

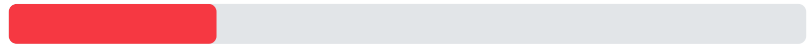


https://www.destination-nl.com

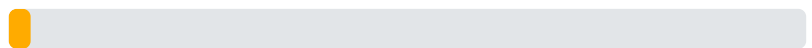
Report generated on Mar 10, 2024



19 Failed



2 Warnings



52 Passed



Common SEO issues

7 Failed

1 Warnings

17 Passed

! Meta Title Test

This webpage is using a title tag with a length of 17 characters. While there's no target number of characters, titles should be descriptive and concise. Using a title tag with less than 20 characters is a missed opportunity since it can be difficult to fit all your targeted keywords in such a short text.

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: TransIP - Blocked

Length: 17 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

```
http://www.destination-nl.com/  
TransIP - Blocked
```

Mobile version

```
http://www.destination-nl.com/  
TransIP - Blocked
```



✖ Social Media Meta Tags Test

This webpage is not using social media meta tags! While this type of meta tags don't affect what people see when they visit the webpage, they exist to provide information about it to search engines and social media platforms.

How to pass this test?

In order to pass this test, you'll have to add social media meta tags into your webpage's "head" section. Social media meta tags are snippets of HTML code that control how URLs are displayed when shared on social media. Facebook and Twitter are, by far, the most popular social media platforms, so let's focus on those two.

Facebook uses meta tags leveraging the Open Graph protocol, which enables any web page to become a rich object in a social graph. A complete list of meta tags available can be found in the [Open Graph](#) website. You'll find there multiple tags and how to use them, but only four are required for Facebook to understand the basics of your page:

```
<meta property="og:title" content="Add title here">
<meta property="og:description" content="Add description here">
<meta property="og:image" content="https://your-website.com/og-image.png">
<meta property="og:url" content="https://your-website.com">
```

Twitter has its own meta tags that are similar to the Open Graph protocol, but uses the "twitter" prefix instead of "og". As with Facebook, only a few are required:

```
<meta name="twitter:title" content="Add title here">
<meta name="twitter:description" content="Add description here">
<meta name="twitter:url" content="https://your-website.com/twitter-image.png">
<meta name="twitter:card" content="summary">
```

🕒 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.

3 domeinnaam 3 domain 2 geblokkeerd 2 deze 2 wordt

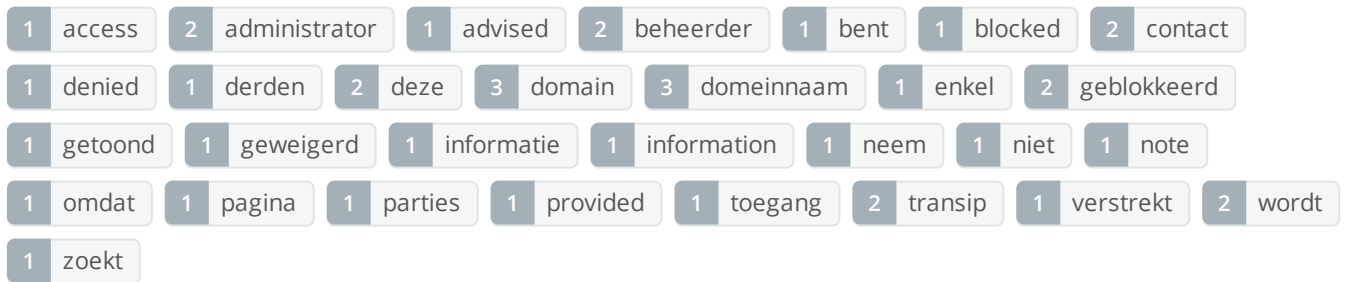


✖ Keywords Usage Test

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 |
|-------------|-----------|------------------|----------|
| domeinnaam | ✖ | ✖ | ✓ |
| domain | ✖ | ✖ | ✖ |
| geblokkeerd | ✖ | ✖ | ✓ |
| deze | ✖ | ✖ | ✖ |
| wordt | ✖ | ✖ | ✖ |

⦿ Keywords Cloud Test



⦿ Related Keywords Test

There are no indexed keywords for this domain!

⦿ Competitor Domains Test

There are no indexed competitors for this domain!



✔ Heading Tags Test

This webpage contains headings tags.

H1 tags

Domeinnaam geblokkeerd

H2 tags

Toegang geweigerd

Access denied

✔ Robots.txt Test

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

<http://www.destination-nl.com/robots.txt>



✖ Sitemap Test

This website lacks a sitemap file! Sitemaps can help robots index your content more thoroughly and quickly. Read more on Google's guidelines for [implementing the sitemap protocol](#).

How to pass this test?

In order to pass this test you must create a `sitemap.xml` file for your website. Some of the best practices are listed below:

- It is strongly recommended that you place your sitemap at the root directory of your website: `http://yourwebsite.com/sitemap.xml` But in some situations, you may want to produce different sitemaps for different paths on your site (e.g., security permission issues)
- Sitemaps should be no larger than 10MB (10,485,760 bytes) and can contain a maximum of 50,000 URLs. This means that if your site contains more than 50,000 URLs or your sitemap is bigger than 10MB, you must create multiple sitemap files and use a **Sitemap index file**
- All URLs listed in the sitemap must reside on the same host as the sitemap. For instance, if the sitemap is located at `http://www.yourwebsite.com/sitemap.xml`, it can't include URLs from `http://subdomain.yourwebsite.com`
- Once you have created your sitemap, let search engines know about it by submitting directly to them, pingging them, or adding the sitemap location to your **robots.txt** file

- Sitemaps can be compressed using gzip, reducing bandwidth consumption

sitemap.xml example:

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
<url>
<loc>http://www.yourwebsite.com</loc>
<lastmod>2013-01-01</lastmod>
<changefreq>weekly</changefreq>
<priority>0.9</priority>
</url>
<url>
<loc>http://www.yourwebsite.com/articles/100</loc>
<changefreq>weekly</changefreq>
</url>
<url>
<loc>http://www.yourwebsite.com/articles/101</loc>
<lastmod>2013-01-02</lastmod>
<changefreq>weekly</changefreq>
</url>
<url>
<loc>http://www.yourwebsite.com/articles/102</loc>
<lastmod>2013-01-02T13:00:12+00:00</lastmod>
<priority>0.5</priority>
</url>
</urlset>
```



✓ 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 not using inline CSS styles.

✓ 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 8/100 while the **Average Authority Score** of top 100 sites is 89.5. Also, this domain has 18 backlinks from 16 referring domains and some recently found backlinks are listed below:

- JAN 20, 2024 <https://drjack.world/keyword-ranking/1995729/amsterdam+destination+management+companies>
- JAN 7, 2024 <https://audience.pics/keyword-ranking/1995729/amsterdam+destination+management+companies>
- JAN 2, 2024 <https://ambitiononly.click/keyword-ranking/1995729/amsterdam+destination+management+compa...>
- JAN 1, 2024 <https://beam.lat/keyword-ranking/1995729/amsterdam+destination+management+companies>
- DEC 28, 2023 <https://announcements.shop/keyword-ranking/1995729/amsterdam+destination+management+...>
- DEC 27, 2023 <https://appsonly.website/keyword-ranking/1995729/amsterdam+destination+management+com...>
- DEC 25, 2023 <https://artiste.cfd/keyword-ranking/1995729/amsterdam+destination+management+companies>
- DEC 20, 2023 <https://acompany.store/keyword-ranking/1995729/amsterdam+destination+management+comp...>
- DEC 14, 2023 <https://amply.store/keyword-ranking/1995729/amsterdam+destination+management+companies>
- DEC 8, 2023 <https://accurate.homes/keyword-ranking/1995729/amsterdam+destination+management+compa...>

✓ 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.

✓ Charset Declaration Test

This webpage has a character encoding declaration.

```
meta http-equiv="Content-Type" content="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

1 Failed

1 Warnings

23 Passed

✓ HTML Page Size Test

The size of this webpage's HTML is **1.23 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 **17 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 **3.45 Kb** to **1.23 Kb** (**64% 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 **1.38 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 has less than 20 http requests. A higher number of http requests results in a user's browser needing to request a large number of objects from the server, which will ultimately slow down the loading of your webpage.

Content size by content type

| Content type | Percent | Size |
|--------------|-------------|-----------------|
| Image | 85.7 % | 9.43 Kb |
| Html | 14.3 % | 1.58 Kb |
| Css | 0.0 % | 0 B |
| Javascript | 0.0 % | 0 B |
| Font | 0.0 % | 0 B |
| Other | 0.0 % | 0 B |
| TOTAL | 100% | 11.01 Kb |

Requests by content type

| Content type | Percent | Requests |
|--------------|-------------|----------|
| Image | 80.0 % | 4 |
| Html | 20.0 % | 1 |
| Css | 0.0 % | 0 |
| Javascript | 0.0 % | 0 |
| Font | 0.0 % | 0 |
| Other | 0.0 % | 0 |
| TOTAL | 100% | 5 |

Content size by domain

| Domain | Percent | Size |
|--------------------|-------------|-----------------|
| destination-nl.com | 100.0 % | 11.01 Kb |
| TOTAL | 100% | 11.01 Kb |



Requests by domain

| Domain | Percent | Requests |
|--------------------|-------------|----------|
| destination-nl.com | 100.0 % | 5 |
| TOTAL | 100% | 5 |

✓ 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 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 using images in a modern format.

✓ 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 not using uncached JavaScript resources from same domain!

✔ CSS Caching Test

This webpage is not using uncached CSS resources from same domain!

✔ JavaScript Minification Test

This webpage is not using JavaScript resources from the same domain.

✔ CSS Minification Test

This webpage is not using CSS resources from the same domain.

✔ 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 PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
```

! URL Redirects Test

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

<https://www.destination-nl.com/> → <http://www.destination-nl.com/>



✓ Largest Contentful Paint Test

The Largest Contentful Paint duration of this webpage is 1.38 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: *Toegang geweigerd Deze pagina wordt getoond, omdat de domeinnaam die u zoekt is...*

Html: `<div class="content">`

✓ Cumulative Layout Shift Test

The CLS score of this webpage is 0.0000. To provide a good user experience, [Google recommends](#) that sites should strive to have a CLS score of 0.1 or less.

Server and security

4 Failed

0 Warnings

6 Passed

✗ URL Canonicalization Test

<http://www.destination-nl.com/> and <http://destination-nl.com/> should resolve to the same URL, but currently do not.

How to pass this test?

In order to pass this test you must consider using a 301 re-write rule in your `.htaccess` file so that both addresses (<http://example.com> and <http://www.example.com>) resolve to the same URL.

- If you want to redirect <http://www.example.com> to <http://example.com>, you can use this:

```
RewriteCond %{HTTP_HOST} ^www\.example\.com$  
RewriteRule ^/?$ "http://example.com/" [R=301,L]
```

- If you want to redirect <http://example.com> to <http://www.example.com>, you can use this:

```
RewriteCond %{HTTP_HOST} !^www\.example\.com$ [NC]  
RewriteRule ^(.*)$ http://www.example.com/$1 [L,R=301]
```

Note that you must put the above lines somewhere after **RewriteEngine On** line.



SSL Checker and HTTPS Test

This website is not using https, a secure communication protocol. Even for sites that do not collect sensitive customer information, search engines suggest that [switching to https is an increasingly good idea and may help improve rankings](#).

How to pass this test?

If your website needs a secured authentication or an encrypted transfer of data, you need to install an SSL certificate in order to provide a secure connection over HTTPS protocol. [HERE](#) is a "step by step" guide to purchase and install an SSL certificate.

Mixed Content Test (HTTP over HTTPS)

This webpage does not use mixed content - both the initial HTML and all other resources are loaded over HTTPS.

HTTP2 Test

This webpage is not using the HTTP/2 protocol!

Safe Browsing Test

This website is not currently listed as suspicious (no malware or phishing activity found).

Server Signature Test

The server signature is off for this webpage.

Directory Browsing Test

Directory browsing is disabled for this website.

Plaintext Emails Test

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.

✘ Meta Viewport Test

This webpage does not have a viewport meta tag! Add a viewport meta tag to optimize your webpage for mobile screens.

How to pass this test?

In order to pass this test, you have to add a viewport meta tag with the appropriate **width** and **initial-scale** values like below:

```
<meta name="viewport" content="width=device-width, initial-scale=1.0">
```

- **width=device-width** sets the width of the viewport to the width of the device.
- **initial-scale=1** sets the initial zoom level when the user visits the page.

✘ Media Query Responsive Test

This webpage is not using CSS media queries. We recommend the use of this technique in order to implement responsive design functionalities.

How to pass this test?

Media queries allow you to style elements for specific devices (smartphones, tablets, desktop computers) by using attributes like width, height, resolution, aspect ratio, orientation or color. By using media queries, presentations can be tailored to a specific range of output devices without changing the content itself.

Example:

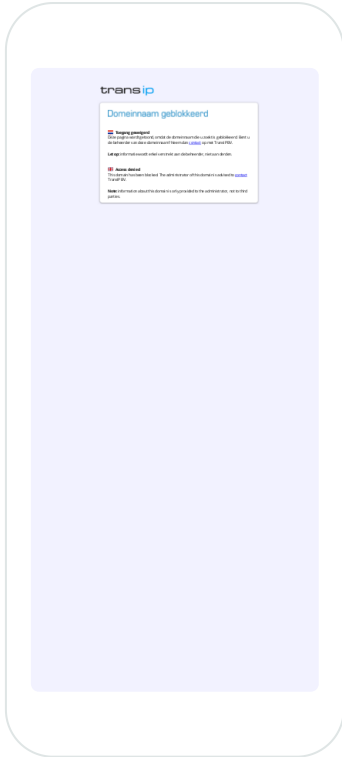
```
<link rel="stylesheet" media="screen and (min-width: 480px) and (max-width: 960px)"
href="480-960.css" />

<!-- OR -->
@media screen and (min-width: 480px) and (max-width: 960px) {
  #header {
    display: none;
  }
}
```

A **@media** rule specifies the target media types of a set of statements. In the example above, we are specifying the media type **screen**. The **max-width** and **min-width** features are telling the browser that at any screen size larger than 480px, but smaller than 960px, hide any elements with **id="header"**.



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 is using the noindex meta tag! This means that it will be read but not indexed by search engines.

How to pass this test?

If you want that your webpage to be indexed by search engines, you have to remove the noindex meta tag from your HTML code.

Canonical Tag Test

This webpage does not use the canonical link tag.

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

The robots.txt file does not use the disallow directive. This means that the whole website can be crawled by search engines.

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 ~all
```



✘ Ads.txt Validation Test

The request of ads.txt file has an unexpected Content-Type header: `text/html`. 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**.