

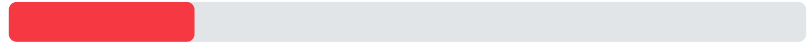


https://www.insightsherpas.com/

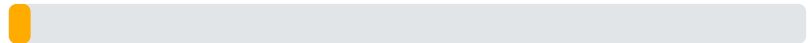
Report generated on Mar 07, 2024



17 Failed



2 Warnings



54 Passed



## Common SEO issues

9 Failed

1 Warnings

15 Passed

### ✔ Meta Title Test

This webpage is using a title tag.

**Text:** Insight Sherpas – Helping you on your insight journey

**Length:** 53 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.insightsherpas.com/>  
Insight Sherpas – Helping you on your insight journey

### Mobile version

<https://www.insightsherpas.com/>  
Insight Sherpas – Helping you on  
your insight journey



## ✖ Social Media Meta Tags Test

This webpage is not using social media meta tags! While this type of meta tags don't affect what people see when they visit the webpage, they exist to provide information about it to search engines and social media platforms.

### How to pass this test?

In order to pass this test, you'll have to add social media meta tags into your webpage's "head" section. Social media meta tags are snippets of HTML code that control how URLs are displayed when shared on social media. Facebook and Twitter are, by far, the most popular social media platforms, so let's focus on those two.

Facebook uses meta tags leveraging the Open Graph protocol, which enables any web page to become a rich object in a social graph. A complete list of meta tags available can be found in the [Open Graph](#) website. You'll find there multiple tags and how to use them, but only four are required for Facebook to understand the basics of your page:

```
<meta property="og:title" content="Add title here">
<meta property="og:description" content="Add description here">
<meta property="og:image" content="https://your-website.com/og-image.png">
<meta property="og:url" content="https://your-website.com">
```

Twitter has its own meta tags that are similar to the Open Graph protocol, but uses the "twitter" prefix instead of "og". As with Facebook, only a few are required:

```
<meta name="twitter:title" content="Add title here">
<meta name="twitter:description" content="Add description here">
<meta name="twitter:url" content="https://your-website.com/twitter-image.png">
<meta name="twitter:card" content="summary">
```

## 🎯 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.

20 insight 8 team 7 customer 6 business 5 clients



## ✘ 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
insight	✓	✘	✓
team	✘	✘	✓
customer	✘	✘	✓
business	✘	✘	✓
clients	✘	✘	✘

## ○ Keywords Cloud Test





## ⦿ Related Keywords Test

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

- [sherpas.com](#)
- [sherpas.com](#)

## ⦿ Competitor Domains Test

There are no indexed competitors for this domain!

## ✔ Heading Tags Test

This webpage contains heading tags.

### H1 tags

---

Hello we're the sherpas

### H2 tags

---

We identify the right customer insights path for your business. We chart the way, navigate the obstacles and take your people on the journey.

---

Our Services

---

Say hello to the Sherpas

---

Our Team

---

We become part of your team and tackle your challenges collaboratively, from the inside, out.

---

We'd love to hear from you.

## ✔ Robots.txt Test

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

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

## ✔ Sitemap Test

This website has a sitemap file.

<https://www.insightsherpas.com/wp-sitemap.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

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

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 21 backlinks from 9 referring domains and some recently found backlinks are listed below:

- FEB 4, 2024 [https://leadquest.co.uk/chris+lunch\\_insight-sherpas-gb](https://leadquest.co.uk/chris+lunch_insight-sherpas-gb)
- FEB 3, 2024 [https://leadquest.co.uk/rebecca+morahan\\_insight-sherpas-gb](https://leadquest.co.uk/rebecca+morahan_insight-sherpas-gb)
- FEB 2, 2024 [https://leadquest.co.uk/jacob+redman\\_insight-sherpas-gb](https://leadquest.co.uk/jacob+redman_insight-sherpas-gb)
- FEB 1, 2024 [https://leadquest.co.uk/camilla+cresswell\\_insight-sherpas-gb](https://leadquest.co.uk/camilla+cresswell_insight-sherpas-gb)
- JAN 28, 2024 [https://leadquest.co.uk/sabine+hellmann\\_insight-sherpas-gb](https://leadquest.co.uk/sabine+hellmann_insight-sherpas-gb)
- JAN 28, 2024 [https://leadquest.co.uk/nick+lunch\\_insight-sherpas-gb](https://leadquest.co.uk/nick+lunch_insight-sherpas-gb)
- JAN 28, 2024 [https://leadquest.co.uk/grace+hutchison\\_insight-sherpas-gb](https://leadquest.co.uk/grace+hutchison_insight-sherpas-gb)
- JAN 26, 2024 [https://leadquest.co.uk/catherine+lloyd\\_insight-sherpas-gb](https://leadquest.co.uk/catherine+lloyd_insight-sherpas-gb)
- JAN 20, 2024 <http://www.aq0.co.uk/insight/index15.htm>
- DEC 29, 2023 <http://insightsherpas.co.uk/>

## ✓ 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 not connected with social media using the API's provided by Facebook, Google +, Twitter, Pinterest, or using [addthis.com](https://addthis.com)

### How to pass this test?

In order to pass this test you must connect your website with at least one major social network. To do that, you must insert into your page some social networks plugins: [Facebook Like Button](#), [Facebook Share Button](#), [Facebook Comments](#), [Twitter Button](#), [Google +1 Button](#), [Pinterest Button](#) or [AddThis Widget](#)



## Speed optimizations

5 Failed

0 Warnings

20 Passed

### ✘ HTML Page Size Test

The size of this webpage's HTML is 35.51 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 232 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 77% - from 35.51 Kb to 8.31 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 3.11 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	79.3 %	2.23 Mb
Javascript	9.7 %	280.45 Kb
Font	8.1 %	232.28 Kb
Css	1.7 %	49.42 Kb
Html	1.2 %	34.21 Kb
Other	0.0 %	0 B
<b>TOTAL</b>	<b>100%</b>	<b>2.82 Mb</b>

### Requests by content type

Content type	Percent	Requests
Image	42.6 %	20
Javascript	25.5 %	12
Css	19.1 %	9
Font	10.6 %	5
Html	2.1 %	1
Other	0.0 %	0
<b>TOTAL</b>	<b>100%</b>	<b>47</b>

### Content size by domain

Domain	Percent	Size
insightsherpas.com	88.1 %	2.48 Mb
s3.amazonaws.com	4.9 %	140.29 Kb
use.typekit.net	2.9 %	82.41 Kb



unpkg.com	2.4 %	70.06 Kb
cdn.jsdelivr.net	1.7 %	49.13 Kb
p.typekit.net	0.0 %	172 B
<b>TOTAL</b>	<b>100%</b>	<b>2.82 Mb</b>

## Requests by domain

Domain	Percent	Requests
insightsherpas.com	78.7 %	37
use.typekit.net	8.5 %	4
cdn.jsdelivr.net	4.3 %	2
unpkg.com	4.3 %	2
s3.amazonaws.com	2.1 %	1
p.typekit.net	2.1 %	1
<b>TOTAL</b>	<b>100%</b>	<b>47</b>

### ✓ 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 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 2.02 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:

```
<section id="homepage-hero" class="hero-area clipped-img" style="background-image: url(https://www.insightshepas.c...)">
```

## ✓ Cumulative Layout Shift Test

The CLS score of this webpage is 0.0011. 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:** Our Services We answer your big insight questions We offer full-service primary...

**Html:** `<section class="our-services" id="service">`

**Score:** 0.0008

Server and security

2 Failed

0 Warnings

8 Passed

## ✓ URL Canonicalization Test

<https://www.insightshepas.com/> and <https://insightshepas.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.insightsherpas.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	insightsherpas.com
Subject Alternative Names (SANs)	insightsherpas.com, www.insightsherpas.com
Not Valid Before	Sun, November 26th 2023, 8:16:23 am (UTC)
Not Valid After	Tue, November 26th 2024, 8:16:23 am (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	Go Daddy Secure Certificate Authority - G2

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

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



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

## ✓ Mixed Content Test (HTTP over HTTPS)

This webpage 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 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.

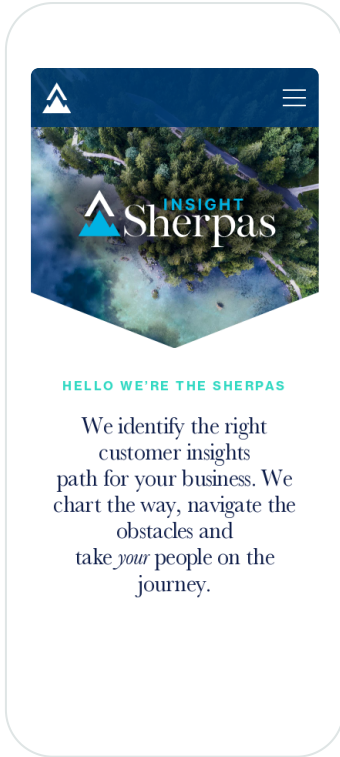
```
<meta name="viewport" content="width=device-width, initial-scale=1" />
```

## ✔ Media Query Responsive Test

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



## Mobile Snapshot Test





### ✖ Structured Data Test

This webpage doesn't take the advantages of HTML Microdata or JSON-LD specifications in order to use structured data! View Google's guide for [getting started with structured data](#).

#### How to pass this test?

HTML5 Microdata is an easy way to add semantic markup to your web pages. Search engines rely on this markup to improve the display of search results, making it easier for people to find the right web pages.

Here is a simple example of how to use HTML5 microdata in your contact web page:

```
<div itemscope itemtype="http://schema.org/Person">
  <span itemprop="name">Joe Doe</span>
  <span itemprop="company">The Example Company</span>
  <span itemprop="tel">604-555-1234</span>
  <a itemprop="email" href="mailto:joe.doe@example.com">
    joe.doe@example.com
  </a>
</div>
```

### ✔ 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.insightsherpas.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.insightsherpas.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

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 a:dispatch-us.ppe-hosted.com include:secureserver.net -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.