

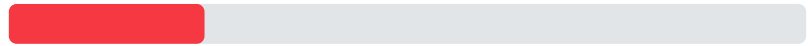


## https://www.redrawtravel.com

Report generated on Mar 09, 2024



**18 Failed**



**4 Warnings**



**51 Passed**



### Common SEO issues

**7 Failed**

**1 Warnings**

**17 Passed**

#### ✔ Meta Title Test

This webpage is using a title tag.

**Text:** RedRaw Travel – It's about the journey

**Length:** 38 characters



## ✖ Meta Description Test

This webpage is not using a meta description tag! You should include this tag in order to provide a brief description of your page which can be used by search engines. Well-written and inviting meta descriptions may also help click-through rates to your site in search engine results.

### How to pass this test?

In order to pass this test you must include a meta-description tag in your page header (<head> section):

```
<head>  
  <meta name="description" content="type_your_description_here">  
</head>
```

Note that in HTML the <meta> tag has no end tag but in XHTML this tag must be properly closed.

Meta description can have any length but a good practice is to keep this under 160 characters (search engines generally truncate snippets longer than this value).

## ⦿ Google Search Results Preview Test

### Desktop version

```
https://www.redrawtravel.com/  
RedRaw Travel – It's about the journey
```

### Mobile version

```
https://www.redrawtravel.com/  
RedRaw Travel – It's about the  
journey
```



## ✖ Social Media Meta Tags Test

This webpage is not using social media meta tags! While this type of meta tags don't affect what people see when they visit the webpage, they exist to provide information about it to search engines and social media platforms.

### How to pass this test?

In order to pass this test, you'll have to add social media meta tags into your webpage's "head" section. Social media meta tags are snippets of HTML code that control how URLs are displayed when shared on social media. Facebook and Twitter are, by far, the most popular social media platforms, so let's focus on those two.

Facebook uses meta tags leveraging the Open Graph protocol, which enables any web page to become a rich object in a social graph. A complete list of meta tags available can be found in the [Open Graph](#) website. You'll find there multiple tags and how to use them, but only four are required for Facebook to understand the basics of your page:

```
<meta property="og:title" content="Add title here">
<meta property="og:description" content="Add description here">
<meta property="og:image" content="https://your-website.com/og-image.png">
<meta property="og:url" content="https://your-website.com">
```

Twitter has its own meta tags that are similar to the Open Graph protocol, but uses the "twitter" prefix instead of "og". As with Facebook, only a few are required:

```
<meta name="twitter:title" content="Add title here">
<meta name="twitter:description" content="Add description here">
<meta name="twitter:url" content="https://your-website.com/twitter-image.png">
<meta name="twitter:card" content="summary">
```

## 🕒 Most Common Keywords Test

There is likely no optimal keyword density (search engine algorithms have evolved beyond keyword density metrics as a significant ranking factor). It can be useful, however, to note which keywords appear most often on your page and if they reflect the intended topic of your page. More importantly, the keywords on your page should appear within natural sounding and grammatically correct copy.

9 transport 7 travel 6 hire 6 redraw 5 private



## ✘ 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
transport	✘	✘	✓
travel	✓	✘	✓
hire	✘	✘	✓
redraw	✓	✘	✓
private	✘	✘	✓

## ○ Keywords Cloud Test



## ○ Related Keywords Test

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

- [minibus blackpool](#)



## ⦿ Competitor Domains Test

There are no indexed competitors for this domain!

## ✔ Heading Tags Test

This webpage contains headings tags.

### H1 tags

---

RedRaw Travel is a leading provider of passenger transport in the North West of England

---

Private hire & corporate transport

---

Who we work with

---

Where we operate

### H2 tags

---

We're an established and highly experienced transport team accommodating groups of any size, offering competitive prices and an unbeatable service. We do things differently, with a modern, forward-thinking approach to the transport industry.

## ✔ Robots.txt Test

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

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

## ✔ Sitemap Test

This website has a sitemap file.

<https://www.redrawtravel.com/wp-sitemap.xml>

## ✔ SEO Friendly URL Test

All links from this webpage are SEO friendly.



## ! Image Alt Test

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

### How to pass this test?

In order to pass this test you must add an **alt** attribute to every **<img>** tag used into your webpage.

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

```

```

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

Learn more about [optimizing images for SEO](#).

## ✘ Responsive Image Test

Not all images in this webpage are properly sized! This webpage is serving images that are larger than needed for the size of the user's viewport.

### How to pass this test?

This issue can be fixed by using responsive images, which relies on creating multiple versions of each image, that are served via CSS media queries depending on the user's viewport dimensions.

Another solution can be to use vector-based image formats like SVG. SVG images scale appropriately to any size, without wasting unnecessary bandwidth. Also consider image CDNs that can help serve responsive images.

## ✓ Image Aspect Ratio Test

All image display dimensions match the natural aspect ratio.



## Inline CSS Test

This webpage is 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 2/100 while the Average Authority Score of top 100 sites is 89.5. Also, this domain has 38 backlinks from 14 referring domains and some recently found backlinks are listed below:

- FEB 25, 2024 <https://global-rank.pages.dev/39/oLwihxxnPV>
- JAN 9, 2024 <https://www.lancasterminibuses.com/creamfields/>
- JAN 8, 2024 <https://www.lancasterminibuses.com/arnside/attachment/heysham-2/>
- JAN 1, 2024 <https://www.topsitesweekly.com/search?search=edraw>
- JAN 1, 2024 <https://www.topsitesweekly.com/search?search=edraw>
- DEC 30, 2023 <https://best-seo-domains.com/4c415acd0ff0979bfc9511eaa1eaf3bb4742b618/bb3079979fe7bf496...>
- DEC 15, 2023 <https://www.blackpoolminibuses.com/quote/>
- NOV 25, 2023 <https://www.best-seo-domains.com/4c415acd0ff0979bfc9511eaa1eaf3bb4742b618/bb3079979fe...>
- NOV 17, 2023 <https://locationsfinder.com/uk/service/blackpool/redraw-travel-jey>
- NOV 1, 2023 <https://www.lancasterminibuses.com/alton-towers/>

## ✓ JS Error Test

There are no severe JavaScript errors on this webpage.

## ✓ Console Errors Test

This webpage doesn't have any warnings or errors caught by the Chrome DevTools Console.

## ✓ Charset Declaration Test

This webpage has a character encoding declaration.

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

## ✗ Social Media Test

This webpage is not connected with social media using the API's provided by Facebook, Google +, Twitter, Pinterest, or using [addthis.com](https://addthis.com)

### How to pass this test?

In order to pass this test you must connect your website with at least one major social network. To do that, you must insert into your page some social networks plugins: [Facebook Like Button](#), [Facebook Share Button](#), [Facebook Comments](#), [Twitter Button](#), [Google +1 Button](#), [Pinterest Button](#) or [AddThis Widget](#)





## Speed optimizations

6 Failed

1 Warnings

18 Passed

### ✔ HTML Page Size Test

The size of this webpage's HTML is **15.53 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 **440 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 **80.17 Kb** to **15.53 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 **3.34 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	61.8 %	1.61 Mb
Javascript	17.6 %	471.17 Kb
Font	10.6 %	283.13 Kb
Css	6.5 %	174.19 Kb
Other	2.8 %	75.81 Kb
Html	0.6 %	15.01 Kb
<b>TOTAL</b>	<b>100%</b>	<b>2.61 Mb</b>

### Requests by content type

Content type	Percent	Requests
Javascript	43.2 %	32
Css	20.3 %	15
Font	18.9 %	14
Image	13.5 %	10
Other	2.7 %	2
Html	1.4 %	1
<b>TOTAL</b>	<b>100%</b>	<b>74</b>

### Content size by domain

Domain	Percent	Size
redrawtravel.com	84.6 %	2.21 Mb
fonts.gstatic.com	7.3 %	195.75 Kb
use.fontawesome.com	3.7 %	98.83 Kb



googletagmanager.com	3.5 %	92.72 Kb
cdnjs.cloudflare.com	0.6 %	15.77 Kb
ajax.googleapis.com	0.2 %	6.33 Kb
fonts.googleapis.com	0.1 %	1.60 Kb
google-analytics.com	0.0 %	210 B
<b>TOTAL</b>	<b>100%</b>	<b>2.61 Mb</b>

## Requests by domain

Domain	Percent	Requests
redrawtravel.com	73.0 %	54
fonts.gstatic.com	16.2 %	12
use.fontawesome.com	4.1 %	3
ajax.googleapis.com	1.4 %	1
cdnjs.cloudflare.com	1.4 %	1
googletagmanager.com	1.4 %	1
google-analytics.com	1.4 %	1
fonts.googleapis.com	1.4 %	1
<b>TOTAL</b>	<b>100%</b>	<b>74</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 images. Setting cache headers can help speed up the serving of a webpage for returning users. Learn more about [how to add expires headers to your images](#).

### How to pass this test?

In order to reduce the number of HTTP requests, you can use the HTTP Expires header to set an expiration time for your images or any other content type. You can add the following lines into your `.htaccess` file:

```
<IfModule mod_expires.c>
  ExpiresActive on

  ExpiresByType image/jpg "access plus 1 month"
  ExpiresByType image/jpeg "access plus 1 month"
  ExpiresByType image/gif "access plus 1 month"
  ExpiresByType image/png "access plus 1 month"
</IfModule>
```

## ✘ JavaScript Caching Test

This webpage is not using cache headers for JavaScript resources! Setting cache headers can help to speed up the webpage for returning users.

### How to pass this test?

In order to reduce the number of HTTP requests, you can use the HTTP Expires header to set an expiration time for your JavaScript resources or any other content type. You can add the following lines into your `.htaccess` file:

```
<IfModule mod_expires.c>
  ExpiresActive on

  ExpiresByType text/javascript "access plus 1 month"
  ExpiresByType application/javascript "access plus 1 month"
</IfModule>
```



## ✗ CSS Caching Test

This webpage is not using cache headers for CSS resources! Setting cache headers can help to speed up the webpage for returning users.

### How to pass this test?

In order to reduce the number of HTTP requests, you can use the HTTP Expires header to set an expiration time for your CSS resources or any other content type. You can add the following lines into your `.htaccess` file:

```
<IfModule mod_expires.c>
  ExpiresActive on

  ExpiresByType text/css "access plus 1 month"
</IfModule>
```

## ✓ JavaScript Minification Test

All JavaScript files used by this webpage are minified.

## ✓ CSS Minification Test

All CSS resources used by this webpage are minified.

## ✗ Render Blocking Resources Test

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

### How to pass this test?

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

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

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

- inline critical JS within a script tag in your HTML document
- inline critical CSS required for the first paint inside a style block in the head of the HTML document
- move the script and link tags at the end of the HTML document
- add `async` or `defer` attributes to non-critical script or link tags
- split CSS styles into different files, organized by media query
- compress and minify your text-based resources



## ✓ Nested Tables Test

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

## ✓ Frameset Test

This webpage does not use frames.

## ✓ Doctype Test

This webpage has a doctype declaration.

```
<!DOCTYPE html>
```

## ✓ URL Redirects Test

This URL doesn't have any redirects (which could potentially cause site indexation issues and site loading delays).

## ✓ Largest Contentful Paint Test

The Largest Contentful Paint duration of this webpage is 1.32 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:**

```

```

## ✓ Cumulative Layout Shift Test

The CLS score of this webpage is 0.0003. 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:** Private Hire Corporate Hire About Us Our Fleet Careers FAQs Instant Quote

**Html:** <div id="navigation" class="clearfix">

**Score:** 0.0003



## Server and security

4 Failed

0 Warnings

6 Passed

### ✔ URL Canonicalization Test

<https://www.redrawtravel.com/> and <https://redrawtravel.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.redrawtravel.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	*.redrawtravel.com
Subject Alternative Names (SANs)	*.redrawtravel.com, redrawtravel.com
Not Valid Before	Thu, February 15th 2024, 3:42:06 pm (UTC)
Not Valid After	Tue, March 18th 2025, 3:42:05 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	GlobalSign GCC R6 AlphaSSL CA 2023
Intermediate certificate	
Common Name	GlobalSign GCC R6 AlphaSSL CA 2023
Organization	GlobalSign nv-sa
Location	BE
Not Valid Before	Wed, July 19th 2023, 3:43:25 am (UTC)
Not Valid After	Sun, July 19th 2026, 12:00:00 am (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	GlobalSign
Root certificate	
Common Name	GlobalSign
Organization	GlobalSign



Not Valid Before	Wed, December 10th 2014, 12:00:00 am (UTC)
Not Valid After	Sun, December 10th 2034, 12:00:00 am (UTC)
Signature Algorithm	sha384WithRsaEncryption
Issuer	GlobalSign

## ✓ 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 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/2.4.27 (Ubuntu)
```

### 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 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.

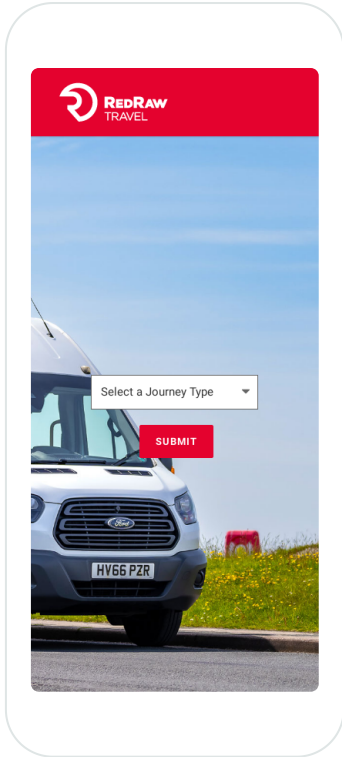
```
<meta name="viewport" content="width=device-width, initial-scale=1, maximum-scale=1, user-scalable=0" />
```

## ✔ 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

2 Warnings

7 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.redrawtravel.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.redrawtravel.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 not using an SPF record! SPF (Sender Policy Framework) allows administrators to specify which hosts are allowed to send mail from a given domain by creating a specific SPF record or TXT record in the Domain Name System (DNS). You can find more information about SPF records [here](#).

### How to pass this test?

An **SPF record** is a type of **Domain Name Service (DNS)** record that allows email systems to check if the sender of a message comes from a legitimate source and refuse an email if the source is not legitimate. Adding an SPF record is as easy as adding CNAME, MX or A records in your DNS zone. You can find more information [here](#).

Before creating the SPF record for your domain, it is important to have access at your domain's DNS zone and to know what mail servers your domain is likely to use and plan how you want any non-authorized email to be handled.

### Example:

Let's say that you are planning to send emails using Google Apps and you also want to ensure that no other mail servers are authorized. You can use an SPF record like this:

```
v=spf1 include:_spf.google.com -all
```

"v=spf1" - This sets the SPF version

"include:\_spf.google.com" - This includes Google mail servers in your list of authorized sending servers

"-all" - This means that any server not previously listed is not authorized

If you are using your own VPS to send email and not any other service like Mandrill, Google Apps, etc. then you can create an SPF record like this:

```
v=spf1 mx -all
```

### Note:

Setting an SPF record for your domain can help in reducing the chances of a spammer using your domain name in unsolicited emails. Research carefully what mail servers your domain is likely to use and plan how you want any non-authorized email to be handled.

## ⚠ 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.