SEO Site Checkup

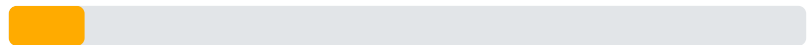## https://novabiotics.co.uk/

Report generated on Mar 12, 2024

SEO Score
79/100
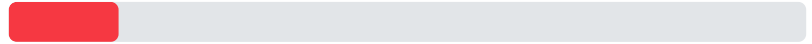
10 Failed

7 Warnings

56 Passed

Common SEO issues

3 Failed **4** Warnings **18** Passed

⚠ Meta Title Test

This webpage is using a title tag with a length of **71 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: Welcome - NovaBiotics is a leading clinical-stage biotechnology company
Length: 71 characters

✓ Meta Description Test

This webpage is using a meta description tag.

Text: A leading clinical-stage biotechnology company focused on the design and development of first-in-class anti-infectives for difficult-to-treat diseases
Length: 150 characters

◎ Google Search Results Preview Test

Desktop version

https://novabiotics.co.uk/

Welcome - NovaBiotics is a leading clinical-stage...

A leading clinical-stage biotechnology company focused on the design and development of first-in-class anti-infectives for difficult-to-treat diseases

Mobile version

https://novabiotics.co.uk/

Welcome - NovaBiotics is a leading clinical-stage...

A leading clinical-stage biotechnology company focused on the design and development of first-in-class anti-infectives...

✅ Social Media Meta Tags Test

This webpage is using social media meta tags.

Open Graph Meta Tags	
og:locale	en_GB
og:type	article
og:title	Novabiotics in Aberdeen, Dublin and Boston, Mass
og:description	improving human health by fighting antimicrobial resistance
og:url	https://www.facebook.com/NovaBiotics/
og:site_name	Novabiotics
og:image	https://novabiotics.co.uk/wp-content/uploads/2020/04/novabiotics-logo.svg

Twitter Card Meta Tags	
twitter:card	summary
twitter:site	https://twitter.com/NovaBiotics
twitter:title	Novabiotics in Aberdeen, Dublin and Boston, Mass
twitter:description	improving human health by fighting antimicrobial resistance
twitter:image	https://novabiotics.co.uk/wp-content/uploads/2020/04/novabiotics-logo.svg

◎ 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.

| 28 novabiotics | 16 life | 11 novel | 11 diseases | 11 company |

✅ 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
novabiotics	✓	✗	✓
life	✗	✗	✓
novel	✗	✗	✓
diseases	✗	✓	✓
company	✓	✓	✓

◎ Keywords Cloud Test

8 aberdeen 2 accreditations 2 acquired 3 action 2 advanced 2 aeruginosa
5 announces 4 anti 2 antimicrobial 4 appointment 2 approach 3 bacterial 9 based
2 biotech 5 biotechnology 10 board 3 boston 1 browser 2 candidate 3 candidates
2 chief 2 class 10 clinical 2 community 11 company 2 conference 2 congress
5 contact 4 corporate 6 cysteamine 2 cystic 3 deborah 8 developing 2 director
11 diseases 1 does 2 dublin 5 events 4 executive 2 fibrosis 3 follow 3 fungal
2 have 6 held 3 highlights 9 immune 3 including 2 infectious 3 inflammatory
3 intervention 4 investors 1 javascript 2 leader 2 level 16 life 8 limiting
6 management 3 mechanism 5 medically 3 neil 5 news 28 novabiotics 11 novel
2 officer 1 older 2 pathogens 2 pharma 2 phase 4 phillips 5 pipeline
2 platforms 2 pneumonia 2 portfolio 4 potential 2 preclinical 3 present 2 previously
4 privately 2 pseudomonas 2 publication 10 read 2 registered 2 research
3 respiratory 4 responsibility 2 roles 2 safety 2 september 4 social 8 stage
2 study 2 support 2 systems 6 technology 3 therapeutic 8 therapies 8 threatening
6 trevor 5 unmet 2 upcoming

SEO Site Checkup

◉ Related Keywords Test

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

- novabiotics
- biotechnology company
- biotech company
- biotech companies uk
- biotechnology companies uk
- uk biotech companies
- biotechnology companies
- nova company
- iso organisation
- biopharmaceutical companies uk

◉ Competitor Domains Test

This domain has an Authority Score of **20/100** while the **Average Authority Score** of top 100 sites is **89.5**. Some of the most relevant competitors for this domain are listed below:

SEO Site Checkup

⚠️ 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

Developing novel, immune-based therapies for medically unmet, life-threatening and life-limiting diseases

H2 tags

Appointment of Dr Trevor Phillips to the Board of NovaBiotics

Publication of NovaBiotics' peer reviewed research on cysteamine's antiviral and anti-inflammatory mechanisms

Additional International Organization for Standardisation (ISO) accreditations for NovaBiotics

NovaBiotics Announces Presentations of New Data for NM002 and NP339 at the European Congress of Clinical Microbiology & Infectious Diseases

NovaBiotics to Present at the H.C. Wainwright BioConnect Conference

NovaBiotics Announces First Patient Enrolment into the Cysteamine Domain of REMAP-CAP

NovaBiotics to Present New Data at Upcoming North American Cystic Fibrosis Conference

NovaBiotics to Present Preclinical Data on NP339 and Sponsor Symposium on New Antifungals at Upcoming 10th Congress on Trends in Medical Mycology

NovaBiotics publishes further data on the mechanism of action of its candidate NM001 therapy for cystic fibrosis (CF)

NovaBiotics Highlights Advantages of Novel Immune-Based Approach to Combatting Fungal and Bacterial Infectious Diseases at Peptide Therapeutics Forum 2021

NovaBiotics Ltd is a leading clinical-stage biotechnology company focused on leveraging its novel immunology platforms to design and develop first-in-class therapies to address difficult-to-treat, medically unmet diseases.

✅ Robots.txt Test

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

https://novabiotics.co.uk/robots.txt

SEO Site Checkup

✅ Sitemap Test

This website has a sitemap file.

https://novabiotics.co.uk/sitemap.xml

❌ SEO Friendly URL Test

This webpage contains URLs that are not SEO friendly!

How to pass this test?

In order for URLs to be SEO friendly, they should be clearly named for what they are and contain no spaces, underscores or other characters. You should avoid the use of parameters when possible, as they are make URLs less inviting for users to click or share.

- If your website is new and is not indexed by search engines you can replace underscores with hyphens or redirect those links to URLs that use hyphens.BUT, if your website is ranked well by search engines you do not need to do this (probably you have other ranking factors working very well).

- The general advice remains: build links that contain hyphens rather than underscores and avoid dynamic URLs.

⚠️ 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

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 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 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 **20/100** while the **Average Authority Score** of top 100 sites is **89.5**. Also, this domain has **668 backlinks** from **172 referring domains** and some recently found backlinks are listed below:

MAR 12, 2024	https://lungposition.blogspot.com/2012/
MAR 12, 2024	https://lungposition.blogspot.com/2012/
MAR 10, 2024	https://www.sanierung.chemie.uni-goettingen.de/en/news/212476.html
MAR 10, 2024	https://farmasiindustri.com/page/36?cat=-1
MAR 2, 2024	http://newhopeforcf.blogspot.com/p/cysteamine.html
MAR 2, 2024	http://newhopeforcf.blogspot.com/p/cysteamine.html
MAR 1, 2024	http://housecleaningbestin.blogspot.com/2013/05/house-household-house-cleaning-how-to.html
MAR 1, 2024	http://housecleaningbestin.blogspot.com/2013/05/house-household-house-cleaning-how-to.html
FEB 27, 2024	https://www.homelandsecuritynewswire.com/topics/business?page=56
FEB 26, 2024	https://www.sanierung.chemie.uni-goettingen.de/en/212476.html

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 connected successfully with social media using:
Facebook Twitter

SEO Site Checkup

Speed optimizations

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

❌ HTML Page Size Test

The size of this webpage's HTML is **35.48 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 **496 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 **242.38 Kb** to **35.48 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 **1.4 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**.

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
Image	66.2 %	739.63 Kb
Javascript	20.9 %	233.91 Kb
Font	8.2 %	91.42 Kb
Html	3.2 %	35.40 Kb
Css	1.4 %	15.76 Kb
Other	0.0 %	420 B
TOTAL	**100%**	**1.09 Mb**

Requests by content type

Content type	Percent	Requests
Javascript	31.6 %	12
Image	31.6 %	12
Css	21.1 %	8
Font	7.9 %	3
Other	5.3 %	2
Html	2.6 %	1
TOTAL	**100%**	**38**

Content size by domain

Domain	Percent	Size
novabiotics.co.uk	84.4 %	942.05 Kb
googletagmanager.com	8.0 %	89.14 Kb
fonts.gstatic.com	7.3 %	81.30 Kb

fonts.googleapis.com	0.3 %	3.63 Kb
analytics.google.com	0.0 %	210 B
stats.g.doubleclick.net	0.0 %	210 B
TOTAL	**100%**	**1.09 Mb**

Requests by domain

Domain	Percent	Requests
novabiotics.co.uk	81.6 %	31
fonts.googleapis.com	5.3 %	2
fonts.gstatic.com	5.3 %	2
googletagmanager.com	2.6 %	1
analytics.google.com	2.6 %	1
stats.g.doubleclick.net	2.6 %	1
TOTAL	**100%**	**38**

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

How to pass this test?

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

- **GPS tags** - These define where the image was taken providing location information that might help with local SEO. If you have a location-based business, tag your image with the GPS coordinates of your premises.

- **Author/Owner Name** - Add your brand name (or your own name) here because it may influence the image being shown when someone searches your brand in Google Images.

- **Image Description** - Just like an ALT description, the image description metadata tag can provide information pertaining to what the content of the image is about.

✅ Image Caching Test

This 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.

SEO Site Checkup

❌ 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 **2.38** 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:** *Developing novel, immune-based therapies for medically unmet, life-threatening a...*
> **Html:** *<h1 class="hero--home__strap">*

⚠️ Cumulative Layout Shift Test

The CLS score of this webpage is **0.2159**. 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:** Developing novel, immune-based therapies for medically unmet, life-threatening a...
> **Html:** *<div class="et_pb_column et_pb_column_4_4 et_pb_column_0 et_p...">*
> **Score:** 0.2159

How to pass this test?

Reducing CLS is crucial as pages that move around can result in a negative user experience (particularly on mobile devices). For most websites, you can avoid all unexpected layout shifts by sticking to a few guiding principles:

- Always include size attributes on your images and video elements, or otherwise reserve the required space with something like CSS aspect ratio boxes. This approach ensures that the browser can allocate the correct amount of space in the document while the image is loading.

- Try and avoid inserting dynamic content (e.g., banners, forms, etc.) above existing content unless in response to user interaction. This ensures any layout shifts that occur are expected.

- Prefer transform animations to animations of properties that trigger layout changes. Animate transitions in a way that provides context and continuity from state to state.

Server and security   **2** Failed   **0** Warnings   **8** Passed

✅ URL Canonicalization Test

https://novabiotics.co.uk/ and https://www.novabiotics.co.uk/ 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 "novabiotics.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	novabiotics.co.uk
Subject Alternative Names (SANs)	novabiotics.co.uk, www.novabiotics.co.uk
Not Valid Before	Mon, January 15th 2024, 3:59:16 am (UTC)
Not Valid After	Sun, April 14th 2024, 3:59:15 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

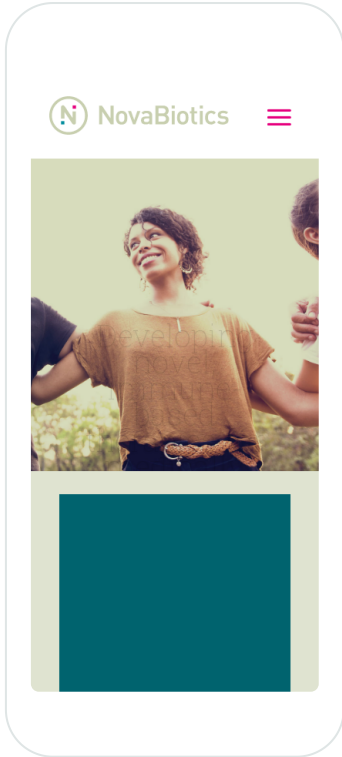This webpage is using a viewport meta tag.

```
<meta name="viewport" content="width=device-width, initial-scale=1.0, maximum-scale=1.0, user-scalable=0" />
```

✅ Media Query Responsive Test

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

◎ Mobile Snapshot Test

Advanced SEO

0 Failed   **1** Warnings   **9** 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.

SEO Site Checkup

✅ Canonical Tag Test

This webpage is using the canonical link tag. This tag specifies that the URL: https://novabiotics.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://novabiotics.co.uk/" 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

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 include:spf.protection.outlook.com include:smtp.converged.co.uk -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.