

SEO Report for <http://google.com>

76 / 100

SEO SCORE

39 / 49

PASSED CHECKS

9 / 49

FAILED CHECKS

1 / 49

WARNINGS

COMMON SEO ISSUES

Meta Title

✓ The meta title of your page has a length of 6 characters. Most search engines will truncate meta titles to 70 characters.

→ Google

Meta Description

✓ The meta description of your page has a length of 167 characters. Most search engines will truncate meta descriptions to 160 characters.

→ Search the world's information, including webpages, images, videos and more. Google has many special features to help you find exactly what you're looking for.

Google Search Results Preview

ⓘ [Google](https://www.google.com/?gws_rd=ssl)
https://www.google.com/?gws_rd=ssl
 Search the world's information, including webpages, images, videos and more. Google has many special features to help you find exactly what you're looking for.

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.



→ search - 4 times
 → google - 4 times
 → press - 3 times
 → enter - 3 times
 → we've - 2 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	<p>account blogger books calendar chrome.reinstall connection contacts detected docs drive earth enter feedbackadvertisingbusiness finance gmail google hangouts helpsend images inappropriate instant learn maps news older photos play predictions press privacytermssettingssearch report search searchhistorysearch secure settingsadvanced shopping sign speed stay store translate unavailable using version we've you're youtube</p>
Related Keywords	<p>There are no indexed keywords for your domain!</p>
Competitor Domains	<p>There are no indexed competitors for your domain!</p>
<h1> Headings Status	<p>✖ 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.</p> <hr/> <p>HOW TO FIX <H1> HEADINGS STATUS</p> <p>In order to pass this test you must identify the most important topics from your page and insert those topics between <code><h1>...</h1></code> tags.</p> <p>Example:</p> <pre><h1>Important topic goes here</h1> ... <h1>Another topic</h1></pre>
<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: https://www.google.com/robots.txt</p>
Sitemap Test	<p>✔ Congratulations! We've found 2 sitemaps files for your website:</p> <hr/> <p>→ https://www.google.com/sitemap.xml</p> <p>→ http://www.gstatic.com/s2/sitemaps/profiles-sitemap.xml</p>
Broken Links Test	<p>✔ Congratulations! We have checked 37 links on this web page and none of them are broken.</p>

SEO Friendly URL Test	<div><div> We have found 17 URLs that are not SEO friendly!</div><div><div></div><div><div>→ https://www.google.com/?gws_rd=ssl</div><div>→ https://www.google.com/intl/en/about/?fg...dium=referral&utm_campaign=hp-header</div><div>→ https://www.google.com/imghp?hl=en&tab=wi</div><div>→ https://www.google.com/webhp?hl=en&s...ed=0ahUKEwiQpvz87pXaAhWH2IMKHbJnBCkQPAGF</div><div>→ http://www.google.com/intl/en_us/policies/privacy/?fg=1</div><div>→ http://www.google.com/intl/en_us/policies/terms/?fg=1</div><div>→ https://www.google.com/preferences?hl=en</div><div>→ https://www.google.com/preferences?hl=en&fg=1</div><div>→ https://www.google.com/advanced_search?hl=en&fg=1</div><div>→ https://www.google.com/history/optout?hl=en&fg=1</div><div>→ https://www.google.com/intl/en_us/ads/?s...p;utm_campaign=google_hpafooter&fg=1</div><div>→ https://www.google.com/services/?subid=w...p;utm_campaign=google_hpbfooter&fg=1</div><div>→ https://www.google.com/webhp?tab=ww</div><div>→ https://www.google.com/calendar?tab=wc</div><div>→ http://www.google.com/shopping?hl=en&tab=wf</div><div>→ https://www.google.com/finance?tab=we</div><div>→ https://www.google.com/contacts/?hl=en&tab=wC</div></div></div><div><div>HOW TO FIX SEO FRIENDLY URL TEST</div><div><div>- 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.</div><div>- 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).</div><div>- The general advice remains: build links that contain hyphens rather than underscores and avoid dynamic URLs.</div></div></div></div>
Image Alt Test	<div><div> Your webpage has 2 'img' tags and all of them contain the required 'alt' attribute.</div></div>

Inline CSS Test

✖ Your webpage is using **44** 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







✖ We found some HTML deprecated tags. You are advised to change these old tags with equivalent tags or proper CSS rules.

→ <center>: found 2 times


HOW TO FIX DEPRECATED HTML TAGS












In order to pass this test you must identify into your code all deprecated HTML tags listed above and replace them with proper tags or CSS rules. Some examples are given below:

- for <applet> tag, the equivalent tag is <object>
- for <center> tag, the alternative CSS property is text-align
- for tag, the alternative CSS properties are font-family and font-size
- for <s> , <strike> and <u> tags, the alternative CSS property is text-decoration







Google Analytics Test	<div>  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> HOW TO FIX GOOGLE ANALYTICS TEST </div> <p>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.</p> <p>Example:</p> <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> <p>Note that you have to change the 'UA-XXXX-Y' with the proper id which you'll find in your analytics account.</p>
Favicon Test	<div>  Congratulations! Your website appears to have a favicon.  </div>
Backlinks Checker	<div>  We didn't find any backlinks for your domain! Quality backlinks from websites relevant to your topic/niche are critical for strong search engine rankings. </div>
JS Error Checker	<div>  Congratulations! There are no severe JavaScript errors on your web page. </div>
Social Media Check	<div>  Congratulations! Your website is connected successfully with social media using: Google Plus; </div>

SPEED OPTIMIZATIONS


HTML Page Size Test	<div>  The size of your web page's HTML is 69.24 Kb, and is over the average web page's HTML size of 33 Kb. </div> <p>This can lead to slower than average load 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.</p> <hr/> <div> HOW TO FIX HTML PAGE SIZE TEST </div> <p>In order to resolve this problem you are advised to:</p> <ul style="list-style-type: none"> • 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
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HTML Compression/GZIP Test	 Congratulations! Your page is successfully compressed using gzip compression on your code. Your HTML is compressed from 213.10 Kb to 69.24 Kb (68 % size savings) . This helps ensure a faster loading web page and improved user experience.
Site Loading Speed Test	 Your site loading time is around 1.30 seconds and this is under the average loading speed which is 5 seconds .
Page Objects	 Congratulations, your page has fewer than 20 http requests. A higher number of http requests results in a user's browser needing to request a large number of objects from your server, which will ultimately slow down the loading of your web page. <hr/> HTML Pages: 5; CSS Files: 0; Scripts: 4; Images: 5; 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	 Congratulations! Your website's CSS files are minified!
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: <hr/> → <!doctype html>
URL Redirects Checker	 Your URL performed 2 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/> → from: http://google.com/ to: http://www.google.com/ → from: http://www.google.com/ to: https://www.google.com/?gws_rd=ssl

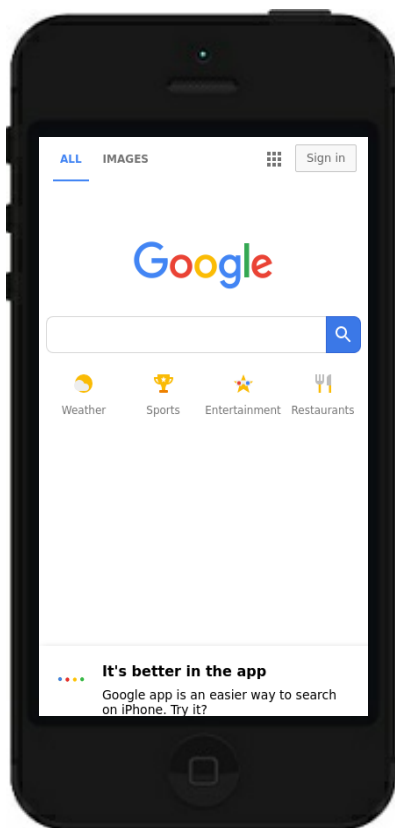
SERVER AND SECURITY

URL Canonicalization Test	<div>  https://www.google.com/?gws_rd=ssl and https://google.com should resolve to the same URL, but currently do not. </div> <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>
HTTPS Test	<div>  Your website is successfully using https, a secure communication protocol over the Internet. Note: if your site relies primarily on ad income, be aware that using https may be detrimental to ad earnings. </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>
Plaintext Emails Test	<div>  Congratulations! Your webpage does not include email addresses in plaintext. </div>

MOBILE USABILITY

Media Query Responsive Test	<div>  Congratulations, your website uses media query technique, which is the base for responsive design functionalities. </div>
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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/WebPage`

→ **Properties:**

image: `/images/branding/googleg/1x/googleg_standard_color_128dp.png`

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 webpage is using the canonical link tag. This tag specifies that the URL: should be the preferred version of this page. The canonical tag can be useful when there are similar versions of the same content on several URLs (e.g., such as e-commerce sites where URL modifiers like sort parameters are appended to a product page's URL). Please ensure that this specification is correct, as canonical tags are often hard-coded and may not always reflect the latest changes in a site's URL structure.

→ `<link href="/" rel="canonical">`

HOW TO FIX CANONICAL TAG CHECKER

The Canonical Link Tag can be used when there are several pages with similar content and you want to tell the search engines which page you prefer to use in the search results. If your webpage does not have duplicate content and it has the preferred URL you must remove 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	<div data-bbox="368 185 1465 257">  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. </div> <hr data-bbox="426 280 1524 284"/> <div data-bbox="426 302 823 2157"> <ul style="list-style-type: none"> → Disallow: /search → Disallow: /sdch → Disallow: /groups → Disallow: /index.html? → Disallow: /? → Disallow: /?hl=*& → Disallow: /?hl=*&gws_rd=ssl → Disallow: /imgres → Disallow: /u/ → Disallow: /preferences → Disallow: /setprefs → Disallow: /default → Disallow: /m? → Disallow: /m/ → Disallow: /wml? → Disallow: /wml/? → Disallow: /wml/search? → Disallow: /xhtml? → Disallow: /xhtml/? → Disallow: /xhtml/search? → Disallow: /xml? → Disallow: /imode? → Disallow: /imode/? → Disallow: /imode/search? → Disallow: /jsky? → Disallow: /jsky/? → Disallow: /jsky/search? → Disallow: /pda? → Disallow: /pda/? → Disallow: /pda/search? → Disallow: /sprint_xhtml → Disallow: /sprint_wml → Disallow: /pqa → Disallow: /palm → Disallow: /gwt/ → Disallow: /purchases → Disallow: /local? → Disallow: /local_url → Disallow: /shihui? → Disallow: /shihui/ → Disallow: /products? → Disallow: /product_ → Disallow: /products_ → Disallow: /products; → Disallow: /print → Disallow: /books/ → Disallow: /bkshp?*q=* → Disallow: /books?*q=* → Disallow: /books?*output=* → Disallow: /books?*pg=* </div>

→ Disallow: /books?*jtp=*
→ Disallow: /books?*jscmd=*
→ Disallow: /books?*buy=*
→ Disallow: /books?*zoom=*
→ Disallow: /ebooks/
→ Disallow: /ebooks?*q=*
→ Disallow: /ebooks?*output=*
→ Disallow: /ebooks?*pg=*
→ Disallow: /ebooks?*jscmd=*
→ Disallow: /ebooks?*buy=*
→ Disallow: /ebooks?*zoom=*
→ Disallow: /patents?
→ Disallow: /patents/download/
→ Disallow: /patents/pdf/
→ Disallow: /patents/related/
→ Disallow: /scholar
→ Disallow: /citations?
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→ Disallow: /maps/stk/
→ Disallow: /maps/br?
→ Disallow: /mapabcpoi?
→ Disallow: /maphp?
→ Disallow: /mapprint?
→ Disallow: /maps/api/js/
→ Disallow: /maps/api/staticmap?
→ Disallow: /maps/api/streetview
→ Disallow: /mld?
→ Disallow: /staticmap?
→ Disallow: /maps/preview
→ Disallow: /maps/place
→ Disallow: /help/maps/streetview/partners/welcome/
→ Disallow: /help/maps/indoormaps/partners/
→ Disallow: /lochp?
→ Disallow: /center
→ Disallow: /ie?
→ Disallow: /blogsearch/
→ Disallow: /blogsearch_feeds
→ Disallow: /advanced_blog_search
→ Disallow: /uds/
→ Disallow: /chart?
→ Disallow: /transit?
→ Disallow: /extern_js/
→ Disallow: /xjs/
→ Disallow: /calendar/feeds/
→ Disallow: /calendar/ical/
→ Disallow: /cl2/feeds/
→ Disallow: /cl2/ical/
→ Disallow: /coop/directory
→ Disallow: /coop/manage
→ Disallow: /trends?
→ Disallow: /trends/music?
→ Disallow: /trends/hottrends?
→
Disallow: /trends/viz?

→ Disallow: /trends/embed.js?
→ Disallow: /trends/fetchComponent?
→ Disallow: /trends/beta
→ Disallow: /trends/topics
→ Disallow: /musica
→ Disallow: /musicad
→ Disallow: /musicas
→ Disallow: /musicl
→ Disallow: /musics
→ Disallow: /musicsearch
→ Disallow: /musicsp
→ Disallow: /musiclp
→ Disallow: /urchin_test/
→ Disallow: /movies?
→ Disallow: /wapsearch?
→ Disallow: /reviews/search?
→ Disallow: /orkut/albums
→ Disallow: /cbk
→ Disallow: /maps/api/js/AuthenticationService.Authenticate
→ Disallow: /maps/api/js/QuotaService.RecordEvent
→ Disallow: /recharge/dashboard/car
→ Disallow: /recharge/dashboard/static/
→ Disallow: /profiles/me
→ Disallow: /s2/profiles/me
→ Disallow: /s2
→ Disallow: /transconsole/portal/
→ Disallow: /gcc/
→ Disallow: /aclk
→ Disallow: /cse?
→ Disallow: /cse/home
→ Disallow: /cse/panel
→ Disallow: /cse/manage
→ Disallow: /tbproxy/
→ Disallow: /imesync/
→ Disallow: /shenghuo/search?
→ Disallow: /support/forum/search?
→ Disallow: /reviews/polls/
→ Disallow: /hosted/images/
→ Disallow: /ppob/?
→ Disallow: /ppob?
→ Disallow: /accounts/ClientLogin
→ Disallow: /accounts/ClientAuth
→ Disallow: /accounts/o8
→ Disallow: /topicsearch?q=
→ Disallow: /xfx7/
→ Disallow: /squared/api
→ Disallow: /squared/search
→ Disallow: /squared/table
→ Disallow: /qnasearch?
→ Disallow: /app/updates
→ Disallow: /sidewiki/entry/
→ Disallow: /quality_form?
→ Disallow: /labs/popgadget/search
→ Disallow: /buzz/post
→ Disallow: /compressiontest/
→ Disallow: /analytics/feeds/
→ Disallow: /analytics/partners/comments/

- Disallow: /analytics/portal/
- Disallow: /analytics/uploads/
- Disallow: /alerts/
- Disallow: /ads/search?
- Disallow: /ads/plan/action_plan?
- Disallow: /ads/plan/api/
- Disallow: /ads/hotels/partners
- Disallow: /phone/compare/?
- Disallow: /travel/clk
- Disallow: /hotelfinder/rpc
- Disallow: /hotels/rpc
- Disallow: /flights/rpc
- Disallow: /commercesearch/services/
- Disallow: /evaluation/
- Disallow: /chrome/browser/mobile/tour
- Disallow: /compare/*/apply*
- Disallow: /forms/perks/
- Disallow: /shopping/suppliers/search
- Disallow: /ct/
- Disallow: /edu/cs4hs/
- Disallow: /trustedstores/s/
- Disallow: /trustedstores/tm2
- Disallow: /trustedstores/verify
- Disallow: /adwords/proposal
- Disallow: /shopping/product/
- Disallow: /shopping/seller
- Disallow: /shopping/reviewer
- Disallow: /about/careers/applications/
- Disallow: /landing/signout.html
- Disallow: /webmasters/sitemaps/ping?
- Disallow: /ping?
- Disallow: /gallery/
- Disallow: /landing/now/ontap/
- Disallow: /maps/reserve/api/
- Disallow: /maps/reserve/search
- Disallow: /maps/reserve/bookings
- Disallow: /maps/reserve/settings
- Disallow: /maps/reserve/manage
- Disallow: /maps/reserve/payment
- Disallow: /maps/reserve/receipt
- Disallow: /maps/reserve/sellersignup
- Disallow: /maps/reserve/payments
- Disallow: /maps/reserve/feedback
- Disallow: /maps/reserve/terms
- Disallow: /maps/reserve/m/
- Disallow: /maps/reserve/b/
- Disallow: /maps/reserve/partner-dashboard
- Disallow: /about/views/
- Disallow: /intl/*/about/views/
- Disallow: /local/dining/
- Disallow: /local/place/reviews/
- Disallow: /local/place/rap/
- Disallow: /local/tab/
- Disallow: /travel/hotels/
- Disallow: /finance?*q=*

SPF records
checker



Congratulations! Your DNS server is using an SPF record. This SPF record is listed below:

→ `v=spf1 include:_spf.google.com ~all`