



<https://bullfrogai.com/>

Report generated on Mar 12, 2024



7 Failed



6 Warnings



55 Passed



## Common SEO issues

3 Failed

2 Warnings

16 Passed

### ✔ Meta Title Test

This webpage is using a title tag.

**Text:** The Future of AI-Assisted Drug Development | Bullfrog AI  
**Length:** 56 characters

### ✔ Meta Description Test

This webpage is using a meta description tag.

**Text:** Harness the power of artificial intelligence (AI) in drug development with our award-winning bfLEAP™ platform. Leap into the future with BullFrog AI.  
**Length:** 150 characters



## Google Search Results Preview Test

### Desktop version

<https://bullfrogai.com/>

### The Future of AI-Assisted Drug Development | Bullfrog AI

Harness the power of artificial intelligence (AI) in drug development with our award-winning bfLEAP™ platform. Leap into the future with BullFrog AI.

### Mobile version

<https://bullfrogai.com/>

### The Future of AI-Assisted Drug Development | Bullfrog AI

Harness the power of artificial intelligence (AI) in drug development with our award-winning bfLEAP™ platform. Leap into the future with...

## ✓ Social Media Meta Tags Test

This webpage is using social media meta tags.

### Open Graph Meta Tags

og:locale	en_US
og:type	website
og:title	The Future of AI-Assisted Drug Development   Bullfrog AI
og:description	Harness the power of artificial intelligence (AI) in drug development with our award-winning bfLEAP™ platform. Leap into the future with BullFrog AI.
og:url	<a href="https://bullfrogai.com/">https://bullfrogai.com/</a>
og:site_name	Bullfrog AI
og:image	<a href="https://bullfrogai.com/wp-content/uploads/2023/08/bfLeap_logo-rev-2.svg">https://bullfrogai.com/wp-content/uploads/2023/08/bfLeap_logo-rev-2.svg</a>

### Twitter Card Meta Tags

twitter:card	summary_large_image
--------------	---------------------



## ✔ Keywords Usage Test

The most common keywords of this webpage are distributed well across the important HTML tags. This helps search engines to properly identify the topic of this webpage.

Keyword	Title tag	Meta description	Headings
drug	✔	✔	✔
development	✔	✔	✔
bullfrog	✔	✔	✔
technology	✘	✘	✘
solutions	✘	✘	✘

## ○ Keywords Cloud Test





## ○ Related Keywords Test

This URL is currently ranked in the top 20 organic Google listings for the search terms below:

- [bullfrog ai holdings inc](#)
- [bullfrogai](#)
- [bullfrog ai](#)
- [bullfrog ai holdings ipo](#)
- [vin singh](#)
- [bullfrog ai holdings inc.](#)
- [bullfrog ai holdings](#)
- [bullfrog ai ipo](#)
- [bullfrog company](#)
- [bfrg news](#)

## ✘ Heading Tags Test

This webpage does not contain 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.

### H2 tags

---

Harness the Power of Artificial Intelligence (AI) in Drug Development With BullFrog AI

---

Optimize Your Odds of Success With Our Award-Winning bfLEAP™ Platform

---

Drug Development Is Historically Risky. BullFrog AI Aims to Change That.

---

Proven AI and Drug Development Expertise to Drive Your Program Forward

---

Your leap into a new era of AI-powered drug development starts here, with BullFrog AI.

### How to pass this test?

In order to pass this test you must identify the most important topics from your page and insert those topics between `<h1>...</h1>` tags.

#### Example:

```
<h1>Important topic goes here</h1>
...
<h1>Another topic</h1>
```



## ✔ Robots.txt Test

Congratulations! Your site uses a "robots.txt" file.

<https://bullfrogai.com/robots.txt>

## ✔ Sitemap Test

This website has a sitemap file.

[https://bullfrogai.com/sitemap\\_index.xml](https://bullfrogai.com/sitemap_index.xml)

## ✔ SEO Friendly URL Test

All links from this webpage are SEO friendly.

## ! Image Alt Test

This webpage is using "img" tags with empty or missing "alt" attribute!

### How to pass this test?

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:

```

```

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](#).

## ✔ Responsive Image Test

All images in this webpage are properly sized for different users' viewports.



## Inline CSS Test

This webpage is using inline CSS styles!

### How to pass this 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 Test

This webpage does not use HTML deprecated tags.

## Google Analytics Test

This webpage is using Google Analytics.

## Favicon Test

 This website appears to have a favicon.

## JS Error Test

There are no severe JavaScript errors on this webpage.



## ! Console Errors Test

This webpage has some warnings caught by the Chrome DevTools Console!

### How to pass this test?

In order to pass this test, you have to fix all the warnings reported in Chrome DevTools console. You can also visit Google's documentation for further troubleshooting support:

<https://developer.chrome.com/docs/devtools/issues/>

## ✓ Charset Declaration Test

This webpage has a character encoding declaration.

```
Content-Type: text/html; charset=UTF-8
```

## ✗ Social Media Test

This webpage is not connected with social media using the API's provided by Facebook, Google +, Twitter, Pinterest, or using [addthis.com](https://addthis.com)

### How to pass this test?

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

3 Failed

2 Warnings

19 Passed

## ✓ DOM Size Test

The Document Object Model (DOM) of this webpage has 282 nodes which is less than the recommended value of 1,500 nodes.

## ✓ HTML Compression/GZIP Test

This webpage is successfully compressed using **br compression** on your code. The HTML code is compressed from 85.84 Kb to 17.12 Kb (80% size savings). This helps ensure a faster loading webpage and improved user experience.



## ✔ Site Loading Speed Test

The loading time of this webpage (measured from N. Virginia, US) is around **3.04 seconds** and this is under the average loading speed which is **5 seconds**.

## ✔ JS Execution Time Test

The JavaScript code used by this webpage is executed in less than **2 seconds**.





## ✖ Page Objects Test

This webpage is using more than 20 http requests, which can slow down page loading and negatively impact user experience!

### Content size by content type

Content type	Percent	Size
Javascript	57.9 %	637.25 Kb
Image	26.3 %	289.29 Kb
Font	8.9 %	97.53 Kb
Html	3.2 %	35.12 Kb
Css	3.2 %	35.06 Kb
Other	0.5 %	5.93 Kb
<b>TOTAL</b>	<b>100%</b>	<b>1.07 Mb</b>

### Requests by content type

Content type	Percent	Requests
Javascript	32.0 %	16
Css	24.0 %	12
Image	18.0 %	9
Other	16.0 %	8
Font	6.0 %	3
Html	4.0 %	2
<b>TOTAL</b>	<b>100%</b>	<b>50</b>

### Content size by domain

Domain	Percent	Size
bullfrogai.com	34.0 %	374.13 Kb
static.hsappstatic.net	29.6 %	325.63 Kb
googletagmanager.com	8.7 %	95.71 Kb



js.hsleadflows.net	8.0 %	87.80 Kb
use.typekit.net	3.1 %	34.43 Kb
fonts.gstatic.com	3.0 %	32.85 Kb
fonts.cdnfonts.com	2.9 %	31.66 Kb
js.hscollectedforms.net	2.3 %	25.18 Kb
js.usemessages.com	2.2 %	24.71 Kb
js.hs-analytics.net	1.9 %	21.17 Kb
Other	4.3 %	46.91 Kb
<b>TOTAL</b>	<b>100%</b>	<b>1.07 Mb</b>

## Requests by domain

Domain	Percent	Requests
bullfrogai.com	40.0 %	20
static.hsappstatic.net	10.0 %	5
app.hubspot.com	6.0 %	3
use.typekit.net	4.0 %	2
fonts.cdnfonts.com	4.0 %	2
js.hs-banner.com	4.0 %	2
googletagmanager.com	2.0 %	1
fonts.googleapis.com	2.0 %	1
analytics.google.com	2.0 %	1
stats.g.doubleclick.net	2.0 %	1
Other	24.0 %	12
<b>TOTAL</b>	<b>100%</b>	<b>50</b>

### ✓ Page Cache Test (Server Side Caching)

This webpage is using a caching mechanism. [Caching](#) helps speed page loading times as well as reduces server load.



## ✓ Flash Test

This webpage 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

This webpage is serving all images, javascript and css resources from CDNs.

## ✓ Modern Image Format Test

This webpage is using images in a modern format.

## ✓ Image Metadata Test

This webpage is not using images with large metadata.

## ✓ Image Caching Test

This website is using cache headers for images and the browsers will display these images from the cache.

## ✓ JavaScript Caching Test

This webpage is using cache headers for all JavaScript resources.

## ✓ CSS Caching Test

This webpage is using cache headers for all CSS resources.

## ✓ JavaScript Minification Test

All JavaScript files used by this webpage are minified.

## ✓ CSS Minification Test

All CSS resources used by this webpage are minified.



## ✘ Render Blocking Resources Test

This webpage is using render blocking resources! Eliminating render-blocking resources can help this webpage to load significantly faster and will improve the website experience for your visitors.

### How to pass this test?

In order to pass this test, you have to reduce the impact of render-blocking resources.

First, you have to identify what's critical and what's not. You can use the [Chrome DevTools \(Coverage tab\)](#) to identify non-critical CSS and JS.

Once you've identified critical code, you can try the below methods to eliminate render-blocking resources:

- inline critical JS within a script tag in your HTML document
- inline critical CSS required for the first paint inside a style block in the head of the HTML document
- move the script and link tags at the end of the HTML document
- add async or defer attributes to non-critical script or link tags
- split CSS styles into different files, organized by media query
- compress and minify your text-based resources

## ✔ Nested Tables Test

This webpage is not using nested tables. This speeds up page loading time and optimizes the user experience.

## ✔ Frameset Test

This webpage does not use frames.

## ✔ Doctype Test

This webpage has a doctype declaration.

```
<!DOCTYPE html>
```

## ✔ URL Redirects Test

This URL doesn't have any redirects (which could potentially cause site indexation issues and site loading delays).



## ! Largest Contentful Paint Test

The Largest Contentful Paint duration of this webpage is 2.53 seconds. To provide a good user experience, [Google recommends](#) that sites should strive to have Largest Contentful Paint of 2.5 seconds or less.

### Largest Contentful Paint element within the viewport:

**Text:** LEAP INTO THE FUTURE OF DRUG DEVELOPMENT THE NEXT GENERATION OF AI HAS LANDED

**Html:** `<div class="kb-row-layout-wrap kb-row-layout-id7_088a11-eb ali...">`

### How to pass this test?

The reason Google chose LCP as a relevant SEO metric is that it directly influences user experience. The loading of the biggest element on a page determines how quickly the user will be able to view its contents and interact with it. For most websites, you can improve the Largest Contentful Paint by sticking to a few guiding principles:

- Try to reduce the server response time.
- Eliminate as many render-blocking resources (CSS and JavaScript) as possible.
- Optimize the loading times for resources on the webpage.

## ✓ Cumulative Layout Shift Test

The CLS score of this webpage is 0.0316. To provide a good user experience, [Google recommends](#) that sites should strive to have a CLS score of 0.1 or less.

### DOM element which contributes the most to CLS score:

**Text:** LEAP INTO THE FUTURE OF DRUG DEVELOPMENT THE NEXT GENERATION OF AI HAS LANDED

**Html:** `<div class="kt-inside-inner-col">`

**Score:** 0.0315

Server and security

1 Failed

0 Warnings

9 Passed

## ✓ URL Canonicalization Test

<https://bullfrogai.com/> and <https://www.bullfrogai.com/> resolve to the same URL.



## ✔ SSL Checker and HTTPS Test

This website is successfully using HTTPS, a secure communication protocol over the Internet.

- ✔ The certificate is not used before the activation date.
- ✔ The certificate has not expired.
- ✔ The hostname "bullfrogai.com" is correctly listed in the certificate.
- ✔ The certificate should be trusted by all major web browsers.
- ✔ The certificate was not revoked.
- ✔ The certificate was signed with a secure hash.

### Certificate Chain:

Server certificate	
Common Name	bullfrogai.com
Subject Alternative Names (SANs)	*.bullfrogai.com, bullfrogai.com
Not Valid Before	Mon, January 15th 2024, 12:30:05 am (UTC)
Not Valid After	Sun, April 14th 2024, 12:30:04 am (UTC)
Signature Algorithm	ecdsaWithSha384
Issuer	E1
Intermediate certificate	
Common Name	E1
Organization	Let's Encrypt
Location	US
Not Valid Before	Fri, September 4th 2020, 12:00:00 am (UTC)
Not Valid After	Mon, September 15th 2025, 4:00:00 pm (UTC)
Signature Algorithm	ecdsaWithSha384
Issuer	ISRG Root X2
Intermediate certificate	
Common Name	ISRG Root X2
Organization	Internet Security Research Group



Location	US
Not Valid Before	Fri, September 4th 2020, 12:00:00 am (UTC)
Not Valid After	Mon, September 15th 2025, 4:00:00 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	ISRG Root X1
<b>Root certificate</b>	
Common Name	ISRG Root X1
Organization	Internet Security Research Group
Location	US
Not Valid Before	Thu, June 4th 2015, 11:04:38 am (UTC)
Not Valid After	Mon, June 4th 2035, 11:04:38 am (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	ISRG Root X1

## ✓ Mixed Content Test (HTTP over HTTPS)

This webpage does not use mixed content - both the initial HTML and all other resources are loaded over HTTPS.

## ✓ HTTP2 Test

This webpage is using the HTTP/2 protocol.

## ✓ Safe Browsing Test

This website is not currently listed as suspicious (no malware or phishing activity found).

## ✓ Server Signature Test

The server signature is off for this webpage.

## ✓ Directory Browsing Test

Directory browsing is disabled for this website.



✔ Plaintext Emails Test

This webpage does not include email addresses in plaintext.

✔ Unsafe Cross-Origin Links Test

This webpage is not using `target="_blank"` links without `rel="noopener"` or `rel="noreferrer"` attribute.

## Mobile usability

0 Failed

0 Warnings

3 Passed

✔ Meta Viewport Test

This webpage is using a viewport meta tag.

```
<meta name="viewport" content="width=device-width, initial-scale=1.0" />
```

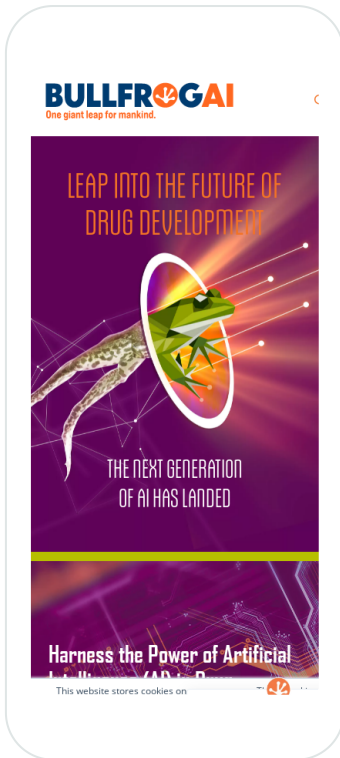
✔ Media Query Responsive Test

This webpage is using CSS media queries, which is the base for responsive design functionalities.





## Mobile Snapshot Test



## Advanced SEO

0 Failed

2 Warnings

8 Passed

### ✔ Structured Data Test

This webpage is using structured data.

### ✔ Custom 404 Error Page Test

This website is using a custom 404 error page. We recommend to have a custom 404 error page in order to improve the website's user experience by letting users know that only a specific page is missing/broken (and not the entire site), providing them helpful links, the opportunity to report bugs, and potentially [track the source of broken links](#).

### ✔ Noindex Tag Test

This webpage does not use the noindex meta tag. This means that it can be indexed by search engines.



## ✓ Canonical Tag Test

This webpage is using the canonical link tag. This tag specifies that the URL: <https://bullfrogai.com/> 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 href="https://bullfrogai.com/" rel="canonical"/>
```

## ⊙ Nofollow Tag Test

This webpage does not use the nofollow meta tag. This means that search engines will crawl all links from this webpage.

## ⊙ Disallow Directive Test

Your robots.txt file includes a disallow command which instructs search engines to avoid certain parts of your website! You are advised to confirm if access to these resources or pages are intended to be blocked (e.g., if they contain internal-only content or sensitive information).

## ✓ Meta Refresh Test

This webpage is not using a meta refresh tag.

## ✓ SPF Records Test

This DNS server is using an SPF record.

```
v=spf1 +a +ip4:67.227.192.80 +ip4:209.85.220.73 +include:_spf.google.com +include:spf.US.exclaimer.net +include:20985702.spf06.hubspotemail.net ~all
```

## ! Ads.txt Validation Test

This website doesn't use an ads.txt file! Ads.txt is a text file that contains a list of Authorized Digital Sellers. The purpose of ads.txt files is to give advertisers and advertising networks the ability to verify who is allowed to sell advertising on your website.