

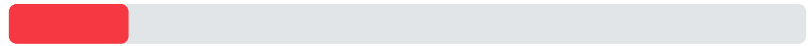


<https://www.enterome.com/>

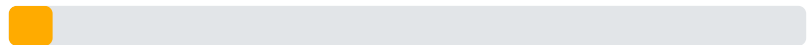
Report generated on Mar 04, 2024



11 Failed



4 Warnings



58 Passed



## Common SEO issues

5 Failed

2 Warnings

18 Passed

### ! Meta Title Test

This webpage is using a title tag with a length of 8 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:** Enterome  
**Length:** 8 characters

### ✓ Meta Description Test

This webpage is using a meta description tag.

**Text:** We are a clinical stage biopharmaceutical company developing novel drugs to transform human health based on our unique ability to de-code molecular interactions in the gut microbiome.  
**Length:** 183 characters



## 🕒 Google Search Results Preview Test

### Desktop version

<https://www.enterome.com/>

#### Enterome

We are a clinical stage biopharmaceutical company developing novel drugs to transform human health based on our unique ability to de-code molecular...

### Mobile version

<https://www.enterome.com/>

#### Enterome

We are a clinical stage biopharmaceutical company developing novel drugs to transform human health based on our unique ability t...

## ✅ 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	Enterome - Microbiome decoded □ Healthcare transformed
og:description	We are a clinical stage biopharmaceutical company developing novel drugs to transform human health based on our unique ability to de-code molecular interactions in the gut microbiome.
og:url	<a href="https://www.enterome.com/">https://www.enterome.com/</a>
og:site_name	Enterome

### Twitter Card Meta Tags

twitter:card	summary_large_image
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## 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.

7 enterome 6 platform 5 oncomimics 5 glioblastoma 5 cancer

## 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
enterome	✓	✗	✗
platform	✗	✗	✗
oncomimics	✗	✗	✗
glioblastoma	✗	✗	✗
cancer	✗	✗	✓



## Keywords Cloud Test



## Related Keywords Test

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

- [enterome](#)
- [mary thistle](#)
- [iltoo pharma pipeline](#)
- [xyence](#)
- [justin eyquem](#)
- [sahuman](#)
- [bioaster](#)
- [sno2023](#)
- [rome.com](#)
- [sno vancouver](#)



## ⦿ Competitor Domains Test

This domain has an Authority Score of **26/100** 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

---

Delivering the promise of cancer immunotherapy

### H2 tags

---

Featured News



## ✘ Robots.txt Test

This website lacks a "robots.txt" file. This file can protect private content from appearing online, save bandwidth, and lower load time on your server. A missing "robots.txt" file also generates additional errors in your apache log whenever robots request one. Read more about the [robots.txt file](#), and how to create one for your site.

### How to pass this test?

In order to pass this test you must create and properly install a **robots.txt** file.

For this, you can use any program that produces a text file or you can use an online tool (Google Webmaster Tools has this feature).

Remember to use all lower case for the filename: **robots.txt**, not **ROBOTS.TXT**.

A simple **robots.txt** file looks like this:

```
User-agent: *
Disallow: /cgi-bin/
Disallow: /images/
Disallow: /pages/thankyou.html
```

This would block all search engine robots from visiting "cgi-bin" and "images" directories and the page "http://www.yoursite.com/pages/thankyou.html"

### TIPS:

- You need a separate **Disallow** line for every URL prefix you want to exclude
- You may not have blank lines in a record because they are used to delimit multiple records
- Notice that before the **Disallow** command, you have the command: **User-agent: \***. The **User-agent:** part specifies which robot you want to block. Major known crawlers are: Googlebot (Google), Googlebot-Image (Google Image Search), Baiduspider (Baidu), Bingbot (Bing)
- One important thing to know if you are creating your own **robots.txt** file is that although the wildcard (\*) is used in the **User-agent** line (meaning "any robot"), it is not allowed in the **Disallow** line.
- Regular expressions are not supported in either the **User-agent** or **Disallow** lines

Once you have your **robots.txt** file, you can upload it in the top-level directory of your web server. After that, make sure you set the permissions on the file so that visitors (like search engines) can read it.

## ✔ Sitemap Test

This website has a sitemap file.

<https://www.enterome.com/sitemap.xml>

[https://www.enterome.com/sitemap\\_index.xml](https://www.enterome.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:

```

```

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

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.





## ⦿ Backlinks Test

This domain has an Authority Score of 26/100 while the Average Authority Score of top 100 sites is 89.5. Also, this domain has 3,943 backlinks from 456 referring domains and some recently found backlinks are listed below:

MAR 4, 2024 <https://www.1stoncology.com/blog/page/373/>

MAR 4, 2024 <https://www.1stoncology.com/blog/page/12178/>

MAR 4, 2024 <https://www.1stoncology.com/blog/page/8781/>

MAR 4, 2024 <https://www.1stoncology.com/blog/2021/11/page/181/>

MAR 4, 2024 <https://boston.citybuzz.co/article/391774/enterome-appoints-jai-patel-as-cmo>

MAR 4, 2024 <https://www.1stoncology.com/blog/page/11212/>

MAR 3, 2024 <https://www.1stoncology.com/blog/page/12331/>

MAR 3, 2024 <https://www.1stoncology.com/blog/page/11238/>

MAR 3, 2024 <https://www.1stoncology.com/blog/2022/page/1511/>

MAR 3, 2024 <https://www.1stoncology.com/blog/2021/page/1378/>

## ✔ 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.

```
Content-Type: text/html; charset=UTF-8
```

## ✔ Social Media Test

This webpage is connected successfully with social media using:

[Twitter](#)

## Speed optimizations

4 Failed

2 Warnings

19 Passed

### ✔ HTML Page Size Test

The size of this webpage's HTML is **10.92 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 **292 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 **46.22 Kb** to **10.92 Kb (76% size savings)**. This helps ensure a faster loading webpage and improved user experience.

### ✔ Site Loading Speed Test

The loading time of this webpage (measured from N. Virginia, US) is around **2.88 seconds** and this is under the average loading speed which is **5 seconds**.

### ✔ JS Execution Time Test

The JavaScript code used by this webpage is executed in less than **2 seconds**.



## ✖ Page Objects Test

This webpage is using more than 20 http requests, which can slow down page loading and negatively impact user experience!

### Content size by content type

Content type	Percent	Size
Image	74.2 %	1.68 Mb
Javascript	14.4 %	333.63 Kb
Font	8.0 %	184.47 Kb
Css	2.9 %	68.16 Kb
Html	0.5 %	12.17 Kb
Other	0.0 %	22 B
<b>TOTAL</b>	<b>100%</b>	<b>2.26 Mb</b>

### Requests by content type

Content type	Percent	Requests
Javascript	38.6 %	17
Css	25.0 %	11
Font	20.5 %	9
Image	11.4 %	5
Html	2.3 %	1
Other	2.3 %	1
<b>TOTAL</b>	<b>100%</b>	<b>44</b>

### Content size by domain

Domain	Percent	Size
enterome.com	81.6 %	1.84 Mb
gstatic.com	8.5 %	195.82 Kb
use.typekit.net	6.0 %	138.47 Kb



fonts.gstatic.com	2.1 %	47.64 Kb
google-analytics.com	0.9 %	20.82 Kb
cdn.jsdelivr.net	0.8 %	19.36 Kb
fonts.googleapis.com	0.1 %	2.74 Kb
google.com	0.0 %	1.15 Kb
p.typekit.net	0.0 %	172 B
<b>TOTAL</b>	<b>100%</b>	<b>2.26 Mb</b>

## Requests by domain

Domain	Percent	Requests
enterome.com	56.8 %	25
use.typekit.net	20.5 %	9
fonts.googleapis.com	4.5 %	2
cdn.jsdelivr.net	4.5 %	2
google-analytics.com	4.5 %	2
google.com	2.3 %	1
p.typekit.net	2.3 %	1
fonts.gstatic.com	2.3 %	1
gstatic.com	2.3 %	1
<b>TOTAL</b>	<b>100%</b>	<b>44</b>



## ✘ Page Cache Test (Server Side Caching)

It doesn't appear that this website is [caching webpages](#). Cached pages serve up static html and avoid potentially time consuming queries to your database. It also helps lower server load by up to 80%. Caching most visibly benefits high traffic pages that access a database, but whose content does not change on every page view. Common caching methods include [Alternative PHP Cache](#), [Quickcache](#), and [WP Super Cache](#) (for Wordpress sites). Caching mechanisms also typically compress HTML, further reducing page size and load time.

### How to pass this test?

In order to pass this test you are advised to use a caching mechanism for your pages. There are three methods which can be used to caching your web pages:

#### 1. Alternative PHP caching

- [Alternative PHP Cache](#) (APC) is an open source framework which caches data using intermediate PHP code. Most web programmers who are familiar with the PHP programming language can easily set up Alternative PHP Cache for your site.

#### 2. Quickcache

- [Quickcache](#) is a lightweight page caching solution which was formerly known as [jpcache](#). Quickcache caches the page output rather than compiling the PHP page, making it a superior version of page caching to the Alternative PHP caching. Quickcache can be quickly downloaded from their website and can reduce your page load time up to 80%.

#### 3. WP Super Cache

- If you have a Wordpress website, [WP Super Cache](#) can be installed within seconds and without no programming knowledge.

## ✔ Flash Test

This webpage does not include flash objects (an outdated technology that was sometimes used to deliver rich multimedia content). Flash content does not work well on mobile devices, and is difficult for crawlers to interpret.

## ⚠ CDN Usage Test

This webpage is not serving all resources (images, javascript and css) from CDNs!

### How to pass this test?

In order to pass this test you are advised to use a CDN service. A Content Delivery Network (CDN) is a globally distributed network of web servers that allows a quick transfer of assets and provides high availability and high performance. The primary benefits of using a CDN service are:

- Improving website loading times
- Reducing bandwidth costs
- Increasing content availability and redundancy
- Improving website security



## ✘ Modern Image Format Test

This webpage is not serving images in a modern format! Image formats like [JPEG 2000](#), [JPEG XR](#), and [WebP](#) often provide better compression than PNG or JPEG, which means faster downloads and less data consumption.

### How to pass this test?

In order to pass this test, convert all the images listed in this report into a modern image format such as [JPEG 2000](#), [JPEG XR](#) or [WebP](#).

It's important to understand that the modern image formats, like WebP, are not yet widely supported across all devices and browsers. You can find [here](#) a full list of supported browsers and devices for the WebP format.

If your target audience falls within one of the unsupported browser/device categories, you should serve optimized fall-back images in the original JPEG/PNG format so that your users don't see a broken or badly designed page:

```
<!--Before:-->


<!--After:-->
<picture>
  <source type="image/webp" srcset="image.webp">
  
</picture>
```

The browser uses the first listed source that's in a format it supports. If the browser does not support any of the formats listed in the "source" tags, it falls back to loading the image specified by the "img" tag.

## ✔ Image Metadata Test

This webpage is not using images with large metadata.

## ✔ Image Caching Test

This website is using cache headers for images and the browsers will display these images from the cache.

## ✔ JavaScript Caching Test

This webpage is using cache headers for all JavaScript resources.

## ✔ CSS Caching Test

This webpage is using cache headers for all CSS resources.

## ✔ JavaScript Minification Test

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 1.8 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:** *Enterome is a clinical stage company developing off-the-shelf, transformational ...*

**Html:**

*Enterome is a clinical stage company developing off-the-shelf, transformational cancer treatments targeting all tumor types. Ongoing Phase 2 trials for our most advanced programs EO2401 and EO2463*

## ✓ Cumulative Layout Shift Test

The CLS score of this webpage is 0.0087. 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:** Delivering the promise of cancer immunotherapy Enterome is a clinical stage com...

**Html:** `<div class="row w-100">`

**Score:** 0.0087

## Server and security

1 Failed

0 Warnings

9 Passed

## ✓ URL Canonicalization Test

<https://www.enterome.com/> and <https://enterome.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.enterome.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	*.enterome.com
Subject Alternative Names (SANs)	*.enterome.com, enterome.com
Not Valid Before	Mon, September 4th 2023, 12:00:00 am (UTC)
Not Valid After	Wed, September 18th 2024, 11:59:59 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	Encryption Everywhere DV TLS CA - G2
Intermediate certificate	
Common Name	Encryption Everywhere DV TLS CA - G2
Organization	DigiCert Inc
Location	US
Not Valid Before	Mon, November 27th 2017, 12:46:40 pm (UTC)
Not Valid After	Sat, November 27th 2027, 12:46:40 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	DigiCert Global Root G2
Root certificate	
Common Name	DigiCert Global Root G2
Organization	DigiCert Inc



Location	US
Not Valid Before	Thu, August 1st 2013, 12:00:00 pm (UTC)
Not Valid After	Fri, January 15th 2038, 12:00:00 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	DigiCert Global Root G2

## ✓ Mixed Content Test (HTTP over HTTPS)

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

## ✓ HTTP2 Test

This webpage is using the HTTP/2 protocol.

## ✓ Safe Browsing Test

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

## ✓ Server Signature Test

The server signature is off for this webpage.

## ✓ Directory Browsing Test

Directory browsing is disabled for this website.

## ✓ Plaintext Emails Test

This webpage does not include email addresses in plaintext.

## ✓ Unsafe Cross-Origin Links Test

This webpage is not using `target="_blank"` links without `rel="noopener"` or `rel="noreferrer"` attribute.



## Mobile usability

0 Failed

0 Warnings

3 Passed

### ✔ Meta Viewport Test

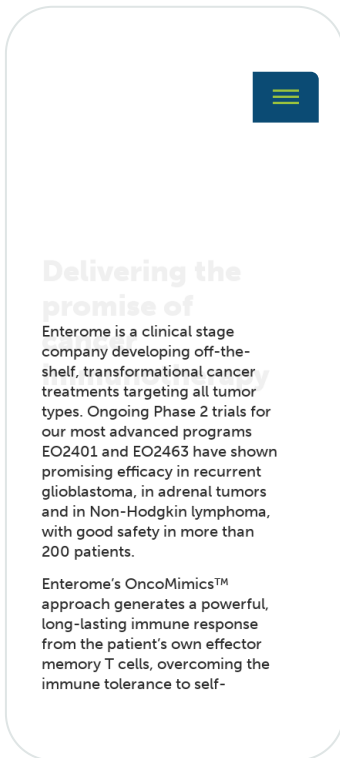
This webpage is using a viewport meta tag.

```
<meta name="viewport" content="width=device-width, initial-scale=1, shrink-to-fit=no" />
```

### ✔ 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

0 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.enterome.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.enterome.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

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 a:enterome-com.mail.protection.outlook.com include:spf.protection.outlook.com ip4:137.74.84.131 ip4:78.153.245.93 ip4:51.15.154.116 ip4:77.32.154.51 ip4:185.4.248.245 ip4:176.149.229.226 ip4:148.163.141.134 include:docusigniprange1.enterome.com inc" "lude:docusigniprange2.enterome.com include:docusigniprange3.enterome.com include:docusigniprange4.enterome.com include:one.zoho.eu ip4:77.32.154.51 -all
```



## ✘ Ads.txt Validation Test

The access to the ads.txt file is restricted! Our request for this resource has returned a `{status_code}` HTTP status code. In order for this resource to be easily accessed by the DSPs and advertisers, its status code should be **200 OK**.

### 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**.