

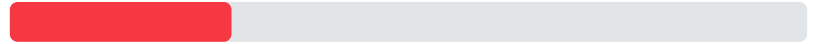


<http://carbonconsult.co.uk/>

Report generated on Mar 14, 2024



20 Failed



1 Warnings



51 Passed



## Common SEO issues

7 Failed

1 Warnings

17 Passed

### ! Meta Title Test

This webpage is using a title tag with a length of 18 characters. While there's no target number of characters, titles should be descriptive and concise. Using a title tag with less than 20 characters is a missed opportunity since it can be difficult to fit all your targeted keywords in such a short text.

We recommend using a title with a length between 20 - 60 characters in order to fit Google Search results that have a 600-pixel limit.

**Text:** Carbon Consult ltd

**Length:** 18 characters



## ✖ Meta Description Test

This webpage is not using a meta description tag! 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 pass this test?

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

### Desktop version

<http://carbonconsult.co.uk/>  
Carbon Consult ltd

### Mobile version

<http://carbonconsult.co.uk/>  
Carbon Consult ltd



## ✘ Social Media Meta Tags Test

This webpage is not using social media meta tags! While this type of meta tags don't affect what people see when they visit the webpage, they exist to provide information about it to search engines and social media platforms.

### How to pass this test?

In order to pass this test, you'll have to add social media meta tags into your webpage's "head" section. Social media meta tags are snippets of HTML code that control how URLs are displayed when shared on social media. Facebook and Twitter are, by far, the most popular social media platforms, so let's focus on those two.

Facebook uses meta tags leveraging the Open Graph protocol, which enables any web page to become a rich object in a social graph. A complete list of meta tags available can be found in the [Open Graph](#) website. You'll find there multiple tags and how to use them, but only four are required for Facebook to understand the basics of your page:

```
<meta property="og:title" content="Add title here">
<meta property="og:description" content="Add description here">
<meta property="og:image" content="https://your-website.com/og-image.png">
<meta property="og:url" content="https://your-website.com">
```

Twitter has its own meta tags that are similar to the Open Graph protocol, but uses the "twitter" prefix instead of "og". As with Facebook, only a few are required:

```
<meta name="twitter:title" content="Add title here">
<meta name="twitter:description" content="Add description here">
<meta name="twitter:url" content="https://your-website.com/twitter-image.png">
<meta name="twitter:card" content="summary">
```

## ○ 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.

1 page 1 uses 1 frames 1 browser 1 does



## Keywords Usage Test

The most common keywords of this webpage are not distributed across the important HTML tags! Primary keywords should appear in title tag, meta description and heading tags to help Search Engines to properly identify the topic of this webpage.

Keyword	Title tag	Meta description	Headings
page	×	×	×
uses	×	×	×
frames	×	×	×
browser	×	×	×
does	×	×	×

## Keywords Cloud Test

1 browser 1 does 1 frames 1 page 1 support 1 uses

## Related Keywords Test

There are no indexed keywords for this domain!

## Competitor Domains Test

There are no indexed competitors for this domain!

## 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.

### 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.

<http://carbonconsult.co.uk/robots.txt>



## ✖ Sitemap Test

This 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 pass this 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 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

All links from this webpage are SEO friendly.

## ✓ Image Alt Test

This webpage doesn't use "img" tags.

## ✓ Responsive Image Test

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

## ✓ Image Aspect Ratio Test

All image display dimensions match the natural aspect ratio.

## ✓ Inline CSS Test

This webpage is not using inline CSS styles.


## ✓ 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.



## ⦿ Backlinks Test

This domain has an Authority Score of 2/100 while the Average Authority Score of top 100 sites is 89.5. Also, this domain has 98 backlinks from 46 referring domains and some recently found backlinks are listed below:

- MAR 13, 2024 <https://nationaltrust-mordenhallpark.blogspot.com/2013/02/a-bream-excellent-and-our-last-bl...>
- MAR 13, 2024 <http://seewanaplant.blogspot.com/2011/02/ap-lang-essay-muckrakers.html>
- MAR 3, 2024 <http://sjodindreamhome.blogspot.com/2008/04/wheres-myleen-and-other-goodies-leed-h.html>
- FEB 27, 2024 <http://ruetschle.blogspot.com/2011/02/this-is-not-my-house-plan.html>
- FEB 24, 2024 <https://ogestorimobiliario.blogspot.com/2010/11/sustentabilidade-o-selo-bream.html>
- FEB 23, 2024 <https://sjodindreamhome.blogspot.com/2008/04/wheres-myleen-and-other-goodies-leed-h.html>
- FEB 22, 2024 <https://how-to-surviveaplant.blogspot.com/p/how-to-write-thesis.html>
- FEB 20, 2024 <http://ge3senvironmentalservice.blogspot.com/2019/07/green-building-certification-in-india.html>
- FEB 16, 2024 <https://uberant.com/article/1180332-leed-certification-by-carbon-consult/>
- FEB 16, 2024 <https://uberant.com/article/1180332-leed-certification-by-carbon-consult/>

## ✓ JS Error Test

There are no severe JavaScript errors on this webpage.

## ✓ Console Errors Test

This webpage doesn't have any warnings or errors caught by the Chrome DevTools Console.

## ✓ 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](http://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

4 Failed

0 Warnings

20 Passed

### ✓ HTML Page Size Test

The size of this webpage's HTML is **0.42 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.

### ✓ DOM Size Test

The Document Object Model (DOM) of this webpage has **2 nodes** which is less than the recommended value of **1,500 nodes**.

### ✓ HTML Compression/GZIP Test

This webpage is successfully compressed using **gzip compression** on your code. The HTML code is compressed from **1.38 Kb** to **0.42 Kb (70% 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 **2.27 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
Image	89.1 %	3.73 Mb
Javascript	4.9 %	211.92 Kb
Css	4.7 %	202.09 Kb
Font	1.0 %	43.67 Kb
Html	0.2 %	10.18 Kb
Other	0.0 %	0 B
<b>TOTAL</b>	<b>100%</b>	<b>4.18 Mb</b>

### Requests by content type

Content type	Percent	Requests
Javascript	39.0 %	16
Css	31.7 %	13
Image	22.0 %	9
Html	4.9 %	2
Font	2.4 %	1
Other	0.0 %	0
<b>TOTAL</b>	<b>100%</b>	<b>41</b>

### Content size by domain

Domain	Percent	Size
carbon-consult.co.uk	99.5 %	4.16 Mb
google-analytics.com	0.4 %	17.21 Kb
carbonconsult.co.uk	0.0 %	2.13 Kb



fonts.googleapis.com	0.0 %	1.04 Kb
<b>TOTAL</b>	<b>100%</b>	<b>4.18 Mb</b>

## Requests by domain

Domain	Percent	Requests
carbon-consult.co.uk	92.7 %	38
carbonconsult.co.uk	2.4 %	1
fonts.googleapis.com	2.4 %	1
google-analytics.com	2.4 %	1
<b>TOTAL</b>	<b>100%</b>	<b>41</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 not serving images in a modern format! Image formats like [JPEG 2000](#), [JPEG XR](#), and [WebP](#) often provide better compression than PNG or JPEG, which means faster downloads and less data consumption.

### How to pass this test?

In order to pass this test, convert all the images listed in this report into a modern image format such as [JPEG 2000](#), [JPEG XR](#) or [WebP](#).

It's important to understand that the modern image formats, like WebP, are not yet widely supported across all devices and browsers. You can find [here](#) a full list of supported browsers and devices for the WebP format.

If your target audience falls within one of the unsupported browser/device categories, you should serve optimized fall-back images in the original JPEG/PNG format so that your users don't see a broken or badly designed page:

```
<!--Before:-->


<!--After:-->
<picture>
  <source type="image/webp" srcset="image.webp">
  
</picture>
```

The browser uses the first listed source that's in a format it supports. If the browser does not support any of the formats listed in the "source" tags, it falls back to loading the image specified by the "img" tag.

## ✘ Image Metadata Test

This webpage is using images with large metadata (**more than 16% of the image size**)! Stripping out unnecessary metadata tags can improve not only the loading time but also the security and privacy of a webpage.

### How to pass this test?

In order to pass this test, you have to remove the unnecessary image metadata (additional information which is stored along with the image). There are literally hundreds of metadata tags, but most of them (like camera model and settings, exposure, creation date, etc) are useless to site visitors and isn't required by browsers to render images. However, a few metadata tags can still be useful and may help Search Engine bots to better understand your images:

- **GPS tags** - These define where the image was taken providing location information that might help with local SEO. If you have a location-based business, tag your image with the GPS coordinates of your premises.
- **Author/Owner Name** - Add your brand name (or your own name) here because it may influence the image being shown when someone searches your brand in Google Images.
- **Image Description** - Just like an ALT description, the image description metadata tag can provide information pertaining to what the content of the image is about.



## ✔ Image Caching Test

This webpage is not using uncached images from same domain.

## ✔ JavaScript Caching Test

This webpage is not using uncached JavaScript resources from same domain!

## ✔ CSS Caching Test

This webpage is not using uncached CSS resources from same domain!

## ✔ 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 not using render-blocking 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 is using frames and this practice makes it harder for search engines to properly index your site!

### How to pass this test?

Framed pages do not behave the same as normal HTML pages and can lead to confusion and awkwardness.

A well-designed navigation structure using CSS layers is infinitely preferable.

## ✔ Doctype Test

This webpage has a doctype declaration.

```
<!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01 Frameset//EN" "http://www.w3.org/TR/html4/frameset.dtd">
```



## ✓ 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 0.0 seconds. To provide a good user experience, [Google recommends](#) that sites should strive to have Largest Contentful Paint of 2.5 seconds or less.

## ✓ Cumulative Layout Shift Test

The CLS score of this webpage is 0.0000. To provide a good user experience, [Google recommends](#) that sites should strive to have a CLS score of 0.1 or less.

## Server and security

5 Failed

0 Warnings

5 Passed

## ✗ URL Canonicalization Test

<http://carbonconsult.co.uk/> and <http://www.carbonconsult.co.uk/> should resolve to the same URL, but currently do not.

### How to pass this test?

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.



## ✘ SSL Checker and HTTPS Test

This website is not using https, a secure communication protocol. Even for sites that do not collect sensitive customer information, search engines suggest that [switching to https is an increasingly good idea and may help improve rankings](#).

### How to pass this test?

If your website needs a secured authentication or an encrypted transfer of data, you need to install an SSL certificate in order to provide a secure connection over HTTPS protocol. [HERE](#) is a "step by step" guide to purchase and install an SSL certificate.

## ✔ 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 not 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 on for this webpage! Turning off the server signature is generally a good idea from a security standpoint. Read more on how to [turn off server signature](#) and [improve the website's security](#).

```
Server: Microsoft-IIS/10.0
```

### How to pass this test?

By default, the Apache webserver sends HTTP headers with some information about your server version, operating system, modules installed, etc. This information can be used by hackers in order to exploit vulnerabilities (specially if you are running an older version). These information can be hidden or changed with very basic configurations.

Open Apache's configuration file (**httpd.conf** or **apache.conf**) and search for **ServerSignature**. If you find it, edit it to:

```
ServerSignature Off  
ServerTokens Prod
```

If you don't find it, just add these two lines at the end of the file.

Note that, after you modify the configuration file, you must restart the Apache server.



## ✔ 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

1 Failed

0 Warnings

2 Passed

## ✘ Meta Viewport Test

This webpage does not have a viewport meta tag! Add a viewport meta tag to optimize your webpage for mobile screens.

### How to pass this test?

In order to pass this test, you have to add a viewport meta tag with the appropriate **width** and **initial-scale** values like below:

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

- `width=device-width` sets the width of the viewport to the width of the device.
- `initial-scale=1` sets the initial zoom level when the user visits the page.

## ✔ Media Query Responsive Test

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





## Mobile Snapshot Test





### ✖ Structured Data Test

This webpage doesn't take the advantages of HTML Microdata or JSON-LD specifications in order to use structured data! View Google's guide for [getting started with structured data](#).

#### How to pass this test?

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

This 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 the website entirely, and looks unprofessional. 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](#).

#### How to pass this test?

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

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

## Canonical Tag Test

This webpage does not use the canonical link tag.

## 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

The robots.txt file does not use the disallow directive. This means that the whole website can be crawled by search engines.

## 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 mx a include:_spf.livemail.co.uk ~all
```



## ✘ Ads.txt Validation Test

The request of ads.txt file has an unexpected Content-Type header: `text/html; charset=utf-8`. In order for this resource to be easily accessed by the DSPs and advertisers, its Content-Type header should be `text/plain` or `text/plain; charset=utf-8`.

### How to pass this test?

In order to pass this test, the **ads.txt file** should be **publicly available** in the website's root domain and its content should be **properly formatted**.

The advertising systems will read the content of the ads.txt file only if the request will return a **200 OK** HTTP status code. The content of this file should be encoded as a formatted plain text and the HTTP Content-Type header should be `text/plain` (all other Content-Types are treated as an error and the content will be ignored).

As outlined in the [IAB Tech Lab specifications for ads.txt file](#), the format logically consists of three types of records: comments, data records and variables:

#### 1. Comments

Lines starting with `#` symbol are considered comments and are ignored.

#### 2. Data records

For each Exchange or Supply-Side Platform (SSP) that is authorized to sell your inventory you must add a data record. Each of these lines should contain 3 or 4 comma separated fields:

```
<FIELD #1>, <FIELD #2>, <FIELD #3>, <FIELD #4>
```

- #1 - The canonical domain name of the system where bidders connect (e.g. google.com, appnexus.com, etc)
- #2 - The publisher account ID
- #3 - The type of account or relationship (e.g. DIRECT or RESELLER)
- #4 - (Optional) An ID that uniquely identifies the advertising system within a certification authority

#### 3. Variables

Any line containing a pattern of `<VARIABLE>=<VALUE>` should be interpreted as a variable declaration. The `<VARIABLE>` is a string identifier without internal whitespace. The only supported separator is the equals sign `'='`. The `<VALUE>` is an open string that may contain arbitrary data.

For human readability it is recommended that variables be declared at the end of the file, but this is not a strict requirement.

Only the following variables are supported: **CONTACT**, **SUBDOMAIN** and **INVENTORYPARTNERDOMAIN**.