SEO Site Checkup

https://www.actlondon.net/

Report generated on Mar 05, 2024

SEO Score
82/100

8 Failed

7 Warnings

58 Passed

Common SEO issues

3 Failed   **4** Warnings   **18** Passed

⚠ Meta Title Test

This webpage is using a title tag with a length of **13 characters**. While there's no target number of characters, titles should be descriptive and concise. Using a title tag with less than 20 characters is a missed opportunity since it can be difficult to fit all your targeted keywords in such a short text.
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:** | Acupuncture
> **Length:** 13 characters

⚠ Meta Description Test

This webpage is using a meta description tag with a length of **72 characters**. We recommend using well-written and inviting meta descriptions with a length **between 150 and 220 characters** (spaces included).

> **Text:** Supporting women for fertility, pregnancy, childbirth and postnatal care
> **Length:** 72 characters

◉ Google Search Results Preview Test

Desktop version

https://www.actlondon.net/

| Acupuncture

Supporting women for fertility, pregnancy, childbirth and postnatal care

Mobile version

https://www.actlondon.net/

| Acupuncture

Supporting women for fertility, pregnancy, childbirth and postnatal care

✓ Social Media Meta Tags Test

This webpage is using social media meta tags.

Open Graph Meta Tags	
og:url	https://www.actlondon.net/
og:site_name	ACT London
og:locale	en_GB
og:type	website
og:title	Acupuncture Childbirth Team London
og:description	Acupuncture Childbirth Team London - from Conception to Childbirth. Specialist fertility, IVF, pregnancy, labour & postnatal acupuncture.
og:image	https://www.actlondon.net/wp-content/uploads/2015/11/act-london-01.jpg
og:image:secure_url	https://www.actlondon.net/wp-content/uploads/2015/11/act-london-01.jpg
og:image:width	1735
og:image:height	1152

Twitter Card Meta Tags	
twitter:card	summary
twitter:title	Acupuncture Childbirth Team London
twitter:description	Acupuncture Childbirth Team London - from Conception to Childbirth. Specialist fertility, IVF, pregnancy, labour & postnatal acupuncture.
twitter:image	https://www.actlondon.net/wp-content/uploads/2015/11/act-london-01-700x465.jpg

◉ 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.

| 11 | acupuncture | | 8 | fertility | | 7 | pregnancy | | 7 | london | | 6 | childbirth |

❌ Keywords Usage Test

The most common keywords of this webpage are not distributed across the important HTML tags! Primary keywords should appear in title tag, meta description and heading tags to help Search Engines to properly identify the topic of this webpage.

Keyword	Title tag	Meta description	Headings
acupuncture	✓	✗	✗
fertility	✗	✓	✗
pregnancy	✗	✓	✗
london	✗	✗	✓
childbirth	✗	✓	✗

◎ Keywords Cloud Test

1 able · 1 acupressure · 11 acupuncture · 5 acupuncturist · 2 acupuncturists · 2 additionally · 5 advice · 1 aetna · 1 appointments · 1 area · 2 available · 1 aviva · 1 balance · 2 blog · 1 body · 2 british · 4 care · 6 childbirth · 1 choices · 1 cigna · 1 committed · 1 consultations · 2 contact · 2 council · 2 cover · 1 covid · 1 dedicated · 1 diagnosis · 1 emotional · 1 exercises · 2 face · 8 fertility · 1 follow · 1 gong · 1 government · 1 greater · 2 guidance · 1 guidelines · 1 happy · 3 have · 5 health · 1 healthplan · 1 help · 1 herbal · 1 hesitate · 1 history · 2 home · 1 hormone · 1 include · 1 including · 1 individual · 2 insurance · 1 journey · 1 just · 2 labour · 1 lifestyle · 2 links · 7 london · 1 look · 3 meetings · 6 members · 1 mental · 1 mindfulness · 2 natal · 1 navigation · 1 nutrition · 2 offer · 1 options · 2 page · 1 physical · 2 post · 1 postcode · 2 postnatal · 1 practitioners · 7 pregnancy · 2 prescriptions · 2 presentations · 3 professional · 3 professionals · 1 provide · 1 registered · 3 research · 1 search · 1 secure · 1 sessions · 1 simpy · 3 specialist · 4 support · 2 supporting · 6 team · 1 telehealth · 1 toggle · 1 treatment · 2 treatments · 1 visit · 1 vitality · 2 website · 2 welcome · 1 window · 1 women

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◎ Related Keywords Test

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

- acupuncture pregnancy london
- acupuncture in london
- act acupuncture
- acupuncturist in crouch end
- acupuncturist london
- acupuncture women london
- chinese herbal medicine crouch end
- gwen stefani oregnant
- acupuncturists in crouch end
- gwen stefani preganat

◎ Competitor Domains Test

This domain has an Authority Score of **14/100** 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

Welcome to ACT London

✅ Robots.txt Test

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

https://www.actlondon.net/robots.txt

✅ Sitemap Test

This website has a sitemap file.

https://www.actlondon.net/sabai-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 **<img>** tag used into your webpage.

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

```
<img src="image.png" alt="text_to_describe_your_image">
```

Remember that the point of alt text is to provide the same functional information that a visual user would see. Search engines, users who disabled images in their browsers and other agents who are unable to see the images on your webpage can read the alt attributes assigned to the image since they cannot view it.

Learn more about optimizing images for SEO.

❌ Responsive Image Test

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

How to pass this test?

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

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

✅ Image Aspect Ratio Test

All image display dimensions match the natural aspect ratio.

✅ Inline CSS Test

This webpage is not using inline CSS styles.

✅ Deprecated HTML Tags Test

This webpage does not use HTML deprecated tags.

✅ Google Analytics Test

This webpage is using Google Analytics.

✅ Favicon Test

This website appears to have a favicon.

◉ Backlinks Test

This domain has an Authority Score of **14/100** while the **Average Authority Score** of top 100 sites is **89.5**. Also, this domain has **216 backlinks** from **94 referring domains** and some recently found backlinks are listed below:

MAR 4, 2024	https://www.holistictherapyealing.co.uk/single-post/2017/07/12/3-good-things-it-is-easier-to-do-it...
MAR 3, 2024	https://www.holistictherapyealing.co.uk/single-post/2014/10/14/laugh-is-a-good-medicine
MAR 3, 2024	https://www.holistictherapyealing.co.uk/single-post/2013/01/09/yin-yang
MAR 3, 2024	https://www.holistictherapyealing.co.uk/location-fees
MAR 2, 2024	https://directory.email-verifier.io/act-london-emails-6276339.html
MAR 1, 2024	https://www.holistictherapyealing.co.uk/single-post/home-remedy-for-colds
FEB 29, 2024	https://www.holistictherapyealing.co.uk/single-post/2016/09/26/treatment-of-children-with-autism
FEB 29, 2024	https://www.holistictherapyealing.co.uk/covid-19
FEB 29, 2024	https://www.holistictherapyealing.co.uk/single-post/2017/03/07/acupuncture-and-menopause
FEB 29, 2024	https://www.holistictherapyealing.co.uk/medicinal-mushrooms

✅ JS Error Test

There are no severe JavaScript errors on this webpage.

❌ Console Errors Test

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

How to pass this test?

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

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✓ 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

Speed optimizations
2 Failed   **1** Warnings   **22** Passed

✓ HTML Page Size Test

The size of this webpage's HTML is **10.44 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 **145 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 **37.68 Kb** to **10.44 Kb (72% 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 **1.87 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	54.5 %	315.15 Kb
Image	18.1 %	104.73 Kb
Font	13.6 %	78.48 Kb
Css	12.1 %	70.18 Kb
Html	1.6 %	9.08 Kb
Other	0.0 %	235 B
TOTAL	**100%**	**577.85 Kb**

Requests by content type

Content type	Percent	Requests
Javascript	51.1 %	23
Css	31.1 %	14
Image	6.7 %	3
Other	6.7 %	3
Html	2.2 %	1
Font	2.2 %	1
TOTAL	**100%**	**45**

Content size by domain

Domain	Percent	Size
actlondon.net	66.5 %	384.10 Kb
googletagmanager.com	16.7 %	96.74 Kb
connect.facebook.net	12.0 %	69.53 Kb

google-analytics.com	3.6 %	20.85 Kb
maxcdn.bootstrapcdn.com	1.1 %	6.45 Kb
facebook.com	0.0 %	185 B
TOTAL	**100%**	**577.85 Kb**

Requests by domain

Domain	Percent	Requests
actlondon.net	82.2 %	37
google-analytics.com	6.7 %	3
connect.facebook.net	4.4 %	2
maxcdn.bootstrapcdn.com	2.2 %	1
googletagmanager.com	2.2 %	1
facebook.com	2.2 %	1
TOTAL	**100%**	**45**

✅ 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 all resources (images, javascript and css) from CDNs!

How to pass this test?

In order to pass this test you are advised to use a CDN service. A Content Delivery Network (CDN) is a globally distributed network of web servers that allows a quick transfer of assets and provides high availability and high performance. The primary benefits of using a CDN service are:

- Improving website loading times
- Reducing bandwidth costs
- Increasing content availability and redundancy
- Improving website security

✓ Modern Image Format Test

This webpage is 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 **1.2** 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:**
>
> *<img src="https://www.actlondon.net/wp-content/themes/act/im..." alt="icon">*

✅ Cumulative Layout Shift Test

The CLS score of this webpage is **0.0035**. 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:** Find Your Acupuncturist
> **Html:** *<a href="https://www.actlondon.net/find-your-act-london-acu..." class="btn find-your-acpn">*
> **Score:** 0.0035

Server and security

3 Failed   **0** Warnings   **7** Passed

✅ URL Canonicalization Test

https://www.actlondon.net/ and https://actlondon.net/ resolve to the same URL.

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✅ 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.actlondon.net" 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	*.actlondon.net
Subject Alternative Names (SANs)	*.actlondon.net, actlondon.net
Not Valid Before	Tue, January 9th 2024, 12:08:34 pm (UTC)
Not Valid After	Mon, April 8th 2024, 12:08:33 pm (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 is using mixed content! While the initial HTML is loaded over a secure HTTPS connection, other resources (such as images, videos, stylesheets, scripts) may be loaded over an insecure HTTP connection, which may result in blocked content or unexpected page behavior.

How to pass this test?

In order to pass this test, make sure that all resources on the page are loaded over HTTPS.

✅ HTTP2 Test

This webpage is using the HTTP/2 protocol.

✅ Safe Browsing Test

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

✅ Server Signature Test

The server signature is off for this webpage.

✅ Directory Browsing Test

Directory browsing is disabled for this website.

✅ Plaintext Emails Test

This webpage does not include email addresses in plaintext.

SEO Site Checkup

❌ Unsafe Cross-Origin Links Test

This webpage is using **target="_blank"** links without **rel="noopener"** or **rel="noreferrer"** attribute, which can expose it to performance and security issues!

How to pass this test?

In order to pass this test, you have to update each link identified in this report, by adding a **rel="noopener"** or a **rel="noreferrer"** attribute or both:

```
<a href="https://example.com" target="_blank" rel="noopener noreferrer">
    Click here
</a>
```

- **rel="noopener"** prevents the new page from being able to access the **window.opener** property and ensures it runs in a separate process.

- **rel="noreferrer"** has the same effect but also prevents the **Referer header** from being sent to the new page.

Mobile usability

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

✅ Meta Viewport Test

This webpage is using a viewport meta tag.

```
<meta name="viewport" content="width=device-width, initial-scale=1" />
```
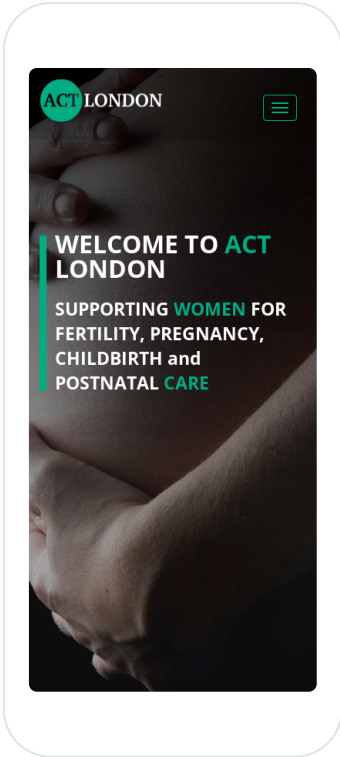
✅ Media Query Responsive Test

This webpage is using CSS media queries, which is the base for responsive design functionalities.

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◎ 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.

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✅ Canonical Tag Test

This webpage is using the canonical link tag. This tag specifies that the URL: https://www.actlondon.net/ 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.actlondon.net/" 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 +a +mx +ip4:185.219.239.3 ~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.