SEO Site Checkup

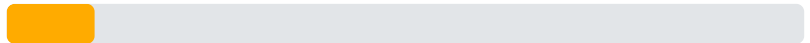## https://www.electchauffeurs.com

Report generated on Mar 09, 2024

SEO Score 77/100
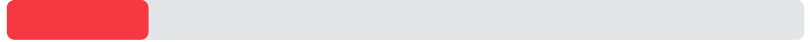
13 Failed

8 Warnings

52 Passed

Common SEO issues

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

⚠ Meta Title Test

This webpage is using a title tag with a length of **71 characters**. While there's no target number of characters, titles should be descriptive and concise. 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:** Luxury Chauffeur Hire Belfast | Chauffeur Driven Cars: Elect Chauffeurs
> **Length:** 71 characters

⚠ Meta Description Test

This webpage is using a meta description tag with a length of **137 characters**. We recommend using well-written and inviting meta descriptions with a length **between 150 and 220 characters** (spaces included).

> **Text:** For luxury chauffeur driven transport in Belfast, NI call Elect Chauffeurs. We have a range of cars within our fleet. Book Now. 5* Rated.
> **Length:** 137 characters

◉ Google Search Results Preview Test

Desktop version

https://electchauffeurs.com/

Luxury Chauffeur Hire Belfast | Chauffeur Driven Cars: Elec...

For luxury chauffeur driven transport in Belfast, NI call Elect Chauffeurs. We have a range of cars within our fleet. Book Now. 5* Rated.

Mobile version

https://electchauffeurs.com/

Luxury Chauffeur Hire Belfast | Chauffeur Driven Cars: Elect...

For luxury chauffeur driven transport in Belfast, NI call Elect Chauffeurs. We have a range of cars within our fleet. Book Now. 5*...

✅ Social Media Meta Tags Test

This webpage is using social media meta tags.

Open Graph Meta Tags	
og:locale	en_US
og:type	website
og:title	Luxury Chauffeur Hire Belfast | Chauffeur Driven Cars: Elect Chauffeurs
og:description	For luxury chauffeur driven transport in Belfast, NI call Elect Chauffeurs. We have a range of cars within our fleet. Book Now. 5* Rated.
og:url	https://electchauffeurs.com/
og:site_name	Elect Chauffeurs
og:image	https://electchauffeurs.com/wp-content/uploads/PHOTO-2022-05-25-10-19-17-361x200.jpg

Twitter Card Meta Tags	
twitter:card	summary_large_image
twitter:site	@ElectChauffeurs

◎ 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.

`23` ireland   `23` elect   `23` belfast   `22` chauffeurs   `19` service

SEO Site Checkup

✅ 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
ireland	✗	✗	✓
elect	✓	✓	✗
belfast	✓	✓	✓
chauffeurs	✓	✓	✗
service	✗	✗	✗

◎ Keywords Cloud Test

4 able 3 accommodating 18 airport 23 belfast 3 best 6 book 4 business 4 carrick

7 cars 5 causeway 17 chauffeur 22 chauffeurs 3 city 3 client 4 company

3 contact 8 corporate 3 courses 5 cruise 3 definitely 3 destination 4 driven

7 driver 5 drivers 7 dublin 3 early 23 elect 3 email 6 events 7 excellent

3 excursions 3 executive 10 experience 4 family 3 fantastic 3 flexible 3 friendly

4 future 11 gerard 9 gerry 3 giants 3 global 6 golf 3 good 4 great 4 group

5 guide 12 have 9 highly 8 hire 3 history 3 including 14 information 23 ireland

3 jpeg 3 know 7 learn 4 look 3 luggage 5 luxury 5 make 3 meet

3 mercedes 3 message 5 needs 3 north 7 northern 4 offer 3 offers 3 online

3 outfit 3 outings 7 private 14 professional 3 provide 3 rating 8 recommend

3 recommended 4 rede 3 return 3 royal 4 safety 3 send 19 service 8 services

7 sightseeing 3 special 3 stop 9 team 11 tour 10 tours 9 transfers 4 transport

9 transportation 5 travel 3 travelling 5 trip 4 used 10 wedding 3 years

SEO Site Checkup

◎ Related Keywords Test

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

- northern ireland wedding car hire
- belfast to carrick a rede
- belfast to carrick a rede rope bridge
- george best airport taxi
- what is a airport transfer
- chauffeur driven car
- chauffeured around
- belfast tours from cruise port
- chauffeur service dublin
- belfast airport to city centre

◎ 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:

✅ Heading Tags Test

This webpage contains headings tags.

H1 tags

Luxury Chauffeur Hire in Belfast & across Northern Ireland

H2 tags

Airport Transfers Belfast

✅ Robots.txt Test

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

https://electchauffeurs.com/robots.txt

SEO Site Checkup

✅ **Sitemap Test**

This website has a sitemap file.

https://electchauffeurs.com/sitemap_index.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:

```
<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**

All images in this webpage are properly sized for different users' viewports.

✅ **Image Aspect Ratio Test**

All image display dimensions match the natural aspect ratio.

❌ Inline CSS Test

This webpage is using inline CSS styles!

How to pass this test?

It is a good practice to move all the inline CSS rules into an external file in order to make your page "lighter" in weight and decrease the code to text ratio.

- check the HTML code of your page and identify all style attributes

- for each style attribute found you must properly move all declarations in the external CSS file and remove the style attribute

For example:

```
<!--this HTML code with inline CSS rule:-->
<p style="color:red; font-size: 12px">some text here</p>

<!--would became:-->
<p>some text here</p>

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

✅ Deprecated HTML Tags Test

This webpage does not use HTML deprecated tags.

✅ Google Analytics Test

This webpage is using Google Analytics.

✅ Favicon Test

This website appears to have a favicon.

SEO Site Checkup

◉ 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 **772 backlinks** from **151 referring domains** and some recently found backlinks are listed below:

MAR 8, 2024	https://brightstripe.co.uk/luxury-car-hire-dublin-k.html
MAR 5, 2024	http://esp-games.info/macs-autos-belfast-k.html
MAR 5, 2024	http://esp-games.info/macs-autos-belfast-k.html
MAR 4, 2024	https://airporttransportationservicesvenicefl.com/Blogs/c/articles/b/venice-fl-airport-transportati...
MAR 3, 2024	https://airporttransportationservicesvenicefl.com/Blogs/c/articles/b/airport-shuttle-services-in-ve...
MAR 3, 2024	https://airporttransportationservicesvenicefl.com/Blogs/c/articles/b/airport-transportation-servic...
MAR 3, 2024	https://airporttransportationservicesvenicefl.com/Blogs/c/articles/b/venice-fl-airport-shuttle-servi...
MAR 1, 2024	http://www.makodeny.org/luxury-car-hire-dublin-k.html
FEB 28, 2024	https://yasminesarraf.com/car-hire-belfast-k.html
FEB 28, 2024	https://yasminesarraf.com/car-hire-belfast-k.html

✓ 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 connected successfully with social media using:
Facebook Twitter

SEO Site Checkup

Speed optimizations

8 Failed   **2** Warnings   **15** Passed

❌ HTML Page Size Test

The size of this webpage's HTML is **38.31 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 **1,592 nodes** which is greater than the recommended value of 1,500 nodes! A large DOM size negatively affects site performance and increases the page load time.

How to pass this test?

In order to pass this test, you need to reduce the DOM size.

First, you need to identify the causes of an excessive number of DOM nodes. They can be: poorly coded plugins or themes, DOM nodes created dynamically via JavaScript, page builders that generate bloated HTML, copy-paste text into a WYSIWYG editor, hidden elements via CSS, etc.

Second, you need to remove the unnecessary tags and even refactor or rewrite some parts of the code/template. Another workarounds can be: code splitting (create more pages instead of one long page), consider to lazy load some parts of your website in order to speed up the initial rendering, implement infinite scroll, improve page rendering with content visibility (with the CSS content-visibility property, the browser will skip the styling, layout, and paint until the user scrolls down the page).

✅ HTML Compression/GZIP Test

This webpage is successfully compressed using **gzip compression** on your code. The HTML code is compressed from **274.12 Kb** to **38.31 Kb (86% 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 **7.24 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	50.6 %	304.71 Kb
Font	27.2 %	163.72 Kb
Css	12.6 %	75.71 Kb
Html	7.5 %	45.37 Kb
Image	1.8 %	10.99 Kb
Other	0.3 %	1.71 Kb
TOTAL	**100%**	**602.20 Kb**

Requests by content type

Content type	Percent	Requests
Javascript	31.8 %	14
Css	20.5 %	9
Html	15.9 %	7
Font	15.9 %	7
Other	11.4 %	5
Image	4.5 %	2
TOTAL	**100%**	**44**

Content size by domain

Domain	Percent	Size
electchauffeurs.com	27.0 %	162.60 Kb
googletagmanager.com	25.1 %	151.21 Kb
fonts.gstatic.com	22.9 %	137.84 Kb

connect.facebook.net	11.5 %	69.04 Kb
static.tacdn.com	5.9 %	35.36 Kb
google-analytics.com	3.5 %	20.83 Kb
cdn.ywxi.net	2.3 %	13.61 Kb
tripadvisor.co.uk	1.3 %	7.60 Kb
tripadvisor.com	0.2 %	1.46 Kb
s3-us-west-2.amazonaws.com	0.2 %	1.41 Kb
Other	0.2 %	1.24 Kb
TOTAL	**100%**	**602.20 Kb**

Requests by domain

Domain	Percent	Requests
electchauffeurs.com	43.2 %	19
fonts.gstatic.com	13.6 %	6
google-analytics.com	6.8 %	3
static.tacdn.com	6.8 %	3
googletagmanager.com	4.5 %	2
cdn.ywxi.net	4.5 %	2
connect.facebook.net	4.5 %	2
s3-us-west-2.amazonaws.com	4.5 %	2
tripadvisor.co.uk	4.5 %	2
tripadvisor.com	2.3 %	1
Other	4.5 %	2
TOTAL	**100%**	**44**

✅ 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 using images in a modern format.

✅ Image Metadata Test

This webpage is not using images with large metadata.

✅ 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.

SEO Site Checkup

✅ 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 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.electchauffeurs.com/ → https://electchauffeurs.com/

❌ Largest Contentful Paint Test

The Largest Contentful Paint duration of this webpage is **6.02** 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:** *Elect Chauffeurs*
> **Html:** *<div id="site-logo">*

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 **0.0109**. 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:**
>
> **Html:** *<div data-lazy="1" class="module_column tb-column tb_f3kq843 first">*
> **Score:** 0.0107

Server and security

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

✅ URL Canonicalization Test

https://electchauffeurs.com/ and https://www.electchauffeurs.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 "electchauffeurs.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	*.electchauffeurs.com
Subject Alternative Names (SANs)	*.electchauffeurs.com, electchauffeurs.com
Not Valid Before	Fri, January 26th 2024, 11:53:35 am (UTC)
Not Valid After	Thu, April 25th 2024, 11:53:34 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 off for this webpage.

✅ 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

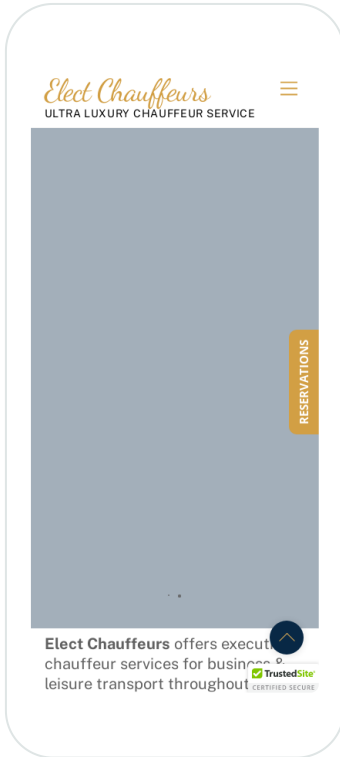## ✓ Meta Viewport Test

This webpage is using a viewport meta tag.

```
<meta name="viewport" content="width=device-width, initial-scale=1, minimum-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.

SEO Site Checkup

✅ 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://electchauffeurs.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://electchauffeurs.com/" 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 include:_spf.google.com include:spf.stackmail.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.