SEO Site Checkup

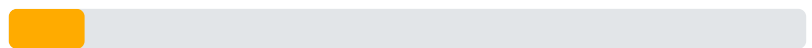## https://www.polandtraveltours.com

Report generated on Mar 09, 2024

SEO Score
81/100

12 Failed

7 Warnings

54 Passed

Common SEO issues

4 Failed   **4** 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:** Poland Travel - Day Tours and Trips in Poland - experience more
> **Length:** 63 characters

✓ Meta Description Test

This webpage is using a meta description tag.

> **Text:** Choose one of our tours and see Poland from unusual viewpoints. We provide high quality services in all major city in Poland. Reserve your trip directly with us and get the best prices now.
> **Length:** 189 characters

SEO Site Checkup

◉ Google Search Results Preview Test

Desktop version

https://www.polandtraveltours.com/en/

Poland Travel - Day Tours and Trips in Poland - experience...

Choose one of our tours and see Poland from unusual viewpoints. We provide high quality services in all major city in Poland. Reserve your trip directly with us and g...

Mobile version

https://www.polandtraveltours.com/en/

Poland Travel - Day Tours and Trips in Poland - experience more

Choose one of our tours and see Poland from unusual viewpoints. We provide high quality services in all major city in Poland. Reserve...

✅ 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	Poland Travel - Day Tours and Trips in Poland - experience more
og:description	Choose one of our tours and see Poland from unusual viewpoints. We provide high quality services in all major city in Poland. Reserve your trip directly with us and get the best prices now.
og:url	https://www.polandtraveltours.com/en/
og:site_name	Poland Travel Tours

Twitter Card Meta Tags	
twitter:card	summary_large_image

◉ 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.

| 83 poland | 65 tours | 40 activities | 26 city | 21 gdansk |

✓ 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
poland	✓	✓	✓
tours	✓	✓	✓
activities	✗	✗	✓
city	✗	✓	✓
gdansk	✗	✗	✓

SEO Site Checkup

◎ Keywords Cloud Test

4 able	40 activities	7 area	3 attractions	6 baltic	16 best	3 bialystok	6 biggest
3 bydgoszcz	6 called	8 capital	5 check	15 choose	6 circle	9 cities	26 city
4 corporate	3 cultural	4 cultures	9 destination	6 different	18 discover	4 foreign
21 gdansk	6 gdynia	5 great	4 have	3 heart	5 help	3 heritage	5 history
5 holidays	5 husky	4 incentive	4 interesting	15 kalashnikov	15 karting	11 katowice
7 known	16 krakow	4 krynica	8 largest	4 legal	3 located	10 lodz	14 long
4 looking	4 lublin	4 medical	4 meeting	4 metropolitan	4 modern	4 monuments
3 mountain	5 northern	5 offer	3 olsztyn	6 paintball	15 plan	83 poland	13 polish
11 popular	3 port	11 poznan	4 rafting	3 range	4 region	7 ride	3 rzeszow
4 school	3 second	10 services	15 shooting	4 silesia	4 situated	6 skiing	4 small
9 sopot	4 spas	4 szczecin	5 tarnow	7 today	3 torun	6 tour	8 tourist
4 tourists	65 tours	5 town	4 train	5 travel	15 ultimate	4 visit	17 warsaw
4 water	6 weekend	4 white	3 winter	14 world	14 wroclaw	3 zakopane

◎ Related Keywords Test

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

- polish seaside resorts
- warsaw to auschwitz-birkenau
- day trip to auschwitz from warsaw
- poland coastal resorts
- trips to auschwitz from warsaw
- poland seaside resorts
- seaside resorts in poland
- trips from warsaw to auschwitz
- how far is warsaw from auschwitz
- warsaw to auschwitz day trip

◎ Competitor Domains Test

This domain has an Authority Score of **20/100** 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

Discover Poland with us

H2 tags

City Tours & Excursions

Gdynia Tours

Sopot Tours

Tarnow Tours

Krynica Tours

Krakow Tours

Warsaw Tours

Wroclaw Tours

Gdansk Tours

Zakopane Tours & Activities

Katowice Tours

Poznan Tours

Lodz Tours

Lublin Tours

Rzeszow Tours

Szczecin Tours

Bialystok Tours

Olsztyn Tours

Bydgoszcz Tours

Torun Tours

Activities in Poland

Activities in Gdansk

Activities in Katowice

Activities in Poznan

Activities in Lodz

Activities in Krakow

Activities in Warsaw

Activities in Wroclaw

Multi Day Tours

Skiing Holidays in Poland

Circle Tours

Spa Holidays

Villa rentals

School Trips to Poland

Poland Wildlife Tours

Special Tours&Events

Vip services

Forefathers traces tours in Poland

Train tickets booking Poland

Poland Corporate Meeting | conferences

Poland Incentive Travel

Medical Services

Legal Services

One Way Tours

Pilgrimage to Poland

SEO Site Checkup

Blog

Visiting Westerplatte: A Journey to the Cradle of World War II

Travel Guide

Parachute Tower in Kosciuszko Park in Katowice

They trusted us:

✅ Robots.txt Test

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

https://www.polandtraveltours.com/robots.txt

✅ Sitemap Test

This website has a sitemap file.

https://www.polandtraveltours.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 **<img>** tag used into your webpage.

An image with an alternate text specified is inserted using the following HTML line:

```
<img src="image.png" alt="text_to_describe_your_image">
```

Remember that the point of alt text is to provide the same functional information that a visual user would see. Search engines, users who disabled images in their browsers and other agents who are unable to see the images on your webpage can read the alt attributes assigned to the image since they cannot view it.

Learn more about optimizing images for SEO.

⊗ Responsive Image Test

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

Not all image display dimensions match the natural aspect ratio! Fix aspect ratio issues to avoid distorted images on this website!

How to pass this test?

There are two common causes for an incorrect image aspect ratio:

- An image is set to explicit width and height values that differ from the source image's dimensions.

- An image is set to a width and height as a percentage of a variably-sized container.

To help avoid these issues, consider using an image CDN, to help automate the process of creating different size versions of your image.

Also check any CSS that can affects the image's aspect ratio - if you're having trouble finding the CSS that's causing the incorrect aspect ratio, Chrome DevTools can show you the CSS declarations that affect a given image.

Finally, check the image's width and height attributes in the HTML. When possible, it's good practice to specify each image's width and height attributes in your HTML so that the browser can allocate space for the image. This approach helps to ensure that content below the image doesn't shift once the image is loaded.

❌ 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 **20/100** while the **Average Authority Score** of top 100 sites is **89.5**. Also, this domain has **2,878 backlinks** from **859 referring domains** and some recently found backlinks are listed below:

MAR 9, 2024	https://www.mapse.com.co/black-lake-tatry-k.html
MAR 9, 2024	https://theequipmentreports.com/laser-wars-gda%C5%84sk-k.html
MAR 9, 2024	http://jstechnology.in/gdansk-golf-course-k.html
MAR 9, 2024	http://vaerkstedarchitecture.com/star-wars-gda%C5%84sk-k.html
MAR 9, 2024	https://mareenbaumeister.com/moto-neige-zakopane-k.html
MAR 9, 2024	http://avantiaingenieria.com/star-wars-gda%C5%84sk-k.html
MAR 8, 2024	http://www.aylakadamiz.com/bochnia-salt-mine-k.html
MAR 8, 2024	https://elevatorov.net.ua/stolar-krakow-k.html
MAR 8, 2024	https://walletprice.com/bagna-varsavia-e-danzica-k.html
MAR 8, 2024	https://leogenit.com/30684vvxyucev.htm

❌ JS Error Test

We've found JavaScript errors on this webpage!

How to pass this test?

If your site has JavaScript errors it might not work properly, which can lead to improper or incomplete loading of content. It's hard to advise how to fix JavaScript errors since there are many different types, but here are some tips:

- First of all, you have to locate the source of errors;

- If you are using JS plugins or other third party code, you must carefully read the documentation;

- Syntax errors (a typo or missing character) are easy to fix;

✅ 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 connected successfully with social media using:
Facebook

Speed optimizations

4 Failed   **1** Warnings   **20** Passed

✅ HTML Page Size Test

The size of this webpage's HTML is **29.76 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 **1,042 nodes** which is less than the recommended value of 1,500 nodes.

✅ HTML Compression/GZIP Test

This webpage is successfully compressed using **br compression** on your code. The HTML code is compressed from **154.88 Kb** to **29.76 Kb (81% 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 **2.34 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	56.7 %	859.96 Kb
Javascript	26.4 %	400.33 Kb
Css	8.8 %	133.51 Kb
Font	4.7 %	71.44 Kb
Html	3.3 %	50.17 Kb
Other	0.0 %	161 B
TOTAL	100%	1.48 Mb

Requests by content type

Content type	Percent	Requests
Image	62.4 %	63
Javascript	17.8 %	18
Css	10.9 %	11
Html	3.0 %	3
Font	3.0 %	3
Other	3.0 %	3
TOTAL	100%	101

Content size by domain

Domain	Percent	Size
polandtraveltours.com	86.9 %	1.29 Mb
googletagmanager.com	10.2 %	155.30 Kb
czater.pl	1.5 %	22.30 Kb

google-analytics.com	1.4 %	20.83 Kb
TOTAL	**100%**	**1.48 Mb**

Requests by domain

Domain	Percent	Requests
polandtraveltours.com	94.1 %	95
google-analytics.com	3.0 %	3
googletagmanager.com	2.0 %	2
czater.pl	1.0 %	1
TOTAL	**100%**	**101**

✅ 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:-->
<img src="image.jpg" alt="">

<!--After:-->
<picture>
    <source type="image/webp" srcset="image.webp">
    <img src="image.jpg" alt="">
</picture>
```

The browser uses the first listed source that's in a format it supports. If the browser does not support any of the formats listed in the "source" tags, it falls back to loading the image specified by the "img" tag.

❌ Image Metadata Test

This webpage is using images with large metadata (**more than 16% of the image size**)! Stripping out unnecessary metadata tags can improve not only the loading time but also the security and privacy of a webpage.

How to pass this test?

In order to pass this test, you have to remove the unnecessary image metadata (additional information which is stored along with the image). There are literally hundreds of metadata tags, but most of them (like camera model and settings, exposure, creation date, etc) are useless to site visitors and isn't required by browsers to render images. However, a few metadata tags can still be useful and may help Search Engine bots to better understand your images:

- **GPS tags** - These define where the image was taken providing location information that might help with local SEO. If you have a location-based business, tag your image with the GPS coordinates of your premises.

- **Author/Owner Name** - Add your brand name (or your own name) here because it may influence the image being shown when someone searches your brand in Google Images.

- **Image Description** - Just like an ALT description, the image description metadata tag can provide information pertaining to what the content of the image is about.

✅ Image Caching Test

This website is using cache headers for images and the browsers will display these images from the cache.

✅ JavaScript Caching Test

This webpage is using cache headers for all JavaScript resources.

✅ CSS Caching Test

This webpage is using cache headers for all CSS resources.

✅ JavaScript Minification Test

All JavaScript files used by this webpage are minified.

✅ CSS Minification Test

All CSS resources used by this webpage are minified.

❌ Render Blocking Resources Test

This webpage is using render blocking resources! Eliminating render-blocking resources can help this webpage to load significantly faster and will improve the website experience for your visitors.

How to pass this test?

In order to pass this test, you have to reduce the impact of render-blocking resources.

First, you have to identify what's critical and what's not. You can use the Chrome DevTools (Coverage tab) to identify non-critical CSS and JS.

Once you've identified critical code, you can try the below methods to eliminate render-blocking resources:

- inline critical JS within a script tag in your HTML document

- inline critical CSS required for the first paint inside a style block in the head of the HTML document

- move the script and link tags at the end of the HTML document

- add async or defer attributes to non-critical script or link tags

- split CSS styles into different files, organized by media query

- compress and minify your text-based resources

✅ Nested Tables Test

This webpage is not using nested tables. This speeds up page loading time and optimizes the user experience.

✓ Frameset Test

This webpage does not use frames.

✓ 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 **2.44** 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:** *Discover Poland with us*
> **Html:** *<h1 class="main-title">*

✓ Cumulative Layout Shift Test

The CLS score of this webpage is **0.0000**. To provide a good user experience, Google recommends that sites should strive to have a CLS score of **0.1** or less.

Server and security

4 Failed   **0** Warnings   **6** Passed

✓ URL Canonicalization Test

https://www.polandtraveltours.com/en/ and https://polandtraveltours.com/en/ resolve to the same URL.

SEO Site Checkup

✅ 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.polandtraveltours.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	polandtraveltours.com
Subject Alternative Names (SANs)	polandtraveltours.com, www.polandtraveltours.com
Not Valid Before	Wed, November 22nd 2023, 4:15:05 pm (UTC)
Not Valid After	Thu, November 21st 2024, 12:00:00 am (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	nazwaSSL

Intermediate certificate	
Common Name	nazwaSSL
Organization	nazwa.pl sp. z o.o.
Location	PL
Not Valid Before	Thu, December 31st 2015, 10:05:42 am (UTC)
Not Valid After	Sun, December 28th 2025, 10:05:42 am (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	Certum Global Services CA SHA2

Intermediate certificate	
Common Name	Certum Global Services CA SHA2
Organization	Unizeto Technologies S.A.

Location	PL
Not Valid Before	Thu, September 11th 2014, 12:00:00 pm (UTC)
Not Valid After	Wed, June 9th 2027, 10:46:39 am (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	Certum Trusted Network CA
Root certificate	
Common Name	Certum Trusted Network CA
Organization	Unizeto Technologies S.A.
Location	PL
Not Valid Before	Wed, October 22nd 2008, 12:07:37 pm (UTC)
Not Valid After	Mon, December 31st 2029, 12:07:37 pm (UTC)
Signature Algorithm	sha1WithRsaEncryption
Issuer	Certum Trusted Network CA

✅ 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).

SEO Site Checkup

❌ 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" />
```
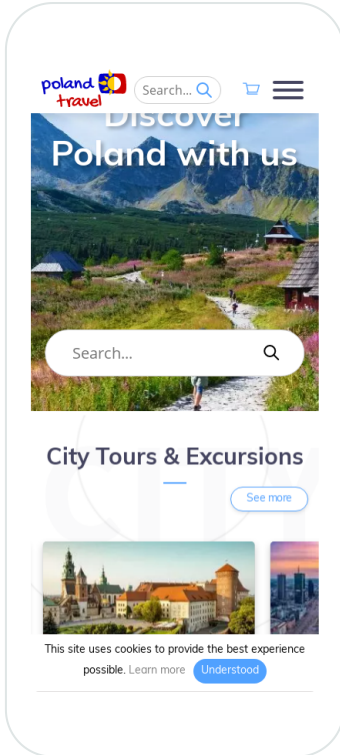
✔ Media Query Responsive Test

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

SEO Site Checkup

◎ Mobile Snapshot Test

Advanced SEO

0 Failed   **2** 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.

SEO Site Checkup

✅ Canonical Tag Test

This webpage is using the canonical link tag. This tag specifies that the URL:
https://www.polandtraveltours.com/en/ 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.polandtraveltours.com/en/" 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

The robots.txt file does not use the disallow directive. This means that the whole website can be crawled by search engines.

✅ 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.google.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.