SEO Report for http://ikman.lk

86 / 100	**39 / 49**	**6 / 49**	**4 / 49**
SEO SCORE	PASSED CHECKS	FAILED CHECKS	WARNINGS

COMMON SEO ISSUES

Meta Title	✅	The meta title of your page has a length of 61 characters. Most search engines will truncate meta titles to 70 characters.
	→	ikman.lk - Electronics, Cars, Property and Jobs in Sri Lanka
Meta Description	✅	The meta description of your page has a length of 148 characters. Most search engines will truncate meta descriptions to 160 characters.
	→	Buy and sell everything from second-hand cars to mobile phones, or even find a new home. Find a great deal close to you, or search all of Sri Lanka.
Google Search Results Preview	ⓘ	**ikman.lk - Electronics, Cars, Property and Jobs in Sri Lanka** https://ikman.lk Buy and sell everything from second-hand cars to mobile phones, or even find a new home. Find a great deal close to you, or search all of Sri Lanka.
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.
	→	lanka - 14 times
	→	sell - 8 times
	→	products - 6 times
	→	ikman.lk - 5 times
	→	used - 5 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	advertising agriculture alike animals apply banner based beauty birds blog books browse business businesses career cars cats city classes companies compare computers conditions consumers contact copyright crop deals dogs domesticated education educational electronics facebook fashion fast fish food fresh fruits garden google health help home household ikman ikman.lk including industrial industry items jobs kids kitchen kittens lanka learn magazines meats membership mobile offering opportunities pets phones plants policy post privacy products promote property puppies range resources safe saltside seafood search seeds select sell service services sitemap social stay support technologies terms tuition twitter used vacancies variety vegetables vehicles widest youtube
<h1> Headings Status	✔ Your page contains H1 headings. Their contents are listed below: → Welcome to ikman.lk - the largest marketplace in Sri Lanka!

<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 ... 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: https://ikman.lk/robots.txt

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
<?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	✔ Congratulations! We have checked 69 links on this web page and none of them are broken.
SEO Friendly URL Test	✔ Congratulations! All links from your webpage are SEO friendly.

Image Alt Test	✔	Your website doesn't use **<img>** tags.
Inline CSS Test	✖	Your webpage is using **2** 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 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 5.62 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.

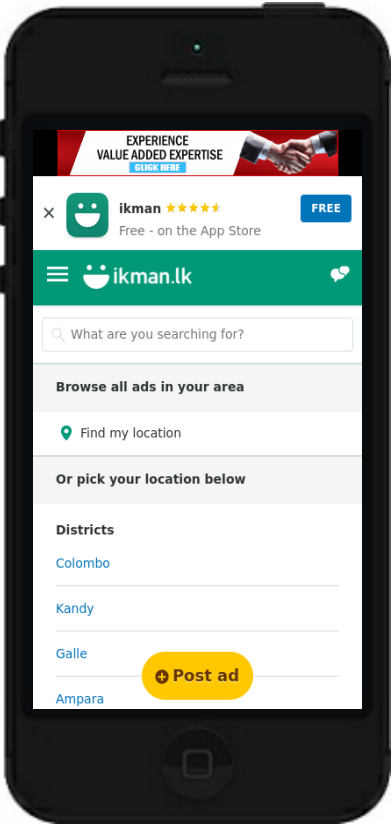|	
HTML Compression/GZIP Test	✔ Congratulations! Your page is successfully compressed using **gzip compression** on your code. Your HTML is compressed from **21.06 Kb** to **5.62 Kb** (**73 % size savings**). This helps ensure a faster loading web page and improved user experience.
Site Loading Speed Test	✔ Your site loading time is around **3.70 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: 7; CSS Files: 3; Scripts: 19; Images: 17; 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 WP Super Cache (for Wordpress sites). 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 all of 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	⚠️ Some of your website's JavaScript files are not minified!
	→ https://wsdk-files.webengage.com/webengage/~10a5cab6a/v4.js
	HOW TO FIX JS MINIFICATION TEST 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 website's CSS files are not minified!
	→ https://www.ikmanservices.com/advertisments/assetline/general/styles/all.css → https://fonts.googleapis.com/css?family=Roboto
	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	⚠️ Your URL performed one redirect! 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.
	→ from: http://ikman.lk/ to: https://ikman.lk/

SERVER AND SECURITY

URL Canonicalization Test	✔ https://ikman.lk and https://www.ikman.lk resolve to the same URL.
HTTPS Test	✔ 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.
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	✔ Congratulations! Your webpage does not include email addresses in plaintext.

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:** WebSite
	→ **Properties:**
	name: ikman
	url: https://ikman.lk
	image: https://w.ikman-st.com/dist/img/ikman/all/logos/footer-2x-54fad31b.png
	potentialAction: [object Object]
	description: Buy and sell everything from second-hand cars to mobile phones, or even find a new home. Find a great deal close to you, or search all of Sri Lanka.
	→ **Type:** Organization
	→ **Properties:**
	name: ikman
	url: https://ikman.lk
	logo: https://w.ikman-st.com/dist/img/ikman/all/logos/footer-2x-54fad31b.png
	sameAs: [object Object]

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 is using the canonical link tag. This tag specifies that the URL: https://ikman.lk is preferred to be used in search results. 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 rel="canonical" href="https://ikman.lk/">

Nofollow Checker	✔️ Your webpage is using the nofollow meta tag. You are advised to use this tag carefully since search engines will not crawl all links from your webpage.
	→ `<a href="/en/chat" rel="nofollow" target="" data-modal-selector=".login-panel" data-modal-platforms="LG SM"><svg class="ui-icon i-chat chat-read-icon gtm-chat-click"><use xlink:href="#i-chat"></use></svg><span class="hide-for-inactive"></span></a>`
	→ `<svg class="ui-icon i-chat chat-read-icon"><use xlink:href="#i-chat"></use></svg><svg class="ui-icon i-chat-notif-white-circle chat-unread-icon" style="display: none;"><use xlink:href="#i-chat-notif-white-circle"></use></svg>`
	→ `<a href="/en/my/dashboard" rel="nofollow" target=""><svg class="ui-icon i-user"><use xlink:href="#i-user"></use></svg><span class="hide-for-inactive">My account</span></a>`
	→ `<a href="/en/users/login" rel="nofollow" target=""><svg class="ui-icon i-user"> <use xlink:href="#i-user"></use></svg><span class="hide-for-inactive">Log in</span></a>`
	→ `<a class="ui-btn is-important btn-post" href="/en/post-ad" rel="nofollow"><span class="h4 t-bold btn-post">Post your ad</span></a>`
	→ `<a href="https://www.facebook.com/ikmanclassifieds" target="_blank" rel="nofollow"><svg class="ui-icon i-facebook"><use xlink:href="#i-facebook"> </use></svg> Like us on Facebook</a>`
	→ `<a class="ui-btn is-primary gtm-postad" href="/en/post-ad" rel="nofollow">Post an ad now!</a>`
	→ ``
	→ ``
	→ `<svg class="ui-icon i-facebook is-l"><use xlink:href="#i-facebook"> </use></svg>Like us on Facebook`
	→ `<a href="https://www.facebook.com/ikmanclassifieds" rel="nofollow" target="_blank">Facebook</a>`
	→ `<a href="https://twitter.com/Ikman_lk" rel="nofollow" target="_blank">Twitter</a>`
	→ `<a href="https://www.youtube.com/user/Ikmansl" rel="nofollow" target="_blank">YouTube</a>`
	→ `<a href="https://plus.google.com/+IkmanLk/posts" rel="nofollow" target="_blank">Google+</a>`
	→ `<a href="/en/terms" rel="nofollow" target=""><span class="hide-for-inactive">Terms & Conditions</span></a>`
	→ `<a href="/en/privacy" rel="nofollow" target=""><span class="hide-for-inactive">Privacy Policy</span></a>`
	HOW TO FIX NOFOLLOW CHECKER If you want search engines to crawl all the outgoing links on your webpage you must remove the nofollow meta tag.
Disallow Directive Checker	✔️ Your robots.txt file is using the disallow directive but it's empty. This means that the whole website can be crawled by search engines.

SPF records checker	✔ Congratulations! Your DNS server is using an SPF record. This SPF record is listed below:
	→ v=spf1 include:_spf.google.com include:support.zendesk.com include:mail.zendesk.com include:spf.mandrillapp.com -all