

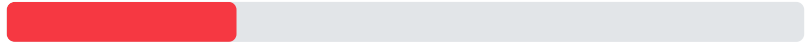


<https://www.bowriverfilms.com/>

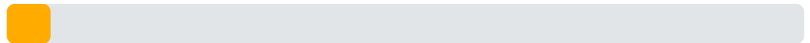
Report generated on Mar 05, 2024



21 Failed



4 Warnings



48 Passed



## Common SEO issues

8 Failed

2 Warnings

15 Passed

### ✔ Meta Title Test

This webpage is using a title tag.

**Text:** HOME | bowriverfilms

**Length:** 20 characters



## ✖ Meta Description Test

This webpage is not using a meta description tag! You should include this tag in order to provide a brief description of your page which can be used by search engines. Well-written and inviting meta descriptions may also help click-through rates to your site in search engine results.

### How to pass this test?

In order to pass this test you must include a meta-description tag in your page header (<head> section):

```
<head>  
  <meta name="description" content="type_your_description_here">  
</head>
```

Note that in HTML the <meta> tag has no end tag but in XHTML this tag must be properly closed.

Meta description can have any length but a good practice is to keep this under 160 characters (search engines generally truncate snippets longer than this value).

## ⊙ Google Search Results Preview Test

### Desktop version

```
https://www.bowriverfilms.com/  
HOME | bowriverfilms
```

### Mobile version

```
https://www.bowriverfilms.com/  
HOME | bowriverfilms
```



## ✔ Social Media Meta Tags Test

This webpage is using social media meta tags.

| Open Graph Meta Tags |                               |
|----------------------|-------------------------------|
| og:title             | HOME   bowriverfilms          |
| og:url               | https://www.bowriverfilms.com |
| og:site_name         | bowriverfilms                 |
| og:type              | website                       |

| Twitter Card Meta Tags |                      |
|------------------------|----------------------|
| twitter:card           | summary_large_image  |
| twitter:title          | HOME   bowriverfilms |

## ⦿ 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 | work | 6 | production | 5 | content | 5 | team | 4 | creative |
|---|------|---|------------|---|---------|---|------|---|----------|

## ✘ 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 |
|------------|-----------|------------------|----------|
| work       | ✘         | ✘                | ✔        |
| production | ✘         | ✘                | ✔        |
| content    | ✘         | ✘                | ✘        |
| team       | ✘         | ✘                | ✔        |
| creative   | ✘         | ✘                | ✔        |



## Keywords Cloud Test



## Related Keywords Test

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

- [bo river](#)

## Competitor Domains Test

There are no indexed competitors for this domain!



## ! Heading Tags Test

This webpage contains too many H1 tags! H1 tags should re-inforce the intended topic of your page to search engines - too many tags may make the topic less clear, or look like spam tactics. Consider using less than 5 H1 tags.

### H1 tags

---

Our Pillars

---

Meet The Team

---

Simon Tucker

---

Managing Director

---

Jamie Hammick

---

Producer

---

Lucy Austin

---

Head of Production

---

Fergus Church

---

Assistant Producer

---

Finn O'Hara

---

Junior Editor

---

Peter Crystal

---

Jonathan Casey

---

Editor

---

Stephanie Tasker

---

Ollie Verschoyle

---

DoP

---

Rob Taylor

---

Work with us

### H2 tags

---



Creative storytelling for brands

---

Our work

## ✓ Robots.txt Test

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

<https://www.bowriverfilms.com/robots.txt>

## ✓ Sitemap Test

This website has a sitemap file.

<https://www.bowriverfilms.com/sitemap.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:

```

```

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

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

A Google Analytics script is not detected on this page. While there are several tools available to monitor your site's visitors and traffic sources, Google Analytics is a free, commonly recommended program to help diagnose potential SEO issues.

### How to pass this test?

In order to pass this test you must create an account on [Google Analytics site](#) and insert into your page a small javascript tracking code.

#### Example:

```
<!-- Google Analytics -->
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','//www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-XXXX-Y', 'auto');
ga('send', 'pageview');

</script>
<!-- End Google Analytics -->
```

Note that you have to change the 'UA-XXXX-Y' with the proper id which you'll find in your analytics account.

## ✔ Favicon Test

This website appears to have a favicon.





## ⦿ Backlinks Test

This domain has an Authority Score of 2/100 while the **Average Authority Score** of top 100 sites is 89.5. Also, this domain has 462 backlinks from 7 referring domains and some recently found backlinks are listed below:

- MAR 2, 2024 [https://promactx.blogspot.com/site\\_transfer.php?code=ekqzF69ctEZyFTNKdJzJYEMafkqYFF9H27R...](https://promactx.blogspot.com/site_transfer.php?code=ekqzF69ctEZyFTNKdJzJYEMafkqYFF9H27R...)
- FEB 29, 2024 <https://promactx.blogspot.com/event/1/%CF%80%CE%BF%CE%B4%CF%8C%CF%83%CF%86%CE...>
- FEB 26, 2024 <https://promactx.blogspot.com/event/1/%CF%80%CE%BF%CE%B4%CF%8C%CF%83%CF%86%CE...>
- FEB 26, 2024 <https://promactx.blogspot.com/musik>
- FEB 24, 2024 <https://promactx.blogspot.com/&ts=1708753454.213>
- FEB 23, 2024 <https://promactx.blogspot.com/2022/08/fast-indexing-005.html>
- FEB 22, 2024 <https://promactx.blogspot.com/&from=%7B0B358616-BC06-419D-AC36-33D4C08E73B2%7D>
- FEB 20, 2024 <https://promactx.blogspot.com/tournament-location/%CE%BC%CF%80%CE%AC%CF%83%CE%B...>
- FEB 20, 2024 [https://promactx.blogspot.com/&url\\_num=4](https://promactx.blogspot.com/&url_num=4)
- FEB 19, 2024 [https://promactx.blogspot.com/site\\_transfer.php?code=MZgZxzwmuSiCdLfxQKAP4L2a2FknfHG8...](https://promactx.blogspot.com/site_transfer.php?code=MZgZxzwmuSiCdLfxQKAP4L2a2FknfHG8...)

## ✓ 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/>

## ✓ 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](https://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

7 Failed

0 Warnings

18 Passed

## ✘ HTML Page Size Test

The size of this webpage's HTML is 125.83 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 772 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 676.53 Kb to 125.83 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 4.86 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        | 44.9 %      | 1.31 Mb        |
| Javascript   | 42.4 %      | 1.24 Mb        |
| Html         | 4.4 %       | 132.68 Kb      |
| Other        | 3.8 %       | 113.65 Kb      |
| Css          | 3.6 %       | 106.43 Kb      |
| Font         | 0.9 %       | 28.17 Kb       |
| <b>TOTAL</b> | <b>100%</b> | <b>2.92 Mb</b> |

### Requests by content type

| Content type | Percent     | Requests   |
|--------------|-------------|------------|
| Javascript   | 44.2 %      | 73         |
| Image        | 27.3 %      | 45         |
| Other        | 20.6 %      | 34         |
| Css          | 4.8 %       | 8          |
| Html         | 2.4 %       | 4          |
| Font         | 0.6 %       | 1          |
| <b>TOTAL</b> | <b>100%</b> | <b>165</b> |

### Content size by domain

| Domain                 | Percent | Size      |
|------------------------|---------|-----------|
| static.wixstatic.com   | 42.6 %  | 1.25 Mb   |
| static.parastorage.com | 35.4 %  | 1.04 Mb   |
| maps.googleapis.com    | 10.1 %  | 301.70 Kb |



|                                   |             |                |
|-----------------------------------|-------------|----------------|
| bowriverfilms.com                 | 8.9 %       | 265.56 Kb      |
| siteassets.parastorage.com        | 1.3 %       | 38.61 Kb       |
| browser.sentry-cdn.com            | 0.7 %       | 20.39 Kb       |
| engage.wixapps.net                | 0.4 %       | 10.68 Kb       |
| cdnjs.cloudflare.com              | 0.3 %       | 9.83 Kb        |
| cdn.jsdelivr.net                  | 0.1 %       | 3.88 Kb        |
| loadbalancer.visitor-analytics.io | 0.1 %       | 2.41 Kb        |
| Other                             | 0.1 %       | 4.37 Kb        |
| <b>TOTAL</b>                      | <b>100%</b> | <b>2.92 Mb</b> |

## Requests by domain

| Domain                            | Percent     | Requests   |
|-----------------------------------|-------------|------------|
| static.parastorage.com            | 46.7 %      | 77         |
| static.wixstatic.com              | 26.7 %      | 44         |
| frog.wix.com                      | 10.3 %      | 17         |
| maps.googleapis.com               | 4.8 %       | 8          |
| bowriverfilms.com                 | 3.0 %       | 5          |
| siteassets.parastorage.com        | 2.4 %       | 4          |
| engage.wixapps.net                | 1.2 %       | 2          |
| visits.visitor-analytics.io       | 1.2 %       | 2          |
| browser.sentry-cdn.com            | 0.6 %       | 1          |
| loadbalancer.visitor-analytics.io | 0.6 %       | 1          |
| Other                             | 2.4 %       | 4          |
| <b>TOTAL</b>                      | <b>100%</b> | <b>165</b> |

### ✓ 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 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 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 not using render-blocking 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 4.23 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:** *We are Bow River Films An award winning production company specializing in docum...*

**Html:** `<h3 class="font_3 wixui-rich-text_text" style="font-size:40px; line-height:normal; text-align:cen...">`

### 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 **0.0075**. 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:** We are Bow River Films An award winning production company specializing in docum...

**Html:** `<div data-mesh-id="mediaivi3t7ej1inlineContent" data-testid="inline-content" class="">`

**Score:** 0.0075

## Server and security

3 Failed

0 Warnings

7 Passed

## ✓ URL Canonicalization Test

<https://www.bowriverfilms.com/> and <https://bowriverfilms.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.bowriverfilms.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                      | bowriverfilms.com                         |
| Subject Alternative Names (SANs) | bowriverfilms.com, www.bowriverfilms.com  |
| Not Valid Before                 | Sun, February 25th 2024, 4:20:56 am (UTC) |
| Not Valid After                  | Sat, May 25th 2024, 4:20:55 am (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 on for this webpage! Turning off the server signature is generally a good idea from a security standpoint. Read more on how to [turn off server signature](#) and [improve the website's security](#).

```
Server: Pepyaka/1.21.6
```

### How to pass this test?

By default, the Apache webserver sends HTTP headers with some information about your server version, operating system, modules installed, etc. This information can be used by hackers in order to exploit vulnerabilities (specially if you are running an older version). These information can be hidden or changed with very basic configurations.

Open Apache's configuration file (**httpd.conf** or **apache.conf**) and search for **ServerSignature**. If you find it, edit it to:

```
ServerSignature Off  
ServerTokens Prod
```

If you don't find it, just add these two lines at the end of the file.

Note that, after you modify the configuration file, you must restart the Apache server.



## ✔ 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 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.

### ⊙ Mobile Snapshot Test





### ✘ Structured Data Test

This webpage doesn't take the advantages of HTML Microdata or JSON-LD specifications in order to use structured data! View Google's guide for [getting started with structured data](#).

#### How to pass this test?

HTML5 Microdata is an easy way to add semantic markup to your web pages. Search engines rely on this markup to improve the display of search results, making it easier for people to find the right web pages.

Here is a simple example of how to use HTML5 microdata in your contact web page:

```
<div itemscope itemtype="http://schema.org/Person">
  <span itemprop="name">Joe Doe</span>
  <span itemprop="company">The Example Company</span>
  <span itemprop="tel">604-555-1234</span>
  <a itemprop="email" href="mailto:joe.doe@example.com">
    joe.doe@example.com
  </a>
</div>
```

### ✘ 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.bowriverfilms.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.bowriverfilms.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 not using an SPF record! SPF (Sender Policy Framework) allows administrators to specify which hosts are allowed to send mail from a given domain by creating a specific SPF record or TXT record in the Domain Name System (DNS). You can find more information about SPF records [here](#).

### How to pass this test?

An **SPF record** is a type of **Domain Name Service (DNS)** record that allows email systems to check if the sender of a message comes from a legitimate source and refuse an email if the source is not legitimate. Adding an SPF record is as easy as adding CNAME, MX or A records in your DNS zone. You can find more information [here](#).

Before creating the SPF record for your domain, it is important to have access at your domain's DNS zone and to know what mail servers your domain is likely to use and plan how you want any non-authorized email to be handled.

### Example:

Let's say that you are planning to send emails using Google Apps and you also want to ensure that no other mail servers are authorized. You can use an SPF record like this:

```
v=spf1 include:_spf.google.com -all
```

"v=spf1" - This sets the SPF version

"include:\_spf.google.com" - This includes Google mail servers in your list of authorized sending servers

"-all" - This means that any server not previously listed is not authorized

If you are using your own VPS to send email and not any other service like Mandrill, Google Apps, etc. then you can create an SPF record like this:

```
v=spf1 mx -all
```

### Note:

Setting an SPF record for your domain can help in reducing the chances of a spammer using your domain name in unsolicited emails. Research carefully what mail servers your domain is likely to use and plan how you want any non-authorized email to be handled.

## ! 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