

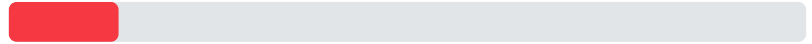


<https://www.nichegenerics.com/>

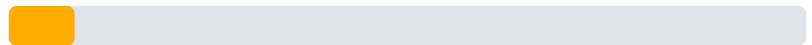
Report generated on Mar 13, 2024



10 Failed



6 Warnings



57 Passed



Common SEO issues

4 Failed

4 Warnings

17 Passed

! Meta Title Test

This webpage is using a title tag with a length of 14 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: Niche Generics

Length: 14 characters

! Meta Description Test

This webpage is using a meta description tag with a length of 146 characters. We recommend using well-written and inviting meta descriptions with a length between 150 and 220 characters (spaces included).

Text: Niche Generics Limited is a generic pharmaceutical company employing a highly experienced international team focussed on maximising the commercial

Length: 146 characters



Google Search Results Preview Test

Desktop version

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

Niche Generics

Niche Generics Limited is a generic pharmaceutical company employing a highly experienced international team focussed on maximising the commercial

Mobile version

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

Niche Generics

Niche Generics Limited is a generic pharmaceutical company employing a highly experienced international team focussed on...

✓ Social Media Meta Tags Test

This webpage is using social media meta tags.

Open Graph Meta Tags

og:locale	en_US
og:type	website
og:title	Niche Generics
og:description	Niche Generics Limited is a generic pharmaceutical company employing a highly experienced international team focussed on maximising the commercial
og:url	https://www.nichegenerics.com/
og:site_name	Niche

Twitter Card Meta Tags

twitter:label1	Est. 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.

7 privacy 7 products 6 niche 5 contact 5 pharmaceutical

✔ 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
privacy	✗	✗	✗
products	✗	✗	✗
niche	✔	✔	✔
contact	✗	✗	✗
pharmaceutical	✗	✔	✗



Keywords Cloud Test



Related Keywords Test

There are no indexed keywords for this domain!

Competitor Domains Test

There are no indexed competitors for this domain!

✓ Heading Tags Test

This webpage contains headings tags.

H1 tags

Niche Generics Limited

✓ Robots.txt Test

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

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



✔ Sitemap Test

This website has a sitemap file.

https://www.nichegenerics.com/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 `` 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

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 **18/100** while the **Average Authority Score** of top 100 sites is **89.5**. Also, this domain has **187 backlinks** from **71 referring domains** and some recently found backlinks are listed below:

- MAR 12, 2024 <https://pitchbook.com/profiles/company/552104-02>
- FEB 22, 2024 <https://www.lusha.com/business/92d9ed0ecedce274/>
- FEB 22, 2024 <https://www.lusha.com/business/92d9ed0ecedce274/>
- FEB 10, 2024 <https://www.stevenage.org.uk/listing/1453734-Niche-Generics/>
- FEB 10, 2024 <https://www.uat.stevenage.org.uk/listing/1453734-Niche-Generics/>
- FEB 6, 2024 <https://www.europages.com.tr/NICHE-GENERICS-LIMITED/GBR111375-00101.html>
- FEB 6, 2024 <https://www.europages.com.tr/NICHE-GENERICS-LIMITED/GBR111375-00101.html>
- JAN 27, 2024 https://www.payscale.com/research/IE/Employer=Niche_Generics/Salary
- JAN 21, 2024 <https://brazilsfe.blogspot.com/2023/10/Irlanda-Relacao-de-180-Empresas-de-Dispositivos-Medico...>
- JAN 20, 2024 <https://www.europages.dk/NICHE-GENERICS-LIMITED/GBR111375-00101.html>

✓ 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

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

3 Failed

1 Warnings

21 Passed

✔ HTML Page Size Test

The size of this webpage's HTML is **25.47 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 **311 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 **110.71 Kb** to **25.47 Kb** (**77% 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 **1.85 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
Other	53.3 %	1.69 Mb
Javascript	15.8 %	514.77 Kb
Font	15.6 %	508.51 Kb
Css	8.8 %	286.81 Kb
Image	3.6 %	118.48 Kb
Html	2.7 %	88.40 Kb
TOTAL	100%	3.17 Mb

Requests by content type

Content type	Percent	Requests
Javascript	38.6 %	27
Css	31.4 %	22
Font	17.1 %	12
Image	8.6 %	6
Html	2.9 %	2
Other	1.4 %	1
TOTAL	100%	70

Content size by domain

Domain	Percent	Size
nichegenerics.com	75.7 %	2.40 Mb
hb.wpmucdn.com	20.5 %	665.45 Kb
fonts.gstatic.com	3.7 %	121.81 Kb



fonts.googleapis.com	0.0 %	1.54 Kb
TOTAL	100%	3.17 Mb

Requests by domain

Domain	Percent	Requests
hb.wpmucdn.com	62.9 %	44
nichegenerics.com	25.7 %	18
fonts.gstatic.com	8.6 %	6
fonts.googleapis.com	2.9 %	2
TOTAL	100%	70

✔ 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 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 not using uncached CSS resources from same domain!

✔ 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 1.96 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:

```
<rs-sbg data-lazyload="//www.nichegenerics.com/wp-content/uploads/2019/07..."  
src="https://www.nichegenerics.com/wp-content/plugins/r..." class="" data-bgcolor="transparent"  
style="background-color: transparent; background-repeat: ..." data-src-rs-ref="//www.nichegenerics.com/wp-  
content/uploads/2019/07...">
```

✓ Cumulative Layout Shift Test

The CLS score of this webpage is 0.0493. 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: Manufacturing & Packaging Of Generic Pharmaceutical Products

Html: `<div class="mfn-main-slider" id="mfn-rev-slider">`

Score: 0.0492

Server and security

2 Failed

0 Warnings

8 Passed

✓ URL Canonicalization Test

<https://www.nichegenerics.com/> and <https://nichegenerics.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.nichegenerics.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	nichegenerics.com
Subject Alternative Names (SANs)	nichegenerics.com, www.nichegenerics.com
Not Valid Before	Thu, September 21st 2023, 12:00:00 am (UTC)
Not Valid After	Fri, September 20th 2024, 11:59:59 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	Sectigo RSA Domain Validation Secure Server CA
Intermediate certificate	
Common Name	Sectigo RSA Domain Validation Secure Server CA
Organization	Sectigo Limited
Location	Salford, Greater Manchester, GB
Not Valid Before	Fri, November 2nd 2018, 12:00:00 am (UTC)
Not Valid After	Tue, December 31st 2030, 11:59:59 pm (UTC)
Signature Algorithm	sha384WithRsaEncryption
Issuer	USERTrust RSA Certification Authority
Root certificate	
Common Name	USERTrust RSA Certification Authority
Organization	The USERTRUST Network



Location	Jersey City, New Jersey, US
Not Valid Before	Mon, February 1st 2010, 12:00:00 am (UTC)
Not Valid After	Mon, January 18th 2038, 11:59:59 pm (UTC)
Signature Algorithm	sha384WithRsaEncryption
Issuer	USERTrust RSA Certification Authority

✓ 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.



Mobile usability

0 Failed

0 Warnings

3 Passed

✔ Meta Viewport Test

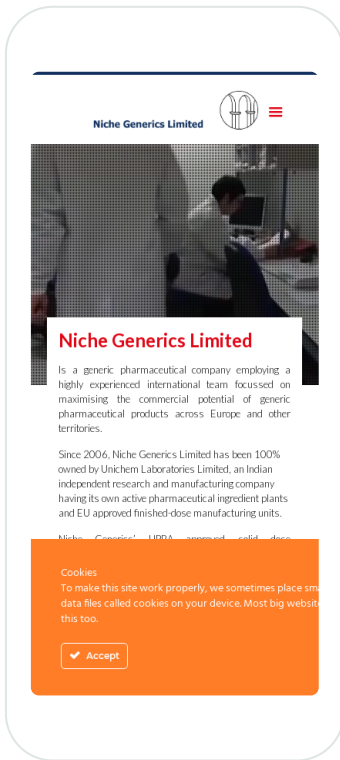
This webpage is using a viewport meta tag.

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

✔ 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

1 Warnings

8 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: <https://www.nichegenerics.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.nichegenerics.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 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**.