



## https://www.mountaindropoffs.com

Report generated on Mar 10, 2024



10 Failed



9 Warnings



54 Passed



### Common SEO issues

3 Failed

5 Warnings

17 Passed

#### ! Meta Title Test

This webpage is using a title tag with a length of 63 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:** Geneva Airport Transfers | Chamonix & More | Mountain Drop-offs  
**Length:** 63 characters

#### ✓ Meta Description Test

This webpage is using a meta description tag.

**Text:** Geneva Airport Transfers shuttles to French, Italian & Swiss Alps! Chamonix, Morzine & more. Quick online bookings. Geneva's trusted transfers. Book now  
**Length:** 152 characters



## Google Search Results Preview Test

### Desktop version

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

**Geneva Airport Transfers | Chamonix & More | Mountain...**

Geneva Airport Transfers shuttles to French, Italian & Swiss Alps! Chamonix, Morzine & more. Quick online bookings. Geneva's trusted transfers. Book now

### Mobile version

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

**Geneva Airport Transfers |  
Chamonix & More | Mountain...**

Geneva Airport Transfers shuttles to French, Italian & Swiss Alps! Chamonix, Morzine & more. Quick online bookings. Geneva's...



## ✔ 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	Geneva Airport Transfers   Chamonix & More   Mountain Drop-offs
og:description	Geneva Airport Transfers shuttles to French, Italian & Swiss Alps! Chamonix, Morzine & more. Quick online bookings. Geneva's trusted transfers. Book now
og:url	https://www.mountaindropoffs.com
og:site_name	Mountain Drop-offs
og:image	https://www.mountaindropoffs.com/wp-content/uploads/2023/12/Mountain-Drop-offs-transfer-van-Chamonix-winter-1.png
og:image:width	890
og:image:height	660
og:image:type	image/png

Twitter Card Meta Tags	
twitter:card	summary_large_image
twitter:site	@MountnDropOffs
twitter:label1	Estimated reading time
twitter:data1	1 minute

## ⊙ 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.

46	geneva	34	transfers	18	chamonix	17	airport	10	transfer
----	--------	----	-----------	----	----------	----	---------	----	----------



## ✔ 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
geneva	✔	✔	✔
transfers	✔	✔	✔
chamonix	✔	✔	✔
airport	✔	✔	✔
transfer	✔	✔	✔

## ○ Keywords Cloud Test





## 🕒 Related Keywords Test

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

- [geneva to chamonix transfer](#)
- [geneva to chamonix shuttle](#)
- [mountain dropoffs](#)
- [mountain dropoffs](#)
- [geneva airport to chamonix shuttle](#)
- [mountain drop offs](#)
- [geneva airport transfers](#)
- [gva to chamonix](#)
- [chamonix to geneva airport transfer](#)
- [geneva transfers](#)

## 🕒 Competitor Domains Test

This domain has an Authority Score of **30/100** 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 too many H2 tags! H2 tags should re-inforce the related content of your page to search engines - too many tags may make the topic less clear, or look like spam tactics. Consider using less than 10 H2 tags.

### H1 tags

---

Geneva Airport Transfers

---

Transfers to Chamonix and resorts across the Alps

### H2 tags

---

Geneva's trusted airport transfers

---

Simply Reliable Transfers

---

We're open for bookings!

---

Login

---

Clear Booking

---

Book Now

---

Login / Register

---

My Basket

---

Where can we take you? Select a pick-up & drop-off point

---

Mountain Drop-offs and the Alps are looking forward to a busy winter season

---

Transfers across the alps

## ✓ Robots.txt Test

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

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

## ✓ Sitemap Test

This website has a sitemap file.

<http://www.mountaindropoffs.com/sitemap.xml>



## ✘ SEO Friendly URL Test

This webpage contains URLs that are not SEO friendly!

### How to pass this test?

In order for URLs to be SEO friendly, they should be clearly named for what they are and contain no spaces, underscores or other characters. You should avoid the use of parameters when possible, as they make URLs less inviting for users to click or share.

- If your website is new and is not indexed by search engines you can replace underscores with hyphens or redirect those links to URLs that use hyphens. BUT, if your website is ranked well by search engines you do not need to do this (probably you have other ranking factors working very well).

- The general advice remains: build links that contain hyphens rather than underscores and avoid dynamic URLs.

## ⚠ 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 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

This webpage is using Google Analytics.

## Favicon Test

 This website appears to have a favicon.





## 🕒 Backlinks Test

This domain has an Authority Score of **30/100** while the **Average Authority Score** of top 100 sites is **89.5**. Also, this domain has **3,640 backlinks** from **1,128 referring domains** and some recently found backlinks are listed below:

- MAR 10, 2024 [https://yubasys.blogspot.com/site\\_transfer.php?code=MZA7njYZJKUcOMCKLJI7CQpJIhW5x4LNE...](https://yubasys.blogspot.com/site_transfer.php?code=MZA7njYZJKUcOMCKLJI7CQpJIhW5x4LNE...)
- MAR 10, 2024 <https://publicwww.com/websites/%22cdn.ywxi.net%22/6>
- MAR 9, 2024 <https://publicwww.com/websites/%22megamenu.css%22/41>
- MAR 9, 2024 <https://ekoservise.ru/haute-route-2019-k.html>
- MAR 9, 2024 <https://asesoresformacion.es/climbing-world-cup-chamonix-k.html>
- MAR 9, 2024 <https://www.hotbet888.com/chamonix-world-cup-2023-k.html>
- MAR 9, 2024 <https://yadwindersandhu.com/chamonix-ski-packages-2019-k.html>
- MAR 8, 2024 <https://key112spb.ru/mont-blnc-yeti-k.html>
- MAR 8, 2024 <https://publicwww.com/websites/%22visa.png%22/23>
- MAR 8, 2024 <http://lytskjold.blogspot.com/2022/05/>

## ✅ JS Error Test

There are no severe JavaScript errors on this webpage.

## ⚠️ Console Errors Test

This webpage has some warnings caught by the Chrome DevTools Console!

### How to pass this test?

In order to pass this test, you have to fix all the warnings reported in Chrome DevTools console. You can also visit Google's documentation for further troubleshooting support:

<https://developer.chrome.com/docs/devtools/issues/>

## ✅ Charset Declaration Test

This webpage has a character encoding declaration.

```
Content-Type: text/html; charset=UTF-8
```

## ✅ Social Media Test

This webpage is connected successfully with social media using:

[Facebook](#) [Google Plus](#) [Twitter](#)



## Speed optimizations

4 Failed

4 Warnings

17 Passed

### ✖ HTML Page Size Test

The size of this webpage's HTML is **36.03 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 **759 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 **150.24 Kb** to **36.03 Kb** (**76% 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 **3.08 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	41.6 %	856.07 Kb
Image	40.4 %	830.37 Kb
Css	6.9 %	142.60 Kb
Font	6.5 %	134.71 Kb
Html	3.0 %	62.42 Kb
Other	1.5 %	31.21 Kb
<b>TOTAL</b>	<b>100%</b>	<b>2.01 Mb</b>

### Requests by content type

Content type	Percent	Requests
Javascript	33.3 %	29
Image	21.8 %	19
Css	14.9 %	13
Other	14.9 %	13
Font	10.3 %	9
Html	4.6 %	4
<b>TOTAL</b>	<b>100%</b>	<b>87</b>

### Content size by domain

Domain	Percent	Size
mountaindropoffs.com	53.4 %	1.07 Mb
googletagmanager.com	15.2 %	312.70 Kb
gstatic.com	10.8 %	221.28 Kb



fonts.gstatic.com	6.5 %	134.71 Kb
ajax.googleapis.com	5.1 %	104.97 Kb
connect.facebook.net	3.4 %	69.07 Kb
google.com	2.2 %	45.27 Kb
cdn.ywxi.net	1.0 %	21.57 Kb
google-analytics.com	1.0 %	20.85 Kb
bat.bing.com	0.7 %	13.85 Kb
Other	0.7 %	14.90 Kb
<b>TOTAL</b>	<b>100%</b>	<b>2.01 Mb</b>

## Requests by domain

Domain	Percent	Requests
mountaindropoffs.com	44.8 %	39
fonts.gstatic.com	10.3 %	9
google.com	8.0 %	7
googletagmanager.com	4.6 %	4
ajax.googleapis.com	3.4 %	3
google-analytics.com	3.4 %	3
bat.bing.com	3.4 %	3
cdn.ywxi.net	3.4 %	3
gstatic.com	3.4 %	3
stats.g.doubleclick.net	3.4 %	3
Other	11.5 %	10
<b>TOTAL</b>	<b>100%</b>	<b>87</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 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 all 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 all 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 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 2.63 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:

```

```

### 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 0.0572. 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:** Book Now Login / Register 0 My Basket Where can we take you? Select a pick-u...

**Html:** `<div class="wrapper" id="form-wrapper">`

**Score:** 0.0428

Server and security

1 Failed

0 Warnings

9 Passed

## ✓ URL Canonicalization Test

<https://www.mountaindropoffs.com/> and <https://mountaindropoffs.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.mountaindropoffs.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	mountaindropoffs.com
Subject Alternative Names (SANs)	mountaindropoffs.com, www.mountaindropoffs.com
Not Valid Before	Tue, March 5th 2024, 6:03:19 am (UTC)
Not Valid After	Mon, June 3rd 2024, 6:03:18 am (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	R3

Intermediate certificate	
Common Name	R3
Organization	Let's Encrypt
Location	US
Not Valid Before	Fri, September 4th 2020, 12:00:00 am (UTC)
Not Valid After	Mon, September 15th 2025, 4:00:00 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	ISRG Root X1

Root certificate	
Common Name	ISRG Root X1
Organization	Internet Security Research Group



Location	US
Not Valid Before	Thu, June 4th 2015, 11:04:38 am (UTC)
Not Valid After	Mon, June 4th 2035, 11:04:38 am (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	ISRG Root X1

## ✓ 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.

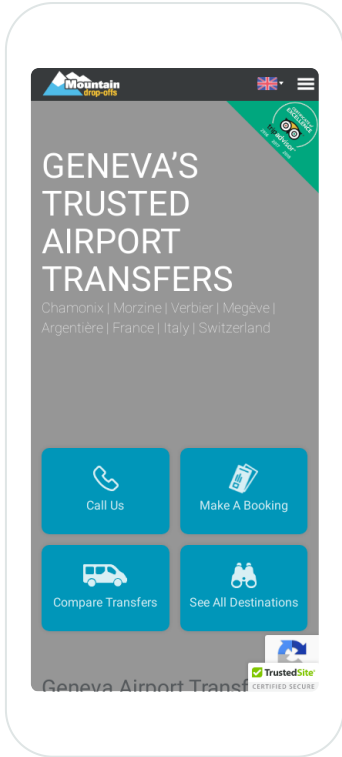
```
<meta name="viewport" content="width=device-width, initial-scale=1, maximum-scale=1, minimum-scale=1, user-scalable=no" />
```

## ✔ Media Query Responsive Test

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



## Mobile Snapshot Test



## Advanced SEO

2 Failed

0 Warnings

8 Passed

### ✔ Structured Data Test

This webpage is using structured data.



## ✘ Custom 404 Error Page Test

This website is not using a custom 404 error page! Default 404 error pages result in a poor experience - it can mislead users into thinking an entire site is down or broken, greatly increases the chance they leave the website entirely, and looks unprofessional. We recommend to have a custom 404 error page in order to improve the website's user experience by letting users know that only a specific page is missing/broken (and not the entire site), providing them helpful links, the opportunity to report bugs, and potentially [track the source of broken links](#).

### How to pass this test?

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

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

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

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

## ✔ Noindex Tag Test

This webpage 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.mountaindropoffs.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.mountaindropoffs.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 mx ptr ip4:80.244.184.156 mx:mountaindropoffs-com.mail.protection.outlook.com  
include:spf.protection.outlook.com -all
```



## ✘ Ads.txt Validation Test

The request of ads.txt file has an unexpected Content-Type header: `text/html; charset=UTF-8`. In order for this resource to be easily accessed by the DSPs and advertisers, its Content-Type header should be `text/plain` or `text/plain; charset=utf-8`.

### How to pass this test?

In order to pass this test, the **ads.txt file** should be **publicly available** in the website's root domain and its content should be **properly formatted**.

The advertising systems will read the content of the ads.txt file only if the request will return a **200 OK** HTTP status code. The content of this file should be encoded as a formatted plain text and the HTTP Content-Type header should be `text/plain` (all other Content-Types are treated as an error and the content will be ignored).

As outlined in the [IAB Tech Lab specifications for ads.txt file](#), the format logically consists of three types of records: comments, data records and variables:

#### 1. Comments

Lines starting with `#` symbol are considered comments and are ignored.

#### 2. Data records

For each Exchange or Supply-Side Platform (SSP) that is authorized to sell your inventory you must add a data record. Each of these lines should contain 3 or 4 comma separated fields:

```
<FIELD #1>, <FIELD #2>, <FIELD #3>, <FIELD #4>
```

- #1 - The canonical domain name of the system where bidders connect (e.g. google.com, appnexus.com, etc)
- #2 - The publisher account ID
- #3 - The type of account or relationship (e.g. DIRECT or RESELLER)
- #4 - (Optional) An ID that uniquely identifies the advertising system within a certification authority

#### 3. Variables

Any line containing a pattern of `<VARIABLE>=<VALUE>` should be interpreted as a variable declaration. The `<VARIABLE>` is a string identifier without internal whitespace. The only supported separator is the equals sign `'='`. The `<VALUE>` is an open string that may contain arbitrary data.

For human readability it is recommended that variables be declared at the end of the file, but this is not a strict requirement.

Only the following variables are supported: **CONTACT**, **SUBDOMAIN** and **INVENTORYPARTNERDOMAIN**.