SEO Site Checkup

https://www.lifts.to

Report generated on Mar 09, 2024

SEO Score
77/100

9 Failed

8 Warnings

56 Passed

Common SEO issues

4 Failed   **3** Warnings   **18** Passed

⚠ Meta Title Test

This webpage is using a title tag with a length of **65 characters**. While there's no target number of characters, titles should be descriptive and concise. We recommend using a title with a length **between 20 - 60 characters** in order to fit Google Search results that have a 600-pixel limit.

> **Text:** Airport Transfers TO Anywhere - LiftsTo | Award-winning services.
> **Length:** 65 characters

⚠ Meta Description Test

This webpage is using a meta description tag with a length of **286 characters**. We recommend using well-written and inviting meta descriptions with a length **between 150 and 220 characters** (spaces included).

> **Text:** Airport Transfers and shuttles supplier - affordable services for your customers across the world, with LiftsTo. We're the award-winning business empowering travel operators, agencies, passengers and holiday makers in getting from A to B in the best way possible. Open an account today.
> **Length:** 286 characters

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◎ Google Search Results Preview Test

Desktop version

https://www.lifts.to/

Airport Transfers TO Anywhere - LiftsTo | Award-winning...

Airport Transfers and shuttles supplier - affordable services for your customers across the world, with LiftsTo. We're the award-winning business empowering trav...

Mobile version

https://www.lifts.to/

Airport Transfers TO Anywhere - LiftsTo | Award-winning services.

Airport Transfers and shuttles supplier - affordable services for your customers across the world, with LiftsTo. We're the award-...

✅ 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	Airport Transfers TO Anywhere - LiftsTo | Award-winning services.
og:description	Airport Transfers and shuttles supplier - affordable services for your customers across the world, with LiftsTo. We're the award-winning business empowering travel operators, agencies, passengers and holiday makers in getting from A to B in the best way possible. Open an account today.
og:url	https://www.lifts.to/
og:site_name	Lifts To

Twitter Card Meta Tags	
twitter:card	summary_large_image

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◉ 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.

`5` transfers `4` golf `3` lifts `2` account `2` contact

✅ 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
transfers	✓	✓	✓
golf	✗	✗	✓
lifts	✓	✓	✓
account	✗	✓	✗
contact	✗	✗	✗

◉ Keywords Cloud Test

`2` account `1` affiliate `1` award `1` book `1` brands `2` choose `1` conditions `2` contact
`1` content `1` copyright `1` cruise `1` customers `1` destination `1` easily `1` experience
`1` expertise `1` faqs `1` free `1` global `4` golf `1` guides `1` hassle `1` have
`1` integrated `1` learn `3` lifts `1` luggage `1` open `1` operator `1` policy `1` port
`1` privacy `1` proven `1` reputation `1` respected `1` safe `1` sector `1` skip
`1` specialists `2` terms `1` tools `2` transfer `5` transfers `1` transport `1` trustworthy
`1` types `1` winning `1` work `1` worldwide

◉ Related Keywords Test

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

- cycling transfers
- pro cycling transfers
- cycling transfers 2024

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◎ Competitor Domains Test

There are no indexed competitors for this domain!

❌ Heading Tags Test

This webpage does not contain H1 headings! H1 headings help indicate the important topics of your page to search engines. While less important than good meta-titles and descriptions, H1 headings may still help define the topic of your page to search engines.

H2 tags
Experience award-winning, hassle-free transfers worldwide with Lifts To.
Lifts To are transfer specialists in Ski, Golf and Sea.

How to pass this test?

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

Example:

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

✅ Robots.txt Test

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

https://www.lifts.to/robots.txt

✅ Sitemap Test

This website has a sitemap file.

https://www.lifts.to/sitemap.xml

https://www.lifts.to/sitemap_index.xml

✅ SEO Friendly URL Test

All links from this webpage are SEO friendly.

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❌ 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

All images in this webpage are properly sized for different users' viewports.

✅ 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}
```

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✅ **Deprecated HTML Tags Test**

This webpage does not use HTML deprecated tags.

✅ **Google Analytics Test**

This webpage is using Google Analytics.

✅ **Favicon Test**

TO This website appears to have a favicon.

◉ **Backlinks Test**

This domain has an Authority Score of **18/100** while the **Average Authority Score** of top 100 sites is **89.5**. Also, this domain has **623 backlinks** from **45 referring domains** and some recently found backlinks are listed below:

MAR 8, 2024	https://www.golf-drives.com/about-us/
MAR 8, 2024	https://www.golf-drives.com/about-us/
MAR 8, 2024	https://www.golf-drives.com/about-us/
MAR 8, 2024	https://www.golf-drives.com/about-us/
MAR 8, 2024	https://www.golf-drives.com/about-us/
MAR 8, 2024	https://www.golf-drives.com/about-us/
MAR 8, 2024	https://www.golf-drives.com/about-us/
MAR 8, 2024	https://www.golf-drives.com/about-us/
MAR 8, 2024	https://www.golf-drives.com/about-us/
FEB 15, 2024	https://www.codeals.co.uk/ski-lifts.com

✅ **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/

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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   **4** Warnings   **17** Passed

HTML Page Size Test ✓

The size of this webpage's HTML is **14.17 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 **326 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 **66.21 Kb** to **14.17 Kb (79% size savings)**. This helps ensure a faster loading webpage and improved user experience.

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❌ Site Loading Speed Test

The loading time of this webpage (measured from N. Virginia, US) is around **7.54 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**.

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❌ 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	70.3 %	2.04 Mb
Javascript	23.8 %	707.95 Kb
Css	3.8 %	112.78 Kb
Font	1.6 %	47.64 Kb
Html	0.4 %	11.97 Kb
Other	0.1 %	1.61 Kb
TOTAL	**100%**	**2.90 Mb**

Requests by content type

Content type	Percent	Requests
Javascript	42.1 %	32
Image	28.9 %	22
Css	17.1 %	13
Other	9.2 %	7
Html	1.3 %	1
Font	1.3 %	1
TOTAL	**100%**	**76**

Content size by domain

Domain	Percent	Size
lifts.to	80.0 %	2.32 Mb
jsd-widget.atlassian.com	7.9 %	233.62 Kb
googletagmanager.com	5.2 %	153.44 Kb

❌ Page Objects Test

connect.facebook.net	2.4 %	70.58 Kb
script.hotjar.com	1.8 %	54.81 Kb
fonts.gstatic.com	1.6 %	47.64 Kb
google-analytics.com	0.7 %	20.85 Kb
maxcdn.bootstrapcdn.com	0.2 %	7.38 Kb
static.hotjar.com	0.1 %	4.03 Kb
fonts.googleapis.com	0.1 %	2.49 Kb
Other	0.0 %	861 B
TOTAL	**100%**	**2.90 Mb**

Requests by domain

Domain	Percent	Requests
lifts.to	73.7 %	56
jsd-widget.atlassian.com	3.9 %	3
google-analytics.com	3.9 %	3
fonts.googleapis.com	2.6 %	2
googletagmanager.com	2.6 %	2
connect.facebook.net	2.6 %	2
maxcdn.bootstrapcdn.com	1.3 %	1
fonts.gstatic.com	1.3 %	1
static.hotjar.com	1.3 %	1
script.hotjar.com	1.3 %	1
Other	5.3 %	4
TOTAL	**100%**	**76**

✅ 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:-->
<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 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.

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✅ 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 **2.52** 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:** *YOUR CUSTOMERS & REPUTATION ARE SAFE WITH US choose how you work with us Choos...*
> **Html:** *<div data-vc-full-width="true" data-vc-full-width-init="true" class="vc_row wpb_row vc_row-fluid parallax vc_custom_153..." style="position: relative; left: -375px; box-sizing: bord...">*

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 **0.2396**. 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:** YOUR CUSTOMERS & REPUTATION ARE SAFE WITH US choose how you work with us Choos...
> **Html:** *<div id="content" class="site-content">*
> **Score:** 0.1719

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   **9** Passed

✅ URL Canonicalization Test

https://www.lifts.to/ and https://lifts.to/ 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.lifts.to" 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	lifts.to
Subject Alternative Names (SANs)	lifts.to, *.lifts.to
Not Valid Before	Thu, February 1st 2024, 12:11:34 pm (UTC)
Not Valid After	Wed, May 1st 2024, 12:11:33 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	GTS CA 1P5

Intermediate certificate	
Common Name	GTS CA 1P5
Organization	Google Trust Services LLC
Location	US
Not Valid Before	Thu, August 13th 2020, 12:00:42 am (UTC)
Not Valid After	Thu, September 30th 2027, 12:00:42 am (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	GTS Root R1

Root certificate	
Common Name	GTS Root R1
Organization	Google Trust Services LLC

Location	US
Not Valid Before	Wed, June 22nd 2016, 12:00:00 am (UTC)
Not Valid After	Sun, June 22nd 2036, 12:00:00 am (UTC)
Signature Algorithm	sha384WithRsaEncryption
Issuer	GTS Root R1

✅ 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 using **target="_blank"** links without **rel="noopener"** or **rel="noreferrer"** attribute, which can expose it to performance and security issues!

How to pass this test?

In order to pass this test, you have to update each link identified in this report, by adding a **rel="noopener"** or a **rel="noreferrer"** attribute or both:

```
<a href="https://example.com" target="_blank" rel="noopener noreferrer">
    Click here
</a>
```

- **rel="noopener"** prevents the new page from being able to access the **window.opener** property and ensures it runs in a separate process.

- **rel="noreferrer"** has the same effect but also prevents the **Referer header** from being sent to the new page.

Mobile usability   **0** Failed   **0** Warnings   **3** Passed

✅ Meta Viewport Test
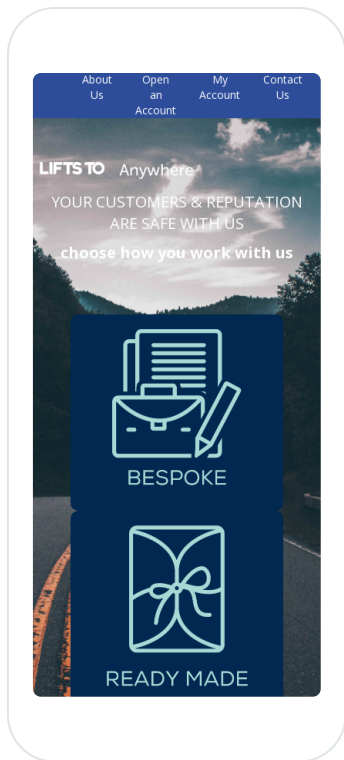
This webpage is using a viewport meta tag.

```
<meta name="viewport" content="width=device-width, maximum-scale=1.0, minimum-scale=1.0, initial-scale=1.0', user-scalable=no" />
```

✅ Media Query Responsive Test

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

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◎ Mobile Snapshot Test

Advanced SEO

0 Failed   **1** Warnings   **9** 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.

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✅ Canonical Tag Test

This webpage is using the canonical link tag. This tag specifies that the URL: https://www.lifts.to/ 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.lifts.to/" rel="canonical"/>*

◎ Nofollow Tag Test

This webpage does not use the nofollow meta tag. This means that search engines will crawl all links from this webpage.

◎ Disallow Directive Test

Your robots.txt file includes a disallow command which instructs search engines to avoid certain parts of your website! You are advised to confirm if access to these resources or pages are intended to be blocked (e.g., if they contain internal-only content or sensitive information).

✅ Meta Refresh Test

This webpage is not using a meta refresh tag.

✅ SPF Records Test

This DNS server is using an SPF record.

> *v=spf1 include:spf.protection.outlook.com include:servers.mcsv.net ip4:87.117.223.204/32 ip4:87.117.223.250/32 ip4:85.232.61.190/32 ip4:85.232.44.83/32 ip4:195.26.90.18/32 -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.