SEO Site Checkup

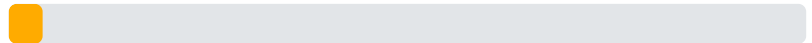## https://www.atelierten.com/

Report generated on Mar 14, 2024

SEO Score
67/100
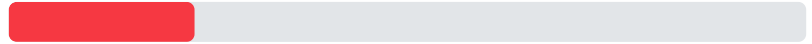
17 Failed

3 Warnings

53 Passed

Common SEO issues

4 Failed   **2** Warnings   **19** Passed

✔ Meta Title Test

This webpage is using a title tag.

> **Text:** Atelier Ten – Environmental Design Consultants + Engineers
> **Length:** 58 characters

❗ Meta Description Test

This webpage is using a meta description tag with a length of **245 characters**. We recommend using well-written and inviting meta descriptions with a length **between 150 and 220 characters** (spaces included).

> **Text:** We are environmental design consultants, finding ways for buildings to tread more lightly on the planet. We're also building services engineers, we know our way around all the elements that bring structures to life, from pipes to ducts to wires.
> **Length:** 245 characters

◉ Google Search Results Preview Test

Desktop version

https://www.atelierten.com/

Atelier Ten – Environmental Design Consultants + Engineers

We are environmental design consultants, finding ways for buildings to tread more lightly on the planet. We're also building services engineers, we know our way…

Mobile version

https://www.atelierten.com/

Atelier Ten – Environmental Design Consultants + Engineers

We are environmental design consultants, finding ways for buildings to tread more lightly on the planet. We're also building…

✅ Social Media Meta Tags Test

This webpage is using social media meta tags.

Open Graph Meta Tags	
og:image	https://data.openasset.com/397453f2/ce2c47af9d3aa6782d8cf59503df2266/M_171214.jpg
og:locale	en_US
og:type	website
og:title	Atelier Ten – Environmental Design Consultants + Engineers
og:description	We are environmental design consultants, finding ways for buildings to tread more lightly on the planet. We're also building services engineers, we know our way around all the elements that bring structures to life, from pipes to ducts to wires.
og:url	https://www.atelierten.com/
og:site_name	Atelier Ten

Twitter Card Meta Tags	
twitter:card	summary_large_image
twitter:title	Atelier Ten – Environmental Design Consultants + Engineers
twitter:description	We are environmental design consultants, finding ways for buildings to tread more lightly on the planet. We're also building services engineers, we know our way around all the elements that bring structures to life, from pipes to ducts to wires.
twitter:image	https://data.openasset.com/397453f2/ce2c47af9d3aa6782d8cf59503df2266/M_171214.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.

| 7 | design | | 7 | singapore | | 6 | filters | | 6 | carbon | | 5 | services |

SEO Site Checkup

❌ 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
design	✓	✓	✗
singapore	✗	✗	✗
filters	✗	✗	✗
carbon	✗	✗	✗
services	✗	✓	✗

◎ Keywords Cloud Test

1 absolute	3 airport	2 analysis	1 approach	2 articles	2 atelier	3 awards
2 bangkok	2 benchmarking	3 building	2 buildings	2 burrell	6 carbon	2 careers
2 changi	2 civic	2 clear	2 clients	1 collaborators	3 college	1 comfort	3 contact
1 credits	2 cross	1 cruz	7 design	2 drawings	2 edinburgh	1 embodied
3 energy	2 engineering	2 environmental	1 excellence	1 expansion	6 filters
2 francisco	3 gardens	1 gene	4 glasgow	2 google	1 group	2 haven	2 healthy
1 history	1 illuminating	1 international	2 jewel	2 jurong	2 king	1 kresge	1 leahy
1 leed	1 liberty	3 lighting	4 london	1 mall	2 manchester	2 masterplanning
2 melbourne	1 member	1 metrics	2 mission	1 need	1 newark	3 news
1 optimized	3 page	1 philanthropy	1 photographers	1 policies	1 previous
1 princeton	3 project	3 projects	3 refine	2 renaissance	1 reserved	2 residential
4 results	1 rights	1 riverfront	1 roadmap	1 santa	5 services	7 singapore
2 sorting	2 strategy	2 surbana	2 sydney	3 team	2 terminal	1 terms	2 think
2 uber	1 university	2 verification	2 wait	1 west	2 york	2 zero

SEO Site Checkup

◉ Related Keywords Test

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

- atelier ten
- atelier 10
- craig graber
- caspersen student center
- tm65
- daniel l malone
- daniel l. malone
- emilie hagen
- surbana jurong group
- malone engineering center

◉ Competitor Domains Test

This domain has an Authority Score of **30/100** 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 does not contain H1 headings! H1 headings help indicate the important topics of your page to search engines. While less important than good meta-titles and descriptions, H1 headings may still help define the topic of your page to search engines.

How to pass this test?

In order to pass this test you must identify the most important topics from your page and insert those topics between `<h1>...</h1>` tags.

Example:

```
<h1>Important topic goes here</h1>
...
<h1>Another topic</h1>
```

✅ Robots.txt Test

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

https://www.atelierten.com/robots.txt

SEO Site Checkup

✅ Sitemap Test

This website has a sitemap file.

https://www.atelierten.com/sitemap.xml

✅ SEO Friendly URL Test

All links from this webpage are SEO friendly.

✅ Image Alt Test

All "img" tags from this webpage have the required "alt" attribute.

✅ 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}
```

SEO Site Checkup

✅ **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 **30/100** while the **Average Authority Score** of top 100 sites is **89.5**. Also, this domain has **8,285 backlinks** from **1,011 referring domains** and some recently found backlinks are listed below:

MAR 14, 2024	https://leadquest.co.uk/james+grace_atelier-ten-ltd_2j-gb
MAR 14, 2024	https://banmkd.blogspot.com/terms-of-service/domain-name-registration-agreement.html
MAR 14, 2024	https://www.uponor.com/sv-se/infra/r/gardens-by-the-bay-singapore
MAR 13, 2024	https://banmkd.blogspot.com/disclaimer.html
MAR 13, 2024	https://30semplestreet.com/location/
MAR 13, 2024	https://afasiaarchzine.com/tag/big/page/34/
MAR 13, 2024	https://www.pressreleasepoint.com/world-green-building-council-launches-actonclimate-campai...
MAR 13, 2024	https://afasiaarchzine.com/page/3398/
MAR 13, 2024	https://30semplestreet.com/accommodation/
MAR 13, 2024	https://30semplestreet.com/contact/

✅ **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.

SEO Site Checkup

✅ 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   **11** Failed   **1** Warnings   **13** Passed

❌ HTML Page Size Test

The size of this webpage's HTML is **53.03 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 **821 nodes** which is less than the recommended value of 1,500 nodes.

✅ HTML Compression/GZIP Test

This webpage is successfully compressed using **gzip compression** on your code. The HTML code is compressed from **246.08 Kb** to **53.03 Kb (78% 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 **4.23 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
Image	84.3 %	4.23 Mb
Javascript	13.9 %	713.14 Kb
Css	0.6 %	32.39 Kb
Html	0.6 %	31.73 Kb
Font	0.6 %	31.43 Kb
Other	0.0 %	280 B
TOTAL	100%	5.02 Mb

Requests by content type

Content type	Percent	Requests
Image	46.2 %	18
Javascript	30.8 %	12
Other	10.3 %	4
Css	5.1 %	2
Font	5.1 %	2
Html	2.6 %	1
TOTAL	100%	39

Content size by domain

Domain	Percent	Size
data.openasset.com	77.9 %	3.91 Mb
atelierten.com	10.9 %	561.71 Kb
googletagmanager.com	9.3 %	478.92 Kb

use.typekit.net	0.7 %	38.18 Kb
code.jquery.com	0.6 %	33.29 Kb
google-analytics.com	0.4 %	20.80 Kb
p.typekit.net	0.0 %	204 B
TOTAL	**100%**	**5.02 Mb**

Requests by domain

Domain	Percent	Requests
data.openasset.com	38.5 %	15
atelierten.com	20.5 %	8
googletagmanager.com	15.4 %	6
google-analytics.com	12.8 %	5
use.typekit.net	7.7 %	3
code.jquery.com	2.6 %	1
p.typekit.net	2.6 %	1
TOTAL	**100%**	**39**

❌ Page Cache Test (Server Side Caching)

It doesn't appear that this website is caching webpages. Cached pages serve up static html and avoid potentially time consuming queries to your database. It also helps lower server load by up to 80%. Caching most visibly benefits high traffic pages that access a database, but whose content does not change on every page view. Common caching methods include Alternative PHP Cache, Quickcache, and WP Super Cache (for Wordpress sites). Caching mechanisms also typically compress HTML, further reducing page size and load time.

How to pass this test?

In order to pass this test you are advised to use a caching mechanism for your pages. There are three methods which can be used to caching your web pages:

1. **Alternative PHP caching**
   - Alternative PHP Cache (APC) is an open source framework which caches data using intermediate PHP code. Most web programmers who are familiar with the PHP programming language can easily set up Alternative PHP Cache for your site.

2. **Quickcache**
   - Quickcache is a lightweight page caching solution which was formerly known as jpcache. Quickcache caches the page output rather than compiling the PHP page, making it a superior version of page caching to the Alternative PHP caching. Quickcache can be quickly downloaded from their website and can reduce your page load time up to 80%.

3. **WP Super Cache**
   - If you have a Wordpress website, WP Super Cache can be installed within seconds and without no programming knowledge.

✅ 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:-->
<img src="image.jpg" alt="">

<!--After:-->
<picture>
    <source type="image/webp" srcset="image.webp">
    <img src="image.jpg" alt="">
</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 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 website is not using cache headers for images. Setting cache headers can help speed up the serving of a webpage for returning users. Learn more about how to add expires headers to your images.

How to pass this test?

In order to reduce the number of HTTP requests, you can use the HTTP Expires header to set an expiration time for your images or any other content type. You can add the following lines into your **.htaccess** file:

```
<IfModule mod_expires.c>
    ExpiresActive on

    ExpiresByType image/jpg "access plus 1 month"
    ExpiresByType image/jpeg "access plus 1 month"
    ExpiresByType image/gif "access plus 1 month"
    ExpiresByType image/png "access plus 1 month"
</IfModule>
```

❌ JavaScript Caching Test

This webpage is not using cache headers for JavaScript resources! Setting cache headers can help to speed up the webpage for returning users.

How to pass this test?

In order to reduce the number of HTTP requests, you can use the HTTP Expires header to set an expiration time for your JavaScript resources or any other content type. You can add the following lines into your **.htaccess** file:

```
<IfModule mod_expires.c>
    ExpiresActive on

    ExpiresByType text/javascript "access plus 1 month"
    ExpiresByType application/javascript "access plus 1 month"
</IfModule>
```

SEO Site Checkup

❌ CSS Caching Test

This webpage is not using cache headers for CSS resources! Setting cache headers can help to speed up the webpage for returning users.

How to pass this test?

In order to reduce the number of HTTP requests, you can use the HTTP Expires header to set an expiration time for your CSS resources or any other content type. You can add the following lines into your **.htaccess** file:

```
<IfModule mod_expires.c>
    ExpiresActive on

    ExpiresByType text/css "access plus 1 month"
</IfModule>
```

✅ 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 **4.22** 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:**
>
> *<img src="https://data.openasset.com/397453f2/0939007fe605dc..." data-src-large="https://data.openasset.com/397453f2/0939007fe605dc..." data-src-medium="https://data.openasset.com/397453f2/8e1d4030e77123..." alt="Jewel Changi Airport, Singapore">*

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 **0.5949**. 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:** Project Kresge College Expansion, UC Santa Cruz Project Gene Leahy Mall at the R...
> **Html:** *<div class="main-page" id="main-page" style="height: auto; min-height: 100%;">*
> **Score:** 0.5008

How to pass this test?

Reducing CLS is crucial as pages that move around can result in a negative user experience (particularly on mobile devices). For most websites, you can avoid all unexpected layout shifts by sticking to a few guiding principles:

- Always include size attributes on your images and video elements, or otherwise reserve the required space with something like CSS aspect ratio boxes. This approach ensures that the browser can allocate the correct amount of space in the document while the image is loading.

- Try and avoid inserting dynamic content (e.g., banners, forms, etc.) above existing content unless in response to user interaction. This ensures any layout shifts that occur are expected.

- Prefer transform animations to animations of properties that trigger layout changes. Animate transitions in a way that provides context and continuity from state to state.

Server and security

0 Failed   **0** Warnings   **10** Passed

✅ URL Canonicalization Test

https://www.atelierten.com/ and https://atelierten.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 "www.atelierten.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	www.atelierten.com
Subject Alternative Names (SANs)	atelierten.com, www.atelierten.com
Not Valid Before	Wed, January 24th 2024, 11:12:21 pm (UTC)
Not Valid After	Tue, April 23rd 2024, 11:12:20 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 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

This webpage does not include email addresses in plaintext.

✅ Unsafe Cross-Origin Links Test

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

SEO Site Checkup

Mobile usability

0 Failed   **0** Warnings   **3** Passed
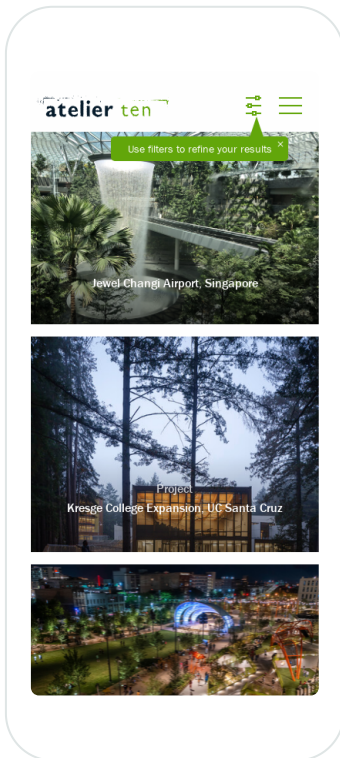
✅ Meta Viewport Test

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

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

✅ Structured Data Test

This webpage is using structured data.

SEO Site Checkup

❌ 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://www.atelierten.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.atelierten.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:eu._netblocks.mimecast.com ~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**.