



https://www.hiltonameschauffeurs.com

Report generated on Mar 10, 2024



9 Failed



10 Warnings



50 Passed



Common SEO issues

3 Failed

4 Warnings

17 Passed

✔ Meta Title Test

This webpage is using a title tag.

Text: Exeter Chauffeur Driven Car Hire • Hilton Ames Chauffeurs

Length: 57 characters

⚠ Meta Description Test

This webpage is using a meta description tag with a length of 133 characters. We recommend using well-written and inviting meta descriptions with a length between 150 and 220 characters (spaces included).

Text: Our Exeter chauffeurs aim to provide the very best door-to-door luxury road transport solution across the UK. Book a Chauffeur today!

Length: 133 characters



Google Search Results Preview Test

Desktop version

<https://hiltonameschauffeurs.com/>

Exeter Chauffeur Driven Car Hire • Hilton Ames Chauffeurs

Our Exeter chauffeurs aim to provide the very best door-to-door luxury road transport solution across the UK. Book a Chauffeur today!

Mobile version

<https://hiltonameschauffeurs.com/>

Exeter Chauffeur Driven Car Hire • Hilton Ames Chauffeurs

Our Exeter chauffeurs aim to provide the very best door-to-door luxury road transport solution across the UK. Book a Chauffeur...



✔ 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	Exeter Chauffeur Driven Car Hire • Hilton Ames Chauffeurs
og:description	Our Exeter chauffeurs aim to provide the very best door-to-door luxury road transport solution across the UK. Book a Chauffeur today!
og:url	https://hiltonameschauffeurs.com/
og:site_name	Hilton Ames Chauffeurs
og:updated_time	2023-11-16T13:34:50+00:00
og:image	https://hiltonameschauffeurs.com/wp-content/uploads/2022/10/cropped-ico.png
og:image:secure_url	https://hiltonameschauffeurs.com/wp-content/uploads/2022/10/cropped-ico.png
og:image:width	512
og:image:height	512
og:image:alt	Exeter chauffeur
og:image:type	image/png

Twitter Card Meta Tags

twitter:card	summary_large_image
twitter:title	Exeter Chauffeur Driven Car Hire • Hilton Ames Chauffeurs
twitter:description	Our Exeter chauffeurs aim to provide the very best door-to-door luxury road transport solution across the UK. Book a Chauffeur today!
twitter:image	https://hiltonameschauffeurs.com/wp-content/uploads/2022/10/cropped-ico.png
twitter:label1	Written by
twitter:data1	Tudor
twitter:label2	Time to read
twitter:data2	2 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.

22 transfers 22 luxury 21 airport 20 cookies 18 cookie

Keywords Cloud Test

3 accept 3 advertisement 21 airport 4 analytics 2 anniversaries 3 awards 4 best
 2 birthdays 4 book 3 bookings 2 bournemouth 2 bristol 5 business 2 cardiff
 3 cars 6 category 2 catering 12 chauffeur 5 checkbox 3 child 5 clients
 2 comfort 14 consent 4 contact 2 content 18 cookie 5 cookielawinfo 20 cookies
 3 distance 2 door 5 driver 2 drivers 2 engagements 2 enjoy 3 enquire
 3 enterprise 6 executive 3 exeter 3 experience 4 experienced 2 fleet 2 fully
 5 functional 3 functionalities 2 gallery 2 gatwick 6 gdpr 2 graduation 2 great
 3 halo 2 have 2 heathrow 5 hire 5 holiday 2 home 3 hotel 2 impress
 2 insured 2 large 2 licensed 2 loved 22 luxury 4 match 3 menu 6 months
 6 necessary 2 newquay 2 news 2 occasion 2 occasions 4 partners 6 performance
 5 plugin 3 professional 2 proms 8 provide 2 recruitment 9 service 4 services
 2 short 2 small 2 southampton 2 special 6 store 3 style 2 team 2 today
 3 toggle 4 tours 22 transfers 6 transport 10 travel 3 understand 8 used 7 user
 4 vehicles 2 view 5 visitors 8 website 5 wedding



⦿ Related Keywords Test

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

- [luxury chauffeur southampton](#)
- [chauffeur to gatwick](#)
- [southampton chauffeurs](#)
- [luxury taxi southampton](#)
- [chauffeurs southampton](#)
- [southampton chauffeur](#)
- [gatwick chauffeur services](#)
- [chauffeur southampton](#)
- [chauffeur service southampton](#)
- [chauffeur in southampton](#)

⦿ Competitor Domains Test

This domain has an Authority Score of 11/100 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

Executive Chauffeur Services

H2 tags

Looking for somewhere to stay?

Exclusive Gold Card Membership

Our Halo Partners

✔ Robots.txt Test

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

<https://hiltonameschauffeurs.com/robots.txt>



✔ Sitemap Test

This website has a sitemap file.

https://hiltonnameschauffeurs.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 `` 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 **11/100** while the **Average Authority Score** of top 100 sites is **89.5**. Also, this domain has **102 backlinks** from **21 referring domains** and some recently found backlinks are listed below:

- FEB 2, 2024 <https://gkpr.co.uk/news/executive-chauffeur-company-celebrates-re-launch-in-style/>
- JAN 10, 2024 <https://www.thomsonlocal.com/search/taxis/exminster-devon>
- DEC 10, 2023 <https://www.thomsonlocal.com/search/taxis/bradninch-devon>
- DEC 3, 2023 <https://www.thomsonlocal.com/search/taxis/longdown-devon>
- DEC 1, 2023 <https://www.thomsonlocal.com/search/taxis/exeter-devon>
- NOV 30, 2023 <https://www.thomsonlocal.com/search/taxis/whitestone-devon>
- NOV 27, 2023 <https://www.thomsonlocal.com/search/taxis/awliscombe-devon>
- NOV 22, 2023 <https://www.addresshistory.co.uk/newcourt-barton-clyst-rd-topsham-exeter-ex3-0db-united-kin...>
- NOV 19, 2023 <https://www.thomsonlocal.com/search/taxis/heathpark-industrial-estate-devon>
- NOV 17, 2023 <https://www.thomsonlocal.com/search/taxis/silverton-devon>

✔ 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
```

✔ Social Media Test

This webpage is connected successfully with social media using:

[Facebook](#)

Speed optimizations

4 Failed

5 Warnings

14 Passed

✔ HTML Page Size Test

The size of this webpage's HTML is **32.77 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 **1,029 nodes** which is less than the recommended value of **1,500 nodes**.

✔ HTML Compression/GZIP Test

This webpage is successfully compressed using **br compression** on your code. The HTML code is compressed from **237.73 Kb** to **32.77 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 **4.81 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
Other	60.4 %	4.06 Mb
Javascript	19.9 %	1.34 Mb
Image	16.2 %	1.09 Mb
Css	1.5 %	106.44 Kb
Font	1.0 %	69.27 Kb
Html	1.0 %	66.95 Kb
TOTAL	100%	6.72 Mb

Requests by content type

Content type	Percent	Requests
Javascript	28.8 %	34
Image	25.4 %	30
Css	18.6 %	22
Other	17.8 %	21
Html	5.9 %	7
Font	3.4 %	4
TOTAL	100%	118

Content size by domain

Domain	Percent	Size
rr5---sn-p5qlsnrr.googlevideo.com	59.3 %	3.98 Mb
hiltonameschauffeurs.com	18.2 %	1.22 Mb
youtube-nocookie.com	14.8 %	1016.04 Kb



googletagmanager.com	2.5 %	168.83 Kb
img.youtube.com	1.3 %	92.27 Kb
i.ytimg.com	1.1 %	74.74 Kb
youtube.com	1.0 %	68.62 Kb
jnn-pa.googleapis.com	0.6 %	39.63 Kb
fonts.gstatic.com	0.4 %	30.81 Kb
clarity.ms	0.4 %	26.16 Kb
Other	0.4 %	29.26 Kb
TOTAL	100%	6.72 Mb

Requests by domain

Domain	Percent	Requests
hiltonameschauffeurs.com	60.2 %	71
youtube-nocookie.com	12.7 %	15
rr5---sn-p5qlsnrr.googlevideo.com	7.6 %	9
u.clarity.ms	2.5 %	3
googletagmanager.com	1.7 %	2
youtube.com	1.7 %	2
clarity.ms	1.7 %	2
siteflo.co.uk	1.7 %	2
fonts.gstatic.com	1.7 %	2
jnn-pa.googleapis.com	1.7 %	2
Other	6.8 %	8
TOTAL	100%	118

✓ 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 serving all images, javascript and css resources from CDNs.

✗ 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 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.

✅ 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

✔ 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.hiltonameschauffeurs.com/> → <https://hiltonameschauffeurs.com/>



! Largest Contentful Paint Test

The Largest Contentful Paint duration of this webpage is 3.03 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 style="background-position: 50% 50%; background-size: cov...">
```

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 0.1260. 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: <iframe id="VideoWorker-0" frameborder="0" allowfullscreen="" allow="accelerometer; autoplay; clipboard-write; encrypte..." title="Hilton Ames Chauffeurs Promo" width="640" height="360" src="https://www.youtube-nocookie.com/embed/6LOe6TZvj_s..." tabindex="-1" aria-hidden="true" class="jarallax-video jarallax-video-youtube" style="position: absolute; inset: 0px; width: 1920px; hei..." data-gtm-yt-inspected-7="true">
```

Score: 0.1260

How to pass this test?

Reducing CLS is crucial as pages that move around can result in a negative user experience (particularly on mobile devices). For most websites, you can avoid all unexpected layout shifts by sticking to a few guiding principles:

- Always include size attributes on your images and video elements, or otherwise reserve the required space with something like CSS aspect ratio boxes. This approach ensures that the browser can allocate the correct amount of space in the document while the image is loading.
- Try and avoid inserting dynamic content (e.g., banners, forms, etc.) above existing content unless in response to user interaction. This ensures any layout shifts that occur are expected.
- Prefer transform animations to animations of properties that trigger layout changes. Animate transitions in a way that provides context and continuity from state to state.



Server and security

1 Failed

0 Warnings

8 Passed

✓ URL Canonicalization Test

<https://hiltonameschauffeurs.com/> and <https://www.hiltonameschauffeurs.com/> resolve to the same URL.

✓ 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

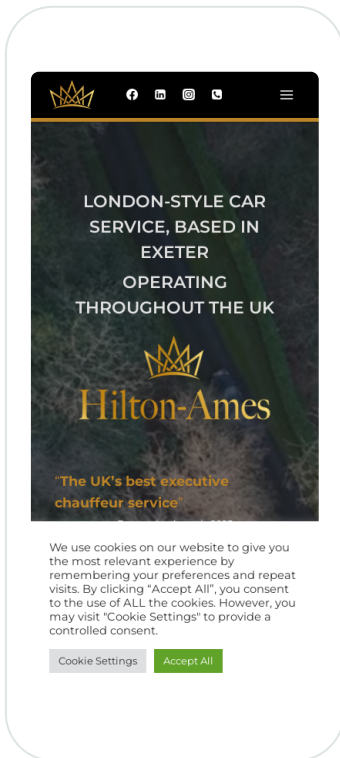
This webpage is using a viewport meta tag.

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

1 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://hiltonameschauffeurs.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://hiltonameschauffeurs.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 +mx +a +ip4:195.191.164.56 +include:spf.123-reg.co.uk include:sendgrid.net a:cdserver1.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.