SEO Site Checkup

http://www.jdpsychology.co.uk/

Report generated on Mar 08, 2024

SEO Score

68/100
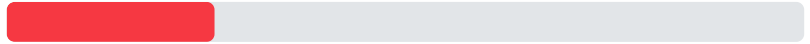
19 Failed

4 Warnings
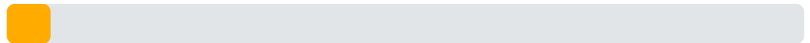
50 Passed

Common SEO issues

8 Failed   **0** Warnings   **17** Passed

✅ **Meta Title Test**

This webpage is using a title tag.

> **Text:** Jo Davies Sport Psychology
> **Length:** 26 characters

SEO Site Checkup

❌ 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

http://www.jdpsychology.co.uk/
Jo Davies Sport Psychology

Mobile version

http://www.jdpsychology.co.uk/
Jo Davies Sport Psychology

❌ 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.

7 psychology	5 sport	3 personal	3 gift	3 jdpsychology

❌ 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
psychology	✓	✗	✗
sport	✓	✗	✗
personal	✗	✗	✗
gift	✗	✗	✗
jdpsychology	✗	✗	✗

◎ Keywords Cloud Test

1 adults · 2 approach · 1 athletes · 2 available · 1 award · 1 based · 1 blog · 1 browse · 1 career · 1 changes · 1 consultancy · 2 consultations · 2 contact · 1 content · 2 davies · 1 develop · 2 development · 1 email · 1 equestrian · 2 face · 1 facebook · 1 family · 1 forward · 1 friend · 3 gift · 1 greenwich · 1 grieve · 1 groom · 1 groups · 1 have · 1 help · 1 helping · 1 hesitate · 1 home · 1 individual · 1 individuals · 3 jdpsychology · 1 journey · 1 juniors · 1 latest · 1 life · 2 like · 1 london · 1 look · 1 marcelle · 1 march · 1 matters · 1 media · 1 member · 1 menu · 1 mindset · 1 mission · 1 mobile · 1 online · 1 park · 1 passion · 2 people · 3 personal · 1 posts · 1 printable · 1 psychol · 1 psychological · 7 psychology · 1 quick · 1 recent · 2 reigate · 2 resources · 1 riders · 1 scenes · 1 self · 1 services · 2 sian · 1 simon · 1 skip · 1 slider · 1 smith · 2 sponsored · 5 sport · 2 sports · 1 strategies · 1 surrey · 1 sussex · 1 talking · 2 teams · 1 teenagers · 2 thrive · 1 touch · 1 treat · 1 tweets · 1 understanding · 1 unique · 2 vouchers · 1 ward · 1 welcome · 1 wellbeing · 2 works · 1 workshop · 2 workshops · 1 year · 1 young

SEO Site Checkup

◉ Related Keywords Test

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

- sports psychologist near me
- sports psychologists near me
- sport psychologist near me
- jo davies
- simon grieve
- jo sports
- simon grieve eventing
- sian smith
- sports phycologist
- sports psychologist

◉ Competitor Domains Test

This domain has an Authority Score of **8/100** 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

Welcome...

H2 tags

Recent Blog Posts

Latest Tweets

Facebook

Quick Contact

✅ Robots.txt Test

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

http://www.jdpsychology.co.uk/robots.txt

SEO Site Checkup

✅ Sitemap Test

This website has a sitemap file.

http://www.jdpsychology.co.uk/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:

> <img src="image.png" alt="text_to_describe_your_image">

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 **8/100** while the **Average Authority Score** of top 100 sites is **89.5**. Also, this domain has **52 backlinks** from **28 referring domains** and some recently found backlinks are listed below:

FEB 3, 2024	https://www.best-seo-domains.com/0038136a44781a774df93096f01b3d2e93eaa2de/1154cd5ce7f8...
JAN 29, 2024	https://www.washinghands.ca/davies-sports-k.html
JAN 1, 2024	https://www.tpsearchtool.com/images/about-jo
DEC 28, 2023	https://briogroupworkshop.wordpress.com/tag/continuing-professional-development/
DEC 13, 2023	https://briogroupworkshop.wordpress.com/tag/sport-psychologist/
DEC 11, 2023	http://ttequinecoach.weebly.com/blog
DEC 11, 2023	http://ttequinecoach.weebly.com/blog
DEC 10, 2023	https://briogroupworkshop.wordpress.com/tag/imagery-workshop/
DEC 2, 2023	https://domains.tntcode.com/ip/87.247.244.206
DEC 1, 2023	https://bonusgate.org/?p=945

✅ 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 Twitter

SEO Site Checkup

Speed optimizations

7 Failed   **2** Warnings   **16** Passed

✅ HTML Page Size Test

The size of this webpage's HTML is **14.73 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 **316 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 **67.71 Kb** to **14.73 Kb (78% size savings)**. This helps ensure a faster loading webpage and improved user experience.

✅ Site Loading Speed Test

The loading time of this webpage (measured from N. Virginia, US) is around **2.12 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
Javascript	51.6 %	1.05 Mb
Image	27.7 %	576.14 Kb
Font	8.7 %	181.51 Kb
Css	6.2 %	129.03 Kb
Html	5.7 %	119.53 Kb
Other	0.0 %	729 B
TOTAL	**100%**	**2.03 Mb**

Requests by content type

Content type	Percent	Requests
Javascript	46.8 %	36
Css	26.0 %	20
Image	13.0 %	10
Font	7.8 %	6
Html	3.9 %	3
Other	2.6 %	2
TOTAL	**100%**	**77**

Content size by domain

Domain	Percent	Size
jdpsychology.co.uk	64.8 %	1.32 Mb
platform.twitter.com	29.5 %	612.67 Kb
maps.googleapis.com	3.1 %	64.52 Kb

fonts.gstatic.com	2.4 %	49.40 Kb
syndication.twitter.com	0.1 %	2.69 Kb
fonts.googleapis.com	0.1 %	2.17 Kb
TOTAL	**100%**	**2.03 Mb**

Requests by domain

Domain	Percent	Requests
jdpsychology.co.uk	63.6 %	49
platform.twitter.com	23.4 %	18
fonts.gstatic.com	3.9 %	3
syndication.twitter.com	3.9 %	3
fonts.googleapis.com	2.6 %	2
maps.googleapis.com	2.6 %	2
TOTAL	**100%**	**77**

✅ 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:-->
<img src="image.jpg" alt="">

<!--After:-->
<picture>
    <source type="image/webp" srcset="image.webp">
    <img src="image.jpg" alt="">
</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 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 **2.18** 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:**
>
> *<img src="//www.jdpsychology.co.uk/wp-content/uploads/2015/0..." alt="" title="" loading="eager" class="skip-lazy" data-skip-lazy="1">*

⚠️ Cumulative Layout Shift Test

The CLS score of this webpage is **0.1127**. 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:** sian-slider slide2_rowing slide3_rugby slide4_exercise slide5_running Welcome...
> **Html:** *<div id="page" class="hfeed site grid-container container grid-parent">*
> **Score:** 0.1045

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   **3** Failed   **0** Warnings   **7** Passed

✅ URL Canonicalization Test

http://www.jdpsychology.co.uk/ and http://jdpsychology.co.uk/ resolve to the same URL.

❌ SSL Checker and HTTPS Test

This website is not using https, a secure communication protocol. Even for sites that do not collect sensitive customer information, search engines suggest that
switching to https is an increasingly good idea and may help improve rankings.

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

❌ HTTP2 Test

This webpage is not 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.

SEO Site Checkup

Mobile usability

0 Failed   **0** Warnings   **3** Passed

✅ Meta Viewport Test

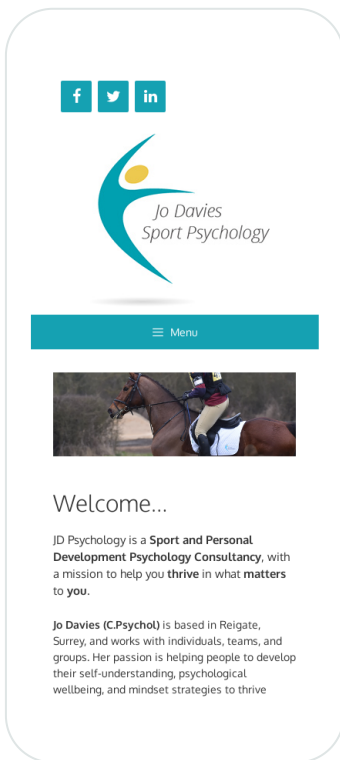This webpage is using a viewport meta tag.

> *<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

1 Failed   **2** Warnings   **7** 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: http://www.jdpsychology.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="http://www.jdpsychology.co.uk/" 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 include:spf.protection.outlook.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.