https://phicotx.co.uk/

Report generated on Mar 13, 2024

25 Failed

7 Warnings

41 Passed

Common SEO issues

8 Failed **2** Warnings **15** Passed

Meta Title Test

This webpage is using a title tag.

Text: Home - Phico Therapeutics
Length: 25 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://phicotx.co.uk/
Home - Phico Therapeutics

Mobile version

https://phicotx.co.uk/
Home - Phico Therapeutics

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	Home - Phico Therapeutics
og:url	https://phicotx.co.uk/
og:site_name	Phico Therapeutics

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.

42 bacteria | 36 saspject | 26 phico | 24 bacterial | 22 resistance

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
bacteria	✗	✗	✗
saspject	✗	✗	✗
phico	✓	✗	✗
bacterial	✗	✗	✗
resistance	✗	✗	✗

Keywords Cloud Test

9 aeruginosa 7 andrew 6 anti 8 antibacterial 14 antibiotic 12 antibiotics 42 bacteria
24 bacterial 5 beadle 8 bind 4 biotech 7 biotechnology 9 board 6 business
6 career 6 cell 4 chairman 7 clinical 4 companies 8 company 5 completed
5 control 7 corporate 10 david 4 delivery 5 develop 6 developed 5 developing
13 development 21 director 9 drug 12 executive 9 experience 14 fairhead 12 finance
8 gene 9 global 4 growing 8 health 7 healthcare 15 heather 6 hospital
4 hospitals 6 immune 6 inactivate 11 including 4 industries 5 industry 9 infections
6 investment 4 investments 5 lead 4 learn 6 leeds 5 life 4 make 5 mark
4 marketing 4 media 9 medical 4 microbiology 5 mrsa 6 multi 7 nagle
4 national 8 number 6 pharma 4 pharmaceutical 5 phase 26 phico 6 platform
5 press 4 prevention 6 professor 5 radio 7 range 18 read 7 release 7 research
22 resistance 6 resistant 4 responsible 9 richard 18 sasp 36 saspject 8 sasps
4 sciences 6 scientific 5 sector 4 started 5 strategic 4 successful 4 successfully
12 target 10 targeted 12 technology 17 therapeutics 4 trial 6 wide 11 years

Related Keywords Test

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

- phico
- phico therapeutics
- cambridge cb22 3at

Competitor Domains Test

This domain has an Authority Score of **21/100** 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 does not contain H1 headings! H1 headings help indicate the important topics of your page to search engines. While less important than good meta-titles and descriptions, H1 headings may still help define the topic of your page to search engines.

H2 tags
THE BIG PICTURE
THE COMPANY
MEET THE TEAM
TECHNOLOGY
OUR PRODUCTS
MEDIA AND INVESTORS
CONTACT US
GENERAL ENQUIRIES
MEDIA ENQUIRIES

How to pass this test?

In order to pass this test you must identify the most important topics from your page and insert those topics between `<h1>...</h1>` tags.

Example:

```
<h1>Important topic goes here</h1>
...
<h1>Another topic</h1>
```

Robots.txt Test

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

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

Sitemap Test

This website has a sitemap file.

https://phicotx.co.uk/sitemap_index.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

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

How to pass this test?

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

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

Image Aspect Ratio Test

All image display dimensions match the natural aspect ratio.

Inline CSS Test

This webpage is using inline CSS styles!

How to pass this test?

It is a good practice to move all the inline CSS rules into an external file in order to make your page "lighter" in weight and decrease the code to text ratio.

- check the HTML code of your page and identify all style attributes
- for each style attribute found you must properly move all declarations in the external CSS file and remove the style attribute

For example:

```
<!--this HTML code with inline CSS rule:-->
<p style="color:red; font-size: 12px">some text here</p>

<!--would became:-->
<p>some text here</p>

<!--and the rule added into your CSS file:-->
p{color:red; font-size: 12px}
```

Deprecated HTML Tags Test

This webpage does not use HTML deprecated tags.

Google Analytics Test

This webpage is using Google Analytics.

Favicon Test

This website appears to have a favicon.

Backlinks Test

This domain has an Authority Score of **21/100** while the **Average Authority Score** of top 100 sites is **89.5**. Also, this domain has **295 backlinks** from **120 referring domains** and some recently found backlinks are listed below:

MAR 8, 2024 https://parsers.vc/startup/phicotx.co.uk/

MAR 5, 2024 https://parsers.vc/fund/gwcinvestor.com/

MAR 5, 2024 https://themetix.com/site/phicotx.co.uk

MAR 5, 2024 https://themetix.com/site/phicotx.co.uk

MAR 3, 2024 http://www.websitescrawl.com/domain-list-17494

MAR 3, 2024 https://mindmaps.abcc-platform.org.uk/firms/1180

FEB 23, 2024 http://phicotherapeutics.co.uk/

FEB 9, 2024 https://vivid-q.webflow.io/news/wired-identifies-vividq-as-a-tech-trailblazer

FEB 2, 2024 https://aurametrix.weebly.com/therapies.html

JAN 30, 2024 http://bacteriasactuaciencia.blogspot.com/2015/08/companias-que-trabajan-y-comercializan.html

JS Error Test

We've found JavaScript errors on this webpage!

How to pass this test?

If your site has JavaScript errors it might not work properly, which can lead to improper or incomplete loading of content. It's hard to advise how to fix JavaScript errors since there are many different types, but here are some tips:

- First of all, you have to locate the source of errors;

- If you are using JS plugins or other third party code, you must carefully read the documentation;

- Syntax errors (a typo or missing character) are easy to fix;

Console Errors Test

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

How to pass this test?

In order to pass this test, you have to fix all the warnings reported in Chrome DevTools console. You can also visit Google's documentation for further troubleshooting support:
https://developer.chrome.com/docs/devtools/issues/

Charset Declaration Test

This webpage has a character encoding declaration.

> *Content-Type: text/html; charset=UTF-8*

Social Media Test

This webpage is connected successfully with social media using:
Twitter

Speed optimizations

13 Failed **3** Warnings **9** Passed

HTML Page Size Test

The size of this webpage's HTML is **188.18 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 **1,232 nodes** which is less than the recommended value of 1,500 nodes.

HTML Compression/GZIP Test

This webpage doesn't use HTML compression! We recommend to compress the HTML code in order to reduce the page size and page loading times - this will help a website to retain visitors and increase page views. If the HTML compression will be enabled, the HTML size will be decreased by **82%** - from **188.18 Kb** to **34.52 Kb** .

How to pass this test?

Your two options for file compression are **Deflate** and **GZIP**.

- Deflate is an option which comes automatically with the Apache server and which is simple to set up.
- GZIP on the other hand needs to be installed and requires a bit more work to install. However, GZIP does achieve a higher compression rate and therefore might be a better choice if your website uses pages which have a lot of images or large file sizes.

Setting up file compression for your website will depend on which type of server you're using for your website. Most likely, you'll be using Apache, which means you can enable compression by adding a few deflate codes to your **.htaccess** file.

```
# compress text, html, javascript, css, xml:
AddOutputFilterByType DEFLATE text/plain
AddOutputFilterByType DEFLATE text/html
AddOutputFilterByType DEFLATE text/xml
AddOutputFilterByType DEFLATE text/css
AddOutputFilterByType DEFLATE application/xml
AddOutputFilterByType DEFLATE application/xhtml+xml
AddOutputFilterByType DEFLATE application/rss+xml
AddOutputFilterByType DEFLATE application/javascript
AddOutputFilterByType DEFLATE application/x-javascript
```

For more advanced information regarding deflate you can check this Apache documentation.

Site Loading Speed Test

The loading time of this webpage (measured from N. Virginia, US) is around **6.27 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
Javascript	40.3 %	2.52 Mb
Image	34.4 %	2.15 Mb
Css	16.8 %	1.05 Mb
Font	5.7 %	364.66 Kb
Html	2.7 %	173.84 Kb
Other	0.1 %	5.36 Kb
TOTAL	**100%**	**6.25 Mb**

Requests by content type

Content type	Percent	Requests
Javascript	32.3 %	30
Image	29.0 %	27
Css	16.1 %	15
Other	10.8 %	10
Font	9.7 %	9
Html	2.2 %	2
TOTAL	**100%**	**93**

Content size by domain

Domain	Percent	Size
phicotx.co.uk	96.8 %	6.05 Mb
googletagmanager.com	2.3 %	147.26 Kb
fonts.gstatic.com	0.5 %	31.33 Kb

google-analytics.com	0.3 %	21.52 Kb
fonts.googleapis.com	0.0 %	2.25 Kb
stats.g.doubleclick.net	0.0 %	210 B
analytics.google.com	0.0 %	201 B
TOTAL	**100%**	**6.25 Mb**

Requests by domain

Domain	Percent	Requests
phicotx.co.uk	86.0 %	80
google-analytics.com	3.2 %	3
fonts.googleapis.com	3.2 %	3
fonts.gstatic.com	3.2 %	3
googletagmanager.com	2.2 %	2
analytics.google.com	1.1 %	1
stats.g.doubleclick.net	1.1 %	1
TOTAL	**100%**	**93**

Page Cache Test (Server Side Caching)

It doesn't appear that this website is caching webpages. Cached pages serve up static html and avoid potentially time consuming queries to your database. It also helps lower server load by up to 80%. Caching most visibly benefits high traffic pages that access a database, but whose content does not change on every page view. Common caching methods include Alternative PHP Cache, Quickcache, and WP Super Cache (for Wordpress sites). Caching mechanisms also typically compress HTML, further reducing page size and load time.

How to pass this test?

In order to pass this test you are advised to use a caching mechanism for your pages. There are three methods which can be used to caching your web pages:

1. **Alternative PHP caching**
   - Alternative PHP Cache (APC) is an open source framework which caches data using intermediate PHP code. Most web programmers who are familiar with the PHP programming language can easily set up Alternative PHP Cache for your site.
2. **Quickcache**
   - Quickcache is a lightweight page caching solution which was formerly known as jpcache. Quickcache caches the page output rather than compiling the PHP page, making it a superior version of page caching to the Alternative PHP caching. Quickcache can be quickly downloaded from their website and can reduce your page load time up to 80%.
3. **WP Super Cache**
   - If you have a Wordpress website, WP Super Cache can be installed within seconds and without no programming knowledge.

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

How to pass this test?

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

```
<IfModule mod_expires.c>
  ExpiresActive on

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

JavaScript Caching Test

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

How to pass this test?

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

```
<IfModule mod_expires.c>
  ExpiresActive on

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

CSS Caching Test

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

How to pass this test?

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

```
<IfModule mod_expires.c>
  ExpiresActive on

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

JavaScript Minification Test

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 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 **4.91** 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:**
>
> *<video data-keepplaying="" class="wp-video-shortcode" id="video-9-1_html5" width="640" height="360" poster="https://www.phicotx.co.uk/wp-content/uploads/2021/..." preload="metadata" src="https://www.phicotx.co.uk/wp-content/uploads/2021/..." style="width: 1920px; height: 1080px;">*

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 **0.2302**. 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: SASPject ADVANCING THE FRONT IN THE WAR ON ANTIBIOTIC RESISTANCE LEARN MORE Grow...
Html: *<rs-module id="rev_slider_4_1" style="height: 100%; width: 1920px; max-height: none;" data-version="6.6.10" data-idcheck="true" class="revslider-initialised rev_redraw_on_blurfocus" data-slideactive="rs-6">*
Score: 0.2296

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

4 Failed **0** Warnings **6** Passed

URL Canonicalization Test

https://phicotx.co.uk/ and https://www.phicotx.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 "phicotx.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	phicotx.co.uk
Subject Alternative Names (SANs)	phicotx.co.uk, www.phicotx.co.uk
Not Valid Before	Mon, June 5th 2023, 11:02:24 am (UTC)
Not Valid After	Fri, June 14th 2024, 1:06:39 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	Starfield Secure Certificate Authority - G2

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

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

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

Mixed Content Test (HTTP over HTTPS)

This webpage is using mixed content! While the initial HTML is loaded over a secure HTTPS connection, other resources (such as images, videos, stylesheets, scripts) may be loaded over an insecure HTTP connection, which may result in blocked content or unexpected page behavior.

How to pass this test?

In order to pass this test, make sure that all resources on the page 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

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

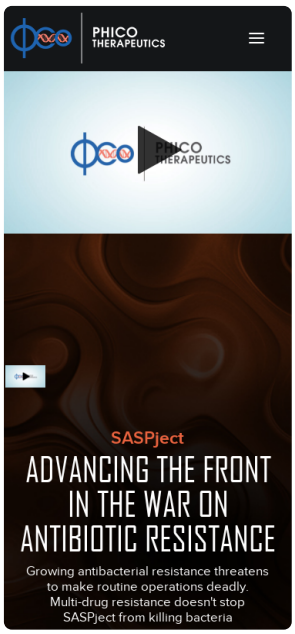
This webpage is using a viewport meta tag.

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

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 **2** 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://phicotx.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://phicotx.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

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.protection.outlook.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