

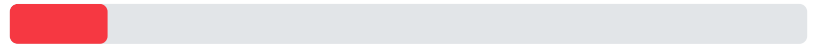


<https://www.citycabs.co.uk>

Report generated on Mar 10, 2024



9 Failed



7 Warnings



57 Passed



Common SEO issues

1 Failed

4 Warnings

20 Passed

✔ Meta Title Test

This webpage is using a title tag.

Text: City Cabs Black Taxis Edinburgh. Call us on 0131 228 1211

Length: 57 characters

⚠ Meta Description Test

This webpage is using a meta description tag with a length of 124 characters. We recommend using well-written and inviting meta descriptions with a length between 150 and 220 characters (spaces included).

Text: Edinburgh Black Cab taxi service since 1925 - Trusted Private and Corporate Taxis, Wedding Taxi services & Airport Transfers

Length: 124 characters



Google Search Results Preview Test

Desktop version

<https://www.citycabs.co.uk/>

City Cabs Black Taxis Edinburgh. Call us on 0131 228 1211

Edinburgh Black Cab taxi service since 1925 - Trusted Private and Corporate Taxis, Wedding Taxi services & Airport Transfers

Mobile version

<https://www.citycabs.co.uk/>

**City Cabs Black Taxis Edinburgh.
Call us on 0131 228 1211**

Edinburgh Black Cab taxi service since 1925 -
Trusted Private and Corporate Taxis, Wedding
Taxi services & Airport Transfers



✔ 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	City Cabs Black Taxis Edinburgh. Call us on 0131 228 1211
og:description	Edinburgh Black Cab taxi service since 1925 - Trusted Private and Corporate Taxis, Wedding Taxi services & Airport Transfers
og:url	https://www.citycabs.co.uk/
og:site_name	City Cabs
og:image	https://www.citycabs.co.uk/wp-content/uploads/2018/11/IMG_7609-e1558951382982.jpg
og:image:secure_url	https://www.citycabs.co.uk/wp-content/uploads/2018/11/IMG_7609-e1558951382982.jpg
og:image:width	377
og:image:height	251
og:image:alt	Edinburgh Wedding Taxi

Twitter Card Meta Tags

twitter:card	summary_large_image
twitter:description	Edinburgh Black Cab taxi service since 1925 - Trusted Private and Corporate Taxis, Wedding Taxi services & Airport Transfers
twitter:title	City Cabs Black Taxis Edinburgh. Call us on 0131 228 1211
twitter:site	@CityCabsEdin
twitter:image	https://www.citycabs.co.uk/wp-content/uploads/2018/11/IMG_7609-e1558951382982.jpg
twitter:creator	@CityCabsEdin



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.

12 edinburgh 10 taxi 9 city 8 book 8 cabs

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
edinburgh	✓	✓	✓
taxi	✓	✓	✓
city	✓	✗	✓
book	✗	✗	✓
cabs	✓	✗	✓



Keywords Cloud Test



Related Keywords Test

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

- [edinburgh black cab](#)
- [edinburgh airport taxi cost](#)
- [city cabs edinburgh number](#)
- [black cabs edinburgh](#)
- [taxi numbers edinburgh](#)
- [edinburgh city cabs airport](#)
- [taxi edinburgh airport price](#)
- [edinburgh taxi booking](#)
- [pre booked taxi edinburgh](#)
- [edinburgh taxi number](#)



⦿ Competitor Domains Test

This domain has an Authority Score of **34/100** 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

City Cabs for City Life

Edinburgh's fast and reliable taxi service

H2 tags

Reliable GPS tech

Faster response

Efficient, 24hrs

Safe

With nearly 100 years experience City Cabs provide a fast, efficient, reliable and safe taxi service in Edinburgh that is backed up by the best technology and the largest Taxi fleet.

Book, track and pay for your taxis with just a few taps.

✔ Robots.txt Test

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

<https://www.citycabs.co.uk/robots.txt>

✔ Sitemap Test

This website has a sitemap file.

<https://www.citycabs.co.uk/wp-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 **** 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 not using inline CSS styles.

✓ Deprecated HTML Tags Test

This webpage does not use HTML deprecated tags.

✓ Google Analytics Test

This webpage is using Google Analytics.



✖ Favicon Test

This website either doesn't have a favicon or this has not been referenced correctly!

How to pass this test?

To add a favicon to your site, you need to have your logo created in a 16x16 PNG, GIF or ICO image and uploaded to your web server. Then it's simply a matter of adding the following code into the header of your HTML code for your web pages:

```
<head>
  <link rel="icon" type="image/x-icon" href="url_to_my_favicon" />
  <title>My Title</title>
</head>
```

In the example above the "url_to_my_favicon" refers to the actual location of your favicon file.

Backlinks Test

This domain has an Authority Score of **34/100** while the **Average Authority Score** of top 100 sites is **89.5**. Also, this domain has **7,592 backlinks** from **460 referring domains** and some recently found backlinks are listed below:

- MAR 10, 2024 <https://www.rome2rio.com/s/Princes-Street-City-of-Edinburgh-Scotland/Royal-Infirmery-of-Edin...>
- MAR 10, 2024 <https://www.1001firms.com/company/citycabs/uk>
- MAR 10, 2024 <https://www.1001firms.com/company/citycabs/uk>
- MAR 9, 2024 <https://www.rome2rio.com/s/South-Queensferry/Edinburgh-bus-Station>
- MAR 9, 2024 <https://londinium.com/latlong/55.9400534/-3.2034623>
- MAR 9, 2024 <https://usfcrm.blogspot.com/&from=%7BA20EC73C-E021-4738-8C54-190258E25A8F%7D>
- MAR 9, 2024 <https://londinium.com/latlong/55.9508232/-3.2277604>
- MAR 8, 2024 <http://londinium.com/latlong/55.9368713/-3.2071003>
- MAR 8, 2024 <https://www.rome2rio.com/s/Edinburgh/Redford-Barracks>
- MAR 7, 2024 <https://sites.dundee.ac.uk/iwwwfb2024/travel/>

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

5 Failed

1 Warnings

19 Passed

✔ HTML Page Size Test

The size of this webpage's HTML is 9.85 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 333 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 47.06 Kb to 9.85 Kb (79% 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 **2.37 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	39.4 %	545.71 Kb
Javascript	36.0 %	498.54 Kb
Font	18.5 %	255.33 Kb
Css	5.4 %	74.78 Kb
Html	0.6 %	8.66 Kb
Other	0.0 %	669 B
TOTAL	100%	1.35 Mb

Requests by content type

Content type	Percent	Requests
Image	38.3 %	23
Javascript	26.7 %	16
Css	18.3 %	11
Other	8.3 %	5
Font	6.7 %	4
Html	1.7 %	1
TOTAL	100%	60

Content size by domain

Domain	Percent	Size
citycabs.co.uk	71.7 %	992.71 Kb
googletagmanager.com	16.9 %	233.89 Kb
connect.facebook.net	5.0 %	69.05 Kb



maps.googleapis.com	4.7 %	64.39 Kb
google-analytics.com	1.5 %	20.85 Kb
googleads.g.doubleclick.net	0.1 %	1.78 Kb
google.com	0.0 %	455 B
stats.g.doubleclick.net	0.0 %	302 B
facebook.com	0.0 %	273 B
TOTAL	100%	1.35 Mb

Requests by domain

Domain	Percent	Requests
citycabs.co.uk	76.7 %	46
googletagmanager.com	5.0 %	3
google-analytics.com	5.0 %	3
maps.googleapis.com	3.3 %	2
connect.facebook.net	3.3 %	2
stats.g.doubleclick.net	1.7 %	1
googleads.g.doubleclick.net	1.7 %	1
facebook.com	1.7 %	1
google.com	1.7 %	1
TOTAL	100%	60

✓ 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

This webpage is using JavaScript files that are not minified!

How to pass this test?

In order to pass this test you must minify all JavaScript files. For this task you can use an online JS minifier like [JSCompress](#), [Closure Compiler](#) or [JSMIn](#).

✔ 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 1.68 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:

```

```



✘ Cumulative Layout Shift Test

The CLS score of this webpage is **0.2657**. 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: RELIABLE GPS TECH City Cabs were the first taxi company in Edinburgh & Scotland...

Html: `<div id="content" class="site-content u-container">`

Score: 0.2606

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

2 Failed

0 Warnings

8 Passed

✔ URL Canonicalization Test

<https://www.citycabs.co.uk/> and <https://citycabs.co.uk/> 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.citycabs.co.uk" 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	citycabs.co.uk
Subject Alternative Names (SANs)	*.citycabs.co.uk, citycabs.co.uk
Not Valid Before	Tue, January 23rd 2024, 8:57:18 pm (UTC)
Not Valid After	Mon, April 22nd 2024, 8:57:17 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 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.

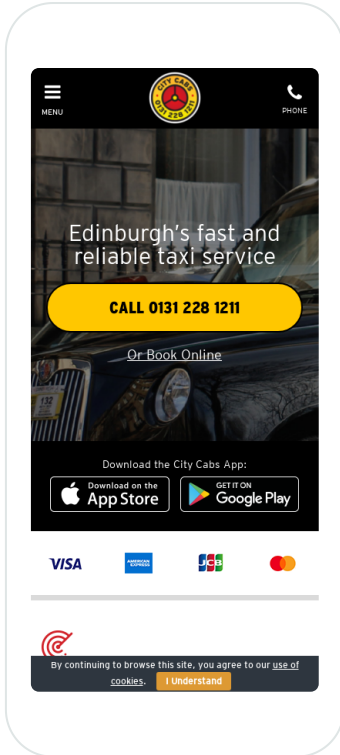
```
<meta name="viewport" content="width=device-width, initial-scale=1" />
```

✔ Media Query Responsive Test

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



Mobile Snapshot Test



Advanced SEO

1 Failed

2 Warnings

7 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.citycabs.co.uk/> 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.citycabs.co.uk/" rel="canonical"/>
```

⊙ Nofollow Tag Test

This webpage is using the nofollow meta tag! We recommend to use this tag carefully since search engines will not crawl all links from this webpage.

How to pass this test?

If you want search engines to crawl all the outgoing links on your webpage you must remove the nofollow meta tag.

⊙ Disallow Directive Test

Your robots.txt file includes a disallow command which instructs search engines to avoid certain parts of your website! You are advised to confirm if access to these resources or pages are intended to be blocked (e.g., if they contain internal-only content or sensitive information).

✓ Meta Refresh Test

This webpage is not using a meta refresh tag.

✓ SPF Records Test

This DNS server is using an SPF record.

```
v=spf1 +a +mx +ip4:51.89.153.53 +a:post.officeanyplace.com +ip4:185.123.97.163 +ip4:188.39.16.194  
+ip4:188.39.7.18 +ip4:46.245.252.210 +ip4:87.239.17.176 +ip4:87.127.46.33 +include:spf.protection.outlook.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.