SEO Report for http://kridhaenterprises.com

42 / 100
SEO SCORE

25 / 48
PASSED CHECKS

21 / 48
FAILED CHECKS

2 / 48
WARNINGS

COMMON SEO ISSUES	
Meta Title Test	✔ The meta title of your page has a length of 10 characters. Most search engines will truncate meta titles to 70 characters. → Kraftseeds

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	ⓘ **Kraftseeds** http://kridhaenterprises.com

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.

→ seeds - 368 times
→ lily - 42 times
→ pots - 20 times
→ gardening - 15 times
→ pack - 14 times

Keywords Usage Test	❌ 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.

→ Keyword(s) not included in Title tag
→ Keyword(s) not included in Meta-Description tag

HOW TO FIX

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.

Keywords Cloud Test	ⓘ accessories alyssum amaranthus antirrhinum aster balcony balsam basil beans beetroot brinjal broccoli bulk cabbage cake calendula candytuft capsicum carnation carrot cavity celery celosia chilli chrysanthemum cineraria clarkia coleus combo coreopsis coriander corn cosmos cucumber cutter dahlia daisy dianthus dimorphotheca fenugreek finger flower french gaillardia garden gardening gazania gomphrena gourd grass helichrysum hollyhock home ipomea irrigation kale khol kits knol kochia lady large lemon lettuce lily login lupin marigold medium mesembryanthemum metal nasturtium nemesia onion pack pansy parsley peas petunia phlox poppy portulaca pots pumpkin radish salvia seeds small spinach squash stock sunflower sweet tithonia tomato vegetables verbena vinca william zinnia

Heading Tags Test	❌ Your webpage 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.
	H2 headings
	→ Best Gardening Products → Our Category → Grab the deal → The World of Flora → Cart → Sign Up × → Forget Password × → DEALER INQUIRY FORM ×
	HOW TO FIX In order to pass this test you must identify 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>`

Robots.txt Test	✔ Congratulations! Your site uses a "robots.txt" file: http://kridhaenterprises.com/robots.txt
Sitemap Test	✔ Congratulations! Your website has a sitemap file. → http://kridhaenterprises.com
SEO Friendly URL Test	❌ Your webpage contains URLs that are not SEO friendly! **HOW TO FIX** 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 is using "img" tags with empty or missing "alt" attribute.
	HOW TO FIX
	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 inline CSS styles!
	HOW TO FIX
	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 Test	✔ Congratulations! Your page does not use HTML deprecated tags.

Google Analytics Test	❌ 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.
	
	HOW TO FIX
	
	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.
	
	Example:
	
	``
	<!-- 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 -->
	``
	
	Note that you have to change the 'UA-XXXX-Y' with the proper id which you'll find in your analytics account.

Favicon Test	✔ Congratulations! Your website appears to have a favicon. 🌱
JS Error Test	✔ Congratulations! There are no severe JavaScript errors on your webpage.
Social Media Test	❌ Your website is not connected with social media using the API's provided by Facebook, Google +, Twitter, Pinterest, or using addthis.com **HOW TO FIX** 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: Facebook Like Button, Facebook Share Button, Facebook Comments, Twitter Button, Google +1 Button, Pinterest Button or AddThis Widget

SPEED OPTIMIZATIONS

HTML Page Size Test	❌ The size of your webpage's HTML is **243.17 Kb**, and is greater than the average size of **33 Kb**. This can lead to slower loading times, lost visitors, and decreased revenue. Good steps to reduce HTML size include: using HTML compression, CSS layouts, external style sheets, and moving javascript to external files.

HOW TO FIX

In order to resolve this problem you are advised to:

- use gzip compression
- 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
- use CSS layouts

HTML Compression/GZIP Test	❌ Your webpage doesn't 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 **91%** - from **243.17 Kb** to **21.91 Kb** .

HOW TO FIX

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 website loading time is around **9.17 seconds** and is over the average loading speed which is **5 seconds**.
		HOW TO FIX
		In order to resolve this problem you are advised to:
		• 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 Test	❌	Your page uses more than **20 http requests**, which can slow down page loading and negatively impact user experience.
		HTML Pages: 3; CSS Files: 13; Scripts: 15; Images: 67; 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.
CDN Usage Test	⚠	Your webpage is not serving all resources (images, javascript and css) from CDNs.
		HOW TO FIX 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: • Improving website loading times • Reducing bandwidth costs • Increasing content availability and redundancy • Improving website security

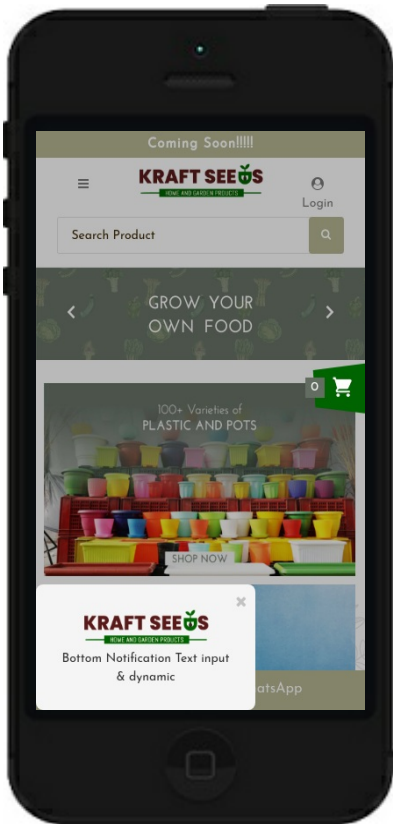|	
Image Caching Test	❌ Your website is not using cache headers for your images. Setting cache headers can help speed up the serving of your webpages for users that regularly visit your site and see the same images. Learn more about how to add expires headers to your images .
	HOW TO FIX
	In order to 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>```
JavaScript Caching Test	❌ Your website is not using cache headers for your JavaScript resources. Setting cache headers can help speed up the serving of your webpages for users that regularly visit your site.
	HOW TO FIX
	In order to reduce the number of HTTP requests, you can use the HTTP Expires header to set an expiration time for your JavaScript resources or any other content type. You can add the following lines into your **.htaccess** file:
	```<IfModule mod_expires.c> ExpiresActive on ExpiresByType text/javascript "access plus 1 month" ExpiresByType application/javascript "access plus 1 month" </IfModule>```
CSS Caching Test	❌ Your website is not using cache headers for your CSS resources. Setting cache headers can help speed up the serving of your webpages for users that regularly visit your site.
	HOW TO FIX
	In order to reduce the number of HTTP requests, you can use the HTTP Expires header to set an expiration time for your CSS resources or any other content type. You can add the following lines into your **.htaccess** file:
	```<IfModule mod_expires.c> ExpiresActive on ExpiresByType text/css "access plus 1 month" </IfModule>```
JavaScript Minification Test	❌ Some of your website's JavaScript files are not minified!
	HOW TO FIX
	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 JSCompress, Closure Compiler or JSMin.

CSS Minification Test	❌ Some of your webpage's CSS resources are not minified.
	HOW TO FIX
	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 Test	✔ 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://kridhaenterprises.com and http://www.kridhaenterprises.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 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.
	HOW TO FIX
	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.
Plaintext Emails Test	❌ We've 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.

HOW TO FIX

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 Test	

	ADVANCED SEO	

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.com</a>
</div>
```

Custom 404 Error Page Test	❌	Your website is not using a custom 404 error page. Default 404 error pages result in a poor experience - it can mislead users into thinking an entire site is down or broken, greatly increases the chance they leave your site entirely, and looks unprofessional. 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.

HOW TO FIX

Creating a custom 404 error page can be relatively simple or more complicated, depending on what technologies were used to build your website (your web server, framework used, etc). Learn more about the basics of creating a custom 404 error page.

On your custom error page, you should provide relevant information to keep the user's attention so they remain on your website. Some steps to achieve this goal include:

- Adding links to your most important pages (your best articles articles/content, latest posts, etc.)
- If you have an e-commerce business, you can display special offers, product recommendations, discounts, etc.
- Include a search box or a sitemap link to help users find the information they wanted.
- Use simple language (non-technical) to explain what went wrong.
- Add a contact form or provide an email address to allow users to get in touch with you for further help.

You can also use your custom 404 error page to 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 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.
	→ Disallow: → Disallow: /index.php
SPF Records Test	✔ Congratulations! Your DNS server is using an SPF record.
	→ v=spf1 +a +mx +ip4:103.211.217.156 ~all