SEO Site Checkup

https://www.egchauffeurs.com

Report generated on Mar 11, 2024

SEO Score
76/100

12 Failed

6 Warnings

55 Passed

Common SEO issues

6 Failed   **3** Warnings   **16** Passed

✓ Meta Title Test

This webpage is using a title tag.

Text: Executive Chauffeur Service in London & UK | Luxury Car Hire
Length: 60 characters

✓ Meta Description Test

This webpage is using a meta description tag.

Text: London's No.1 rated chauffeur company for business and leisure travel. Executive chauffeur services and luxury car hire in London and UK-Wide. Book Online!
Length: 155 characters

◉ Google Search Results Preview Test

Desktop version

https://www.egchauffeurs.com/

Executive Chauffeur Service in London & UK | Luxury Car...

London's No.1 rated chauffeur company for business and leisure travel. Executive chauffeur services and luxury car hire in London and UK-Wide. Book Online!

Mobile version

https://www.egchauffeurs.com/

Executive Chauffeur Service in London & UK | Luxury Car Hire

London's No.1 rated chauffeur company for business and leisure travel. Executive chauffeur services and luxury car hire in...

⊗ 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.

| 52 chauffeur | 35 airport | 31 london | 22 chauffeurs | 21 transfers |

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✅ Keywords Usage Test

The most common keywords of this webpage are distributed well across the important HTML tags. This helps search engines to properly identify the topic of this webpage.

Keyword	Title tag	Meta description	Headings
chauffeur	✓	✓	✓
airport	✗	✗	✗
london	✓	✓	✓
chauffeurs	✗	✗	✗
transfers	✗	✗	✗

◎ Keywords Cloud Test

4 account   12 address   35 airport   3 arrival   5 bentley   4 best   3 better   3 blog

5 book   6 booking   14 business   11 cars   5 charter   52 chauffeur   22 chauffeurs

6 choose   3 city   18 class   3 client   7 clients   14 company   3 conditions   5 contact

4 cookies   11 corporate   9 correct   5 cost   4 destination   11 driven   6 driver   3 drivers

3 drop   4 enter   3 europe   8 events   3 excellent   9 executive   4 experience

3 farnborough   5 financial   3 gatwick   3 good   3 have   3 heathrow   4 high   20 hire

5 hours   5 journey   5 journeys   10 leisure   31 london   6 luggage   14 luxury   5 maybach

5 mayfair   19 mercedes   5 mulsanne   4 needs   6 passengers   6 phantom   4 pick

5 prestige   8 prices   4 privacy   10 private   10 professional   3 profile   7 range   5 rated

4 read   6 return   3 reviews   4 roadshows   6 rolls   6 rover   6 royce   4 saloon

12 seaport   4 secure   5 select   14 service   15 services   3 shopping   3 southampton

4 special   6 stop   3 terms   9 time   3 tours   21 transfers   20 travel   4 trips

5 trustpilot   7 type   4 viano   6 vogue   6 wedding   3 went   12 wide   4 world

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◎ Related Keywords Test

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

- chauffeur in southampton
- cruise chauffeur southampton
- chauffeur service southampton
- southampton chauffeurs
- chauffeur driven cars southampton
- chauffeur southampton
- southampton chauffeur hire
- chauffeur car hire southampton
- gatwick chauffeur services
- luxury chauffeur southampton

◎ Competitor Domains Test

This domain has an Authority Score of **17/100** while the **Average Authority Score** of top 100 sites is **89.5**. Some of the most relevant competitors for this domain are listed below:

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⚠️ Heading Tags Test

This webpage contains too many H2 tags! H2 tags should re-inforce the related content of your page to search engines - too many tags may make the topic less clear, or look like spam tactics. Consider using less than 10 H2 tags.

H1 tags

London's No.1 Rated Chauffeur Company on Trustpilot

H2 tags

London's No.1 Rated Chauffeur Company on Trustpilot

Book your chauffeur now

MERCEDES S CLASS

MERCEDES V CLASS

MERCEDES MAYBACH

RANGE ROVER VOGUE

BENTLEY MULSANNE

ROLLS ROYCE PHANTOM

Chauffeur Driven Cars in London

Book a Chauffeur Online

About Us

Why Choose Us?

Chauffeur Services in London & UK Wide

Trusted By

✅ Robots.txt Test

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

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

✅ Sitemap Test

This website has a sitemap file.

http://egchauffeurs.com/sitemap.xml

❌ SEO Friendly URL Test

This webpage contains URLs that are not SEO friendly!

How to pass this test?

In order for URLs to be SEO friendly, they should be clearly named for what they are and contain no spaces, underscores or other characters. You should avoid the use of parameters when possible, as they are make URLs less inviting for users to click or share.

- If your website is new and is not indexed by search engines you can replace underscores with hyphens or redirect those links to URLs that use hyphens.BUT, if your website is ranked well by search engines you do not need to do this (probably you have other ranking factors working very well).

- The general advice remains: build links that contain hyphens rather than underscores and avoid dynamic URLs.

⚠️ 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:

```
<img src="image.png" alt="text_to_describe_your_image">
```

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

Not all images in this webpage are properly sized! This webpage is serving images that are larger than needed for the size of the user's viewport.

How to pass this test?

This issue can be fixed by using responsive images, which relies on creating multiple versions of each image, that are served via CSS media queries depending on the user's viewport dimensions.

Another solution can be to use vector-based image formats like SVG. SVG images scale appropriately to any size, without wasting unnecessary bandwidth. Also consider image CDNs that can help serve responsive images.

❌ 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 affects 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 became:-->
<p>some text here</p>

<!--and the rule added into your CSS file:-->
p{color:red; font-size: 12px}
```

✅ Deprecated HTML Tags Test

This webpage does not use HTML deprecated tags.

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✅ **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 **17/100** while the **Average Authority Score** of top 100 sites is **89.5**. Also, this domain has **3,635 backlinks** from **233 referring domains** and some recently found backlinks are listed below:

MAR 10, 2024	https://www.chauffeurdriven.com/news-features/industry-news.html?l=770&start=1245
MAR 10, 2024	https://sator.digital/london-rent-a-car-luxury-k.html
MAR 10, 2024	https://ftp.chauffeurdriven.com/news-features/industry-news.html?an=724&l=470&start=1245
MAR 10, 2024	https://www.chauffeurdriven.com/news-features/industry-news.html?o=468&start=1245
MAR 10, 2024	https://ftp.chauffeurdriven.com/news-features/industry-news.html?o=812&start=1245
MAR 10, 2024	https://www.chauffeurdriven.com/news-features/industry-news.html?ad=100&start=1245
MAR 10, 2024	https://ftp.chauffeurdriven.com/news-features/industry-news.html?o=740&start=1245
MAR 10, 2024	https://www.chauffeurdriven.com/news-features/industry-news.html?q=chauffeur%20driven%2...
MAR 10, 2024	https://www.chauffeurdriven.com/news-features/industry-news.html?an=msn_s&o=902&start=1...
MAR 10, 2024	https://ftp.chauffeurdriven.com/news-features/industry-news.html?o=29617&start=1245

✅ **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/

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✅ 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   **2** Warnings   **18** Passed

❌ HTML Page Size Test

The size of this webpage's HTML is **39.48 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 **1,466 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 **268.72 Kb** to **39.48 Kb (85% 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 **5.05 seconds** and is greater than the average loading speed which is **5 seconds**!

How to pass this test?

In order to resolve this problem you are advised to:

- Minimize HTTP requests

- Use Gzip compression

- Use HTTP caching

- 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

- Include external CSS files before external JS files

- Place your JS scripts at the bottom of your page

- Optimize images

- Reduce redirects

- Reduce the number of plug-ins

✅ 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
Javascript	39.4 %	1.11 Mb
Image	34.5 %	999.13 Kb
Font	11.0 %	317.56 Kb
Css	9.4 %	272.08 Kb
Html	5.0 %	143.84 Kb
Other	0.7 %	19.98 Kb
TOTAL	100%	2.82 Mb

Requests by content type

Content type	Percent	Requests
Javascript	44.2 %	61
Image	29.0 %	40
Css	9.4 %	13
Other	8.0 %	11
Font	5.1 %	7
Html	4.3 %	6
TOTAL	100%	138

Content size by domain

Domain	Percent	Size
egchauffeurs.com	61.3 %	1.73 Mb
maps.googleapis.com	10.2 %	294.21 Kb
gstatic.com	7.6 %	219.08 Kb

googletagmanager.com	5.4 %	155.62 Kb
widget.trustpilot.com	3.6 %	103.46 Kb
static.verifytrusted.com	3.3 %	94.80 Kb
fonts.gstatic.com	2.8 %	81.05 Kb
api.verifytrusted.com	2.7 %	77.98 Kb
google.com	1.6 %	45.11 Kb
google-analytics.com	0.7 %	20.82 Kb
Other	1.0 %	28.67 Kb
TOTAL	**100%**	**2.82 Mb**

Requests by domain

Domain	Percent	Requests
egchauffeurs.com	58.7 %	81
widget.trustpilot.com	8.7 %	12
maps.googleapis.com	8.0 %	11
google.com	5.1 %	7
fonts.googleapis.com	2.9 %	4
static.verifytrusted.com	2.9 %	4
fonts.gstatic.com	2.2 %	3
admin.verifytrusted.com	1.4 %	2
googletagmanager.com	1.4 %	2
gstatic.com	1.4 %	2
Other	7.2 %	10
TOTAL	**100%**	**138**

✅ 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:-->
<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 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

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 **2.1** 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:**
>
> *<div class="header_shadow">*

⚠ Cumulative Layout Shift Test

The CLS score of this webpage is **0.2496**. 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:** Airport Transfers A to B Transfers Seaport Transfers Hourly Hire Daily Hire...
> **Html:** *<div class="k-eg-controler" style="top: -888px; left: -5.25px;">*
> **Score:** 0.2361

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

1 Failed   **0** Warnings   **9** Passed

✅ URL Canonicalization Test

https://www.egchauffeurs.com/ and https://egchauffeurs.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.egchauffeurs.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	egchauffeurs.com
Subject Alternative Names (SANs)	egchauffeurs.com, autodiscover.egchauffeurs.com, cpanel.egchauffeurs.com, cpcalendars.egchauffeurs.com, cpcontacts.egchauffeurs.com, mail.egchauffeurs.com, webdisk.egchauffeurs.com, webmail.egchauffeurs.com, www.egchauffeurs.com
Not Valid Before	Tue, January 23rd 2024, 12:00:00 am (UTC)
Not Valid After	Mon, April 22nd 2024, 11:59:59 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	cPanel, Inc. Certification Authority

Intermediate certificate	
Common Name	cPanel, Inc. Certification Authority
Organization	cPanel, Inc.
Location	Houston, TX, US
Not Valid Before	Mon, May 18th 2015, 12:00:00 am (UTC)
Not Valid After	Sat, May 17th 2025, 11:59:59 pm (UTC)
Signature Algorithm	sha384WithRsaEncryption
Issuer	COMODO RSA Certification Authority

Root certificate	
Common Name	COMODO RSA Certification Authority
Organization	COMODO CA Limited
Location	Salford, Greater Manchester, GB
Not Valid Before	Tue, January 19th 2010, 12:00:00 am (UTC)
Not Valid After	Mon, January 18th 2038, 11:59:59 pm (UTC)
Signature Algorithm	sha384WithRsaEncryption
Issuer	COMODO RSA Certification Authority

✅ 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.

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❌ 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=1.0" />
```
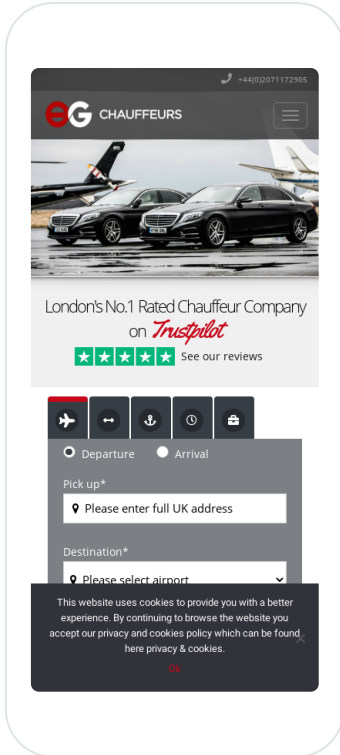
✅ Media Query Responsive Test

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

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◎ Mobile Snapshot Test

Advanced SEO

0 Failed   **1** Warnings   **9** Passed

✓ Structured Data Test

This webpage is using structured data.

✓ Custom 404 Error Page Test

This website is using a custom 404 error page. We recommend to have a custom 404 error page in order to improve the website's user experience by letting users know that only a specific page is missing/broken (and not the entire site), providing them helpful links, the opportunity to report bugs, and potentially track the source of broken links.

✓ Noindex Tag Test

This webpage does not use the noindex meta tag. This means that it can be indexed by search engines.

✓ Canonical Tag Test

This webpage is using the canonical link tag. This tag specifies that the URL: https://www.egchauffeurs.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.egchauffeurs.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 ip4:68.66.248.9 include:spf.a2hosting.com +ip4:68.66.248.9 +a +include:spf.supercp.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.