

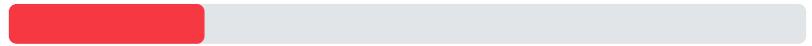


<https://www.etmcars.co.uk>

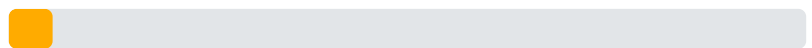
Report generated on Mar 09, 2024



18 Failed



4 Warnings



51 Passed



Common SEO issues

8 Failed

1 Warnings

16 Passed

! Meta Title Test

This webpage is using a title tag with a length of 14 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: Home - ETMcars

Length: 14 characters



✖ Meta Description Test

This webpage is not using a meta description tag! You should include this tag in order to provide a brief description of your page which can be used by search engines. Well-written and inviting meta descriptions may also help click-through rates to your site in search engine results.

How to pass this test?

In order to pass this test you must include a meta-description tag in your page header (<head> section):

```
<head>  
  <meta name="description" content="type_your_description_here">  
</head>
```

Note that in HTML the <meta> tag has no end tag but in XHTML this tag must be properly closed.

Meta description can have any length but a good practice is to keep this under 160 characters (search engines generally truncate snippets longer than this value).

⦿ Google Search Results Preview Test

Desktop version

```
https://www.etmcars.co.uk/  
Home - ETMcars
```

Mobile version

```
https://www.etmcars.co.uk/  
Home - ETMcars
```



✔ 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 - ETMcars
og:description	ETM CARS – HERE TO HELP YOU WELCOME TO ESSENTIAL TRAVEL MANAGEMENT ETM Cars are a chauffeur company based in Kent, providing luxury vehicles for all aspects of business and leisure travel in the South East and beyond. ETM Cars offer chauffeur taxi services including airport transfers, days out, and cruise transfers. Please click here to see [...]
og:url	https://www.etmcars.co.uk/
og:site_name	ETMcars
og:image	http://www.etmcars.co.uk/wp-content/uploads/2021/03/images-1.jpg

Twitter Card Meta Tags	
twitter:card	summary_large_image
twitter:label1	Estimated reading time
twitter:data1	26 minutes

⊙ 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.

14	airport	9	have	8	trips	8	cars	7	travel
----	---------	---	------	---	-------	---	------	---	--------



✖ 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
airport	✗	✗	✗
have	✗	✗	✗
trips	✗	✗	✗
cars	✓	✗	✓
travel	✗	✗	✗

🕒 Keywords Cloud Test





⦿ Related Keywords Test

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

- [.etm](#)
- [e.t.m.](#)
- [etm.](#)
- [etm](#)
- [arrow cabs ashford](#)
- [arrow taxi ashford](#)
- [ashford kent to gatwick airport](#)
- [ashford to gatwick](#)
- [ashford to stansted](#)
- [gatwick to ashford](#)

⦿ Competitor Domains Test

This domain has an Authority Score of **7/100** 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 does not contain H1 headings! H1 headings help indicate the important topics of your page to search engines. While less important than good meta-titles and descriptions, H1 headings may still help define the topic of your page to search engines.

H2 tags

Your Journey starts here!

ETM CARS – HERE TO HELP YOU

We Accept

Popular Destinations

Why Us?

What our Customers Think

Get a Quote

Contact Us

Follow Us

How to pass this test?

In order to pass this test you must identify the most important topics from your page and insert those topics between `<h1>...</h1>` tags.

Example:

```
<h1>Important topic goes here</h1>
...
<h1>Another topic</h1>
```

✔ Robots.txt Test

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

<https://www.etmcars.co.uk/robots.txt>

✔ Sitemap Test

This website has a sitemap file.

<https://www.etmcars.co.uk/sitemap.xml>

https://www.etmcars.co.uk/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 `` 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

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 affect 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 become:-->
<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 7/100 while the **Average Authority Score** of top 100 sites is 89.5. Also, this domain has **149 backlinks** from **28 referring domains** and some recently found backlinks are listed below:

- FEB 21, 2024 https://www.1001firms.com/list-of-companies/all/leisure_travel
- FEB 21, 2024 https://www.1001firms.com/list-of-companies/all/leisure_travel
- FEB 11, 2024 <https://www.addresshistory.co.uk/14-chestnut-cl-chartham-ct4-7dt-uk>
- FEB 5, 2024 <https://webtoady.com/business/england/etm-cars/>
- FEB 2, 2024 <https://webtoady.com/region/england/airport-shuttle-service/42/>
- JAN 26, 2024 <http://urlm.co.uk/www.etmcars.co.uk>
- JAN 12, 2024 <https://domains.tntcode.com/ip/185.151.30.163>
- DEC 6, 2023 <https://global-ranks.pages.dev/50/ALncqAjWVV>
- NOV 26, 2023 <https://www.best-seo-domains.com/29ee76da9483b533b090d5e55c7742a4f67c8a8e/d0a87a34fe...>
- NOV 12, 2023 <https://global-rank.pages.dev/01/beBynNcyjI>

✓ 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:
[Facebook](#)

Speed optimizations

7 Failed

1 Warnings

17 Passed

✔ HTML Page Size Test

The size of this webpage's HTML is **31.0 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 **907 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 **181.78 Kb** to **31.0 Kb** (**83% 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 **11.53 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
Image	57.5 %	1.70 Mb
Javascript	24.0 %	725.74 Kb
Font	12.8 %	387.63 Kb
Css	4.3 %	131.04 Kb
Html	1.1 %	34.67 Kb
Other	0.2 %	5.40 Kb
TOTAL	100%	2.95 Mb

Requests by content type

Content type	Percent	Requests
Javascript	36.9 %	24
Image	27.7 %	18
Font	15.4 %	10
Css	12.3 %	8
Other	6.2 %	4
Html	1.5 %	1
TOTAL	100%	65

Content size by domain

Domain	Percent	Size
etmcars.co.uk	92.1 %	2.72 Mb
googletagmanager.com	5.0 %	151.33 Kb
fonts.gstatic.com	2.1 %	64.07 Kb



google-analytics.com	0.7 %	20.83 Kb
fonts.googleapis.com	0.1 %	1.60 Kb
TOTAL	100%	2.95 Mb

Requests by domain

Domain	Percent	Requests
etmcars.co.uk	84.6 %	55
fonts.gstatic.com	6.2 %	4
google-analytics.com	4.6 %	3
googletagmanager.com	3.1 %	2
fonts.googleapis.com	1.5 %	1
TOTAL	100%	65

✓ 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:-->


<!--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 9.76 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 data-hash="6f1693d517e4e9fffc8d0667429757" data-desktop="wp-content/uploads/2021/03/5940508-scaled.jpg" class="n2-ss-slide-background-image" data-blur="0" data-alt="" data-title="" data-no-lazy="" style="background-position: 54% 23%;background-image:url(...)">
```

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 0.0053. 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: Name Email Address Phone Date of Travel Pickup Time Number of Passengers Pickup ...

Html: `<form id="forminator-module-743" class="forminator-ui forminator-custom-form forminator-cu..." method="post" data-forminator-render="0" data-form-id="743" data-design="default" data-grid="open" data-uid="65ec66cee5f24" novalidate="novalidate">`

Score: 0.0050

Server and security

3 Failed

0 Warnings

7 Passed

✔ URL Canonicalization Test

<https://www.etmcars.co.uk/> and <https://etmcars.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 "www.etmcars.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	*.etmcars.co.uk
Subject Alternative Names (SANs)	*.etmcars.co.uk, etmcars.co.uk
Not Valid Before	Wed, February 28th 2024, 4:49:10 pm (UTC)
Not Valid After	Tue, May 28th 2024, 4:49:09 pm (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.

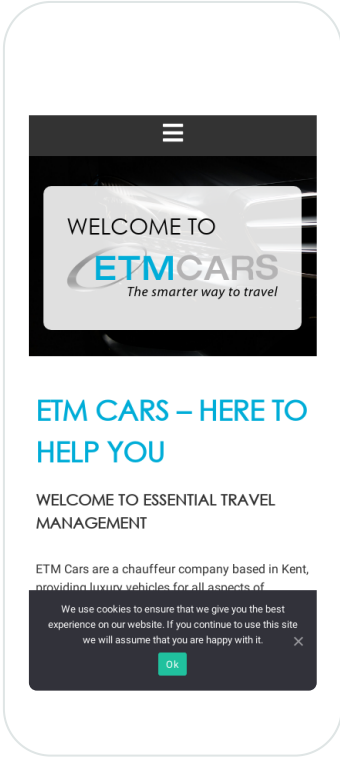
```
<meta name="viewport" content="width=device-width, initial-scale=1" />
```



✔ Media Query Responsive Test

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

⊙ Mobile Snapshot Test



Advanced SEO

0 Failed

2 Warnings

8 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.etmcars.co.uk/> 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.etmcars.co.uk/" 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 include:spf.stackmail.com a mx -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.