ASTOUNDZ

Total Score:
42.00%

Attributes	Scores	Test results	Description
Robots txt	🟢		This is your website's traffic cop. This file engages with Crawlers, or automated programs that scan the Web. It tells the crawler what pages on a website it can and cannot access. This file is primarily used to prevent crawlers from accessing certain pages and instead directing them to the sitemap.
Sitemap.xml	🔴	Does not exist	This file is the table of contents for your website. It is a list of pages you want search engines to find. When submitted to search engines, it requests that the site be crawled so that pages can be indexed. If pages are not indexed with search engines, they are basically invisible.
Title tag	🔴	Title content length is 7	Your HTML title tag appears in browser tabs, bookmarks and in search result pages. This is the first thing that a crawler will read. This should reflect what your site must offer. The title tag should not exceed 70 characters.
Body tag	🟢	Exist	This tag defines the HTML document's body which can contain elements such as text, hyperlinks, images, tables, etc. It contains the main content of your page.
H1 Tag	🔴	Does not exist	This tag is used to define the most important heading.
Meta description	🔴	Meta description content length is 126	A concise description that outlines the content found in a webpage. Meta descriptions allow you to influence how your web pages are described and displayed in search results.
Meta robot tags	🔴	Does not exist	Meta robot tags can offer more control in telling how each search engine can crawl a page.
Meta revisit tags	🔴	Does not exist	Tags that tell a crawler to revisit a page after an allotted time to index it again. Today most crawlers automatically revisit a page. These tags offer greater control as to how frequent crawlers can revisit a page.
Image ALT attribute	🔴	Total image is 113 and total ALT tag image is 0	Alternative text allows you to add a description to an image. Since search engine crawlers cannot see images, they rely on alternative text attributes to describe what the image is. Using keywords as the alternative text will help with organic searching and image searching.
Page Loading Speed	🟢	2.272 seconds	Two of the main reasons for an increase in page size are images and JavaScript files. Large page size contributes to slow page speeds which can negatively affect its organic search ranking.

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Nofollow links	🟢	Total link is 200 and total nofollow link is 0	Are hyperlinks that are broken and can't be used by crawlers to help influence the link target's ranking in the search engine's index.
Iframe tag	🔴	Exist	An iframe tag allows a webpage to embed content from an external webpage. It is like a window that allows you to see through to another website. If crawlers cannot see through this window the content will not be scanned as part of your webpage.
Mobile Support	🔴	No	Mobile friendly websites offer a better user experience on different mobile screens and touch devices. This is also known as Responsive Design. Websites without mobile support are not ranked on mobile search by search engines. Mobile search now surpasses desktop search.
Favicon	🟢		Favicons are the small icons that appear next to your site's name or URL in a browser. They can be displayed in the address bar, a browser tab title or bookmarks.
Underscore link	🔴	Total underscore link is 33	Google sees hyphens as word separators while underscores aren't recognized. For example, a search engine will see green_dress as greendress. Instead, use hyphens to separate words.
Heading tag	🟢	Exist	Tags used to define the most important to least important heading. The most important heading should be optimized to include the highest target keyword.
Secure Protocol	🟢	Exists	Google Chrome displays security warnings on all pages without a security certificate. These pages are susceptible to a "Man in the middle attack". Any information entered or transmitted to and from that site, can be seen and grabbed by potential hackers. A security certificate encrypts and secures that data. Google now uses this as a metric to grant or remove rank on search.

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