Favicon Test	<div><div></div><div>Congratulations! Your website appears to have a favicon. <input type="text"/></div></div>
Backlinks Checker	
JS Error Checker	<div><div></div><div>Congratulations! There are no severe JavaScript errors on your web page.</div></div>
Social Media Check	<div><div></div><div>Congratulations! Your website is connected successfully with social media using: Facebook; Twitter; Google Plus;</div></div>

SPEED OPTIMIZATIONS	
HTML Page Size Test	<div><div></div><div>Congratulations! Your HTML size is 11.93 Kb and this is under the average web page size of 33 Kb. This leads to a faster page loading time than average.</div></div>







HTML Compression/GZIP Test	<div> Your page do not use any HTML compression! You should compress your HTML to reduce your page size and page loading times - this will help your site retain visitors and increase page views. If you were using compression, you could be compressing your HTML size by 76 % - from 11.93 Kb to 2.86 Kb which would further reduce your page loading time.</div> <div>HOW TO FIX HTML COMPRESSION/GZIP TEST Your two options for file compression are Deflate and GZIP.<ul style="list-style-type: none">• Deflate is an option which comes automatically with the Apache server and which is simple to set up.• GZIP on the other hand needs to be installed and requires a bit more work to install. However, GZIP does achieve a higher compression rate and therefore might be a better choice if your website uses pages which have a lot of images or large file sizes.Setting up file compression for your website will depend on which type of server you?re using for your website. Most likely, you?ll be using Apache, which means you can enable compression by adding a few deflate codes to your .htaccess file.<div># compress text, html, javascript, css, xml: AddOutputFilterByType DEFLATE text/plain AddOutputFilterByType DEFLATE text/html AddOutputFilterByType DEFLATE text/xml AddOutputFilterByType DEFLATE text/css AddOutputFilterByType DEFLATE application/xml AddOutputFilterByType DEFLATE application/xhtml+xml AddOutputFilterByType DEFLATE application/rss+xml AddOutputFilterByType DEFLATE application/javascript AddOutputFilterByType DEFLATE application/x-javascript</div>For more advanced information regarding deflate you can check this Apache documentation.</div>
Site Loading Speed Test	<div> Your site loading time is around 1.423 seconds and this is under the average loading speed which is 5 seconds.</div>
Page Objects	<div> 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.</div> <div>HTML Pages: 1; CSS Files: 4; Scripts: 2; Images: 23; Flash Files: 0;</div>

Page Cache Test (Server Side Caching)	<div>  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. </div> <hr/> <div> HOW TO FIX PAGE CACHE TEST (SERVER SIDE CACHING) <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"> 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. 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%. 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. </div>
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>  Congratulations! Your website's JavaScript files are minified! </div>

CSS Minification Test	<p>❗ Some of your website's CSS files are not minified!</p> <hr/> <p>→ http://www.autoplusberkeley.com/css/normalize.css → http://fonts.googleapis.com/css?family=Open+Sans+Condensed:300</p> <hr/> <p>HOW TO FIX CSS MINIFICATION TEST</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 YUI Compressor or cssmin.js.</p>
Nested Tables Test	<p>✅ Congratulations, your page does not use nested tables. This speeds up page loading time and optimizes the user experience.</p>
Frameset Test	<p>✅ Congratulations! Your webpage does not use frames.</p>
Doctype Test	<p>✅ Congratulations! Your website has a doctype declaration:</p> <hr/> <p>→ <code><!DOCTYPE html></code></p>
URL Redirects Checker	<p>✅ Congratulations! Your URL doesn't have any redirects (which could potentially cause site indexation issues and site loading delays).</p>

SERVER AND SECURITY

URL Canonicalization Test	<p>❌ http://www.autoplusberkeley.com and http://autoplusberkeley.com/ should resolve to the same URL, but currently do not.</p> <hr/> <p>HOW TO FIX URL CANONICALIZATION TEST</p> <p>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.</p> <p>- If you want to redirect http://www.example.com to http://example.com, you can use this:</p> <pre>RewriteCond %{HTTP_HOST} ^www\.example\.com\$ RewriteRule ^/?\$ "http://example.com/" [R=301,L]</pre> <p>- If you want to redirect http://example.com to http://www.example.com, you can use this:</p> <pre>RewriteCond %{HTTP_HOST} !^www.example.com\$ [NC] RewriteRule ^(.*)\$ http://www.example.com/\$1 [L,R=301]</pre> <p>Note that you must put the above lines somewhere after RewriteEngine On line.</p>
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IP Canonicalization Test	<div>  Your site's IP 206.188.192.210 does not redirect to your site's domain name. This could cause duplicate content problems if a search engine indexes your site under both its IP and domain name. </div> <hr/> <div> HOW TO FIX IP CANONICALIZATION TEST <p>In order to pass this test you must consider using a 301 re-write rule in your .htaccess file so that your site's IP points to your domain name.</p> <p>If your site is running on apache server, you could put these lines in your .htaccess after RewriteEngine on line:</p> <pre>RewriteCond %{HTTP_HOST} ^XXX\.\XXX\.\XXX\.\XXX RewriteRule (.*?) http://www.yourdomain.com/\$1 [R=301,L]</pre> <p>Note that you must proper format the first line using your IP (replace X characters with proper digits from your IP) and the second line using your domain name.</p> </div>
HTTPS Test	<div>  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. </div> <hr/> <div> HOW TO FIX HTTPS TEST <p>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.</p> </div>
Safe Browsing Test	<div>  This site is not currently listed as suspicious (no malware or phishing activity found). </div>
Server Signature Test	<div>  Congratulations, your server signature is off. </div>
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 <p>In order to pass this test you must block the libwww-perl user-agent in your .htaccess file.</p> <p>If your site is running on apache server, you could put these lines in your .htaccess after RewriteEngine on line:</p> <pre>RewriteCond %{HTTP_USER_AGENT} libwww-perl.* RewriteRule .* ? [F,L]</pre> </div>

Microdata Schema Test	<p>✓ Congratulations! Your website is using HTML Microdata specifications in order to markup structured data.</p> <hr/> <p>→ Type: http://schema.org/LocalBusiness</p> <p>→ Properties:</p> <ul style="list-style-type: none">name: Auto Plusurl: www.autoplusberkeley.comemail: gardizigallery@netscape.netgeo:address: 700 San Pablo Ave, Albany, CA 94706streetAddress: 700 San Pablo AveaddressLocality: AlbanyaddressRegion: CApostalCode: 94706telephone: 510-527-0100openingHours: Hours: Monday - Friday 8:30 am to 6:00 pm, Saturday by Appointment
Noindex Tag Checker	<p>✓ Your webpage does not use the noindex meta tag. This means that your webpage will be read and indexed by search engines.</p>
Canonical Tag Checker	<p>✓ Your page does not use the canonical link tag.</p>
Nofollow Tag Checker	<p>✓ Your webpage does not use the nofollow meta tag. This means that search engines will crawl all links from your webpage.</p>
Disallow Directive Checker	<p>✓ 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.</p> <hr/> <p>→ Disallow: /fonts/</p>

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-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.