



<https://www.arc-regulatory.com/>

Report generated on Mar 13, 2024



7 Failed



6 Warnings



60 Passed



Common SEO issues

2 Failed

5 Warnings

18 Passed

! Meta Title Test

This webpage is using a title tag with a length of **64 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: ARC | IVD Regulatory Consulting | CRO Clinical Trials & Research
Length: 64 characters

! Meta Description Test

This webpage is using a meta description tag with a length of **137 characters**. We recommend using well-written and inviting meta descriptions with a length **between 150 and 220 characters** (spaces included).

Text: ARC Regulatory - your clinical research & regulatory compliance solutions partner, precision medicine, CDx & IVD medical device industry.
Length: 137 characters



Google Search Results Preview Test

Desktop version

<https://www.arc-regulatory.com/>

ARC | IVD Regulatory Consulting | CRO Clinical Trials &...

ARC Regulatory - your clinical research & regulatory compliance solutions partner, precision medicine, CDx & IVD medical device industry.

Mobile version

<https://www.arc-regulatory.com/>

**ARC | IVD Regulatory Consulting
| CRO Clinical Trials & Research**

ARC Regulatory - your clinical research & regulatory compliance solutions partner, precision medicine, CDx & IVD medical devic...



✔ 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	ARC IVD Regulatory Consulting CRO Clinical Trials & Research
og:description	ARC Regulatory - your clinical research & regulatory compliance solutions partner, precision medicine, CDx & IVD medical device industry.
og:url	https://www.arc-regulatory.com/
og:site_name	ARC Regulatory
og:image	https://cdn.arc-regulatory.com/wp-content/uploads/2023/10/testimonial-image.png?strip=all&lossy=1&quality=85&webp=85&ssl=1
og:image:width	1168
og:image:height	1180
og:image:type	image/png

Twitter Card Meta Tags

twitter:card	summary_large_image
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⊙ 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.

27 regulatory	22 clinical	16 cookies	16 read	14 cookie
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✔ 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
regulatory	✔	✔	✔
clinical	✔	✔	✔
cookies	✘	✘	✘
read	✘	✘	✘
cookie	✘	✘	✘

○ Keywords Cloud Test





⦿ Related Keywords Test

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

- [advanced regulatory compliance](#)
- [ivd cro](#)
- [eudamed timeline](#)
- [ivd consulting](#)
- [ivd cro](#)
- [clinical regulatory consulting](#)
- [medtech summit](#)
- [ivdr training](#)
- [ivdr training](#)
- [pauline mcwilliams](#)

⦿ Competitor Domains Test

This domain has an Authority Score of 13/100 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

Your preferred partner in IVD and CDx regulatory compliance.Your peace of mind in clinical research.

H2 tags

Experts at your side throughout your regulatory journey

Digital Solutions

Our Culture. Our People.

Video Modal

Insights & Research

Upcoming Events

Footer



✔ Robots.txt Test

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

<https://www.arc-regulatory.com/robots.txt>

✔ Sitemap Test

This website has a sitemap file.

https://www.arc-regulatory.com/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 **** 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

This webpage is using Google Analytics.

✔ Favicon Test

 This website appears to have a favicon.



⦿ Backlinks Test

This domain has an Authority Score of **13/100** while the **Average Authority Score** of top 100 sites is **89.5**. Also, this domain has **378 backlinks** from **51 referring domains** and some recently found backlinks are listed below:

- FEB 25, 2024 <https://oxfordglobal.com/biomarkers/events/biomarkers-2025>
- FEB 25, 2024 <https://oxfordglobal.com/biomarkers/events/biomarkers-2025>
- FEB 23, 2024 <https://bivdanewsletter.com/>
- FEB 20, 2024 <https://www.arc-regulatory.co.uk/expertise>
- FEB 18, 2024 <https://hira-ni.com/arc-regulatory-cotm/>
- FEB 18, 2024 <https://hira-ni.com/arc-regulatory-cotm/>
- FEB 18, 2024 <https://hira-ni.com/arc-regulatory-cotm/>
- FEB 18, 2024 <https://hira-ni.com/arc-regulatory-cotm/>
- FEB 18, 2024 <https://hira-ni.com/arc-regulatory-cotm/>
- FEB 17, 2024 <https://www.workwithdata.com/organization/arc-regulatory-dot-co-dot-uk>

✔ 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 not connected with social media using the API's provided by Facebook, Google +, Twitter, Pinterest, or using addthis.com

How to pass this test?

In order to pass this test you must connect your website with at least one major social network. To do that, you must insert into your page some social networks plugins: [Facebook Like Button](#), [Facebook Share Button](#), [Facebook Comments](#), [Twitter Button](#), [Google +1 Button](#), [Pinterest Button](#) or [AddThis Widget](#)

Speed optimizations

3 Failed

0 Warnings

22 Passed

✔ HTML Page Size Test

The size of this webpage's HTML is 32.51 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 1,202 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 168.93 Kb to 32.51 Kb (81% 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 3.31 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 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
Other	53.0 %	1.82 Mb
Javascript	24.9 %	876.49 Kb
Image	11.8 %	414.42 Kb
Font	7.5 %	264.76 Kb
Html	1.4 %	50.20 Kb
Css	1.3 %	47.39 Kb
TOTAL	100%	3.43 Mb

Requests by content type

Content type	Percent	Requests
Javascript	28.4 %	21
Image	28.4 %	21
Other	20.3 %	15
Font	14.9 %	11
Css	5.4 %	4
Html	2.7 %	2
TOTAL	100%	74

Content size by domain

Domain	Percent	Size
arc-regulatory.com	57.6 %	1.98 Mb
cdn.arc-regulatory.com	11.5 %	404.84 Kb
use.typekit.net	6.7 %	235.40 Kb



gstatic.com	6.3 %	222.26 Kb
googletagmanager.com	4.6 %	161.52 Kb
js-eu1.hsforms.net	4.4 %	154.15 Kb
cdn-cookieyes.com	2.2 %	76.67 Kb
script.hotjar.com	1.6 %	54.81 Kb
google.com	1.3 %	45.21 Kb
fonts.gstatic.com	0.9 %	30.62 Kb
Other	3.0 %	105.99 Kb
TOTAL	100%	3.43 Mb

Requests by domain

Domain	Percent	Requests
cdn.arc-regulatory.com	17.6 %	13
use.typekit.net	13.5 %	10
cdn-cookieyes.com	12.2 %	9
arc-regulatory.com	9.5 %	7
google.com	5.4 %	4
gstatic.com	4.1 %	3
googletagmanager.com	2.7 %	2
log.cookieyes.com	2.7 %	2
forms-eu1.hsforms.com	2.7 %	2
fonts.gstatic.com	2.7 %	2
Other	27.0 %	20
TOTAL	100%	74

✓ 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 using images with large metadata (**more than 16% of the image size**)! Stripping out unnecessary metadata tags can improve not only the loading time but also the security and privacy of a webpage.

How to pass this test?

In order to pass this test, you have to remove the unnecessary image metadata (additional information which is stored along with the image). There are literally hundreds of metadata tags, but most of them (like camera model and settings, exposure, creation date, etc) are useless to site visitors and isn't required by browsers to render images. However, a few metadata tags can still be useful and may help Search Engine bots to better understand your images:

- **GPS tags** - These define where the image was taken providing location information that might help with local SEO. If you have a location-based business, tag your image with the GPS coordinates of your premises.
- **Author/Owner Name** - Add your brand name (or your own name) here because it may influence the image being shown when someone searches your brand in Google Images.
- **Image Description** - Just like an ALT description, the image description metadata tag can provide information pertaining to what the content of the image is about.

✓ Image Caching Test

This webpage is not using uncached images from same domain.

✓ 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 1.03 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: *Your preferred partner in IVD and CDx regulatory compliance. Your peace of mind ...*

Html: `<h1 class="text-6xl lg:text-4xl 2xl:text-5xl font-normal text...">`

✓ Cumulative Layout Shift Test

The CLS score of this webpage is 0.0002. 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: Insights About Careers 2 Contact

Html: `<div class="hidden items-center lg:flex 2xl:flex-1 lg:justify-...">`

Score: 0.0001

Server and security

2 Failed

0 Warnings

8 Passed

✓ URL Canonicalization Test

<https://www.arc-regulatory.com/> and <https://arc-regulatory.com/> 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.arc-regulatory.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	arc-regulatory.com
Subject Alternative Names (SANs)	arc-regulatory.com, *.arc-regulatory.com
Not Valid Before	Thu, February 8th 2024, 3:05:07 pm (UTC)
Not Valid After	Wed, May 8th 2024, 3:05:06 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	GTS CA 1P5
Intermediate certificate	
Common Name	GTS CA 1P5
Organization	Google Trust Services LLC
Location	US
Not Valid Before	Thu, August 13th 2020, 12:00:42 am (UTC)
Not Valid After	Thu, September 30th 2027, 12:00:42 am (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	GTS Root R1
Root certificate	
Common Name	GTS Root R1
Organization	Google Trust Services LLC



Location	US
Not Valid Before	Wed, June 22nd 2016, 12:00:00 am (UTC)
Not Valid After	Sun, June 22nd 2036, 12:00:00 am (UTC)
Signature Algorithm	sha384WithRsaEncryption
Issuer	GTS Root R1

✓ 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.

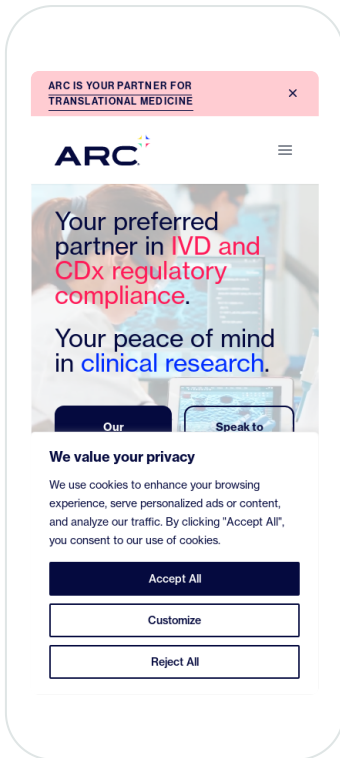
```
<meta name="viewport" content="width=device-width, initial-scale=1, shrink-to-fit=no" />
```

✔ 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

1 Warnings

9 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.arc-regulatory.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://www.arc-regulatory.com/" 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.protection.outlook.com include:spf.mandrillapp.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.