

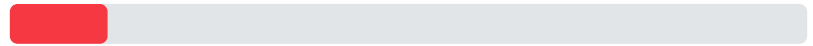


<https://www.a52cars.co.uk>

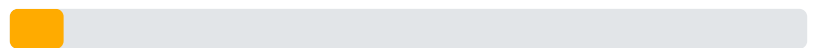
Report generated on Mar 10, 2024



9 Failed



5 Warnings



59 Passed



Common SEO issues

3 Failed

3 Warnings

19 Passed

! Meta Title Test

This webpage is using a title tag with a length of **70 characters**. While there's no target number of characters, titles should be descriptive and concise. We recommend using a title with a length **between 20 - 60 characters** in order to fit Google Search results that have a 600-pixel limit.

Text: VIP Derby Chauffeur & Executive Airport Transfers - A52 Executive Cars
Length: 70 characters

! Meta Description Test

This webpage is using a meta description tag with a length of **138 characters**. We recommend using well-written and inviting meta descriptions with a length **between 150 and 220 characters** (spaces included).

Text: A52 Executive Cars & Derby Chauffeurs provide a Mercedes chauffeur service, executive airport transfers, wedding Cars and Corporate travel
Length: 138 characters



Google Search Results Preview Test

Desktop version

<https://www.a52cars.co.uk/>

VIP Derby Chauffeur & Executive Airport Transfers - A52...

A52 Executive Cars & Derby Chauffeurs provide a Mercedes chauffeur service, executive airport transfers, wedding Cars and Corporate travel

Mobile version

<https://www.a52cars.co.uk/>

VIP Derby Chauffeur & Executive Airport Transfers - A52 Executiv...

A52 Executive Cars & Derby Chauffeurs provide a Mercedes chauffeur service, executive airport transfers, wedding Cars an...



✔ 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 | VIP Derby Chauffeur & Executive Airport Transfers - A52 Executive Cars |
| og:description | Derby Chauffeurs, Airport Transfers & Wedding Cars Executive Car service in Derby, Nottingham and the East Midlands A52 Executive Cars & Derby Chauffeurs A52 Executive Cars A52 Executive Cars & Derby Chauffeurs provide a first class luxury car service using modern Mercedes Saloons and |
| og:url | https://www.a52cars.co.uk/ |
| og:site_name | A52 Executive Cars |
| og:image | https://www.a52cars.co.uk/wp-content/uploads/2023/10/A52_logo_retina_300x300.png |
| og:image:width | 300 |
| og:image:height | 300 |
| og:image:type | image/png |
| Twitter Card Meta Tags | |
| twitter:card | summary_large_image |
| twitter:site | @A52cars |

🕒 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.

102 chauffeur 69 derby 68 executive 63 cars 56 airport



✔ 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 |
|-----------|-----------|------------------|----------|
| chauffeur | ✔ | ✔ | ✔ |
| derby | ✔ | ✔ | ✔ |
| executive | ✔ | ✔ | ✔ |
| cars | ✔ | ✔ | ✔ |
| airport | ✔ | ✔ | ✔ |

○ Keywords Cloud Test





⦿ Related Keywords Test

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

- [airport transfers derby](#)
- [chauffeur service derby](#)
- [executive cars derby](#)
- [derby chauffeurs](#)
- [airport taxis derby](#)
- [derby airport taxis](#)
- [airport taxi derby](#)
- [derby airport transfers](#)
- [taxi derby to birmingham airport](#)
- [wedding cars derby](#)

⦿ Competitor Domains Test

This domain has an Authority Score of 9/100 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 headings tags.

H1 tags

Derby Chauffeurs, Airport Transfers & Wedding Cars

H2 tags

A52 Executive Cars & Derby Chauffeurs

A52 Executive Cars

Our Executive Car services

Executive Car services

Latest News

Our Derby Chauffeur Car Fleet

Derby Chauffeur Fleet



✔ Robots.txt Test

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

<https://www.a52cars.co.uk/robots.txt>

✔ Sitemap Test

This website has a sitemap file.

<https://www.a52cars.co.uk/sitemap.xml>

<https://www.a52cars.co.uk/sitemap.xml.gz>

✔ 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](#).

✔ Responsive Image Test

All images in this webpage are properly sized for different users' viewports.

✔ Image Aspect Ratio Test

All image display dimensions match the natural aspect ratio.



✘ Inline CSS Test

This webpage is using inline CSS styles!

How to pass this test?

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

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

For example:

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

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

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

✔ Deprecated HTML Tags Test

This webpage does not use HTML deprecated tags.



✘ Google Analytics Test

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 9/100 while the **Average Authority Score** of top 100 sites is 89.5. Also, this domain has 537 backlinks from 158 referring domains and some recently found backlinks are listed below:

- MAR 10, 2024 <http://www.aq0.co.uk/wedding-cars/index9.htm>
- MAR 7, 2024 <https://www.frequency.sa/vans-chauffeur-2019-k.html>
- MAR 7, 2024 <https://services-reviewed.com/review/?page=3&u=a52cars.co.uk>
- MAR 6, 2024 <https://services-reviewed.com/review/?page=1&u=a52cars.co.uk>
- MAR 5, 2024 <https://webtoady.com/region/england/travel-tourism/2/>
- MAR 5, 2024 <https://guide.in.ua/derby/flexible-learning-options-in-derby>
- MAR 4, 2024 <https://services-reviewed.com/review/?page=2&u=a52cars.co.uk>
- MAR 1, 2024 <https://www.shagoki.com/oakwood-cars-derby-k.html>
- MAR 1, 2024 <https://www.shagoki.com/oakwood-cars-derby-k.html>
- MAR 1, 2024 <https://www.shagoki.com/oakwood-cars-derby-k.html>

✔ JS Error Test

There are no severe JavaScript errors on this webpage.

✔ Console Errors Test

This webpage doesn't have any warnings or errors caught by the Chrome DevTools Console.

✔ Charset Declaration Test

This webpage has a character encoding declaration.

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

✔ Social Media Test

This webpage is connected successfully with social media using:

[Facebook](#) [Twitter](#)



✘ HTML Page Size Test

The size of this webpage's HTML is **38.56 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 **1,869 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 [gzip compression](#) on your code. The HTML code is compressed from **444.86 Kb** to **38.56 Kb** (**91% size savings**). This helps ensure a faster loading webpage and improved user experience.

✔ Site Loading Speed Test

The loading time of this webpage (measured from N. Virginia, US) is around **1.97 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 | 56.5 % | 888.47 Kb |
| Font | 21.9 % | 343.83 Kb |
| Javascript | 11.4 % | 179.78 Kb |
| Css | 8.0 % | 125.73 Kb |
| Html | 2.2 % | 34.55 Kb |
| Other | 0.0 % | 0 B |
| TOTAL | 100% | 1.54 Mb |

Requests by content type

| Content type | Percent | Requests |
|--------------|-------------|-----------|
| Font | 50.0 % | 9 |
| Image | 22.2 % | 4 |
| Html | 11.1 % | 2 |
| Css | 11.1 % | 2 |
| Javascript | 5.6 % | 1 |
| Other | 0.0 % | 0 |
| TOTAL | 100% | 18 |

Content size by domain

| Domain | Percent | Size |
|-------------------|-------------|----------------|
| a52cars.co.uk | 92.7 % | 1.42 Mb |
| fonts.gstatic.com | 7.3 % | 114.13 Kb |
| TOTAL | 100% | 1.54 Mb |



Requests by domain

| Domain | Percent | Requests |
|-------------------|-------------|-----------|
| a52cars.co.uk | 83.3 % | 15 |
| fonts.gstatic.com | 16.7 % | 3 |
| TOTAL | 100% | 18 |

✔ 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 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).

✓ Largest Contentful Paint Test

The Largest Contentful Paint duration of this webpage is 2.22 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: Derby Chauffeurs, Airport Transfers & Wedding Cars Executive Car service in Derby...

Html: `<div class="fusion-fullwidth fullwidth-box fusion-builder-row..." style="--awb-border-radius-top-left:0px; --awb-border-rad..." data-bg="https://www.a52cars.co.uk/wp-content/uploads/2023/...">`

✓ Cumulative Layout Shift Test

The CLS score of this webpage is 0.0033. 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: Home About Fleet Contact us Latest News

Html: `<div class="fusion-layout-column fusion_builder_column fusion-..." style="--awb-bg-size:cover;--awb-width-large:50%;--awb-ma..." data-scroll-devices="small-visibility,medium-visibility,large-visibility...">`

Score: 0.0019



Server and security

2 Failed

0 Warnings

8 Passed

✔ URL Canonicalization Test

<https://www.a52cars.co.uk/> and <https://a52cars.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 "www.a52cars.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 | *.a52cars.co.uk |
| Subject Alternative Names (SANs) | *.a52cars.co.uk, a52cars.co.uk |
| Not Valid Before | Sun, January 14th 2024, 12:00:00 am (UTC) |
| Not Valid After | Tue, January 28th 2025, 11:59:59 pm (UTC) |
| Signature Algorithm | sha256WithRsaEncryption |
| Issuer | Encryption Everywhere DV TLS CA - G2 |
| Intermediate certificate | |
| Common Name | Encryption Everywhere DV TLS CA - G2 |
| Organization | DigiCert Inc |
| Location | US |
| Not Valid Before | Mon, November 27th 2017, 12:46:40 pm (UTC) |
| Not Valid After | Sat, November 27th 2027, 12:46:40 pm (UTC) |
| Signature Algorithm | sha256WithRsaEncryption |
| Issuer | DigiCert Global Root G2 |
| Root certificate | |
| Common Name | DigiCert Global Root G2 |
| Organization | DigiCert Inc |



| | |
|---------------------|---|
| Location | US |
| Not Valid Before | Thu, August 1st 2013, 12:00:00 pm (UTC) |
| Not Valid After | Fri, January 15th 2038, 12:00:00 pm (UTC) |
| Signature Algorithm | sha256WithRsaEncryption |
| Issuer | DigiCert Global Root G2 |

✓ 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 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 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.

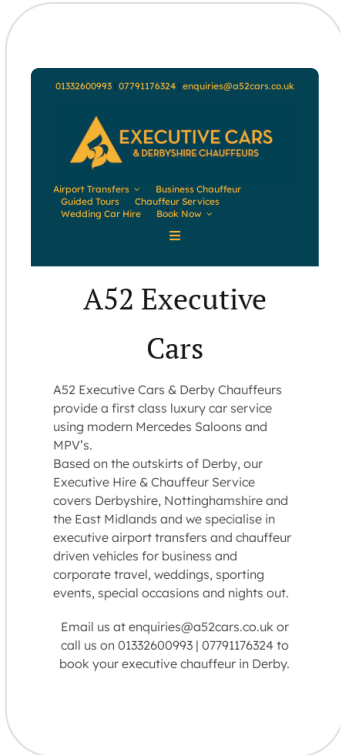
```
<meta name="viewport" content="width=device-width, initial-scale=1" />
```

✔ 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://www.a52cars.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://www.a52cars.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-eu.ionos.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.