SEO Site Checkup

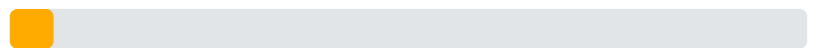## https://champions-mindset.co.uk

Report generated on Mar 08, 2024

SEO Score
66/100
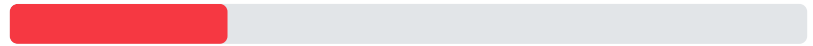
20 Failed

4 Warnings

49 Passed

Common SEO issues

6 Failed   **1** Warnings   **18** Passed

✔ Meta Title Test

This webpage is using a title tag.

> **Text:** Champion's Mindset Sport Performance Psychology Experts
> **Length:** 55 characters

✔ Meta Description Test

This webpage is using a meta description tag.

> **Text:** Champion's Mindset - Sport Psychology in Greater Manchester. Sign up today and get 50% off new intake sessions. We've helped some of the worlds best athletes.
> **Length:** 158 characters

SEO Site Checkup

◉ Google Search Results Preview Test

Desktop version

https://champions-mindset.co.uk/
Champion's Mindset Sport Performance Psychology Experts
Champion's Mindset - Sport Psychology in Greater Manchester. Sign up today and get 50% off new intake sessions. We've helped some of the worlds best athletes.

Mobile version

https://champions-mindset.co.uk/
Champion's Mindset Sport Performance Psychology Experts
Champion's Mindset - Sport Psychology in Greater Manchester. Sign up today and get 50% off new intake sessions. We've helped...

✅ Social Media Meta Tags Test

This webpage is using social media meta tags.

Open Graph Meta Tags	
og:locale	en_GB
og:type	website
og:title	Champion's Mindset Sport Performance Psychology Experts
og:description	Champion's Mindset - Sport Psychology in Greater Manchester. Sign up today and get 50% off new intake sessions. We've helped some of the worlds best athletes.
og:url	https://champions-mindset.co.uk/
og:site_name	Champion's Mindset
og:image	https://champions-mindset.co.uk/wp-content/uploads/2021/02/consulting-information-talk-2204253.jpg

Twitter Card Meta Tags	
twitter:card	summary_large_image

◉ 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.

| 51 sport | 45 psychology | 33 athletes | 24 performance | 19 help |

✓ 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
sport	✓	✓	✓
psychology	✓	✓	✓
athletes	✗	✓	✗
performance	✓	✗	✓
help	✗	✓	✗

◎ Keywords Cloud Test

6 access	6 actors	3 allows	4 aspect	7 athlete	33 athletes	7 business
5 challenges	9 champion	15 comments	3 commitment	3 competition	6 concentration
10 confidence	3 consent	4 december	8 develop	3 development	4 enhance
3 essential	5 expert	4 field	4 focus	9 focused	7 goal	12 goals	9 gold	5 golf
6 have	19 help	3 home	3 imagery	6 important	12 improve	4 improving
5 increase	8 individuals	3 information	3 learn	5 life	8 manage	3 marketing
9 medal	9 meditation	17 mental	4 mindfulness	11 mindset	7 motivated	4 motivation
6 music	3 need	3 peak	24 performance	5 positive	5 power	7 practice
6 preferences	3 pressure	4 professional	9 profile	6 provide	45 psychology	4 purpose
4 purposes	10 putting	6 reach	16 read	3 reasons	6 recent	4 remain	6 research
10 resilience	15 self	5 services	4 setbacks	9 setting	4 situations	3 skill	4 specific
51 sport	6 sports	10 stay	5 storage	6 success	4 support	4 systems	8 talk
5 teaching	3 team	7 technical	9 techniques	3 title	9 toughness	4 trafford
3 ultimately	3 used	4 user	4 various	4 visualization	4 yips

◎ Related Keywords Test

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

- sports psychologist near me

- sport psychologist near me

- supercompensation

- sports psychologists near me

- coup contrecoup injury

- champion sport

- coup contrecoup

- social comparison theory

◎ Competitor Domains Test

This domain has an Authority Score of **3/100** while the **Average Authority Score** of top 100 sites is **89.5**. Some of the most relevant competitors for this domain are listed below:

⚠ Heading Tags Test

This webpage contains too many H2 tags! H2 tags should re-inforce the related content of your page to search engines - too many tags may make the topic less clear, or look like spam tactics. Consider using less than 10 H2 tags.

H1 tags

Home

Champion's Mindset

H2 tags

2000+

100+

37+

100%

What is a Champion's Mindset?

Why Sport Psychology?

Team GB Powerlifting

Equestrian Sports

Performance Psychology for Actors, Business and Everyday life.

Improve your ACT

Online Sport Psychology Courses

Testimonials

Beth Sullivan. Man City Development Squad 2021/2022

Develop Pro-Active Confidence

Karran Kapur-Walton (Pole Vaulter)

Alex Bogdanovic

Champion's Mindset

SEO Site Checkup

✅ Robots.txt Test

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

https://champions-mindset.co.uk/robots.txt

✅ Sitemap Test

This website has a sitemap file.

https://champions-mindset.co.uk/sitemap.xml

https://champions-mindset.co.uk/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:

```
<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.

❌ Responsive Image Test

Not all images in this webpage are properly sized! This webpage is serving images that are larger than needed for the size of the user's viewport.

How to pass this test?

This issue can be fixed by using responsive images, which relies on creating multiple versions of each image, that are served via CSS media queries depending on the user's viewport dimensions.

Another solution can be to use vector-based image formats like SVG. SVG images scale appropriately to any size, without wasting unnecessary bandwidth. Also consider image CDNs that can help serve responsive images.

✅ Image Aspect Ratio Test

All image display dimensions match the natural aspect ratio.

❌ 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.

SEO Site Checkup

◎ Backlinks Test

This domain has an Authority Score of **3/100** while the **Average Authority Score** of top 100 sites is **89.5**. Also, this domain has **64 backlinks** from **32 referring domains** and some recently found backlinks are listed below:

MAR 2, 2024	https://www.yell.com/s/mental+health-talke.html
FEB 29, 2024	https://technosavvysolutions.com/un-alter-sport-k.html
FEB 17, 2024	https://guide.in.ua/manchester/overall-vision-in-manchester
FEB 16, 2024	http://commercialgatesystems.com.au/un-alter-sport-k.html
JAN 31, 2024	https://mwbusinessconsulting.com/un-alter-sport-k.html
JAN 25, 2024	https://getprepusa.com/content/un-alter-sport-k.html
JAN 21, 2024	https://guide.in.ua/manchester/boost-your-confidence-with-the-edge-in-manchester
JAN 14, 2024	https://utasch.com/images/search?FORM=IRMHEP&q=Contrecoup%2BBrain%2BInjury
JAN 13, 2024	https://guide.in.ua/manchester/athlete-in-manchester
JAN 7, 2024	https://guide.in.ua/manchester/we-r-sports-in-manchester

✅ JS Error Test

There are no severe JavaScript errors on this webpage.

❌ Console Errors Test

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

How to pass this test?

In order to pass this test, you have to fix all the warnings and errors 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*

SEO Site Checkup

❌ 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

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

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Speed optimizations   **12** Failed   **1** Warnings   **12** Passed

❌ HTML Page Size Test

The size of this webpage's HTML is **38.31 Kb**, and is greater than the average size of **33 Kb**! This can lead to slower loading times, lost visitors, and decreased revenue. Good steps to reduce HTML size include: using HTML compression, CSS layouts, external style sheets, and moving javascript to external files.

How to pass this test?

In order to resolve this problem you are advised to:

- use gzip compression

- move all CSS style rules into a single, external and minified CSS file

- minify all JS files and, if possible, try combining them into a single external JS file

- use CSS layouts

✅ DOM Size Test

The Document Object Model (DOM) of this webpage has **683 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 **257.22 Kb** to **38.31 Kb (85% 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 **7.04 seconds** and is greater than the average loading speed which is **5 seconds**!

How to pass this test?

In order to resolve this problem you are advised to:

- Minimize HTTP requests

- Use Gzip compression

- Use HTTP caching

- Move all CSS style rules into a single, external and minified CSS file

- Minify all JS files and, if possible, try combining them into a single external JS file

- Include external CSS files before external JS files

- Place your JS scripts at the bottom of your page

- Optimize images

- Reduce redirects

- Reduce the number of plug-ins

✅ JS Execution Time Test

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

SEO Site Checkup

❌ 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	74.6 %	1.24 Mb
Image	7.7 %	130.07 Kb
Css	6.0 %	102.24 Kb
Font	5.1 %	86.68 Kb
Html	4.2 %	71.88 Kb
Other	2.4 %	40.77 Kb
TOTAL	100%	1.66 Mb

Requests by content type

Content type	Percent	Requests
Javascript	46.8 %	22
Css	17.0 %	8
Image	10.6 %	5
Other	10.6 %	5
Font	8.5 %	4
Html	6.4 %	3
TOTAL	100%	47

Content size by domain

Domain	Percent	Size
youtube.com	59.4 %	1009.18 Kb
champions-mindset.co.uk	19.5 %	330.76 Kb
googletagmanager.com	10.1 %	171.48 Kb

fonts.gstatic.com	5.1 %	86.68 Kb
jnn-pa.googleapis.com	2.4 %	40.42 Kb
i.ytimg.com	1.9 %	31.88 Kb
google.com	1.2 %	19.91 Kb
gstatic.com	0.1 %	2.47 Kb
fonts.googleapis.com	0.1 %	2.04 Kb
yt3.ggpht.com	0.1 %	2.03 Kb
Other	0.2 %	2.62 Kb
TOTAL	**100%**	**1.66 Mb**

Requests by domain

Domain	Percent	Requests
champions-mindset.co.uk	46.8 %	22
youtube.com	14.9 %	7
fonts.gstatic.com	8.5 %	4
googletagmanager.com	4.3 %	2
googleads.g.doubleclick.net	4.3 %	2
google.com	4.3 %	2
jnn-pa.googleapis.com	4.3 %	2
fonts.googleapis.com	2.1 %	1
google-analytics.com	2.1 %	1
static.doubleclick.net	2.1 %	1
Other	6.4 %	3
TOTAL	**100%**	**47**

✅ 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 not serving all resources (images, javascript and css) from CDNs!

How to pass this test?

In order to pass this test you are advised to use a CDN service. A Content Delivery Network (CDN) is a globally distributed network of web servers that allows a quick transfer of assets and provides high availability and high performance. The primary benefits of using a CDN service are:

- Improving website loading times

- Reducing bandwidth costs

- Increasing content availability and redundancy

- Improving website security

✗ 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:-->
<img src="image.jpg" alt="">

<!--After:-->
<picture>
    <source type="image/webp" srcset="image.webp">
    <img src="image.jpg" alt="">
</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 not using images with large metadata.

❌ Image Caching Test

This website is not using cache headers for images. Setting cache headers can help speed up the serving of a webpage for returning users. Learn more about how to add expires headers to your images.

How to pass this test?

In order to reduce the number of HTTP requests, you can use the HTTP Expires header to set an expiration time for your images or any other content type. You can add the following lines into your **.htaccess** file:

```
<IfModule mod_expires.c>
    ExpiresActive on

    ExpiresByType image/jpg "access plus 1 month"
    ExpiresByType image/jpeg "access plus 1 month"
    ExpiresByType image/gif "access plus 1 month"
    ExpiresByType image/png "access plus 1 month"
</IfModule>
```

❌ JavaScript Caching Test

This webpage is not using cache headers for JavaScript resources! Setting cache headers can help to speed up the webpage for returning users.

How to pass this test?

In order to reduce the number of HTTP requests, you can use the HTTP Expires header to set an expiration time for your JavaScript resources or any other content type. You can add the following lines into your **.htaccess** file:

```
<IfModule mod_expires.c>
    ExpiresActive on

    ExpiresByType text/javascript "access plus 1 month"
    ExpiresByType application/javascript "access plus 1 month"
</IfModule>
```

❌ CSS Caching Test

This webpage is not using cache headers for CSS resources! Setting cache headers can help to speed up the webpage for returning users.

How to pass this test?

In order to reduce the number of HTTP requests, you can use the HTTP Expires header to set an expiration time for your CSS resources or any other content type. You can add the following lines into your **.htaccess** file:

```
<IfModule mod_expires.c>
    ExpiresActive on

    ExpiresByType text/css "access plus 1 month"
</IfModule>
```

❌ JavaScript Minification Test

This webpage is using JavaScript files that are not minified!

How to pass this test?

In order to pass this test you must minify all JavaScript files. For this task you can use an online JS minifier like JSCompress, Closure Compiler or JSMin.

✅ 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

SEO Site Checkup

✅ **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 **5.41** 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:

<img decoding="async" width="1280" height="853" data-id="639" alt="consulting, information, talk" data-srcset="https://champions-mindset.co.uk/wp-content/uploads..." data-src="https://champions-mindset.co.uk/wp-content/uploads..." data-sizes="(max-width: 1280px) 100vw, 1280px" class="wp-image-639 lazyloaded" src="https://champions-mindset.co.uk/wp-content/uploads..." sizes="(max-width: 1280px) 100vw, 1280px" srcset="https://champions-mindset.co.uk/wp-content/uploads...">

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 **0.0319**. 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:** Champion's Mindset
> **Html:** *<div class="wp-block-columns are-vertically-aligned-top is-lay...">*
> **Score:** 0.0311

Server and security
1 Failed   **0** Warnings   **9** Passed

✅ URL Canonicalization Test

https://champions-mindset.co.uk/ and https://www.champions-mindset.co.uk/ resolve to the same URL.

SEO Site Checkup

✅ 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 "champions-mindset.co.uk" 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	champions-mindset.co.uk
Subject Alternative Names (SANs)	champions-mindset.co.uk, www.champions-mindset.co.uk
Not Valid Before	Tue, January 9th 2024, 2:31:00 am (UTC)
Not Valid After	Sat, February 8th 2025, 5:46:27 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	Starfield Secure Certificate Authority - G2

Intermediate certificate	
Common Name	Starfield Secure Certificate Authority - G2
Organization	Starfield Technologies, Inc.
Location	Scottsdale, Arizona, US
Not Valid Before	Tue, May 3rd 2011, 7:00:00 am (UTC)
Not Valid After	Sat, May 3rd 2031, 7:00:00 am (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	Starfield Root Certificate Authority - G2

Root certificate	
Common Name	Starfield Root Certificate Authority - G2
Organization	Starfield Technologies, Inc.

Location	Scottsdale, Arizona, US
Not Valid Before	Tue, September 1st 2009, 12:00:00 am (UTC)
Not Valid After	Thu, December 31st 2037, 11:59:59 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	Starfield Root Certificate Authority - G2

✓ 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.

SEO Site Checkup

Mobile usability

0 Failed   **0** Warnings   **3** Passed

✅ **Meta Viewport Test**

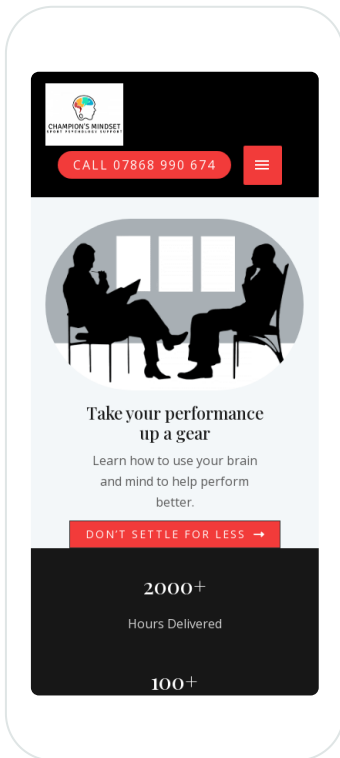This webpage is using a viewport meta tag.

> *<meta name="viewport" content="width=device-width, initial-scale=1" />*

✅ **Media Query Responsive Test**

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

◉ **Mobile Snapshot Test**

Advanced SEO

1 Failed   **2** Warnings   **7** Passed

✅ **Structured Data Test**

This webpage is using structured data.

SEO Site Checkup

✅ 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://champions-mindset.co.uk/ 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://champions-mindset.co.uk/" rel="canonical"/>*

◉ Nofollow Tag Test

This webpage is using the nofollow meta tag! We recommend to use this tag carefully since search engines will not crawl all links from this webpage.

How to pass this test?

If you want search engines to crawl all the outgoing links on your webpage you must remove the nofollow meta tag.

◉ 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:secureserver.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.