SEO Site Checkup

https://compandx.com

Report generated on Mar 11, 2024

SEO Score
71/100
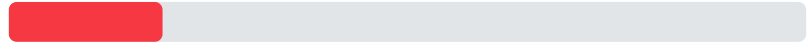
14 Failed

6 Warnings
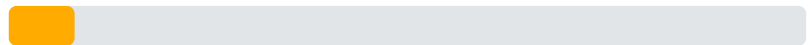
53 Passed

Common SEO issues

6 Failed   **2** Warnings   **17** Passed

⚠️ Meta Title Test

This webpage is using a title tag with a length of **69 characters**. While there's no target number of characters, titles should be descriptive and concise. 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:** CompanDX Ltd. London – Gene Signalling Research Laboratory, Apoptosis
> **Length:** 69 characters

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❌ 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

https://www.compandx.com/
CompanDX Ltd. London – Gene Signalling Research...

Mobile version

https://www.compandx.com/
CompanDX Ltd. London – Gene Signalling Research Laboratory,...

❌ 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.

| 14 reagents | 10 leave | 10 comment | 10 devon | 10 read |

❌ 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
reagents	❌	❌	✔
leave	❌	❌	❌
comment	❌	❌	✔
devon	❌	❌	❌
read	❌	❌	❌

◎ Keywords Cloud Test

3 alternatives · 1 ampicillin · 4 anti · 5 antibodies · 5 antibody · 3 apoptosis · 2 appoptosis · 3 april · 3 assay · 6 assays · 1 association · 1 bamh · 1 basic · 3 biotin · 3 blog · 2 bovine · 1 burkitt · 1 called · 1 cancer · 3 cell · 3 cellbiolabs · 1 cleavage · 10 comment · 1 comments · 5 compandx · 1 company · 7 compare · 2 conjugate · 1 conjugated · 1 content · 1 coordinated · 1 copyright · 2 culture · 2 december · 1 destinations · 1 developed · 10 devon · 1 distributors · 1 downstream · 1 edges · 1 enormous · 1 expansion · 1 factor · 5 february · 2 foetal · 3 frap · 2 gene · 1 genome · 6 gentaur · 1 hind · 1 home · 2 laboratory · 1 launches · 10 leave · 1 like · 1 locales · 3 london · 1 lymphoma · 1 modest · 4 monoclonals · 2 mouse · 1 navigation · 1 oncogene · 1 open · 3 orfs · 1 patients · 2 plasmid · 2 polyclonal · 6 polyclonals · 2 posts · 1 principle · 2 protein · 1 proto · 3 pubmed · 1 quality · 10 read · 14 reagents · 2 recent · 1 recombinant · 1 recombinants · 1 record · 3 references · 9 research · 2 sars · 2 search · 1 select · 2 serum · 2 signalling · 1 skip · 1 sparkle · 3 suppliers · 1 test · 1 theme · 2 thrombin · 7 uncategorized · 1 understanding · 3 used · 2 virus · 1 wordpress · 2 zika

◎ Related Keywords Test

There are no indexed keywords for this domain!

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◎ Competitor Domains Test

There are no indexed competitors for this domain!

⚠ 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

CompanDX Ltd. London

H2 tags

Gentaur reagents of Lab Assays

VWR alternatives of Lab monoclonals

NIH References of Lab polyclonals

Compare antibodies lab reagents for research

Compare Appoptosis lab reagents for research

Mouse Anti-Zika Virus NS1 Antibody (D11):Biotin Conjugate.

pCDNA3.1-RSPO1-thrombin-6 Plasmid

Anti-myc Polyclonal Antibody.

Posts navigation

Recent Posts

Recent Comments

✅ Robots.txt Test

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

https://www.compandx.com/robots.txt

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✅ Sitemap Test

This website has a sitemap file.

https://www.compandx.com/wp-sitemap.xml

✅ 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.

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❌ 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 pass this test?

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

🅦 This website appears to have a favicon.

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◎ 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 **22 backlinks** from **12 referring domains** and some recently found backlinks are listed below:

JAN 12, 2024	https://0-www-mdpi-com.brum.beds.ac.uk/2076-3905/4/3/324
JAN 9, 2024	http://www.websitescrawl.com/domain-list-8592
JAN 7, 2024	https://www2.mdpi.com/2076-3905/4/3/324
DEC 13, 2023	https://www.websitescrawl.com/domain-list-8592
NOV 12, 2023	https://global-rank.pages.dev/33/vkXyIyTGMv
OCT 16, 2023	https://akam.bing.com/images/search?FORM=IRFLTR&q=GFP%2BRat&qft
OCT 12, 2023	https://flamingos.pages.dev/06/vkXyIyTGMv
SEP 28, 2023	https://www.websitescrawl.com/domain-list-8602
SEP 27, 2023	https://synapse.patsnap.com/organization/01169be82f9556333740cbb443a390fd
AUG 19, 2023	https://synapse.zhihuiya.com/organization/01169be82f9556333740cbb443a390fd

✅ 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

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

5 Failed   **2** Warnings   **18** Passed

✅ **HTML Page Size Test**

The size of this webpage's HTML is **8.56 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 **337 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 **44.63 Kb** to **8.56 Kb** (**81% 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 **5.67 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**.

❌ 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
Font	50.5 %	197.71 Kb
Css	22.8 %	89.18 Kb
Javascript	22.2 %	86.77 Kb
Html	2.5 %	9.96 Kb
Image	2.0 %	7.86 Kb
Other	0.0 %	0 B
TOTAL	**100%**	**391.49 Kb**

Requests by content type

Content type	Percent	Requests
Css	33.3 %	9
Javascript	33.3 %	9
Font	25.9 %	7
Html	3.7 %	1
Image	3.7 %	1
Other	0.0 %	0
TOTAL	**100%**	**27**

Content size by domain

Domain	Percent	Size
compandx.com	71.5 %	279.96 Kb
fonts.gstatic.com	28.0 %	109.72 Kb
fonts.googleapis.com	0.5 %	1.82 Kb

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TOTAL	100%	391.49 Kb

Requests by domain

Domain	Percent	Requests
compandx.com	77.8 %	21
fonts.gstatic.com	18.5 %	5
fonts.googleapis.com	3.7 %	1
TOTAL	100%	27

✅ 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.

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✓ Doctype Test

This webpage has a doctype declaration.

> *<!DOCTYPE html>*

⚠ URL Redirects Test

This URL performed 1 redirects! While redirects are typically not advisable (as they can affect search engine indexing issues and adversely affect site loading time), one redirect may be acceptable, particularly if the URL is redirecting from a non-www version to its www version, or vice-versa.

https://compandx.com/ → https://www.compandx.com/

✗ Largest Contentful Paint Test

The Largest Contentful Paint duration of this webpage is **5.4** 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:** *CompanDX Ltd. London*
> **Html:** *<h1 class="site-title">*

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 **0.0035**. 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:**
>
> **Html:**
> **Score:** 0.0035

Server and security

2 Failed   **0** Warnings   **8** Passed

✓ URL Canonicalization Test

https://www.compandx.com/ and https://compandx.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 "www.compandx.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	www.compandx.com
Subject Alternative Names (SANs)	www.compandx.com
Not Valid Before	Thu, February 15th 2024, 2:08:41 am (UTC)
Not Valid After	Wed, May 15th 2024, 2:08:40 am (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	R3

Intermediate certificate	
Common Name	R3
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	sha256WithRsaEncryption
Issuer	ISRG Root X1

Root certificate	
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 using **target="_blank"** links without **rel="noopener"** or **rel="noreferrer"** attribute, which can expose it to performance and security issues!

How to pass this test?

In order to pass this test, you have to update each link identified in this report, by adding a **rel="noopener"** or a **rel="noreferrer"** attribute or both:

```
<a href="https://example.com" target="_blank" rel="noopener noreferrer">
    Click here
</a>
```

- **rel="noopener"** prevents the new page from being able to access the **window.opener** property and ensures it runs in a separate process.

- **rel="noreferrer"** has the same effect but also prevents the **Referer header** from being sent to the new page.

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" />
```
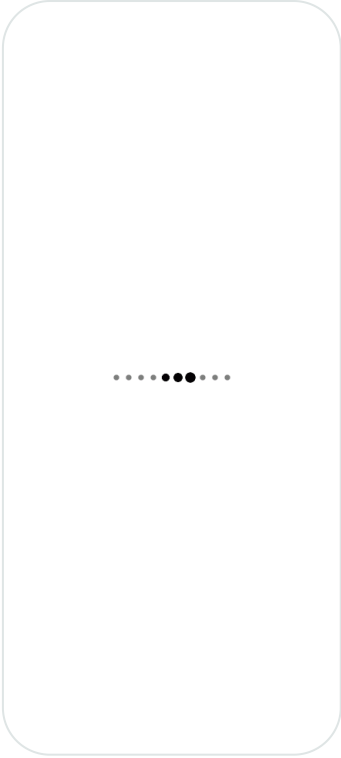
✓ Media Query Responsive Test

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

◉ Mobile Snapshot Test

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Advanced SEO

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

❌ 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 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 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.

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◉ 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 include:mxlogin.com -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.