SEO Site Checkup

https://esgeurope.group/

Report generated on Mar 14, 2024

SEO Score
70/100
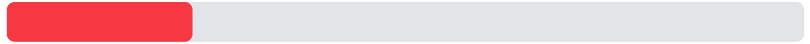
16 Failed

6 Warnings
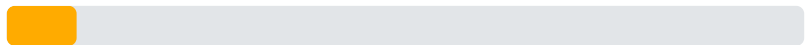
47 Passed

Common SEO issues

6 Failed   **2** Warnings   **13** Passed

⚠ Meta Title Test

This webpage is using a title tag with a length of **10 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:** ESG Europe
> **Length:** 10 characters

⚠ Meta Description Test

This webpage is using a meta description tag with a length of **140 characters**. We recommend using well-written and inviting meta descriptions with a length **between 150 and 220 characters** (spaces included).

> **Text:** We're a professional sustainability consultancy offering a holistic solution to Environmental, Social & Governance for the built environment
> **Length:** 140 characters

✅ 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	Professional Sustainability Consultants - ESG Europe
og:description	We're a professional sustainability consultancy offering a holistic solution to Environmental, Social & Governance for the built environment
og:url	https://esgeurope.group/
og:site_name	ESG Europe

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.

9 performance	8 sustainability	8 carbon	6 europe	6 expand

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❌ 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
performance	❌	❌	❌
sustainability	❌	✓	✓
carbon	❌	❌	❌
europe	✓	❌	✓
expand	❌	❌	❌

◎ Keywords Cloud Test

2 able 2 achieve 1 achieves 3 alignment 2 analysing 2 analysis 2 analytics

2 annual 3 assessments 5 asset 2 benchmark 3 benchmarking 1 breadth 4 building

2 built 2 calculating 8 carbon 3 certification 2 certifications 1 clear 5 client

4 clients 5 close 2 collecting 1 companies 5 complete 3 construction 1 consultancy

1 consultants 3 contact 2 contacts 4 corporate 1 defines 3 design 4 develop

1 developers 5 developing 2 development 1 directly 1 environment 2 environmental

2 esgeurope 2 estate 6 europe 2 european 6 expand 1 experience 2 fitwel

1 framework 4 frameworks 4 fund 1 funders 2 global 3 goals 2 governance

4 gresb 2 group 2 have 1 having 2 health 1 help 1 helping 3 holistic

1 implement 2 implementing 2 improvements 2 includes 3 level 6 management

1 managers 2 offer 1 offering 3 operations 1 operators 2 partners 2 party

9 performance 4 portfolio 1 pride 2 professional 2 rationalising 2 real 3 reduction

2 reporting 2 required 2 results 4 service 5 services 2 setting 3 social

1 solution 6 strategies 2 support 8 sustainability 4 targets 2 team 2 using

3 verify 1 worked 2 zero

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◉ Related Keywords Test

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

- esg europe
- european esg
- esg in europe
- esg eu
- eu esg

✅ Heading Tags Test

This webpage contains headings tags.

H1 tags

ESG Europe

H2 tags

Professional sustainability consultants helping real estate companies achieve their ESG sustainability goals.

Holistic ESG Support

Our Services

Where we operate

Get in touch and find out more

✅ Robots.txt Test

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

https://esgeurope.group/robots.txt

✅ Sitemap Test

This website has a sitemap file.

https://esgeurope.group/sitemap_index.xml

✅ SEO Friendly URL Test

All links from this webpage are SEO friendly.

✅ Image Alt Test

All "img" tags from this webpage have the required "alt" attribute.

✅ 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.

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❌ Favicon Test

This website either doesn't have a favicon or this has not been referenced correctly!

How to pass this test?

To add a favicon to your site, you need to have your logo created in a 16x16 PNG, GIF or ICO image and uploaded to your web server. Then it's simply a matter of adding the following code into the header of your HTML code for your web pages:

```
<head>
  <link rel="icon" type="image/x-icon" href="url_to_my_favicon" />
  <title>My Title</title>
</head>
```

In the example above the "url_to_my_favicon" refers to the actual location of your favicon file.

◉ Backlinks Test

This domain has an Authority Score of **6/100** while the **Average Authority Score** of top 100 sites is **89.5**. Also, this domain has **6 backlinks** from **5 referring domains** and some recently found backlinks are listed below:

NOV 12, 2023	https://global-rank.pages.dev/14/OmVNffHieJ
NOV 11, 2023	https://global-rank.pages.dev/07/ozosESasRP
OCT 24, 2023	https://kitsunez.pages.dev/10/ozosESasRP
OCT 14, 2023	https://esgeurope.co.uk/
OCT 11, 2023	https://naiad.pages.dev/02/OmVNffHieJ
MAY 2, 2023	https://www.xploredomains.com/2023-03-10?page=29

✅ 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/

SEO Site Checkup

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 **18.68 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 **218 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 **66.57 Kb** to **18.68 Kb (72% 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 **2.18 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
Other	83.4 %	4.90 Mb
Javascript	8.9 %	534.15 Kb
Image	6.1 %	369.48 Kb
Css	0.8 %	46.46 Kb
Html	0.5 %	28.54 Kb
Font	0.3 %	18.93 Kb
TOTAL	100%	5.87 Mb

Requests by content type

Content type	Percent	Requests
Javascript	37.2 %	16
Image	23.3 %	10
Other	20.9 %	9
Css	9.3 %	4
Html	7.0 %	3
Font	2.3 %	1
TOTAL	100%	43

Content size by domain

Domain	Percent	Size
177vod-adaptive.akamaized.net	83.4 %	4.89 Mb
esgeurope.group	5.3 %	317.60 Kb
f.vimeocdn.com	4.4 %	261.67 Kb

❌ Page Objects Test

i.vimeocdn.com	3.6 %	216.02 Kb
googletagmanager.com	2.6 %	158.31 Kb
fonts.gstatic.com	0.3 %	18.93 Kb
gstatic.com	0.2 %	14.41 Kb
player.vimeo.com	0.2 %	9.57 Kb
fonts.googleapis.com	0.0 %	1012 B
vimeo.com	0.0 %	876 B
Other	0.0 %	434 B
TOTAL	**100%**	**5.87 Mb**

Requests by domain

Domain	Percent	Requests
esgeurope.group	46.5 %	20
f.vimeocdn.com	9.3 %	4
177vod-adaptive.akamaized.net	9.3 %	4
fresnel.vimeocdn.com	7.0 %	3
googletagmanager.com	4.7 %	2
gstatic.com	4.7 %	2
i.vimeocdn.com	4.7 %	2
fonts.googleapis.com	2.3 %	1
player.vimeo.com	2.3 %	1
fonts.gstatic.com	2.3 %	1
Other	7.0 %	3
TOTAL	**100%**	**43**

✅ 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 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 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

✅ 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 **2.52** 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:** *Professional sustainability consultants helping real estate companies achieve th...*
> **Html:**
> *Professional sustainability consultants helping real estate companies achieve their ESG sustainability goals.*

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 **0.0000**. 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   **4** Failed   **1** Warnings   **5** Passed

✓ URL Canonicalization Test

https://esgeurope.group/ and https://www.esgeurope.group/ resolve to the same URL.

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⚠ SSL Checker and HTTPS Test

This website is successfully using the HTTPS protocol, but the SSL Certificate will expire in less than a month! Having an up-to-date certificate is an important security practice to ensure that your website is safe and provides trust, and any communication between the user's browser and your website (such as passwords, credit cards, or forms) is encrypted and private.

- ✅ The certificate is not used before the activation date.
- ⚠ The certificate will expire in less than a month!
- ✅ The hostname "esgeurope.group" 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	esgeurope.group
Subject Alternative Names (SANs)	esgeurope.group, www.esgeurope.group
Not Valid Before	Fri, January 12th 2024, 12:00:00 am (UTC)
Not Valid After	Thu, April 11th 2024, 11:59:59 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	cPanel, Inc. Certification Authority

Intermediate certificate	
Common Name	cPanel, Inc. Certification Authority
Organization	cPanel, Inc.
Location	Houston, TX, US
Not Valid Before	Mon, May 18th 2015, 12:00:00 am (UTC)
Not Valid After	Sat, May 17th 2025, 11:59:59 pm (UTC)
Signature Algorithm	sha384WithRsaEncryption
Issuer	COMODO RSA Certification Authority

Root certificate	

Common Name	COMODO RSA Certification Authority
Organization	COMODO CA Limited
Location	Salford, Greater Manchester, GB
Not Valid Before	Tue, January 19th 2010, 12:00:00 am (UTC)
Not Valid After	Mon, January 18th 2038, 11:59:59 pm (UTC)
Signature Algorithm	sha384WithRsaEncryption
Issuer	COMODO RSA Certification Authority

✅ 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 off for this webpage.

✅ Directory Browsing Test

Directory browsing is disabled for this website.

❌ Plaintext Emails Test

We've found 2 email addresses in your page code! We advise you to protect email links in a way that hides them from the spam harvesters.

How to pass this test?

In order to pass this test you must make your email addresses invisible to email spiders. Note that the best option is to replace your entire contact mechanism with a contact form and using the POST method while submitting the form.

Other solutions are listed below:

- replace the at (@) and dot (.) characters

- replace text with images

- use email obfuscators

- hide email addresses using JavaScript or CSS trick

❌ 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=1.0" />
```
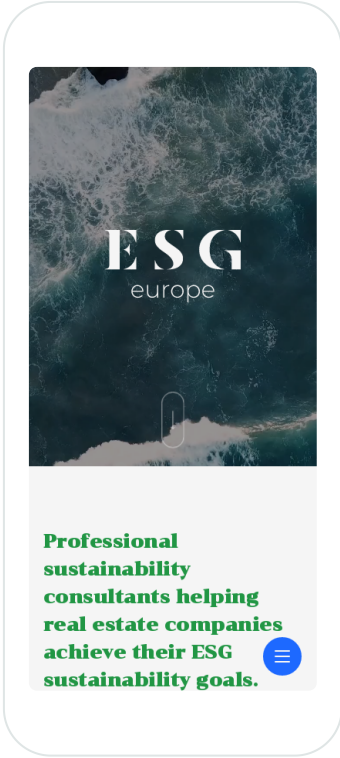
SEO Site Checkup

✅ **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   **1** 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://esgeurope.group/ 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://esgeurope.group/" 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.

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❌ SPF Records Test

This DNS server is not using an SPF record! SPF (Sender Policy Framework) allows administrators to specify which hosts are allowed to send mail from a given domain by creating a specific SPF record or TXT record in the Domain Name System (DNS). You can find more information about SPF records here.

How to pass this test?

An **SPF record** is a type of **Domain Name Service (DNS)** record that allows email systems to check if the sender of a message comes from a legitimate source and refuse an email if the source is not legitimate. Adding an SPF record is as easy as adding CNAME, MX or A records in your DNS zone. You can find more information here.

Before creating the SPF record for your domain, it is important to have access at your domain's DNS zone and to know what mail servers your domain is likely to use and plan how you want any non-authorized email to be handled.

Example:

Let's say that you are planning to send emails using Google Apps and you also want to ensure that no other mail servers are authorized. You can use an SPF record like this:

> v=spf1 include:_spf.google.com -all

"v=spf1" - This sets the SPF version

"include:_spf.google.com" - This includes Google mail servers in your list of authorized sending servers

"-all" - This means that any server not previously listed is not authorized

If you are using your own VPS to send email and not any other service like Mandrill, Google Apps, etc. then you can create an SPF record like this:

> v=spf1 mx -all

Note:

Setting an SPF record for your domain can help in reducing the chances of a spammer using your domain name in unsolicited emails. Research carefully what mail servers your domain is likely to use and plan how you want any non-authorised email to be handled.

⚠️ 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.