

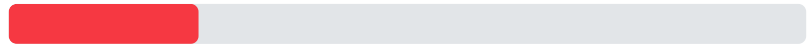


<https://sonraianalytics.com/>

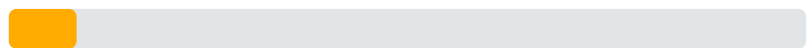
Report generated on Mar 12, 2024



14 Failed



5 Warnings



40 Passed



Common SEO issues

4 Failed

2 Warnings

16 Passed

✔ Meta Title Test

This webpage is using a title tag.

Text: Home - Sonrai Analytics

Length: 23 characters

⚠ Meta Description Test

This webpage is using a meta description tag with a length of 109 characters. We recommend using well-written and inviting meta descriptions with a length between 150 and 220 characters (spaces included).

Text: Sonrai is a precision medicine AI leader, discovering life-saving drugs, biomarkers, and clinical algorithms.

Length: 109 characters



Google Search Results Preview Test

Desktop version

<https://sonraianalytics.com/>

Home - Sonrai Analytics

Sonrai is a precision medicine AI leader, discovering life-saving drugs, biomarkers, and clinical algorithms.

Mobile version

<https://sonraianalytics.com/>

Home - Sonrai Analytics

Sonrai is a precision medicine AI leader, discovering life-saving drugs, biomarkers, and clinical algorithms.

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.

30 sonrai 22 discovery 12 view 12 biomarker 11 code

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
sonrai	✓	✓	✓
discovery	✗	✗	✗
view	✗	✗	✗
biomarker	✗	✓	✓
code	✗	✗	✗



Keywords Cloud Test



Related Keywords Test

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

- [sonrai analytics](#)
- [sonrai](#)
- [what is tsne](#)
- [tsne analysis](#)
- [tsne algorithm](#)
- [what is t-sne](#)
- [sonraí](#)
- [tsne plots](#)
- [t-sne algorithm](#)
- [what is t sne](#)



⦿ Competitor Domains Test

This domain has an Authority Score of **22/100** while the **Average Authority Score** of top 100 sites is **89.5**. Some of the most relevant competitors for this domain are listed below:

✓ Robots.txt Test

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

<https://sonraianalytics.com/robots.txt>

✓ Sitemap Test

This website has a sitemap file.

https://sonraianalytics.com/sitemap_index.xml

✓ SEO Friendly URL Test

All links from this webpage are SEO friendly.

✗ 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 **** tag used into your webpage.

An image with an alternate text specified is inserted using the following HTML line:

```

```

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](#).



✘ 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 become:-->
<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 **22/100** while the **Average Authority Score** of top 100 sites is **89.5**. Also, this domain has **611 backlinks** from **233 referring domains** and some recently found backlinks are listed below:

- MAR 9, 2024 <https://www.investegate.co.uk/announcement/rns/forward-partners-group--fwd/portfolio-updat...>
- MAR 9, 2024 <https://www.digitalhealth.net/2024/03/digital-health-coffee-time-briefing-103/>
- MAR 9, 2024 <https://phomm.com/sonrai-partners-with-candel-therapeutics/>
- MAR 9, 2024 <https://www.worldwidecompanieslist.com/united-kingdom/company/sonrai-analytics-belfast-lisb...>
- MAR 8, 2024 <https://pharmaceuticalmanufacturer.media/pharma-manufacturing-news/new-drug-developmen...>
- MAR 7, 2024 <https://mindmaps.abcc-platform.org.uk/firms/122314>
- MAR 6, 2024 <https://alumni.qub.ac.uk/transforming-future-treatment-of-colorectal-cancer>
- MAR 6, 2024 <https://hantgo.com/sonrai-partners-with-candel-therapeutics/>
- MAR 4, 2024 <https://alumni.qub.ac.uk/pages/daro/news/main-pages/spinning-out-success--entrepreneurial-im...>
- MAR 3, 2024 <https://uibb.gay/images/search?q=Clustering%2BMap&qft>

✓ 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:

[Twitter](#)



Speed optimizations

6 Failed

1 Warnings

12 Passed

✓ DOM Size Test

The Document Object Model (DOM) of this webpage has 1,372 nodes which is less than the recommended value of 1,500 nodes.

✓ HTML Compression/GZIP Test

This webpage is successfully compressed using **br compression** on your code. The HTML code is compressed from 254.49 Kb to 40.98 Kb (84% 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 5.36 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.

✓ 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

✘ 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>
```

✔ 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).

✓ Cumulative Layout Shift Test

The CLS score of this webpage is 0.0029. To provide a good user experience, [Google recommends](#) that sites should strive to have a CLS score of 0.1 or less.

DOM element which contributes the most to CLS score:

```
Html: <iframe src="https://app.hubspot.com/conversations-visitor/7805..." id="hubspot-conversations-iframe" title="Chat Widget" allowfullscreen="" data-test-id="chat-widget-iframe">
```

Score: 0.0023

Server and security

3 Failed

0 Warnings

5 Passed

✓ URL Canonicalization Test

<https://sonraianalytics.com/> and <https://www.sonraianalytics.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 "sonraianalytics.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	*.sonraianalytics.com
Subject Alternative Names (SANs)	*.sonraianalytics.com, sonraianalytics.com
Not Valid Before	Mon, January 15th 2024, 12:31:11 am (UTC)
Not Valid After	Sun, April 14th 2024, 12:31:10 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).

✗ Plaintext Emails Test

We've found 1 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

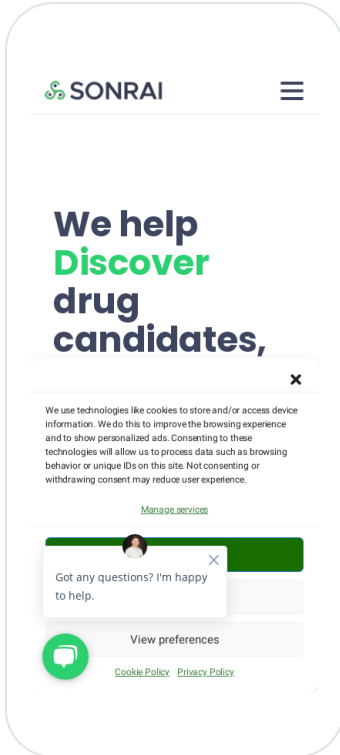
2 Passed

✔ 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

2 Warnings

5 Passed

✔ Structured Data Test

This webpage is using structured data.

✔ Noindex Tag Test

This webpage does not use the noindex meta tag. This means that it can be indexed by search engines.

⊙ Nofollow Tag Test

This webpage is using the nofollow meta tag! We recommend to use this tag carefully since search engines will not crawl all links from this webpage.

How to pass this test?

If you want search engines to crawl all the outgoing links on your webpage you must remove the nofollow meta tag.



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.google.com include:spf.sendinblue.com mx  
include:_4261e96da6ec01150220ffe6ead53a67.spf.dnssmarthost.net ~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.