

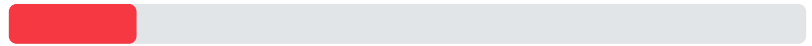


https://www.elitecentraltravel.co.uk

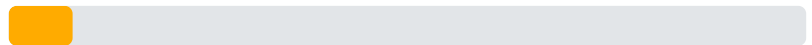
Report generated on Mar 08, 2024



10 Failed



5 Warnings



47 Passed



Common SEO issues

2 Failed

2 Warnings

12 Passed

! Meta Description Test

This webpage is using a meta description tag with a length of 138 characters. We recommend using well-written and inviting meta descriptions with a length between 150 and 220 characters (spaces included).

Text: Book VIP Travel services with Elite Central Travel and have the peace of mind of unparalleled safety and comfort on our Mercedes minibuses

Length: 138 characters



Google Search Results Preview Test

Desktop version

<https://elitecentraltravel.co.uk/>

Make Sure Your VIP Travel is Hassle-Free with These Tips -...

Book VIP Travel services with Elite Central Travel and have the peace of mind of unparalleled safety and comfort on our Mercedes minibuses

Mobile version

<https://elitecentraltravel.co.uk/>

Make Sure Your VIP Travel is Hassle-Free with These Tips -...

Book VIP Travel services with Elite Central Travel and have the peace of mind of unparalleled safety and comfort on our...

✓ 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	Home
og:description	Book VIP Travel services with Elite Central Travel and have the peace of mind of unparalleled safety and comfort on our Mercedes minibuses
og:url	http://elitecentraltravel.co.uk/
og:site_name	Elite Central Travel

Twitter Card Meta Tags

twitter:card	summary_large_image
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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
travel	✔	✔	✔
elite	✔	✔	✔
central	✔	✔	✔
experience	✘	✘	✘
services	✘	✔	✘

○ Keywords Cloud Test





⦿ Related Keywords Test

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

- [airport transfers falkirk](#)
- [elite central travel](#)
- [elite travel](#)
- [elite falkirk](#)
- [taxi falkirk to edinburgh airport](#)
- [elite taxi](#)
- [elite taxis](#)
- [falkirk to edinburgh airport](#)
- [elite travel](#)
- [vip taxis falkirk](#)

✔ Robots.txt Test

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

<https://elitecentraltravel.co.uk/robots.txt>

✔ Sitemap Test

This website has a sitemap file.

<https://elitecentraltravel.co.uk/sitemap.xml>

✔ SEO Friendly URL Test

All links from this webpage are SEO friendly.

✘ 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

All image display dimensions match the natural aspect ratio.

✓ 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.

✓ 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
```

Speed optimizations

3 Failed

2 Warnings

19 Passed

✔ HTML Page Size Test

The size of this webpage's HTML is **28.9 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 **240 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 **166.32 Kb** to **28.9 Kb** (**83% size savings**). This helps ensure a faster loading webpage and improved user experience.

✔ 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
Font	41.1 %	424.70 Kb
Javascript	35.9 %	371.23 Kb
Image	10.2 %	104.97 Kb
Css	6.6 %	67.95 Kb
Html	5.4 %	55.69 Kb
Other	0.9 %	9.01 Kb
TOTAL	100%	1.01 Mb

Requests by content type

Content type	Percent	Requests
Css	25.0 %	7
Javascript	25.0 %	7
Font	25.0 %	7
Image	14.3 %	4
Html	7.1 %	2
Other	3.6 %	1
TOTAL	100%	28

Content size by domain

Domain	Percent	Size
elitecentraltravel.co.uk	46.9 %	485.08 Kb
fonts.gstatic.com	26.5 %	273.96 Kb
gstatic.com	21.2 %	219.08 Kb



google.com	4.4 %	45.09 Kb
cdnjs.cloudflare.com	0.7 %	7.44 Kb
widget.tagembed.com	0.3 %	2.90 Kb
TOTAL	100%	1.01 Mb

Requests by domain

Domain	Percent	Requests
elitecentraltravel.co.uk	46.4 %	13
google.com	17.9 %	5
fonts.gstatic.com	17.9 %	5
cdnjs.cloudflare.com	7.1 %	2
gstatic.com	7.1 %	2
widget.tagembed.com	3.6 %	1
TOTAL	100%	28

✓ 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 using images with large metadata (**more than 16% of the image size**)! Stripping out unnecessary metadata tags can improve not only the loading time but also the security and privacy of a webpage.

How to pass this test?

In order to pass this test, you have to remove the unnecessary image metadata (additional information which is stored along with the image). There are literally hundreds of metadata tags, but most of them (like camera model and settings, exposure, creation date, etc) are useless to site visitors and isn't required by browsers to render images. However, a few metadata tags can still be useful and may help Search Engine bots to better understand your images:

- **GPS tags** - These define where the image was taken providing location information that might help with local SEO. If you have a location-based business, tag your image with the GPS coordinates of your premises.
- **Author/Owner Name** - Add your brand name (or your own name) here because it may influence the image being shown when someone searches your brand in Google Images.
- **Image Description** - Just like an ALT description, the image description metadata tag can provide information pertaining to what the content of the image is about.

✓ Image Caching Test

This 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 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.elitecentraltravel.co.uk/> → <https://elitecentraltravel.co.uk/>

✔ Largest Contentful Paint Test

The Largest Contentful Paint duration of this webpage is 1.08 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: *Welcome to Elite Central Travel "Excellence Without Compromise"*

Html: `<div class="et_pb_section et_pb_section_1 booking-overlay-wrap..." style="">`

✔ Cumulative Layout Shift Test

The CLS score of this webpage is 0.0003. 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: +44 (0) 1324 274002+44 (0) 78 7207 1634

Html: `<div class="et_pb_column et_pb_column_4_4 et_pb_column_0 et_p...">`

Score: 0.0002

Server and security

3 Failed

0 Warnings

7 Passed

✔ URL Canonicalization Test

<https://elitecentraltravel.co.uk/> and <https://www.elitecentraltravel.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 "elitecentraltravel.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	elitecentraltravel.co.uk
Subject Alternative Names (SANs)	elitecentraltravel.co.uk, www.elitecentraltravel.co.uk
Not Valid Before	Thu, September 14th 2023, 8:10:54 am (UTC)
Not Valid After	Tue, October 15th 2024, 8:10:54 am (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	Go Daddy Secure Certificate Authority - G2

Intermediate certificate	
Common Name	Go Daddy Secure Certificate Authority - G2
Organization	GoDaddy.com, Inc.
Location	Scottsdale, Arizona, US
Not Valid Before	Tue, May 3rd 2011, 7:00:00 am (UTC)
Not Valid After	Sat, May 3rd 2031, 7:00:00 am (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	Go Daddy Root Certificate Authority - G2

Root certificate	
Common Name	Go Daddy Root Certificate Authority - G2
Organization	GoDaddy.com, Inc.



Location	Scottsdale, Arizona, US
Not Valid Before	Tue, September 1st 2009, 12:00:00 am (UTC)
Not Valid After	Thu, December 31st 2037, 11:59:59 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	Go Daddy Root Certificate Authority - G2

✖ Mixed Content Test (HTTP over HTTPS)

This webpage is using mixed content! While the initial HTML is loaded over a secure HTTPS connection, other resources (such as images, videos, stylesheets, scripts) may be loaded over an insecure HTTP connection, which may result in blocked content or unexpected page behavior.

How to pass this test?

In order to pass this test, make sure that all resources on the page 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.

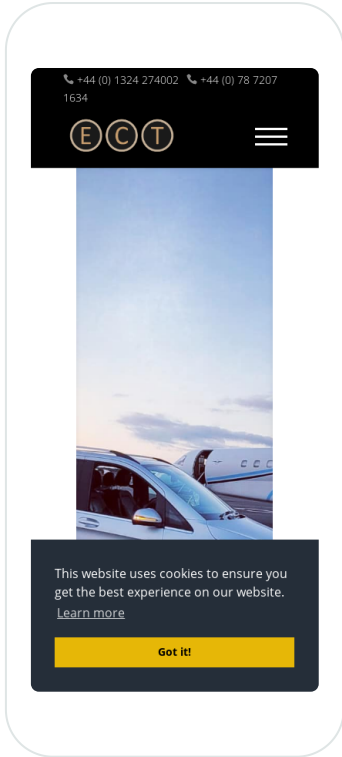
```
<meta name="viewport" content="width=device-width, initial-scale=1.0, maximum-scale=1.0, user-scalable=0" />
```

✔ Media Query Responsive Test

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



Mobile Snapshot Test



Advanced SEO

2 Failed

1 Warnings

6 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: <http://elitecentraltravel.co.uk/> should be the preferred version of this page. The canonical tag can be useful when there are similar versions of the same content on several URLs (e.g., such as e-commerce sites where URL modifiers like sort parameters are appended to a product page's URL). 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="http://elitecentraltravel.co.uk/" rel="canonical"/>
```

How to pass this test?

The Canonical Link Tag can be used when there are several pages with similar content and you want to tell the search engines which page you prefer to use in the search results. If your webpage does not have duplicate content and it has the preferred URL you must remove 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

This website lacks a "robots.txt" file. This file can protect private content from appearing online, save bandwidth, and lower load on your server. A missing "robots.txt" file also generates additional errors in your apache log whenever robots request one.

✔ 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:secureserver.net -all
```