SEO Report for https://tazaskin.com

77 / 100	**37 / 48**	**9 / 48**	**2 / 48**
SEO SCORE	**PASSED CHECKS**	**FAILED CHECKS**	**WARNINGS**

COMMON SEO ISSUES

Meta Title Test	✔	The meta title of your page has a length of 23 characters. Most search engines will truncate meta titles to 70 characters.
	→	Taza Skin Clinic - Home
Meta Description Test	✔	The meta description of your page has a length of 155 characters. Most search engines will truncate meta descriptions to 160 characters.
	→	Taza Skin Clinic là viện thẩm mỹ chuyên sâu vào quá trình phục hồi cải tạo làn da và vóc dáng của mọi chị em phụ nữ. Cam kết bảo hành trọn gói sau dịch vụ.
Google Search Results Preview Test	ⓘ	**Taza Skin Clinic - Home** https://tazaskin.com Taza Skin Clinic là viện thẩm mỹ chuyên sâu vào quá trình phục hồi cải tạo làn da và vóc dáng của mọi chị em phụ nữ. Cam kết bảo hành trọn gói sau dịch vụ.
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.
	→	thêm - 5 times
	→	giới - 4 times
	→	thiếu - 4 times
	→	lược - 4 times
	→	tiêu - 4 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	ⓘ aenean artisan banksy batch biodiesel cliche clinic coffee consequat copyright deep drinking duis dịch elit fixie flexitarian freegan gian giới home hoạt intro kiên loko lomo lược massa menu natoque neutra ngày origin penatibus previous profile relaxation reserved review ridiculus rights secrets selfies services shorts single skin small sociis stumptown sunt taza tempor text thiếu thêm thời tiêu video view vinegar động
Heading Tags Test	🟠 Your page contains too many H1 tags. H1 tags should re-inforce the intended topic of your page to search engines - too many tags may make the topic less clear, or look like spam tactics. Consider using less than 5 H1 tags.
	H1 headings
	→ Home
	→ Dịch Vụ
	→ Video
	→ Profile
	→ Review
	→ Tin Tức - Sự Kiên
Robots.txt Test	✔ Congratulations! Your site uses a "robots.txt" file: https://tazaskin.com/robots.txt

Sitemap Test	❌ Your website 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

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>
```

SEO Friendly URL Test	✔️ Congratulations! All links from your webpage are SEO friendly.

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:
	
	<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>
	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	✔ Congratulations! The size of your webpage's HTML is **2.89 Kb** and is under the average webpage'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 webpage is successfully compressed using **gzip compression** on your code. Your HTML is compressed from **12.0 Kb** to **2.89 Kb** (**76% size savings**). This helps ensure a faster loading webpage and improved user experience.
Site Loading Speed Test	✔ Your website loading time is around **4.66 seconds** and this is under the average loading speed which is **5 seconds**.

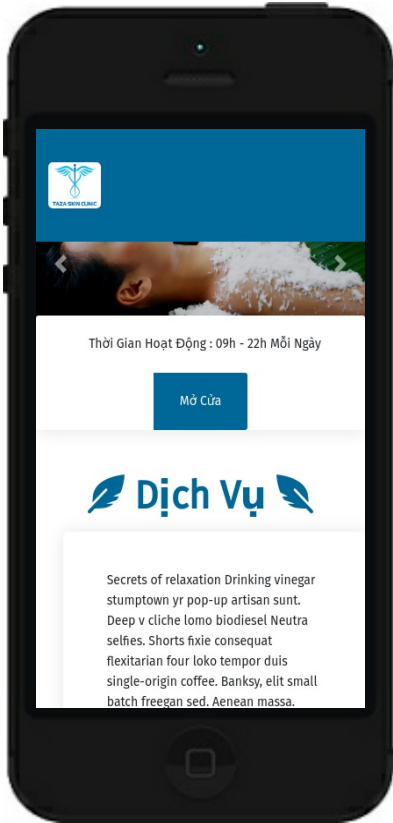|	
Page Objects Test	❌ Your page uses more than **20 http requests**, which can slow down page loading and negatively impact user experience.
	HTML Pages: 6; CSS Files: 8; Scripts: 19; Images: 5; Flash Files: 0;
Page Cache Test (Server Side Caching)	✔ Congratulations, you have a caching mechanism on 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.
CDN Usage Test	✔ Your webpage is serving all images, javascript and css resources from CDNs.
Image Caching Test	✔ Congratulations! Your website is using cache headers for your images and the browsers will display these images from the cache.
JavaScript Caching Test	✔ Congratulations! Your website is using cache headers for all JavaScript resources.
CSS Caching Test	✔ Congratulations! Your website is using cache headers for all CSS resources.
JavaScript Minification Test	✔ Congratulations! Your website's JavaScript files are minified!
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	✔ https://tazaskin.com and https://www.tazaskin.com resolve to the same URL.

HTTPS Test	✔ Your website is successfully using HTTPS, a secure communication protocol over the Internet.
	→ Security state: secure
	→ Certificate issuer: CloudFlare Inc ECC CA-2
	→ Valid until: Oct 09, 2020
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	✔ Congratulations, your website uses media query technique, which is the base for responsive design functionalities.
Mobile Snapshot Test	

Structured Data Test	✔ Congratulations! Your website is using HTML Microdata specifications in order to markup structured data.
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: #egthedisallowruleforthe/administrator/foldermust
→ Disallow: #/joomla/administrator/
→ Disallow: /administrator/
→ Disallow: /bin/
→ Disallow: /cache/
→ Disallow: /cli/
→ Disallow: /components/
→ Disallow: /includes/
→ Disallow: /installation/
→ Disallow: /language/
→ Disallow: /layouts/
→ Disallow: /libraries/
→ Disallow: /logs/
→ Disallow: /modules/
→ Disallow: /plugins/
→ Disallow: /tmp/

SPF Records Test	❌ 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

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.