

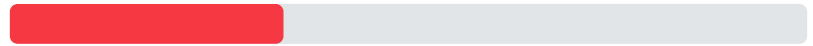


https://sport-excellence.co.uk

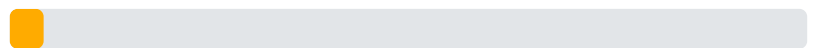
Report generated on Mar 08, 2024



25 Failed



3 Warnings



45 Passed



Common SEO issues

13 Failed

2 Warnings

10 Passed

✔ Meta Title Test

This webpage is using a title tag.

Text: web41.2020media.net.uk
Length: 22 characters

⚠ Meta Description Test

This webpage is using a meta description tag with a length of 13 characters. We recommend using well-written and inviting meta descriptions with a length between 150 and 220 characters (spaces included).

Text: 2020media.com
Length: 13 characters



Google Search Results Preview Test

Desktop version

```
https://sport-excellence.co.uk/  
web41.2020media.net.uk  
2020media.com
```

Mobile version

```
https://sport-excellence.co.uk/  
web41.2020media.net.uk  
2020media.com
```

✘ Social Media Meta Tags Test

This webpage is not using social media meta tags! While this type of meta tags don't affect what people see when they visit the webpage, they exist to provide information about it to search engines and social media platforms.

How to pass this test?

In order to pass this test, you'll have to add social media meta tags into your webpage's "head" section. Social media meta tags are snippets of HTML code that control how URLs are displayed when shared on social media. Facebook and Twitter are, by far, the most popular social media platforms, so let's focus on those two.

Facebook uses meta tags leveraging the Open Graph protocol, which enables any web page to become a rich object in a social graph. A complete list of meta tags available can be found in the [Open Graph](#) website. You'll find there multiple tags and how to use them, but only four are required for Facebook to understand the basics of your page:

```
<meta property="og:title" content="Add title here">  
<meta property="og:description" content="Add description here">  
<meta property="og:image" content="https://your-website.com/og-image.png">  
<meta property="og:url" content="https://your-website.com">
```

Twitter has its own meta tags that are similar to the Open Graph protocol, but uses the "twitter" prefix instead of "og". As with Facebook, only a few are required:

```
<meta name="twitter:title" content="Add title here">  
<meta name="twitter:description" content="Add description here">  
<meta name="twitter:url" content="https://your-website.com/twitter-image.png">  
<meta name="twitter:card" content="summary">
```



Most Common Keywords Test

This webpage doesn't contain any keywords!

Keywords Usage Test

This webpage doesn't contain any keywords!

How to pass this test?

First of all, you must make sure that your page is using the title and meta-description tags.

Second, you must adjust these tags content in order to include some of the primary keywords displayed above.

Keywords Cloud Test

This webpage doesn't contain any keywords!

Related Keywords Test

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

- [david charlton](#)
- [golf psychology](#)
- [football psychology](#)
- [golf psych](#)
- [control the controllables](#)
- [controllables](#)
- [one nil up i help](#)
- [edu rubio](#)
- [olivia scott](#)
- [julian dowe](#)

Competitor Domains Test

This domain has an Authority Score of **15/100** 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.

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

This website lacks a "robots.txt" file. This file can protect private content from appearing online, save bandwidth, and lower load time on your server. A missing "robots.txt" file also generates additional errors in your apache log whenever robots request one. Read more about the [robots.txt file](#), and how to create one for your site.

How to pass this test?

In order to pass this test you must create and properly install a **robots.txt** file.

For this, you can use any program that produces a text file or you can use an online tool (Google Webmaster Tools has this feature).

Remember to use all lower case for the filename: **robots.txt**, not **ROBOTS.TXT**.

A simple **robots.txt** file looks like this:

```
User-agent: *  
Disallow: /cgi-bin/  
Disallow: /images/  
Disallow: /pages/thankyou.html
```

This would block all search engine robots from visiting "cgi-bin" and "images" directories and the page "http://www.yoursite.com/pages/thankyou.html"

TIPS:

- You need a separate **Disallow** line for every URL prefix you want to exclude
- You may not have blank lines in a record because they are used to delimit multiple records
- Notice that before the **Disallow** command, you have the command: **User-agent: ***. The **User-agent:** part specifies which robot you want to block. Major known crawlers are: Googlebot (Google), Googlebot-Image (Google Image Search), Baiduspider (Baidu), Bingbot (Bing)
- One important thing to know if you are creating your own **robots.txt** file is that although the wildcard (*) is used in the **User-agent** line (meaning "any robot"), it is not allowed in the **Disallow** line.
- Regular expressions are not supported in either the **User-agent** or **Disallow** lines

Once you have your **robots.txt** file, you can upload it in the top-level directory of your web server. After that, make sure you set the permissions on the file so that visitors (like search engines) can read it.



✖ Sitemap Test

This website lacks a sitemap file! Sitemaps can help robots index your content more thoroughly and quickly. Read more on Google's guidelines for [implementing the sitemap protocol](#).

How to pass this test?

In order to pass this test you must create a `sitemap.xml` file for your website. Some of the best practices are listed below:

- It is strongly recommended that you place your sitemap at the root directory of your website: `http://yourwebsite.com/sitemap.xml` But in some situations, you may want to produce different sitemaps for different paths on your site (e.g., security permission issues)
- Sitemaps should be no larger than 10MB (10,485,760 bytes) and can contain a maximum of 50,000 URLs. This means that if your site contains more than 50,000 URLs or your sitemap is bigger than 10MB, you must create multiple sitemap files and use a **Sitemap index file**
- All URLs listed in the sitemap must reside on the same host as the sitemap. For instance, if the sitemap is located at `http://www.yourwebsite.com/sitemap.xml`, it can't include URLs from `http://subdomain.yourwebsite.com`
- Once you have created your sitemap, let search engines know about it by submitting directly to them, pingging them, or adding the sitemap location to your **robots.txt** file

- Sitemaps can be compressed using gzip, reducing bandwidth consumption

sitemap.xml example:

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
<url>
<loc>http://www.yourwebsite.com</loc>
<lastmod>2013-01-01</lastmod>
<changefreq>weekly</changefreq>
<priority>0.9</priority>
</url>
<url>
<loc>http://www.yourwebsite.com/articles/100</loc>
<changefreq>weekly</changefreq>
</url>
<url>
<loc>http://www.yourwebsite.com/articles/101</loc>
<lastmod>2013-01-02</lastmod>
<changefreq>weekly</changefreq>
</url>
<url>
<loc>http://www.yourwebsite.com/articles/102</loc>
<lastmod>2013-01-02T13:00:12+00:00</lastmod>
<priority>0.5</priority>
</url>
</urlset>
```



✓ 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

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

We found some HTML deprecated tags! You are advised to change these old tags with equivalent tags or proper CSS rules.

1 center

How to pass this test?

In order to pass this test you must identify into your code all deprecated HTML tags listed above and replace them with proper tags or CSS rules. Some examples are given below:

- for `<applet>` tag, the equivalent tag is `<object>`
- for `<center>` tag, the alternative CSS property is `text-align`
- for `` tag, the alternative CSS properties are `font-family` and `font-size`
- for `<s>`, `<strike>` and `<u>` tags, the alternative CSS property is `text-decoration`

⊗ 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 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 15/100 while the Average Authority Score of top 100 sites is 89.5. Also, this domain has 4,051 backlinks from 1,161 referring domains and some recently found backlinks are listed below:

- MAR 8, 2024 <https://www.amurapilot.com/3-under-in-golf-k.html>
- MAR 7, 2024 <https://4.bing.com/images/search?FORM=IRFLTR&q=04%2BM3&qft=%2Bfilterui%3Aface-face>
- MAR 7, 2024 <https://370303.xyz/images/search?FORM=IRIBIP&q=Fitness%2BCoach&qft=%2Bfilterui%3Aimages...>
- MAR 7, 2024 <https://rexezsolutions.com/about-goal-setting-k.html>
- MAR 7, 2024 <http://www.claudiabellera.com/working-sport-k.html>
- MAR 7, 2024 <https://mauwil.com/resilience-sports-k.html>
- MAR 7, 2024 <https://www.trcmaine.org/is-motor-racing-a-sport-k.html>
- MAR 7, 2024 <https://pss-sac.com/let-tennis-k.html>
- MAR 7, 2024 <https://voipalgeria.com/goal-setting-is-k.html>
- MAR 7, 2024 <https://370303.xyz/images/search?FORM=IRFLTR&q=Goalkeeping&qft=%2Bfilterui%3Aimagesize-...>

✔ 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

3 Failed

0 Warnings

22 Passed

✔ HTML Page Size Test

The size of this webpage's HTML is 0.33 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 6 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 0.54 Kb to 0.33 Kb (39% 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 **0.83 seconds** and this is under the average loading speed which is **5 seconds**.



✔ JS Execution Time Test

The JavaScript code used by this webpage is executed in less than **2 seconds**.



✔ Page Objects Test

This webpage has less than 20 http requests. A higher number of http requests results in a user's browser needing to request a large number of objects from the server, which will ultimately slow down the loading of your webpage.

Content size by content type

Content type	Percent	Size
Image	95.5 %	16.72 Kb
Html	4.5 %	798 B
Css	0.0 %	0 B
Javascript	0.0 %	0 B
Font	0.0 %	0 B
Other	0.0 %	0 B
TOTAL	100%	17.50 Kb

Requests by content type

Content type	Percent	Requests
Html	50.0 %	1
Image	50.0 %	1
Css	0.0 %	0
Javascript	0.0 %	0
Font	0.0 %	0
Other	0.0 %	0
TOTAL	100%	2

Content size by domain

Domain	Percent	Size
sport-excellence.co.uk	100.0 %	17.50 Kb
TOTAL	100%	17.50 Kb



Requests by domain

Domain	Percent	Requests
sport-excellence.co.uk	100.0 %	2
TOTAL	100%	2

✓ 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 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 website is using cache headers for images and the browsers will display these images from the cache.

✔ JavaScript Caching Test

This webpage is not using uncached JavaScript resources from same domain!

✔ CSS Caching Test

This webpage is not using uncached CSS resources from same domain!

✔ JavaScript Minification Test

This webpage is not using JavaScript resources from the same domain.



✓ CSS Minification Test

This webpage is not using CSS resources from the same domain.

✓ Render Blocking Resources Test

This webpage is not using render-blocking 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 doesn't have a doctype declaration and this may cause rendering problems!

How to pass this test?

Always add the **<!DOCTYPE>** declaration to your HTML documents, so that the browser knows what type of document to expect. This declaration must be the very first thing in your HTML document, before the **<html>** tag. You can see below the most common **<!DOCTYPE>** declarations:

- HTML 5:

```
<!DOCTYPE html>
```

- HTML 4.01 Strict:

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01//EN" "http://www.w3.org/TR/html4/strict.dtd">
```

- HTML 4.01 Transitional:

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN" "http://www.w3.org/TR/html4/loose.dtd">
```

- XHTML 1.0 Strict:

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">
```

- XHTML 1.0 Transitional:

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-tran">
```

- XHTML 1.1:

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.1//EN" "http://www.w3.org/TR/xhtml11/DTD/xhtml11.dtd">
```



✓ 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 0.83 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:

```

```

✓ Cumulative Layout Shift Test

The CLS score of this webpage is 0.0000. To provide a good user experience, [Google recommends](#) that sites should strive to have a CLS score of 0.1 or less.

Server and security

5 Failed

0 Warnings

5 Passed

✗ URL Canonicalization Test

<https://sport-excellence.co.uk/> and <https://www.sport-excellence.co.uk/> should resolve to the same URL, but currently do not.

How to pass this test?

In order to pass this test you must consider using a 301 re-write rule in your **.htaccess** file so that both addresses (<http://example.com> and <http://www.example.com>) resolve to the same URL.

- If you want to redirect <http://www.example.com> to <http://example.com>, you can use this:

```
RewriteCond %{HTTP_HOST} ^www\.example\.com$  
RewriteRule ^/?$ "http://example.com" [R=301,L]
```

- If you want to redirect <http://example.com> to <http://www.example.com>, you can use this:

```
RewriteCond %{HTTP_HOST} !^www\.example\.com$ [NC]  
RewriteRule ^(.*)$ http://www.example.com/$1 [L,R=301]
```

Note that you must put the above lines somewhere after **RewriteEngine On** line.



✖ SSL Checker and HTTPS Test

This website is using an invalid SSL certificate! Modern browsers will block insecure connections and will mark the website as not secure so that the visitors will not see the website content. Having a valid SSL certificate is an important security practice to ensure that your website is safe and provides trust, and any communication between the user's browser and your website (such as passwords, credit cards, or forms) is encrypted and private.

- ✔ The certificate is not used before the activation date.
- ✔ The certificate has not expired.
- ✖ The hostname "sport-excellence.co.uk" is not 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	*.2020media.com
Subject Alternative Names (SANs)	*.2020media.com, 2020media.com
Not Valid Before	Wed, July 26th 2023, 12:00:00 am (UTC)
Not Valid After	Mon, August 19th 2024, 11:59:59 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	Sectigo RSA Domain Validation Secure Server CA
Root certificate	
Common Name	Sectigo RSA Domain Validation Secure Server CA
Organization	Sectigo Limited
Location	Salford, Greater Manchester, GB
Not Valid Before	Fri, November 2nd 2018, 12:00:00 am (UTC)
Not Valid After	Tue, December 31st 2030, 11:59:59 pm (UTC)
Signature Algorithm	sha384WithRsaEncryption
Issuer	USERTrust RSA Certification Authority

[How to pass this test?](#)



If your website needs a secured authentication or an encrypted transfer of data, you need to install an SSL certificate in order to provide a secure connection over HTTPS protocol. [HERE](#) is a "step by step" guide to purchase and install an SSL certificate.

✓ Mixed Content Test (HTTP over HTTPS)

This webpage does not use mixed content - both the initial HTML and all other resources are loaded over HTTPS.

✗ HTTP2 Test

This webpage is not using the HTTP/2 protocol!

✓ Safe Browsing Test

This website is not currently listed as suspicious (no malware or phishing activity found).

✗ Server Signature Test

The server signature is 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: Apache/2.4.6 (CentOS) OpenSSL/1.0.2k-fips PHP/7.4.33
```

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 not using `target="_blank"` links without `rel="noopener"` or `rel="noreferrer"` attribute.

Mobile usability

2 Failed

0 Warnings

1 Passed

✗ Meta Viewport Test

This webpage does not have a viewport meta tag! Add a viewport meta tag to optimize your webpage for mobile screens.

How to pass this test?

In order to pass this test, you have to add a viewport meta tag with the appropriate **width** and **initial-scale** values like below:

```
<meta name="viewport" content="width=device-width, initial-scale=1.0">
```

- `width=device-width` sets the width of the viewport to the width of the device.
- `initial-scale=1` sets the initial zoom level when the user visits the page.

✗ Media Query Responsive Test

This webpage is not using CSS media queries. We recommend the use of this technique in order to implement responsive design functionalities.

How to pass this test?

Media queries allow you to style elements for specific devices (smartphones, tablets, desktop computers) by using attributes like width, height, resolution, aspect ratio, orientation or color. By using media queries, presentations can be tailored to a specific range of output devices without changing the content itself.

Example:

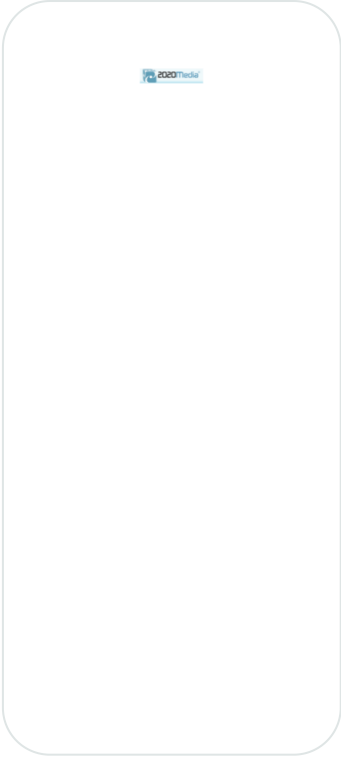
```
<link rel="stylesheet" media="screen and (min-width: 480px) and (max-width: 960px)"
href="480-960.css" />

<!-- OR -->
@media screen and (min-width: 480px) and (max-width: 960px) {
  #header {
    display: none;
  }
}
```

A **@media** rule specifies the target media types of a set of statements. In the example above, we are specifying the media type **screen**. The **max-width** and **min-width** features are telling the browser that at any screen size larger than 480px, but smaller than 960px, hide any elements with **id="header"**.



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 not using a custom 404 error page! Default 404 error pages result in a poor experience - it can mislead users into thinking an entire site is down or broken, greatly increases the chance they leave the website entirely, and looks unprofessional. 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](#).

How to pass this test?

Creating a custom 404 error page can be relatively simple or more complicated, depending on what technologies were used to build your website (your web server, framework used, etc).

[Learn more about the basics of creating a custom 404 error page](#).

On your custom error page, you should provide relevant information to keep the user's attention so they remain on your website. Some steps to achieve this goal include:

- Adding links to your most important pages (your best articles/articles/content, latest posts, etc.)
- If you have an e-commerce business, you can display special offers, product recommendations, discounts, etc.
- Include a search box or a sitemap link to help users find the information they wanted.
- Use simple language (non-technical) to explain what went wrong.
- Add a contact form or provide an email address to allow users to get in touch with you for further help.

You can also use your custom 404 error page to [track the source of broken links in your site](#).



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 does not use the canonical link tag.

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

This website lacks a "robots.txt" file. This file can protect private content from appearing online, save bandwidth, and lower load on your server. A missing "robots.txt" file also generates additional errors in your apache log whenever robots request one.

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.2020media.net.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.