

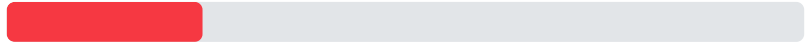


## https://www.linkstaxis.co.uk

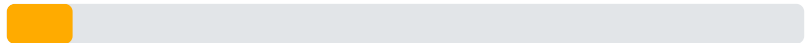
Report generated on Mar 09, 2024



18 Failed



6 Warnings



49 Passed



### Common SEO issues

7 Failed

3 Warnings

15 Passed

#### ! Meta Title Test

This webpage is using a title tag with a length of 11 characters. While there's no target number of characters, titles should be descriptive and concise. Using a title tag with less than 20 characters is a missed opportunity since it can be difficult to fit all your targeted keywords in such a short text.

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:** Links Taxis

**Length:** 11 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.linkstaxis.co.uk/>  
Links Taxis

### Mobile version

<https://www.linkstaxis.co.uk/>  
Links Taxis



## ✖ 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.

8

taxi

6

links

6

taxis

4

book

4

best



## ✖ 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
taxi	✓	✗	✓
links	✓	✗	✓
taxis	✓	✗	✓
book	✗	✗	✗
best	✗	✗	✓

## ⦿ Keywords Cloud Test





## ⦿ Related Keywords Test

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

- [links taxis](#)
- [lincs taxi](#)
- [links taxi grimsby](#)
- [taxi cleethorpes](#)
- [cleethorpes taxis](#)
- [lincs taxi grimsby](#)
- [taxis cleethorpes](#)
- [taxi company grimsby](#)
- [links taxis grimsby](#)
- [cleethorpes taxi](#)

## ⦿ Competitor Domains Test

This domain has an Authority Score of 21/100 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 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

best in town trusted taxi services in north east lincolnshire

Links Taxis.

Download our app.

Contact.

### 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.linkstaxis.co.uk/robots.txt>

## ✔ Sitemap Test

This website has a sitemap file.

<https://www.linkstaxis.co.uk/sitemap.xml>

[https://www.linkstaxis.co.uk/sitemap\\_index.xml](https://www.linkstaxis.co.uk/sitemap_index.xml)

## ✔ SEO Friendly URL Test

All links from this webpage are SEO friendly.



## ! Image Alt Test

This webpage is using "img" tags with empty or missing "alt" attribute!

### How to pass this test?

In order to pass this test you must add an **alt** attribute to every `<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

All image display dimensions match the natural aspect ratio.

## ✓ Inline CSS Test

This webpage is not using inline CSS styles.

## ✓ Deprecated HTML Tags Test

This webpage does not use HTML deprecated tags.

## ✓ Google Analytics Test

This webpage is using Google Analytics.



## ✖ Favicon Test

This website either doesn't have a favicon or this has not been referenced correctly!

### How to pass this test?

To add a favicon to your site, you need to have your logo created in a 16x16 PNG, GIF or ICO image and uploaded to your web server. Then it's simply a matter of adding the following code into the header of your HTML code for your web pages:

```
<head>
  <link rel="icon" type="image/x-icon" href="url_to_my_favicon" />
  <title>My Title</title>
</head>
```

In the example above the "url\_to\_my\_favicon" refers to the actual location of your favicon file.

## ○ Backlinks Test

This domain has an Authority Score of 21/100 while the Average Authority Score of top 100 sites is 89.5. Also, this domain has 128 backlinks from 42 referring domains and some recently found backlinks are listed below:

- MAR 4, 2024 <https://junglehurghada.com/link-cabs-k.html>
- FEB 19, 2024 <https://lagataminoes.blogspot.com/2021/07/car-dealerships-lincoln-ne-west-o-car.html>
- FEB 16, 2024 <https://audience.pics/keyword-ranking/1132685/taxi+service+wincanton>
- FEB 16, 2024 <https://bye.fyi/keyword-ranking/1856327/cleethorpes+business+connections>
- FEB 7, 2024 <https://guide.in.ua/hull/taxi-freight-transport-in-hull>
- JAN 31, 2024 <https://www.thomsonlocal.com/search/taxis/tealby-lincolnshire>
- JAN 31, 2024 <https://www.thomsonlocal.com/search/taxis/market-rasen-lincolnshire>
- JAN 30, 2024 <https://amply.store/keyword-ranking/1132686/taxi+service+wincanton>
- JAN 28, 2024 <https://artiste.cfd/keyword-ranking/1132686/taxi+service+wincanton>
- JAN 19, 2024 <https://drjack.world/keyword-ranking/1856328/cleethorpes+business+connections>

## ✔ 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

7 Failed

1 Warnings

17 Passed

## ✔ HTML Page Size Test

The size of this webpage's HTML is 3.48 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 104 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 11.42 Kb to 3.48 Kb (69% 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 2.37 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	53.2 %	741.19 Kb
Javascript	26.0 %	363.00 Kb
Css	16.0 %	223.32 Kb
Font	4.5 %	62.63 Kb
Html	0.3 %	3.75 Kb
Other	0.0 %	38 B
<b>TOTAL</b>	<b>100%</b>	<b>1.36 Mb</b>

### Requests by content type

Content type	Percent	Requests
Image	31.0 %	9
Javascript	27.6 %	8
Css	17.2 %	5
Font	13.8 %	4
Other	6.9 %	2
Html	3.4 %	1
<b>TOTAL</b>	<b>100%</b>	<b>29</b>

### Content size by domain

Domain	Percent	Size
linkstaxis.co.uk	81.8 %	1.11 Mb
googletagmanager.com	12.1 %	168.83 Kb
fonts.gstatic.com	4.5 %	62.63 Kb



google-analytics.com	1.5 %	20.84 Kb
fonts.googleapis.com	0.1 %	1.60 Kb
<b>TOTAL</b>	<b>100%</b>	<b>1.36 Mb</b>

## Requests by domain

Domain	Percent	Requests
linkstaxis.co.uk	65.5 %	19
fonts.gstatic.com	13.8 %	4
google-analytics.com	10.3 %	3
googletagmanager.com	6.9 %	2
fonts.googleapis.com	3.4 %	1
<b>TOTAL</b>	<b>100%</b>	<b>29</b>

## ✘ 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 2.35 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:** BOOK A TAXI NOW 01472 353535 OR BOOK ONLINE

**Html:** <header class="header animatedParent">

## ✓ Cumulative Layout Shift Test

The CLS score of this webpage is 0.0005. 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:** LINKS TAXIS

**Html:** <a href="index.php">

**Score:** 0.0005





## Server and security

3 Failed

0 Warnings

7 Passed

### URL Canonicalization Test

<https://www.linkstaxis.co.uk/> and <https://linkstaxis.co.uk/> 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.linkstaxis.co.uk" 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	www.linkstaxis.co.uk
Subject Alternative Names (SANs)	www.linkstaxis.co.uk, linkstaxis.co.uk
Not Valid Before	Thu, August 10th 2023, 12:00:00 am (UTC)
Not Valid After	Thu, August 22nd 2024, 11:59:59 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	Encryption Everywhere DV TLS CA - G2
Intermediate certificate	
Common Name	Encryption Everywhere DV TLS CA - G2
Organization	DigiCert Inc
Location	US
Not Valid Before	Mon, November 27th 2017, 12:46:40 pm (UTC)
Not Valid After	Sat, November 27th 2027, 12:46:40 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	DigiCert Global Root G2
Root certificate	
Common Name	DigiCert Global Root G2
Organization	DigiCert Inc



Location	US
Not Valid Before	Thu, August 1st 2013, 12:00:00 pm (UTC)
Not Valid After	Fri, January 15th 2038, 12:00:00 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	DigiCert Global Root 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 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.

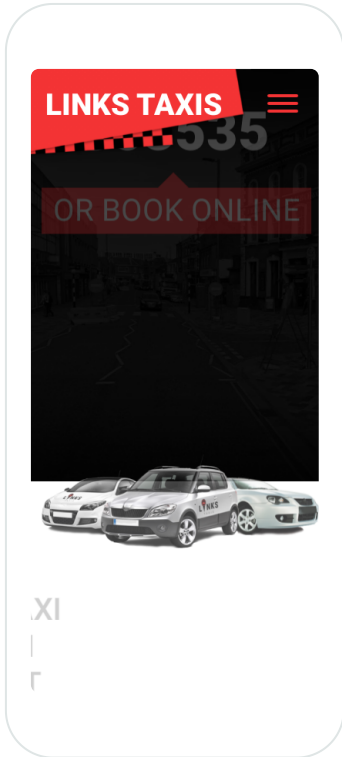
```
<meta name="viewport" content="width=device-width, initial-scale=1, shrink-to-fit=no" />
```



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 does not use the canonical link tag.

### ⊖ 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-eu.ionos.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.