SEO Report for https://ana.dx.rs

69 / 100	35 / 48	13 / 48	0 / 48
SEO SCORE	PASSED CHECKS	FAILED CHECKS	WARNINGS

COMMON SEO ISSUES

Meta Title Test

✔ The meta title of your page has a length of 18 characters. Most search engines will truncate meta titles to 70 characters.

→ Kafic Coffee To Go

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

ⓘ Kafic Coffee To Go
https://ana.dx.rs

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. → naslovna - 2 times → nama - 2 times → meni - 2 times → kontakt - 2 times → coffee - 1 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) 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	budimir coffee copyrights dobre dobrodošli engleskog jezika kafu kontakt meni nama naslovna nedelja petak ponedeljka posao radno razgovor samo skola subota svratite treba visions vreme četvrtka đuske
Heading Tags Test	Congratulations! Your webpage contains headings tags. **H1 headings** → COFFEE TO GO

Robots.txt Test

Your site lacks a "robots.txt" file. This file can protect private content from appearing online, save bandwidth, and lower load time on your server. A missing "robots.txt" file also generates additional errors in your apache log whenever robots request one. Read more about the robots.txt file, and how to create one for your site.

HOW TO FIX

In order to pass this test you must create and properly install a **robots.txt** file.

For this, you can use any program that produces a text file or you can use an online tool (Google Webmaster Tools has this feature).

Remember to use all lower case for the filename: **robots.txt**, not **ROBOTS.TXT**.

A simple **robots.txt** file looks like this:

```
User-agent: *
Disallow: /cgi-bin/
Disallow: /images/
Disallow: /pages/thankyou.html
```

This would block all search engine robots from visiting "cgi-bin" and "images" directories and the page "http://www.yoursite.com/pages/thankyou.html"

TIPS:

- You need a separate **Disallow** line for every URL prefix you want to exclude
- You may not have blank lines in a record because they are used to delimit multiple records
- Notice that before the **Disallow** command, you have the command: **User-agent:** *. The **User-agent:** part specifies which robot you want to block. Major known crawlers are: Googlebot (Google), Googlebot-Image (Google Image Search), Baiduspider (Baidu), Bingbot (Bing)
- One important thing to know if you are creating your own **robots.txt** file is that although the wildcard (*) is used in the **User-agent** line (meaning "any robot"), it is not allowed in the **Disallow** line.
- Regular expressions are not supported in either the **User-agent** or **Disallow** lines

Once you have your **robots.txt** file, you can upload it in the top-level directory of your web server. After that, make sure you set the permissions on the file so that visitors (like search engines) can read it.

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	All of your webpage's "img" tags have the required "alt" attribute.

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	✗ Your site either doesn't have a favicon or this has not been referenced correctly.
	
	HOW TO FIX
	
	To add a favicon to your site, you need to have your logo created in a 16x16 PNG, GIF or ICO image and uploaded to your web server. Then it's simply a matter of adding the following code into the header of your HTML code for your web pages:
	
	`<head>`
	`<link rel="icon" type="image/x-icon" href="url_to_my_favicon" />`
	`<title>My Title</title>`
	`</head>`
	
	In the example above the "url_to_my_favicon" refers to the actual location of your favicon file.

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 **1.23 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 **2.81 Kb** to **1.23 Kb** (**56% size savings**). This helps ensure a faster loading webpage and improved user experience.
Site Loading Speed Test	✓ Your website loading time is around **0.77 seconds** and this is under the average loading speed which is **5 seconds**.
Page Objects Test	✓ 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. HTML Pages: 2; CSS Files: 4; Scripts: 7; 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	✖ 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	✗ https://ana.dx.rs and https://www.ana.dx.rs 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 successfully using HTTPS, a secure communication protocol over the Internet. → Security state: secure → Certificate issuer: COMODO ECC Domain Validation Secure Server CA 2 → Valid until: Mar 18, 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	

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	Congratulations, your website is using a custom 404 error page. 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.
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 site lacks a "robots.txt" file. This file can protect private content from appearing online, save bandwidth, and lower load on your server. A missing "robots.txt" file also generates additional errors in your apache log whenever robots request one.

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.