

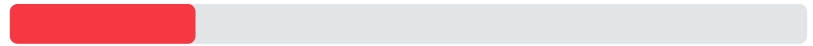


https://www.amiroad.pt

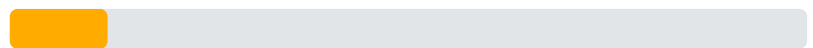
Report generated on Mar 09, 2024



17 Failed



9 Warnings



47 Passed



Common SEO issues

5 Failed

5 Warnings

15 Passed

! Meta Title Test

This webpage is using a title tag with a length of 65 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: Luxury transports in Portugal - Tours, fairs, events or transfers
Length: 65 characters

! Meta Description Test

This webpage is using a meta description tag with a length of 123 characters. We recommend using well-written and inviting meta descriptions with a length between 150 and 220 characters (spaces included).

Text: A smooth and safe ride with Amiroad Luxury Transports. Travel around Lisbon, Porto, or Algarve, with our first-class fleet.
Length: 123 characters



Google Search Results Preview Test

Desktop version

<https://amiroad.pt/>

Luxury transports in Portugal - Tours, fairs, events or...

A smooth and safe ride with Amiroad Luxury Transports. Travel around Lisbon, Porto, or Algarve, with our first-class fleet.

Mobile version

<https://amiroad.pt/>

**Luxury transports in Portugal -
Tours, fairs, events or transfers**

A smooth and safe ride with Amiroad Luxury Transports. Travel around Lisbon, Porto, or Algarve, with our first-class fleet.



✔ Social Media Meta Tags Test

This webpage is using social media meta tags.

Open Graph Meta Tags

og:locale	en_US
og:locale:alternate	pt_PT
og:type	website
og:title	Luxury transports in Portugal - Tours, fairs, events or transfers
og:description	A smooth and safe ride with Amiroad Luxury Transports. Travel around Lisbon, Porto, or Algarve, with our first-class fleet.
og:url	https://amiroad.pt/
og:site_name	Amiroad Luxury Transports

Twitter Card Meta Tags

twitter:card	summary_large_image
twitter:site	@AmiroadLuxury

○ 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.

209	portugal	113	tour	103	lisbon	79	driver	79	best
-----	----------	-----	------	-----	--------	----	--------	----	------



✖ 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
portugal	✓	✗	✓
tour	✓	✗	✓
lisbon	✗	✓	✗
driver	✗	✗	✗
best	✗	✗	✓

🕒 Keywords Cloud Test





⦿ Related Keywords Test

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

- [amiroad luxury transports](#)
- [amiroad](#)
- [amiroad](#)
- [what to buy in portugal](#)
- [amiroad](#)
- [transferes aeroporto](#)
- [stonehenge portugal](#)
- [gale portugal](#)
- [snow in portugal](#)
- [amiroad](#)

⦿ Competitor Domains Test

This domain has an Authority Score of **16/100** 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

Luxury transports across Portugal

H2 tags

From the simple transfer to more complex private tours and services, satisfying each of your requests and your imagination, we always try to exceed your expectations.

Exclusive fleet: choose your best seat

✔ Robots.txt Test

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

<https://amiroad.pt/robots.txt>



✓ Sitemap Test

This website has a sitemap file.

https://amiroad.pt/sitemap_index.xml

✗ SEO Friendly URL Test

This webpage contains URLs that are not SEO friendly!

How to pass this test?

In order for URLs to be SEO friendly, they should be clearly named for what they are and contain no spaces, underscores or other characters. You should avoid the use of parameters when possible, as they make URLs less inviting for users to click or share.

- If your website is new and is not indexed by search engines you can replace underscores with hyphens or redirect those links to URLs that use hyphens. BUT, if your website is ranked well by search engines you do not need to do this (probably you have other ranking factors working very well).
- The general advice remains: build links that contain hyphens rather than underscores and avoid dynamic URLs.

! 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

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

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

✘ Inline CSS Test

This webpage is using inline CSS styles!

How to pass this test?

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

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

For example:

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

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

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

✔ Deprecated HTML Tags Test


This webpage does not use HTML deprecated tags.



✔ Google Analytics Test

This webpage is using Google Analytics.

✔ Favicon Test

 This website appears to have a favicon.

○ Backlinks Test

This domain has an Authority Score of **16/100** while the **Average Authority Score** of top 100 sites is **89.5**. Also, this domain has **688 backlinks** from **307 referring domains** and some recently found backlinks are listed below:

- MAR 9, 2024 <https://zaosselection.com/images/search?FORM=RESTAB&q=Alfama%2BDistrict>
- MAR 9, 2024 <http://kolhapur.pw/domain-list-742>
- MAR 8, 2024 <http://www.youthfriendly.co.uk/cape-espichel-k.html>
- MAR 8, 2024 <https://www.kiwigrass.nz/porto-by-night-k.html>
- MAR 8, 2024 <http://www.youthfriendly.co.uk/av-aliados-porto-k.html>
- MAR 8, 2024 <https://www.bulutajans.net/estoril-tennis-k.html>
- MAR 8, 2024 <https://www.unterwegs-in-mv.2ix.de/porto-by-night-k.html>
- MAR 8, 2024 <https://utils.antoniocampos.net/contribuente-nif/procurar-informacao/510649629/>
- MAR 8, 2024 <https://ecofabrik.ru/av-aliados-porto-k.html>
- MAR 8, 2024 <http://www.techcomp.co.th/aliados-porto-k.html>

✔ JS Error Test

There are no severe JavaScript errors on this webpage.

! Console Errors Test

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

How to pass this test?

In order to pass this test, you have to fix all the warnings reported in Chrome DevTools console. You can also visit Google's documentation for further troubleshooting support:

<https://developer.chrome.com/docs/devtools/issues/>



✔ 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](#)

Speed optimizations

7 Failed

3 Warnings

15 Passed

✘ HTML Page Size Test

The size of this webpage's HTML is **74.78 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 **4,581 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 **507.95 Kb** to **74.78 Kb (85% 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 **20.25 seconds** and is greater than the average loading speed which is 5 seconds!

How to pass this test?

In order to resolve this problem you are advised to:

- Minimize HTTP requests
- Use Gzip compression
- Use HTTP caching
- Move all CSS style rules into a single, external and minified CSS file
- Minify all JS files and, if possible, try combining them into a single external JS file
- Include external CSS files before external JS files
- Place your JS scripts at the bottom of your page
- Optimize images
- Reduce redirects
- Reduce the number of plug-ins



✔ JS Execution Time Test

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



✖ 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
Image	91.0 %	14.46 Mb
Javascript	5.1 %	831.25 Kb
Font	1.8 %	297.50 Kb
Css	1.5 %	245.07 Kb
Html	0.5 %	84.35 Kb
Other	0.1 %	12.19 Kb
TOTAL	100%	15.89 Mb

Requests by content type

Content type	Percent	Requests
Image	59.0 %	82
Javascript	19.4 %	27
Css	8.6 %	12
Other	5.8 %	8
Font	5.0 %	7
Html	2.2 %	3
TOTAL	100%	139

Content size by domain

Domain	Percent	Size
media-cdn.tripadvisor.com	80.4 %	12.78 Mb
amiroad.pt	14.3 %	2.27 Mb
gstatic.com	1.4 %	221.09 Kb



fonts.gstatic.com	1.2 %	188.47 Kb
googletagmanager.com	1.0 %	162.01 Kb
connect.facebook.net	0.4 %	70.67 Kb
script.hotjar.com	0.4 %	57.06 Kb
cdn.trustindex.io	0.3 %	49.65 Kb
google.com	0.3 %	45.18 Kb
lh3.googleusercontent.com	0.3 %	40.91 Kb
Other	0.2 %	25.51 Kb
TOTAL	100%	15.89 Mb

Requests by domain

Domain	Percent	Requests
media-cdn.tripadvisor.com	44.6 %	62
amiroad.pt	25.9 %	36
cdn.trustindex.io	5.8 %	8
google.com	4.3 %	6
fonts.gstatic.com	2.9 %	4
lh3.googleusercontent.com	2.9 %	4
fonts.googleapis.com	2.2 %	3
gstatic.com	2.2 %	3
googletagmanager.com	1.4 %	2
connect.facebook.net	1.4 %	2
Other	6.5 %	9
TOTAL	100%	139

✓ 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 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 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 performed 1 redirects! While redirects are typically not advisable (as they can affect search engine indexing issues and adversely affect site loading time), one redirect may be acceptable, particularly if the URL is redirecting from a non-www version to its www version, or vice-versa.

<https://www.amiroad.pt/> → <https://amiroad.pt/>

✗ Largest Contentful Paint Test

The Largest Contentful Paint duration of this webpage is 17.09 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: *Luxury transports across Portugal In each city, through streets and avenues, or...*

Html: `<div class="vc_column-inner vc_custom_1685522886534">`

How to pass this test?

The reason Google chose LCP as a relevant SEO metric is that it directly influences user experience. The loading of the biggest element on a page determines how quickly the user will be able to view its contents and interact with it. For most websites, you can improve the Largest Contentful Paint by sticking to a few guiding principles:

- Try to reduce the server response time.
- Eliminate as many render-blocking resources (CSS and JavaScript) as possible.
- Optimize the loading times for resources on the webpage.



✓ Cumulative Layout Shift Test

The CLS score of this webpage is **0.0451**. 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: Luxury transports across Portugal In each city, through streets and avenues, or...

Html: `<div data-vc-full-width="true" data-vc-full-width-init="true" data-vc-stretch-content="true" class="vc_row wpb_row vc_row-fluid vc_custom_167939486349..." style="position: relative; left: -90px; box-sizing: borde...">`

Score: 0.0396

Server and security

3 Failed

0 Warnings

7 Passed

✓ URL Canonicalization Test

<https://amiroad.pt/> and <https://www.amiroad.pt/> 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 "amiroad.pt" 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	amiroad.pt
Subject Alternative Names (SANs)	amiroad.pt, www.amiroad.pt
Not Valid Before	Mon, September 4th 2023, 12:00:00 am (UTC)
Not Valid After	Wed, September 4th 2024, 11:59:59 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	Sectigo RSA Domain Validation Secure Server CA
Intermediate 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
Root certificate	
Common Name	USERTrust RSA Certification Authority
Organization	The USERTRUST Network



Location	Jersey City, New Jersey, US
Not Valid Before	Mon, February 1st 2010, 12:00:00 am (UTC)
Not Valid After	Mon, January 18th 2038, 11:59:59 pm (UTC)
Signature Algorithm	sha384WithRsaEncryption
Issuer	USERTrust RSA Certification Authority

✓ 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 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.

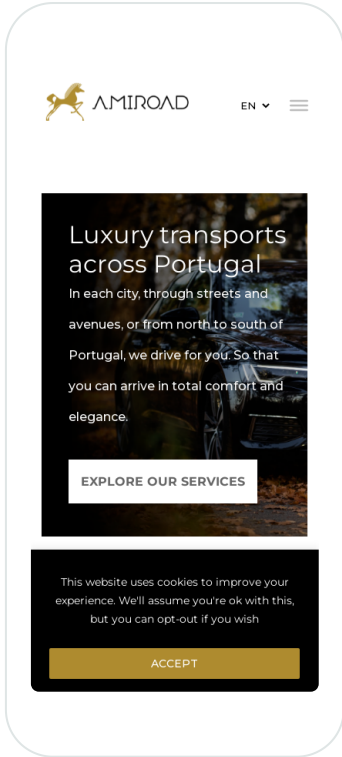
```
<meta name="viewport" content="width=device-width, initial-scale=1" />
```

✔ Media Query Responsive Test

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



Mobile Snapshot Test



Advanced SEO

2 Failed

1 Warnings

7 Passed

✔ Structured Data Test

This webpage is using structured data.



✘ 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 is using the canonical link tag. This tag specifies that the URL: <https://amiroad.pt/> 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://amiroad.pt/" 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 ip4:51.254.247.118 ip4:54.36.81.88 ip4:54.36.81.92 ip4:167.114.207.110 ip4:51.254.247.115 ip4:145.239.115.11 a mx ~all
```



✘ Ads.txt Validation Test

The request of ads.txt file has an unexpected Content-Type header: `text/html; charset=UTF-8`. In order for this resource to be easily accessed by the DSPs and advertisers, its Content-Type header should be `text/plain` or `text/plain; charset=utf-8`.

How to pass this test?

In order to pass this test, the **ads.txt file** should be **publicly available** in the website's root domain and its content should be **properly formatted**.

The advertising systems will read the content of the ads.txt file only if the request will return a **200 OK** HTTP status code. The content of this file should be encoded as a formatted plain text and the HTTP Content-Type header should be `text/plain` (all other Content-Types are treated as an error and the content will be ignored).

As outlined in the [IAB Tech Lab specifications for ads.txt file](#), the format logically consists of three types of records: comments, data records and variables:

1. Comments

Lines starting with `#` symbol are considered comments and are ignored.

2. Data records

For each Exchange or Supply-Side Platform (SSP) that is authorized to sell your inventory you must add a data record. Each of these lines should contain 3 or 4 comma separated fields:

```
<FIELD #1>, <FIELD #2>, <FIELD #3>, <FIELD #4>
```

- #1 - The canonical domain name of the system where bidders connect (e.g. google.com, appnexus.com, etc)
- #2 - The publisher account ID
- #3 - The type of account or relationship (e.g. DIRECT or RESELLER)
- #4 - (Optional) An ID that uniquely identifies the advertising system within a certification authority

3. Variables

Any line containing a pattern of `<VARIABLE>=<VALUE>` should be interpreted as a variable declaration. The `<VARIABLE>` is a string identifier without internal whitespace. The only supported separator is the equals sign `'='`. The `<VALUE>` is an open string that may contain arbitrary data.

For human readability it is recommended that variables be declared at the end of the file, but this is not a strict requirement.

Only the following variables are supported: **CONTACT**, **SUBDOMAIN** and **INVENTORYPARTNERDOMAIN**.