

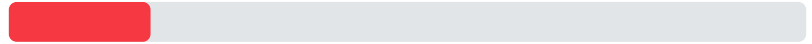


https://www.outformconsulting.com/

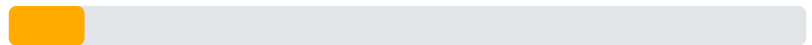
Report generated on Mar 14, 2024



13 Failed



7 Warnings



53 Passed



Common SEO issues

4 Failed

3 Warnings

18 Passed

✔ Meta Title Test

This webpage is using a title tag.

Text: Outform Consulting – Dublin, Ireland

Length: 36 characters

⚠ Meta Description Test

This webpage is using a meta description tag with a length of 24 characters. We recommend using well-written and inviting meta descriptions with a length between 150 and 220 characters (spaces included).

Text: Visit the post for more.

Length: 24 characters



Google Search Results Preview Test

Desktop version

<https://outformconsulting.com/>

Outform Consulting – Dublin, Ireland

Visit the post for more.

Mobile version

<https://outformconsulting.com/>

**Outform Consulting – Dublin,
Ireland**

Visit the post for more.



✔ Social Media Meta Tags Test

This webpage is using social media meta tags.

Open Graph Meta Tags

og:type	website
og:title	Outform Consulting - Dublin, Ireland
og:url	https://outformconsulting.com/
og:site_name	Outform Consulting - Dublin, Ireland
og:image	https://i0.wp.com/outformconsulting.com/wp-content/uploads/2018/08/cropped-logo.jpg?fit=512%2C512&ssl=1
og:image:width	512
og:image:height	512
og:locale	en_US

Twitter Card Meta Tags

twitter:text:title	Home 2021
twitter:image	https://i0.wp.com/outformconsulting.com/wp-content/uploads/2018/08/cropped-logo.jpg?fit=240%2C240&ssl=1
twitter:card	summary
twitter:description	Visit the post for more.

⊙ 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	work	6	businesses	4	business	4	outform	4	teams
---	------	---	------------	---	----------	---	---------	---	-------



✘ 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
work	✘	✘	✓
businesses	✘	✘	✘
business	✘	✘	✓
outform	✓	✘	✘
teams	✘	✘	✘

○ Keywords Cloud Test





Related Keywords Test

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

- [outform](#)
- [outform group](#)
- [outform group](#)
- [outform inc](#)
- [business consultant dublin](#)
- [outform](#)

Competitor Domains Test

There are no indexed competitors for this domain!

Heading Tags Test

This webpage contains headings tags.

H1 tags

CHALLENGE THE WAY YOUR BUSINESS WORKS

H2 tags

ABOUT US

EXPERTS IN DELIVERING BUSINESS TRANSFORMATION

SECTORS WE WORK IN

GET IN TOUCH

Robots.txt Test

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

<https://outformconsulting.com/robots.txt>



✘ Sitemap Test

This website lacks a sitemap file! Sitemaps can help robots index your content more thoroughly and quickly. Read more on Google's guidelines for [implementing the sitemap protocol](#).

How to pass this test?

In order to pass this test you must create a `sitemap.xml` file for your website. Some of the best practices are listed below:

- It is strongly recommended that you place your sitemap at the root directory of your website: `http://yourwebsite.com/sitemap.xml` But in some situations, you may want to produce different sitemaps for different paths on your site (e.g., security permission issues)
- Sitemaps should be no larger than 10MB (10,485,760 bytes) and can contain a maximum of 50,000 URLs. This means that if your site contains more than 50,000 URLs or your sitemap is bigger than 10MB, you must create multiple sitemap files and use a **Sitemap index file**
- All URLs listed in the sitemap must reside on the same host as the sitemap. For instance, if the sitemap is located at `http://www.yourwebsite.com/sitemap.xml`, it can't include URLs from `http://subdomain.yourwebsite.com`
- Once you have created your sitemap, let search engines know about it by submitting directly to them, pinging them, or adding the sitemap location to your `robots.txt` file

- Sitemaps can be compressed using gzip, reducing bandwidth consumption

sitemap.xml example:

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
<url>
<loc>http://www.yourwebsite.com</loc>
<lastmod>2013-01-01</lastmod>
<changefreq>weekly</changefreq>
<priority>0.9</priority>
</url>
<url>
<loc>http://www.yourwebsite.com/articles/100</loc>
<changefreq>weekly</changefreq>
</url>
<url>
<loc>http://www.yourwebsite.com/articles/101</loc>
<lastmod>2013-01-02</lastmod>
<changefreq>weekly</changefreq>
</url>
<url>
<loc>http://www.yourwebsite.com/articles/102</loc>
<lastmod>2013-01-02T13:00:12+00:00</lastmod>
<priority>0.5</priority>
</url>
</urlset>
```



✔ 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

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}
```


✔ 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 12/100 while the Average Authority Score of top 100 sites is 89.5. Also, this domain has 94 backlinks from 26 referring domains and some recently found backlinks are listed below:

- FEB 29, 2024 <https://outform-consulting.breezy.hr/p/b3c7df3c9f8b01-consultant>
- FEB 23, 2024 <http://www.websitescrawl.com/domain-list-17093>
- FEB 7, 2024 <https://www.reviewfoxy.com/reviews/outformconsulting.com>
- JAN 8, 2024 <https://www.websitescrawl.com/domain-list-17093>
- DEC 25, 2023 <https://themanifest.com/company/outform-consulting>
- DEC 25, 2023 <https://themanifest.com/company/outform-consulting>
- DEC 25, 2023 <https://themanifest.com/company/outform-consulting>
- DEC 9, 2023 <https://outform-consulting.breezy.hr/p/d00847e566b301-senior-consultant>
- NOV 27, 2023 <https://www.lusha.com/business/39f97722a9fa2eca/>
- NOV 27, 2023 <https://www.lusha.com/business/39f97722a9fa2eca/>

✓ 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

5 Failed

3 Warnings

17 Passed

✓ HTML Page Size Test

The size of this webpage's HTML is **9.8 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 **715 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 **68.32 Kb** to **9.8 Kb** (**86% 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 **2.42 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	83.3 %	2.46 Mb
Javascript	9.2 %	279.29 Kb
Css	3.6 %	109.15 Kb
Other	3.6 %	108.33 Kb
Html	0.3 %	8.28 Kb
Font	0.0 %	0 B
TOTAL	100%	2.95 Mb

Requests by content type

Content type	Percent	Requests
Image	66.0 %	35
Javascript	17.0 %	9
Css	7.5 %	4
Other	7.5 %	4
Html	1.9 %	1
Font	0.0 %	0
TOTAL	100%	53

Content size by domain

Domain	Percent	Size
outformconsulting.com	90.0 %	2.66 Mb
googletagmanager.com	5.1 %	153.50 Kb
i1.wp.com	1.3 %	40.35 Kb



i2.wp.com	1.1 %	32.18 Kb
i0.wp.com	0.8 %	23.47 Kb
google-analytics.com	0.7 %	20.83 Kb
maxcdn.bootstrapcdn.com	0.7 %	20.36 Kb
secure.gravatar.com	0.2 %	4.79 Kb
s0.wp.com	0.1 %	3.04 Kb
stats.wp.com	0.1 %	2.89 Kb
Other	0.0 %	1.17 Kb
TOTAL	100%	2.95 Mb

Requests by domain

Domain	Percent	Requests
outformconsulting.com	26.4 %	14
i1.wp.com	24.5 %	13
i0.wp.com	17.0 %	9
i2.wp.com	11.3 %	6
google-analytics.com	5.7 %	3
googletagmanager.com	3.8 %	2
maxcdn.bootstrapcdn.com	1.9 %	1
s0.wp.com	1.9 %	1
secure.gravatar.com	1.9 %	1
stats.wp.com	1.9 %	1
Other	3.8 %	2
TOTAL	100%	53

✓ 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 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 performed 1 redirects! While redirects are typically not advisable (as they can affect search engine indexing issues and adversely affect site loading time), one redirect may be acceptable, particularly if the URL is redirecting from a non-www version to its www version, or vice-versa.

<https://www.outformconsulting.com/> → <https://outformconsulting.com/>

✓ Largest Contentful Paint Test

The Largest Contentful Paint duration of this webpage is 1.77 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: *At OutForm, we work with great businesses to make them better. Our hands-on cons...*

Html: `<p style="text-align: center;">`

✓ Cumulative Layout Shift Test

The CLS score of this webpage is 0.0071. 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: CHALLENGE THE WAY YOUR BUSINESS WORKS Contact us Scroll Down

Html: `<div data-vc-full-width="true" data-vc-full-width-init="true" data-vc-stretch-content="true" class="vc_row wpb_row vc_row-fluid hero text-center vc_cu..." style="position: relative; left: 15px; box-sizing: border...">`

Score: 0.0070



Server and security

4 Failed

0 Warnings

6 Passed

✓ URL Canonicalization Test

<https://outformconsulting.com/> and <https://www.outformconsulting.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 "outformconsulting.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	cpanel.outformconsulting.com
Subject Alternative Names (SANs)	cpanel.outformconsulting.com, mail.outformconsulting.com, outformconsulting.com, webdisk.outformconsulting.com, webmail.outformconsulting.com, www.outformconsulting.com
Not Valid Before	Wed, January 17th 2024, 11:50:09 pm (UTC)
Not Valid After	Tue, April 16th 2024, 11:50:08 pm (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 on for this webpage! Turning off the server signature is generally a good idea from a security standpoint. Read more on how to [turn off server signature](#) and [improve the website's security](#).

```
Server: Apache/2
```

How to pass this test?

By default, the Apache webserver sends HTTP headers with some information about your server version, operating system, modules installed, etc. This information can be used by hackers in order to exploit vulnerabilities (specially if you are running an older version). These information can be hidden or changed with very basic configurations.

Open Apache's configuration file (**httpd.conf** or **apache.conf**) and search for **ServerSignature**. If you find it, edit it to:

```
ServerSignature Off  
ServerTokens Prod
```

If you don't find it, just add these two lines at the end of the file.

Note that, after you modify the configuration file, you must restart the Apache server.

✔ 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.

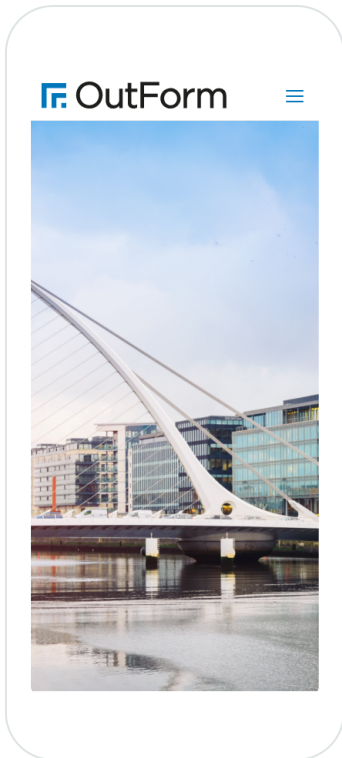
```
<meta name="viewport" content="width=device-width, initial-scale=1, maximum-scale=1, user-scalable=no" />
```

✔ Media Query Responsive Test

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



Mobile Snapshot Test



Advanced SEO

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.



✓ Canonical Tag Test

This webpage is using the canonical link tag. This tag specifies that the URL: <https://outformconsulting.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://outformconsulting.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 ip4:87.117.230.232 include:spf.protection.outlook.com include:spf-eu.emailsignatures365.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.