SEO Site Checkup

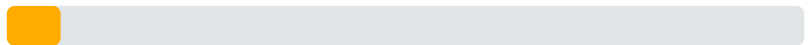## https://tomassvitorka.com

Report generated on Mar 08, 2024

SEO Score
82/100
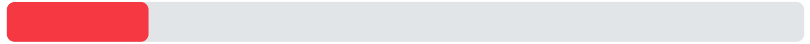
13 Failed

5 Warnings

55 Passed

Common SEO issues

6 Failed **3** Warnings **16** Passed

✅ Meta Title Test

This webpage is using a title tag.

Text: Tomas Svitorka: Life Coach & Confidence Coach | London, UK
Length: 58 characters

✅ Meta Description Test

This webpage is using a meta description tag.

Text: Tomas is a highly respected Life Coach based in London, UK. Services provided: Life Coaching, Confidence Coaching, Productivity Coaching, Business Mentoring...
Length: 159 characters

◎ Google Search Results Preview Test

Desktop version

https://tomassvitorka.com/

Tomas Svitorka: Life Coach & Confidence Coach | London,...

Tomas is a highly respected Life Coach based in London, UK. Services provided: Life Coaching, Confidence Coaching, Productivity Coaching, Business Mentoring...

Mobile version

https://tomassvitorka.com/

Tomas Svitorka: Life Coach & Confidence Coach | London, UK

Tomas is a highly respected Life Coach based in London, UK. Services provided: Life Coaching, Confidence Coaching, Productivity...

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	Life Coaching For Those Who Won't Settle For Average
og:description	OK is NOT enough
og:url	https://tomassvitorka.com/
og:site_name	Tomas Svitorka - London Life Coach
og:updated_time	2024-03-03T20:37:53+00:00
og:image	https://tomassvitorka.com/wp-content/uploads/2016/11/tomas-svitorka-life-coach-e1500933060393.jpg
og:image:secure_url	https://tomassvitorka.com/wp-content/uploads/2016/11/tomas-svitorka-life-coach-e1500933060393.jpg
og:image:width	1020
og:image:height	517
og:image:alt	Life Coach in London Tomas Svitorka
og:image:type	image/jpeg

Twitter Card Meta Tags	
twitter:card	summary_large_image
twitter:title	Www.tomassvitorka.com
twitter:description	Life Coaching For Those Who Won't Settle For Average
twitter:site	@tomassvitorka
twitter:creator	@tomassvitorka
twitter:image	https://tomassvitorka.com/wp-content/uploads/2016/11/tomas-svitorka-life-coach-e1500933060393.jpg
twitter:label1	Written by
twitter:data1	iMark

twitter:label2	Time to read
twitter:data2	51 minutes

◉ 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.

| 32 | goals | 31 | life | 31 | coaching | 25 | tomas | 18 | results |

✓ 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
goals	✗	✗	✗
life	✓	✓	✓
coaching	✗	✓	✓
tomas	✓	✓	✓
results	✗	✗	✗

SEO Site Checkup

Keywords Cloud Test

| 3 able | 3 accountable | 3 advice | 4 areas | 3 availability | 8 best | 7 book | 4 bootcamp |

3 able 3 accountable 3 advice 4 areas 3 availability 8 best 7 book 4 bootcamp

10 business 11 case 7 challenges 3 changing 4 clarity 8 clients 3 close 9 coach

31 coaching 4 confidence 8 cookies 3 debbie 5 development 3 director 4 discipline

7 discovery 4 discuss 6 email 7 experience 3 extraordinary 6 feel 4 fees

3 free 3 general 3 goal 32 goals 3 golby 7 great 2 guides 9 have 4 health

4 help 4 helped 2 home 4 important 3 improve 5 joel 8 just 3 leadership

31 life 3 lifestyle 6 like 7 london 7 make 5 mindset 4 necessary 3 number

4 people 4 performance 7 personal 4 phone 3 plan 3 policy 4 privacy

6 productivity 3 professional 4 programmes 5 progress 17 read 18 results 3 reviews

6 right 5 scorecard 9 self 5 services 14 session 5 situation 3 start 3 started

4 stories 5 story 3 strategy 3 stuck 4 studies 6 study 4 success 4 support

3 sure 4 svitorka 5 testimonials 3 things 4 time 25 tomas 3 touch 3 valuable

3 version 3 want 6 website 5 work 12 working 4 works 4 years

Related Keywords Test

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

- good person vs nice person
- difference between good and nice
- discipline camp for adults
- master small talk
- fear of fame
- fear of being famous
- consistency calendar
- discipline boot camp for adults
- good vs nice
- nice vs good

Competitor Domains Test

This domain has an Authority Score of **26/100** while the **Average Authority Score** of top 100 sites is **89.5**. Some of the most relevant competitors for this domain are listed below:

⚠️ Heading Tags Test

This webpage contains 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

Tomas SvitorkaTop RATED London Life Coach

H2 tags

ARE YOU READY FOR CHANGE?

IT'S TIME TO GET A LIFE COACH

DR ZIV'S TESTIMONIAL

STOP BEING HARD ON YOURSELF!

GET A LIFE COACHING & SET THINGS RIGHT.

10 Years

11,000+

500+

LIFE COACHING TESTIMONIALS

THE FIRST STEP IS SIMPLE

What is a Discovery Session?

CASE STUDIES AND TESTIMONIALS

LATEST ARTICLES AND VIDEOS

✅ Robots.txt Test

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

https://tomassvitorka.com/robots.txt

✅ Sitemap Test

This website has a sitemap file.

https://tomassvitorka.com/sitemap_index.xml

SEO Site Checkup

✅ 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 **<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

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

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

❌ Inline CSS Test

This webpage is using inline CSS styles!

How to pass this test?

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

- check the HTML code of your page and identify all style attributes

- for each style attribute found you must properly move all declarations in the external CSS file and remove the style attribute

For example:

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

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

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

❌ Deprecated HTML Tags Test

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

`4` font

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 `<font>` 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

_OK_ This website appears to have a favicon.

SEO Site Checkup

◎ Backlinks Test

This domain has an Authority Score of **26/100** while the **Average Authority Score** of top 100 sites is **89.5**. Also, this domain has **10,983 backlinks** from **857 referring domains** and some recently found backlinks are listed below:

MAR 8, 2024	https://amorinipanini.com/page/29/
MAR 7, 2024	https://ambrasenatore.com/page/71/
MAR 7, 2024	https://blog.selfgrowth.com/esteem.html?page=30
MAR 7, 2024	https://www.serendipidade.com/page/14/
MAR 7, 2024	https://realspacetours.com/author/danielhill/page/26/
MAR 7, 2024	https://www.serendipidade.com/author/serendiakunik/page/21/
MAR 7, 2024	https://aofood.org/author/laraskemp/page/20/
MAR 7, 2024	https://fastbacklinks.net/page/business-services/experience-top-tier-confidence-coaching-with-to...
MAR 7, 2024	https://www.serendipidade.com/page/21/?disp=links
MAR 7, 2024	https://newebmasters.com/category/business-and-management/page/26/

❌ 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 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*

SEO Site Checkup

✅ Social Media Test

This webpage is connected successfully with social media using:
Facebook Twitter

Speed optimizations   **4** Failed   **0** Warnings   **21** Passed

❌ HTML Page Size Test

The size of this webpage's HTML is **50.99 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 **2,073 nodes** which is greater than the recommended value of 1,500 nodes! A large DOM size negatively affects site performance and increases the page load time.

How to pass this test?

In order to pass this test, you need to reduce the DOM size.

First, you need to identify the causes of an excessive number of DOM nodes. They can be: poorly coded plugins or themes, DOM nodes created dynamically via JavaScript, page builders that generate bloated HTML, copy-paste text into a WYSIWYG editor, hidden elements via CSS, etc.

Second, you need to remove the unnecessary tags and even refactor or rewrite some parts of the code/template. Another workarounds can be: code splitting (create more pages instead of one long page), consider to lazy load some parts of your website in order to speed up the initial rendering, implement infinite scroll, improve page rendering with content visibility (with the CSS content-visibility property, the browser will skip the styling, layout, and paint until the user scrolls down the page).

✅ HTML Compression/GZIP Test

This webpage is successfully compressed using **br compression** on your code. The HTML code is compressed from **430.6 Kb** to **50.99 Kb** (**88% 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 **3.21 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
Javascript	38.0 %	656.63 Kb
Font	29.0 %	500.32 Kb
Image	21.8 %	376.94 Kb
Css	8.7 %	149.68 Kb
Html	2.0 %	35.10 Kb
Other	0.5 %	8.54 Kb
TOTAL	100%	1.69 Mb

Requests by content type

Content type	Percent	Requests
Javascript	31.0 %	31
Image	30.0 %	30
Css	21.0 %	21
Font	14.0 %	14
Other	3.0 %	3
Html	1.0 %	1
TOTAL	100%	100

Content size by domain

Domain	Percent	Size
tomassvitorka.com	61.8 %	1.04 Mb
static.elfsight.com	18.2 %	314.94 Kb
fonts.gstatic.com	14.1 %	243.92 Kb

maxcdn.bootstrapcdn.com	3.8 %	65.69 Kb
lh3.googleusercontent.com	1.4 %	24.87 Kb
service-reviews-ultimate.elfsight.com	0.3 %	4.97 Kb
core.service.elfsight.com	0.2 %	3.57 Kb
fonts.googleapis.com	0.1 %	1.99 Kb
TOTAL	**100%**	**1.69 Mb**

Requests by domain

Domain	Percent	Requests
tomassvitorka.com	74.0 %	74
fonts.gstatic.com	10.0 %	10
lh3.googleusercontent.com	8.0 %	8
static.elfsight.com	3.0 %	3
service-reviews-ultimate.elfsight.com	2.0 %	2
fonts.googleapis.com	1.0 %	1
maxcdn.bootstrapcdn.com	1.0 %	1
core.service.elfsight.com	1.0 %	1
TOTAL	**100%**	**100**

✅ 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 serving all images, javascript and css resources from CDNs.

✔ Modern Image Format Test

This webpage is using images in a modern format.

✔ 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 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.

❌ 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).

SEO Site Checkup

✅ Largest Contentful Paint Test

The Largest Contentful Paint duration of this webpage is **1.81** 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:** *Online Life Coach TOMAS SVITORKA TOP RATED LONDON LIFE COACH Why be OK when yo...*
> **Html:** *<div class="et_pb_section et_pb_section_0 et_pb_with_backgroun...">*

✅ Cumulative Layout Shift Test

The CLS score of this webpage is **0.0012**. 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:**
> **Score:** 0.0008

Server and security

2 Failed   **0** Warnings   **8** Passed

✅ URL Canonicalization Test

https://tomassvitorka.com/ and https://www.tomassvitorka.com/ resolve to the same URL.

SEO Site Checkup

✅ 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 "tomassvitorka.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	tomassvitorka.com
Subject Alternative Names (SANs)	*.tomassvitorka.com, tomassvitorka.com
Not Valid Before	Thu, February 1st 2024, 9:38:44 pm (UTC)
Not Valid After	Wed, May 1st 2024, 9:38:43 pm (UTC)
Signature Algorithm	ecdsaWithSha384
Issuer	E1

Intermediate certificate	
Common Name	E1
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	ecdsaWithSha384
Issuer	ISRG Root X2

Intermediate certificate	
Common Name	ISRG Root X2
Organization	Internet Security Research Group

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

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

Mobile usability

0 Failed   **0** Warnings   **3** Passed

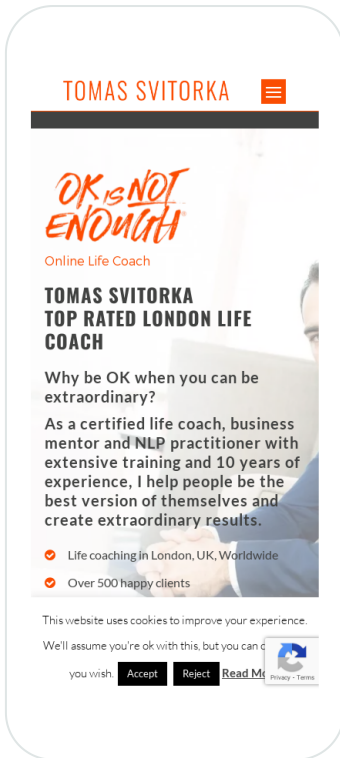### ✅ Meta Viewport Test

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.

SEO Site Checkup

◉ Mobile Snapshot Test

Advanced SEO   **1** Failed   **2** Warnings   **7** 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://tomassvitorka.com/ is preferred to be used in search results. Please ensure that this specification is correct, as canonical tags are often hard-coded and may not always reflect the latest changes in a site's URL structure.

> *<link href="https://tomassvitorka.com/" rel="canonical"/>*

◉ 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 ~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.