SEO Report for http://autoplusberkeley.com

80 / 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 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 182 characters. Most search engines will truncate meta descriptions to 160 characters.
	→	Call Auto Plus today - your local Auto repair, Audi and Volkswagen experts for service, maintenance, and repairs serving Berkeley, Albany, El Cerrito and the East Bay Area since 1980
Google Search Results Preview	ⓘ	Audi/VW Auto/Car Mechanic/Service/Repair in Berkeley/Albany http://autoplusberkeley.com Call Auto Plus today - your local Auto repair, Audi and Volkswagen experts for service, maintenance, and repairs serving Berkeley, Albany, El Cerrito and the East Bay Area since 1980
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 - 6 times → albany - 5 times → plus - 5 times → berkeley - 4 times → service - 3 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	ⓘ albany appointment area audi auto automotive avenue bart belt belts berkeley brakes california care cars cerrito change conditioning conveniently diagnostic downtown east electrical engines entire exhaust expertise experts financing francisco friday gardizigallery@netscape.net german home hours 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 suspension suspensions systems tests timing today transmissions tuneups vehicle vehicles volkswagen www.autoplusberkeley.com
<h1> Headings Status	✔ Your page contains H1 headings. Their contents are listed below: → Home

<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	✔ Congratulations! Your site uses a "robots.txt" file: http://autoplusberkeley.com/robots.txt
Sitemap Test	✔ Congratulations! We've found 1 sitemap file for your website: → http://autoplusberkeley.com/sitemap.xml
Broken Links Test	✔ Congratulations! We have checked 16 links on this web page and none of them are broken.

SEO Friendly URL Test	❌ We have found one URL that is not SEO friendly!
	→ http://autoplusberkeley.com/oil_change.html
	HOW TO FIX SEO FRIENDLY URL TEST - 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 are 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	⚠️ Your webpage has **3** '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	✔️ 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	✔️ Congratulations! Your website is using the latest version of Google Analytics.
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; Google Plus;

SPEED OPTIMIZATIONS

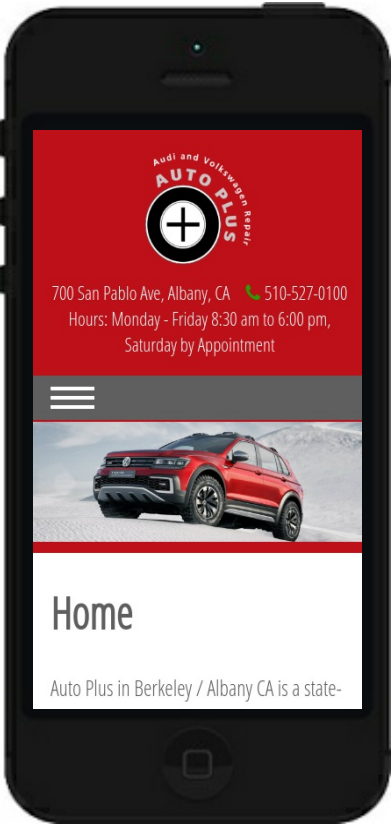|	
HTML Page Size Test	✔ Congratulations! The size of your web page's HTML is 3.09 Kb and is under the average web page's HTML size of 33 Kb. Faster loading websites result in a better user experience, higher conversion rates, and generally better search engine rankings.
HTML Compression/GZIP Test	✔ Congratulations! Your page is successfully compressed using **gzip compression** on your code. Your HTML is compressed from **13.66 Kb** to **3.09 Kb** (**77 % size savings**). This helps ensure a faster loading web page and improved user experience.
Site Loading Speed Test	✔ Your site loading time is around **1.68 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: 4; Scripts: 3; Images: 23; Flash Files: 0;
Page Cache Test (Server Side Caching)	✔ Congratulations, you have a caching mechanism on your website. Caching helps speed page loading times as well as reduces server load.
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	✔ Congratulations! Your webpage use 'Expires' header for your images and the browsers will display these images from the cache.
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 **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).

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. |
| **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.

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	❌	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.
		→ Server: openresty/1.11.2.4
		HOW TO FIX SERVER SIGNATURE TEST 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. Open Apache?s configuration file (**httpd.conf** or **apache.conf**) and search for **ServerSignature**. If you find it, edit it to: ServerSignature Off ServerTokens Prod 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.
Directory Browsing Test	✔	Congratulations! Your server has disabled directory browsing.
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	✔	Congratulations, your website uses media query technique, which is the base for responsive design functionalities.

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:** 　**name:** Auto Plus 　**url:** www.autoplusberkeley.com 　**email:** gardizigallery@netscape.net 　**geo:** 　**address:** 700 San Pablo Ave, Albany, CA 94706 　**streetAddress:** 700 San Pablo Ave 　**addressLocality:** Albany 　**addressRegion:** CA 　**postalCode:** 94706 　**telephone:** 510-527-0100 　**openingHours:** Hours: Monday - Friday 8:30 am to 6:00 pm, Saturday by Appointment
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 does not use the canonical link tag.
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 does not use the disallow directive. This means that the whole website can be crawled by search engines.
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.