

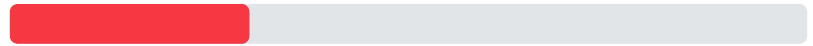


https://www.iconaglobal.com

Report generated on Mar 09, 2024



22 Failed



7 Warnings



44 Passed



Common SEO issues

6 Failed

1 Warnings

18 Passed

✓ Meta Title Test

This webpage is using a title tag.

Text: Executive Chauffeur-Driven Service Worldwide - Icona Global
Length: 59 characters

✓ Meta Description Test

This webpage is using a meta description tag.

Text: Icona Global is a market leader in Global Chauffeured Transportation and Concierge Services. After establishing its foothold in this sector for ten years, the
Length: 158 characters



Google Search Results Preview Test

Desktop version

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

Executive Chauffeur-Driven Service Worldwide - Icona Global

Icona Global is a market leader in Global Chauffeured Transportation and Concierge Services. After establishing its foothold in this sector for ten years, the

Mobile version

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

Executive Chauffeur-Driven Service Worldwide - Icona Global

Icona Global is a market leader in Global
Chauffeured Transportation and Concierge
Services. After establishing its foothold in th...



✔ 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	Executive Chauffeur-Driven Service Worldwide - Icona Global
og:description	Icona Global is a market leader in Global Chauffeured Transportation and Concierge Services. After establishing its foothold in this sector for ten years, the
og:url	https://www.iconaglobal.com
og:site_name	Icona Global
og:updated_time	2021-08-30T10:49:12+01:00

Twitter Card Meta Tags

twitter:card	summary_large_image
twitter:title	Executive Chauffeur-Driven Service Worldwide - Icona Global
twitter:description	Icona Global is a market leader in Global Chauffeured Transportation and Concierge Services. After establishing its foothold in this sector for ten years, the

🕒 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.

9	global	8	icona	7	chauffeur	6	conciierge	5	services
---	--------	---	-------	---	-----------	---	------------	---	----------



✔ 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
global	✔	✔	✔
icona	✔	✔	✔
chauffeur	✔	✔	✔
concierge	✘	✔	✔
services	✘	✔	✔

○ Keywords Cloud Test



○ Related Keywords Test

There are no indexed keywords for this domain!



⦿ Competitor Domains Test

There are no indexed competitors for this domain!

✔ Heading Tags Test

This webpage contains headings tags.

H1 tags

Luxury Car Hire, Chauffeur & Concierge Service

H2 tags

About Icona Global

Our World-Class Services Include

OUR TESTIMONIALS

Contact Us

✔ Robots.txt Test

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

<https://www.iconaglobal.com/robots.txt>



✘ Sitemap Test

This website lacks a sitemap file! Sitemaps can help robots index your content more thoroughly and quickly. Read more on Google's guidelines for [implementing the sitemap protocol](#).

How to pass this test?

In order to pass this test you must create a `sitemap.xml` file for your website. Some of the best practices are listed below:

- It is strongly recommended that you place your sitemap at the root directory of your website: `http://yourwebsite.com/sitemap.xml` But in some situations, you may want to produce different sitemaps for different paths on your site (e.g., security permission issues)
- Sitemaps should be no larger than 10MB (10,485,760 bytes) and can contain a maximum of 50,000 URLs. This means that if your site contains more than 50,000 URLs or your sitemap is bigger than 10MB, you must create multiple sitemap files and use a **Sitemap index file**
- All URLs listed in the sitemap must reside on the same host as the sitemap. For instance, if the sitemap is located at `http://www.yourwebsite.com/sitemap.xml`, it can't include URLs from `http://subdomain.yourwebsite.com`
- Once you have created your sitemap, let search engines know about it by submitting directly to them, pinging them, or adding the sitemap location to your `robots.txt` file

- Sitemaps can be compressed using gzip, reducing bandwidth consumption

sitemap.xml example:

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
<url>
<loc>http://www.yourwebsite.com</loc>
<lastmod>2013-01-01</lastmod>
<changefreq>weekly</changefreq>
<priority>0.9</priority>
</url>
<url>
<loc>http://www.yourwebsite.com/articles/100</loc>
<changefreq>weekly</changefreq>
</url>
<url>
<loc>http://www.yourwebsite.com/articles/101</loc>
<lastmod>2013-01-02</lastmod>
<changefreq>weekly</changefreq>
</url>
<url>
<loc>http://www.yourwebsite.com/articles/102</loc>
<lastmod>2013-01-02T13:00:12+00:00</lastmod>
<priority>0.5</priority>
</url>
</urlset>
```



✓ 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

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

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.

✔ Favicon Test



This website appears to have a favicon.



⦿ Backlinks Test

This domain has an Authority Score of 2/100 while the **Average Authority Score** of top 100 sites is 89.5. Also, this domain has 167 backlinks from 9 referring domains and some recently found backlinks are listed below:

- MAR 4, 2024 <http://www.websitescrawl.com/domain-list-12643>
- FEB 20, 2024 <https://www.yell.com/s/hummer+hire-london.html>
- FEB 13, 2024 <https://www.thomsonlocal.com/search/driver-hire/balham-london>
- FEB 8, 2024 <https://www.thomsonlocal.com/search/driver-hire/whetstone-london>
- FEB 3, 2024 <https://www.thomsonlocal.com/search/driver-hire/brook-green-london>
- JAN 30, 2024 <https://www.thomsonlocal.com/search/driver-hire/walthamstow-london>
- JAN 28, 2024 <https://www.thomsonlocal.com/search/driver-hire/mile-end-london>
- JAN 28, 2024 <https://www.thomsonlocal.com/search/driver-hire/the-hyde-london>
- JAN 28, 2024 <https://www.thomsonlocal.com/search/driver-hire/edmonton-london>
- JAN 27, 2024 <https://www.thomsonlocal.com/search/driver-hire/walworth-london>

✓ 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](#)



Speed optimizations

10 Failed

4 Warnings

11 Passed

✘ HTML Page Size Test

The size of this webpage's HTML is **101.51 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 **520 nodes** which is less than the recommended value of **1,500 nodes**.



✘ HTML Compression/GZIP Test

This webpage doesn't use HTML compression! We recommend [to compress the HTML code](#) in order to reduce the page size and page loading times - this will help a website to retain visitors and increase page views. If the HTML compression will be enabled, the HTML size will be decreased by 84% - from 101.51 Kb to 16.61 Kb .

How to pass this test?

Your two options for file compression are **Deflate** and **GZIP**.

- Deflate is an option which comes automatically with the Apache server and which is simple to set up.
- GZIP on the other hand needs to be installed and requires a bit more work to install. However, GZIP does achieve a higher compression rate and therefore might be a better choice if your website uses pages which have a lot of images or large file sizes.

Setting up file compression for your website will depend on which type of server you're using for your website. Most likely, you'll be using Apache, which means you can enable compression by adding a few deflate codes to your **.htaccess** file.

```
# compress text, html, javascript, css, xml:  
AddOutputFilterByType DEFLATE text/plain  
AddOutputFilterByType DEFLATE text/html  
AddOutputFilterByType DEFLATE text/xml  
AddOutputFilterByType DEFLATE text/css  
AddOutputFilterByType DEFLATE application/xml  
AddOutputFilterByType DEFLATE application/xhtml+xml  
AddOutputFilterByType DEFLATE application/rss+xml  
AddOutputFilterByType DEFLATE application/javascript  
AddOutputFilterByType DEFLATE application/x-javascript
```

For more advanced information regarding deflate you can check this [Apache documentation](#).



✘ Site Loading Speed Test

The loading time of this webpage (measured from N. Virginia, US) is around **5.96 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	68.2 %	14.81 Mb
Other	23.8 %	5.16 Mb
Css	3.4 %	753.21 Kb
Javascript	3.3 %	724.16 Kb
Font	1.0 %	230.11 Kb
Html	0.4 %	84.77 Kb
TOTAL	100%	21.72 Mb

Requests by content type

Content type	Percent	Requests
Css	34.5 %	20
Javascript	34.5 %	20
Image	17.2 %	10
Font	8.6 %	5
Other	3.4 %	2
Html	1.7 %	1
TOTAL	100%	58

Content size by domain

Domain	Percent	Size
iconaglobal.com	99.7 %	21.65 Mb
fonts.gstatic.com	0.3 %	74.70 Kb
fonts.googleapis.com	0.0 %	2.75 Kb



TOTAL	100%	21.72 Mb
-------	------	----------

Requests by domain

Domain	Percent	Requests
iconaglobal.com	93.1 %	54
fonts.gstatic.com	5.2 %	3
fonts.googleapis.com	1.7 %	1
TOTAL	100%	58

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 not using cache headers for images. Setting cache headers can help speed up the serving of a webpage for returning users. Learn more about [how to add expires headers to your images](#).

How to pass this test?

In order to reduce the number of HTTP requests, you can use the HTTP Expires header to set an expiration time for your images or any other content type. You can add the following lines into your `.htaccess` file:

```
<IfModule mod_expires.c>
  ExpiresActive on

  ExpiresByType image/jpg "access plus 1 month"
  ExpiresByType image/jpeg "access plus 1 month"
  ExpiresByType image/gif "access plus 1 month"
  ExpiresByType image/png "access plus 1 month"
</IfModule>
```

✘ JavaScript Caching Test

This webpage is not using cache headers for JavaScript resources! Setting cache headers can help to speed up the webpage for returning users.

How to pass this test?

In order to reduce the number of HTTP requests, you can use the HTTP Expires header to set an expiration time for your JavaScript resources or any other content type. You can add the following lines into your `.htaccess` file:

```
<IfModule mod_expires.c>
  ExpiresActive on

  ExpiresByType text/javascript "access plus 1 month"
  ExpiresByType application/javascript "access plus 1 month"
</IfModule>
```



✘ CSS Caching Test

This webpage is not using cache headers for CSS resources! Setting cache headers can help to speed up the webpage for returning users.

How to pass this test?

In order to reduce the number of HTTP requests, you can use the HTTP Expires header to set an expiration time for your CSS resources or any other content type. You can add the following lines into your `.htaccess` file:

```
<IfModule mod_expires.c>
  ExpiresActive on

  ExpiresByType text/css "access plus 1 month"
</IfModule>
```

✔ 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 3.29 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: *About Icona Global World-Class Chauffeur & Super Car Hire Icona Global is a mar...*

Html: `<section class="elementor-section elementor-top-section elementor-..." data-id="134c7809" data-element_type="section" id="about" data-settings="{\"background_background\":\"classic\"}>`

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 0.0052. 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: About Icona Global

Html: `<div class="elementor-element elementor-element-6007a1f9 eleme..." data-id="6007a1f9" data-element_type="widget" data-widget_type="heading.default">`

Score: 0.0051

Server and security

3 Failed

0 Warnings

7 Passed

✓ URL Canonicalization Test

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



✖ SSL Checker and HTTPS Test

This website is using an invalid SSL certificate! Modern browsers will block insecure connections and will mark the website as not secure so that the visitors will not see the website content. Having a valid SSL certificate is an important security practice to ensure that your website is safe and provides trust, and any communication between the user's browser and your website (such as passwords, credit cards, or forms) is encrypted and private.

- ✔ The certificate is not used before the activation date.
- ✔ The certificate has not expired.
- ✖ The hostname "www.iconaglobal.com" is not 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	*.secure-secure.co.uk
Subject Alternative Names (SANs)	*.secure-secure.co.uk, secure-secure.co.uk
Not Valid Before	Thu, January 25th 2024, 2:20:08 pm (UTC)
Not Valid After	Tue, February 25th 2025, 2:20:08 pm (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

How to pass this test?

If your website needs a secured authentication or an encrypted transfer of data, you need to install an SSL certificate in order to provide a secure connection over HTTPS protocol. [HERE](#) is a "step by step" guide to purchase and install an SSL certificate.

✘ 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 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.

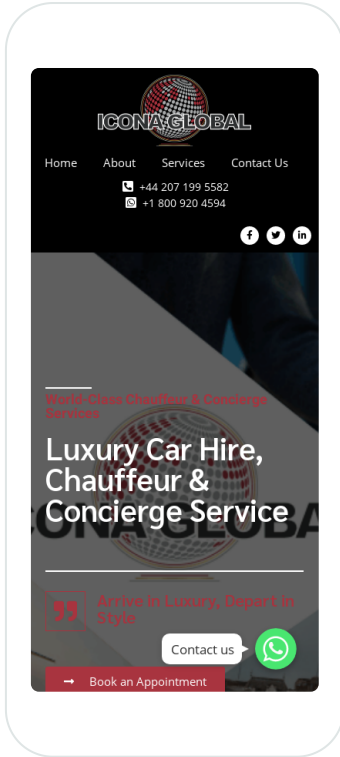
```
<meta name="viewport" content="width=device-width, initial-scale=1.0, viewport-fit=cover" />
```

✔ Media Query Responsive Test

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



Mobile Snapshot Test



Advanced SEO

3 Failed

2 Warnings

5 Passed

✔ Structured Data Test

This webpage is using structured data.



Custom 404 Error Page Test

This website is not using a custom 404 error page! Default 404 error pages result in a poor experience - it can mislead users into thinking an entire site is down or broken, greatly increases the chance they leave the website entirely, and looks unprofessional. 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](#).

How to pass this test?

Creating a custom 404 error page can be relatively simple or more complicated, depending on what technologies were used to build your website (your web server, framework used, etc).

[Learn more about the basics of creating a custom 404 error page](#).

On your custom error page, you should provide relevant information to keep the user's attention so they remain on your website. Some steps to achieve this goal include:

- Adding links to your most important pages (your best articles/articles/content, latest posts, etc.)
 - If you have an e-commerce business, you can display special offers, product recommendations, discounts, etc.
 - Include a search box or a sitemap link to help users find the information they wanted.
 - Use simple language (non-technical) to explain what went wrong.
 - Add a contact form or provide an email address to allow users to get in touch with you for further help.
- You can also use your custom 404 error page to [track the source of broken links in your site](#).

Noindex Tag Test

This webpage is using the noindex meta tag! This means that it will be read but not indexed by search engines.

How to pass this test?

If you want that your webpage to be indexed by search engines, you have to remove the noindex meta tag from your HTML code.

Canonical Tag Test

This webpage does not use 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

The robots.txt file does not use the disallow directive. This means that the whole website can be crawled by search engines.

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 include:spf.corporatecaronline.com include:spf.protection.outlook.com ip4:64.37.112.194 -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.