SEO Report for http://autoplusberkeley.com

61 / 100	30 / 49	18 / 49	1 / 49
SEO SCORE	PASSED CHECKS	FAILED CHECKS	WARNINGS

COMMON SEO ISSUES

Title Tag	✔ The meta title of your page has a length of 55 characters. Most search engines will truncate meta titles to 70 characters. → Audi/VW Auto/Car Mechanic/Service/Repair in Berkeley CA
Meta Description	✔ The meta description of your page has a length of 185 characters. Most search engines will truncate meta descriptions to 160 characters. → Audi/VW/German car service/maintenance/repair for engines/transmissions/brakes/shocks/struts/suspension/timing belts/exhaust systems & air conditioning in Berkeley/Albany CA | Auto Plus
Google Search Results Preview	ⓘ Audi/VW Auto/Car Mechanic/Service/Repair in Berkeley CA http://autoplusberkeley.com/ Audi/VW/German car service/maintenance/repair for engines/transmissions/brakes/shocks/struts/suspension/timing belts/exhaust systems & air conditioning in Berkeley/Albany CA | Auto Plus
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. → auto - 5 times → plus - 5 times → berkeley - 4 times → area - 4 times → albany - 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 Meta-Title Tag ✔ Keyword(s) included in Meta-Description Tag

Keywords Cloud	address albany appointment area audi audivwbrakesalbanyberkeleyca audivwdiagnosticalbanyberkeleyca audivwmaintenancealbanyberkeleyca audivwoilfilterchangealbanyberkeleyca audivwrepairalbanyberkeleyca audivwsuspensionalbanyberkeleyca auto autocarvehiclerepairloanfinancing automotive bart belts berkeley brakes california care cars cerrito conditioning conveniently downtown east electrical email engines entire exhaust expertise experts francisco friday german home independent interstate just kensington local located maintenance mechanics minutes monday northern oakland owners pablo piedmont plus radiators repair repairs routine saturday scheduled service serving shocks shop smog sophisticated specialize stateoftheart struts suspensions systems tests timing today transmissions tuneups vehicle vehicles volkswagen www.autoplusberkeley.com

<h1> Headings Status	Your page does not contain any H1 headings. H1 headings help indicate the important topics of your page to search engines. While less important than good meta-titles and descriptions, H1 headings may still help define the topic of your page to search engines.
	
	HOW TO FIX <H1> HEADINGS STATUS
	In order to pass this test you must indentify the most important topics from your page and insert those topics between `<h1>...</h1>` tags.
	Example:
	`<h1>Important topic goes here</h1>`
	`...`
	`<h1>Another topic</h1>`

<h2> Headings Status	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.
	
	HOW TO FIX <H2> HEADINGS STATUS
	In order to pass this test you must indentify the most important sub-topics from your page and insert those sub-topics between `<h2>...</h2>` tags.
	Example:
	`<h2>First sub-topic goes here</h2>`
	`...`
	`<h2>Another sub-topic</h2>`

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	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	From 16 distinct anchor links analyzed, none of them appear to be broken.
SEO Friendly URL Test	Congratulations! All links from your webpage are SEO friendly.

Image Alt Test	Your webpage has **10** 'img' tags and **1** of them are missing the required 'alt' attribute. **HOW TO FIX IMAGE ALT TEST** In order to pass this test you must add an **alt** attribute to every **<img>** tag used into your webpage. An image with an alternate text specified is inserted using the following HTML line: `<img src="image.png" alt="text_to_describe_your_image">` 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. Learn more about optimizing images for SEO.

Inline CSS Test	Your webpage is using **11** 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:
	
	`<!--this HTML code with inline CSS rule:-->`
	`<p style="color:red; font-size: 12px">some text here</p>`
	
	`<!--would became:-->`
	`<p>some text here</p>`
	
	`<!--and the rule added into your CSS file:-->`
	`p{color:red; font-size: 12px}`

Deprecated HTML Tags	Congratulations! Your page does not use HTML deprecated tags.
Google Analytics Test	Congratulations! Your website is using the correct version of Google Analytics tracking code.
Favicon Test	Congratulations! Your website appears to have a favicon.
Backlinks Checker	
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; Google Plus;

SPEED OPTIMIZATIONS

HTML Page Size Test

Congratulations! Your HTML size is **7.50 Kb** and this is under the average web page size of **33 Kb**.
This leads to a faster page loading time than average.

HTML Compression/GZIP Test

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 **65 %** - from **7.50 Kb** to **2.65 Kb** which would further reduce your page loading time.

HOW TO FIX HTML COMPRESSION/GZIP TEST

Your two options for file compression are **Deflate** and **GZIP**.

- 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.

```
# 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
```

For more advanced information regarding deflate you can check this Apache documentation.

Site Loading Speed Test

Your site loading time is around **1.8 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: 2; CSS Files: 4; Scripts: 3; Images: 56; 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 jpcache. 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	Congratulations! Your website's JavaScript files are minified!

CSS Minification Test	Some of your website's CSS files are not minified! → http://fonts.googleapis.com/css?family=Open+Sans+Condensed:300,700 → http://autoplusberkeley.com/new.css → http://autoplusberkeley.com/contactinfo.css → http://autoplusberkeley.com/mobilenew.css **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	Your website does not have a doctype declaration and this may cause rendering problems!
	HOW TO FIX DOCTYPE TEST
	Always add the **<!DOCTYPE>** declaration to your HTML documents, so that the browser knows what type of document to expect. This declaration must be the very first thing in your HTML document, before the **<html>** tag. You can see below the most common **<!DOCTYPE>** declarations:
	• HTML 5:
	`<!DOCTYPE html>`
	• HTML 4.01 Strict:
	`<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01//EN" "http://www.w3.org/TR/html4/strict.dtd">`
	• HTML 4.01 Transitional:
	`<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN" "http://www.w3.org/TR/html4/loose.dtd">`
	• XHTML 1.0 Strict:
	`<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">`
	• XHTML 1.0 Transitional:
	`<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">`
	• XHTML 1.1:
	`<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.1//EN" "http://www.w3.org/TR/xhtml11/DTD/xhtml11.dtd">`

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	✗ http://autoplusberkeley.com and http://www.autoplusberkeley.com/ should resolve to the same URL, but currently do not.
	
	HOW TO FIX URL CANONICALIZATION TEST
	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.

IP Canonicalization Test	✗ 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.
	
	HOW TO FIX IP CANONICALIZATION TEST
	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.
	If your site is running on apache server, you could put these lines in your **.htaccess** after **RewriteEngine on** line:
	`RewriteCond %{HTTP_HOST} ^XXX\.XXX\.XXX\.XXX`
	`RewriteRule (.*) http://www.yourdomain.com/$1 [R=301,L]`
	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.

HTTPS Test	✗ Your website is not using https, a secure communication protocol. Even for sites that do not collect senstive 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. **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	✓ Congratulations, your server signature is off.
Directory Browsing Test	✓ Congratulations! Your server has disabled directory browsing.

Libwww-perl Access Test

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.

HOW TO FIX LIBWWW-PERL ACCESS TEST

In order to pass this test you must block the libwww-perl user-agent in your **.htaccess** file. If your site is running on apache server, you could put these lines in your **.htaccess** after **RewriteEngine on** line:

```
RewriteCond %{HTTP_USER_AGENT} libwww-perl.*
RewriteRule .* ? [F,L]
```

Plaintext Emails Test

We found 1 email addresses in your page code. We advise you to protect email links in a way that hides them from the spam harvesters.

HOW TO FIX PLAINTEXT EMAILS TEST

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. Other solutions are listed below:

- replace the at (@) and dot (.) characters
- replace text with images
- use email obfuscators
- hide email addresses using JavaScript or CSS trick

MOBILE USABILITY

Media Query Responsive Test

Your website is not using media queries. You should consider using this technique in order to implement responsive design functionalities.

HOW TO FIX MEDIA QUERY RESPONSIVE TEST

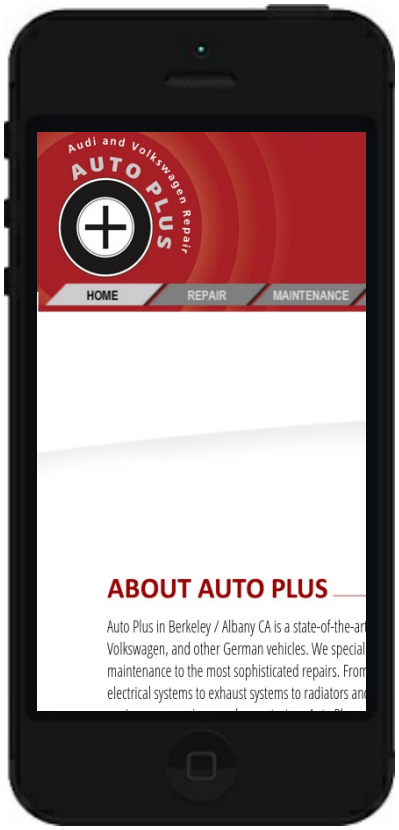
Media queries allow you to style elements for specific devices (smartphones, tablets, desktop computers) by using attributes like width, height, resolution, aspect ratio, orientation or color. By using media queries, presentations can be tailored to a specific range of output devices without changing the content itself.

Example:

```
<link rel="stylesheet" media="screen and (min-width: 480px) and (max-width: 960px)"
href="480-960.css" />

<!-- OR -->
@media screen and (min-width: 480px) and (max-width: 960px) {
   #header {
      display: none;
   }
}
```

An **@media** rule specifies the target media types of a set of statements. In the example above, we are specifying the media type **screen**. The **max-width** and **min-width** features are telling the browser that at any screen size larger than 480px, but smaller than 960px, hide any elements with **id="header"**.

Mobile Snapshot	

ADVANCED SEO

Microdata Schema Test	✔ Congratulations! Your website is using HTML Microdata specifications in order to markup structured data. → **Type:** http://schema.org/LocalBusiness → **Properties:** **telephone:** 510-527-0100 **name:** Auto Plus **address:** 700 San Pablo Ave, Albany, CA 94706 **streetAddress:** 700 San Pablo Ave **addressLocality:** Albany **addressRegion:** CA **postalCode:** 94706 **url:** www.autoplusBerkeley.com **email:** Email Address **geo:**
Noindex Tag 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 does not use the canonical link tag.
Nofollow Tag 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 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	✖ 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.