



<https://mobilityways.com/>

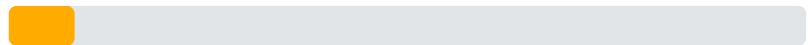
Report generated on Mar 14, 2024



19 Failed



6 Warnings



48 Passed



Common SEO issues

7 Failed

1 Warnings

17 Passed

✔ Meta Title Test

This webpage is using a title tag.

Text: Mobilityways – Zero Carbon Commuting

Length: 36 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

<https://www.mobilityways.com/>
Mobilityways – Zero Carbon Commuting

Mobile version

<https://www.mobilityways.com/>
Mobilityways – Zero Carbon
Commuting

✔ Social Media Meta Tags Test

This webpage is using social media meta tags.

Open Graph Meta Tags

og:image https://cdn.liftshare.com/static-assets/mobilityways/mw_meta_image.png



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.

16 cookies 13 travel 13 cookie 11 mobilityways 9 website

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
cookies	×	×	×
travel	×	×	×
cookie	×	×	×
mobilityways	✓	×	✓
website	×	×	×



Keywords Cloud Test



Related Keywords Test

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

- [liftshare uk](#)
- [liftshare](#)
- [phase 2 hs2](#)
- [add journey](#)
- [acel meaning](#)
- [does uber own lift](#)
- [liftshare](#)
- [zc3 strain](#)
- [how to interpret margin of error](#)
- [how to do margin of error](#)



⦿ Competitor Domains Test

This domain has an Authority Score of **23/100** 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 headings tags.

H1 tags

We're on a mission to make zero carbon commuting a reality.

H2 tags

The Mobilityways Platform

We have driven down 300 million kg of commuter carbon emissions in over 700 organisations.

Powerful Data Insights

Mobilityways is the only software solution dedicated to decarbonising the commute.

Cheshire Constabulary

The Mobilityways Platform is powered by ACEL©

95% of employees could Commute Back Better!

Get in touch now

Request a demo

✔ Robots.txt Test

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

<https://www.mobilityways.com/robots.txt>

✔ Sitemap Test

This website has a sitemap file.

<https://mobilityways.com/sitemap.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.

✗ 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

Not all image display dimensions match the natural aspect ratio! Fix aspect ratio issues to avoid distorted images on this website!

How to pass this test?

There are two common causes for an incorrect image aspect ratio:

- An image is set to explicit width and height values that differ from the source image's dimensions.
- An image is set to a width and height as a percentage of a variably-sized container.

To help avoid these issues, consider using an image CDN, to help automate the process of creating different size versions of your image.

Also check any CSS that can affect the image's aspect ratio - if you're having trouble finding the CSS that's causing the incorrect aspect ratio, Chrome DevTools can show you the CSS declarations that affect a given image.

Finally, check the image's width and height attributes in the HTML. When possible, it's good practice to specify each image's width and height attributes in your HTML so that the browser can allocate space for the image. This approach helps to ensure that content below the image doesn't shift once the image is loaded.



✘ 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

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.



⦿ Backlinks Test

This domain has an Authority Score of 23/100 while the Average Authority Score of top 100 sites is 89.5. Also, this domain has 16,430 backlinks from 326 referring domains and some recently found backlinks are listed below:

- MAR 14, 2024 <https://buyaochi.blogspot.com/uk/business>
- MAR 13, 2024 [https://buyaochi.blogspot.com/2022/11/google-ranking-factors.html%0D%0A%3C/a%3E%20\(%2...](https://buyaochi.blogspot.com/2022/11/google-ranking-factors.html%0D%0A%3C/a%3E%20(%2...)
- MAR 13, 2024 [https://buyaochi.blogspot.com/2022/11/google-ranking-factors.html%0D%0A%3C/a%3E%20\(%2...](https://buyaochi.blogspot.com/2022/11/google-ranking-factors.html%0D%0A%3C/a%3E%20(%2...)
- MAR 13, 2024 <https://www.mobilityways.co.uk/insights/car-usage-and-the-changing-face-of-the-commute/>
- MAR 13, 2024 <https://www.mobilityways.co.uk/insights/car-usage-and-the-changing-face-of-the-commute/>
- MAR 13, 2024 <https://buyaochi.blogspot.com/sport/%CF%80%CE%BF%CE%B4%CF%8C%CF%83%CF%86%CE%...>
- MAR 13, 2024 <https://cricketinfo21.online/create-custom-survey-k.html>
- MAR 12, 2024 <https://buyaochi.blogspot.com/travel/search?FORM=HTSCOP&q=buyaochi.blogspot.com%2Ffiils...>
- MAR 12, 2024 [https://buyaochi.blogspot.com/2022/11/google-ranking-factors.html%0D%0A%3C/a%3E%20\(%2...](https://buyaochi.blogspot.com/2022/11/google-ranking-factors.html%0D%0A%3C/a%3E%20(%2...)
- MAR 12, 2024 <https://ns1.logolynx.com/topic/diageo>

✓ 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](#)



Speed optimizations

8 Failed

3 Warnings

14 Passed

✓ HTML Page Size Test

The size of this webpage's HTML is **23.79 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 **564 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 **94.52 Kb** to **23.79 Kb (75% 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 **5.1 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
Image	69.3 %	1.05 Mb
Javascript	20.8 %	323.21 Kb
Css	5.4 %	84.08 Kb
Font	2.0 %	30.85 Kb
Html	1.8 %	27.35 Kb
Other	0.8 %	11.97 Kb
TOTAL	100%	1.52 Mb

Requests by content type

Content type	Percent	Requests
Image	46.2 %	24
Javascript	30.8 %	16
Css	13.5 %	7
Other	5.8 %	3
Html	1.9 %	1
Font	1.9 %	1
TOTAL	100%	52

Content size by domain

Domain	Percent	Size
cdn.liftshare.com	64.4 %	1001.70 Kb
mobilityways.com	13.4 %	207.94 Kb
js.hsforms.net	9.9 %	154.68 Kb



content.mobilityways.com	4.5 %	70.44 Kb
fonts.gstatic.com	2.0 %	30.85 Kb
js.usemessages.com	1.6 %	24.72 Kb
js.hs-banner.com	1.5 %	23.10 Kb
js.hs-analytics.net	1.4 %	21.20 Kb
forms.hsforms.com	0.8 %	12.43 Kb
track.hubspot.com	0.2 %	2.48 Kb
Other	0.4 %	6.50 Kb
TOTAL	100%	1.52 Mb

Requests by domain

Domain	Percent	Requests
mobilityways.com	28.8 %	15
cdn.liftshare.com	26.9 %	14
track.hubspot.com	9.6 %	5
forms.hsforms.com	7.7 %	4
js.hsforms.net	5.8 %	3
fonts.googleapis.com	3.8 %	2
forms-na1.hsforms.com	3.8 %	2
content.mobilityways.com	1.9 %	1
js.hs-scripts.com	1.9 %	1
fonts.gstatic.com	1.9 %	1
Other	7.7 %	4
TOTAL	100%	52

✓ 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:-->


<!--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 not using images with large metadata.

✔ Image Caching Test

This webpage is not using uncached images from same domain.

✘ 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

All JavaScript files used by this webpage are minified.



✓ CSS Minification Test

All CSS resources used by this webpage are minified.

✗ Render Blocking Resources Test

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

How to pass this test?

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

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

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

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

✓ Nested Tables Test

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

✓ Frameset Test

This webpage does not use frames.

✓ Doctype Test

This webpage has a doctype declaration.

```
<!DOCTYPE html>
```

! URL Redirects Test

This URL 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://mobilityways.com/> → <https://www.mobilityways.com/>



✘ Largest Contentful Paint Test

The Largest Contentful Paint duration of this webpage is 5.04 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: *We're on a mission to make zero carbon commuting a reality. Providing large emp...*

Html: `<div class="container-fluid hero-photo hero-height">`

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 0.0014. 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: *We're on a mission to make zero carbon commuting a reality. Providing large emp...*

Html: `<div class="col-md-6 col-xs-12">`

Score: 0.0013

Server and security

3 Failed

0 Warnings

7 Passed

✔ URL Canonicalization Test

<https://www.mobilityways.com/> and <https://mobilityways.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.mobilityways.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.mobilityways.com
Subject Alternative Names (SANs)	www.mobilityways.com
Not Valid Before	Mon, January 15th 2024, 12:00:00 am (UTC)
Not Valid After	Mon, July 15th 2024, 11:59:59 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	GeoTrust Global TLS RSA4096 SHA256 2022 CA1

Intermediate certificate

Common Name	GeoTrust Global TLS RSA4096 SHA256 2022 CA1
Organization	DigiCert, Inc.
Location	US
Not Valid Before	Wed, May 4th 2022, 12:00:00 am (UTC)
Not Valid After	Sun, November 9th 2031, 11:59:59 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	DigiCert Global Root CA

Root certificate

Common Name	DigiCert Global Root CA
Organization	DigiCert Inc



Location	US
Not Valid Before	Fri, November 10th 2006, 12:00:00 am (UTC)
Not Valid After	Mon, November 10th 2031, 12:00:00 am (UTC)
Signature Algorithm	sha1WithRsaEncryption
Issuer	DigiCert Global Root CA

✓ 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 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 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.

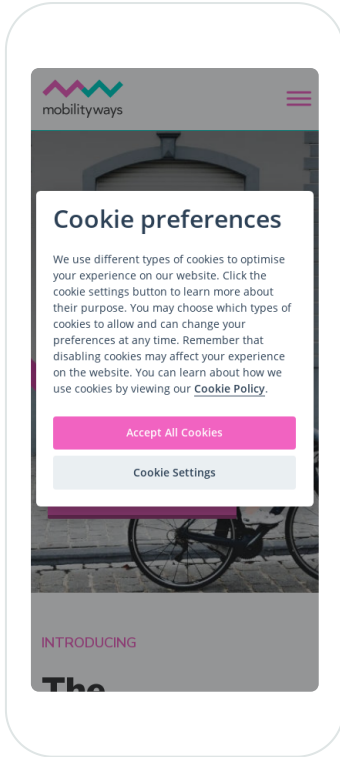
```
<meta name="viewport" content="width=device-width, initial-scale=1" />
```

✔ Media Query Responsive Test

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



Mobile Snapshot Test





✖ 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 is using the canonical link tag. This tag specifies that the URL: <https://www.mobilityways.com/> is preferred to be used in search results. Please ensure that this specification is correct, as canonical tags are often hard-coded and may not always reflect the latest changes in a site's URL structure.

```
<link href="https://www.mobilityways.com/" rel="canonical"/>
```

⦿ Nofollow Tag Test

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



Disallow Directive Test

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

Meta Refresh Test

This webpage is not using a meta refresh tag.

SPF Records Test

This DNS server is using an SPF record.

```
v=spf1 include:spf.liftshare.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.