SEO Site Checkup

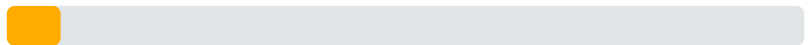## https://www.rex-tours.com

Report generated on Mar 09, 2024

SEO Score
84/100
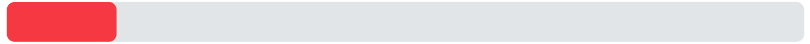
10 Failed

5 Warnings

58 Passed

Common SEO issues

4 Failed   **2** Warnings   **19** Passed

✔ Meta Title Test

This webpage is using a title tag.

> **Text:** The Rome Experience › Rex Tours
> **Length:** 31 characters

⚠ Meta Description Test

This webpage is using a meta description tag with a length of **147 characters**. We recommend using well-written and inviting meta descriptions with a length **between 150 and 220 characters** (spaces included).

> **Text:** Rex-Tours offers Segway, bike and food tours in Rome. Local English speaking tour guides. Small group tours only. Private tours available. Book Now
> **Length:** 147 characters

◎ Google Search Results Preview Test

Desktop version

https://rex-tours.com/en/

The Rome Experience › Rex Tours

Rex-Tours offers Segway, bike and food tours in Rome. Local English speaking tour guides. Small group tours only. Private tours available. Book Now

Mobile version

https://rex-tours.com/en/

The Rome Experience › Rex Tours

Rex-Tours offers Segway, bike and food tours in Rome. Local English speaking tour guides. Small group tours only. Private tours…

✅ Social Media Meta Tags Test

This webpage is using social media meta tags.

Open Graph Meta Tags	
og:type	website
og:url	https://rex-tours.com/en/
og:title	Rex-Tours The Rome Experience on Segways & Bikes - Rex Tours
og:description	Rex-Tours offers Segway, bike and food tours in Rome. Local English speaking tour guides. Small group tours only. Private tours available. Book Now
og:site_name	Rex Tours
og:image	#
og:image:width	1200
og:image:height	630
og:locale	en_GB
og:locale:alternate	fr_FR

Twitter Card Meta Tags	
twitter:card	summary_large_image
twitter:label1	Estimated reading time
twitter:data1	9 minutes

◎ 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.

| 38 | tours | | 36 | rome | | 21 | tour | | 12 | bike | | 11 | segway |

✅ 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
tours	✓	✓	✓
rome	✓	✓	✓
tour	✓	✓	✓
bike	✗	✓	✗
segway	✗	✓	✗

◎ Keywords Cloud Test

2 able   4 accept   3 ancient   4 best   12 bike   6 book   4 booking   2 center

2 choice   11 city   3 click   7 colosseum   2 come   2 confidentialité   2 continue

3 cookie   7 cookies   2 couples   2 daten   2 december   2 desire   2 discover   2 easy

1 effortless   5 english   2 enjoy   2 eternal   3 excellent   1 exclusively   3 experience

2 explore   2 facebook   2 families   2 famous   2 food   2 forum   2 gesù   1 great

4 group   4 guarantee   3 guests   5 have   2 help   1 hidden   3 imprint   2 individual

5 info   2 information   2 inquire   2 instagram   2 interne   2 italian   2 love   3 mail

4 make   4 maximum   1 menu   3 night   2 note   2 number   2 offer   2 online

2 option   5 participants   2 party   2 passion   2 perfect   1 pick   3 police   2 policy

2 possible   2 pour   2 press   2 price   3 privat   7 private   2 questions   2 reviews

2 ride   4 roman   36 rome   11 segway   2 select   2 selection   2 share   3 sights

1 simply   5 small   2 sure   3 time   21 tour   38 tours   2 tout   2 travel   2 treasures

2 unique   1 views   2 whatsapp   4 wonderful   2 youtube

SEO Site Checkup

◎ Related Keywords Test

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

- segway rome tours
- segway tours in rome
- segway tours rome
- segway tour rome italy
- rome segway tours
- segway rome italy
- rome segway tour
- segway tour rome
- segway tour rome italy
- segway tours in rome

◎ Competitor Domains Test

This domain has an Authority Score of **12/100** 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 headings tags.

H1 tags
ROME TOURS IN ENGLISH

H2 tags
Discover Rome with REX-TOURS – Exclusively Small Group Tours

✅ Robots.txt Test

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

https://rex-tours.com/robots.txt

SEO Site Checkup

✅ Sitemap Test

This website has a sitemap file.

https://rex-tours.com/sitemap-home.xml

https://rex-tours.com/sitemap-posttype-post.2018.xml

https://rex-tours.com/sitemap-posttype-page.xml

https://rex-tours.com/sitemap-taxonomy-category.xml

https://rex-tours.com/sitemap-taxonomy-post_tag.xml

✅ SEO Friendly URL Test

All links from this webpage are SEO friendly.

✅ Image Alt Test

All "img" tags from this webpage have the required "alt" attribute.

❌ 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 **12/100** while the **Average Authority Score** of top 100 sites is **89.5**. Also, this domain has **1,183 backlinks** from **428 referring domains** and some recently found backlinks are listed below:

MAR 9, 2024	https://mslot99.bet/ebike-roma-k.html
MAR 7, 2024	http://www.edelnails.ch/content/via-appia-antica-v%C3%A9lo-k.html
MAR 7, 2024	https://ghagharacha.com/rom-food-k.html
MAR 7, 2024	https://travel.usnews.com/features/the-best-rome-tours
MAR 7, 2024	https://dilsagt.com/visiter-rome-%C3%A0-v%C3%A9lo-k.html
MAR 7, 2024	https://dilsagt.com/visiter-rome-%C3%A0-v%C3%A9lo-k.html
MAR 7, 2024	https://synergykentucky.com/segway-tour-meaning-k.html
MAR 7, 2024	https://nexgenapparelsourcing.com/via-appia-antica-v%C3%A9lo-k.html
MAR 7, 2024	http://nolitc.org/rom-food-k.html
MAR 6, 2024	https://akalisans.com/ebike-roma-k.html

❌ 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*

SEO Site Checkup

Social Media Test

This webpage is connected successfully with social media using:
Facebook

Speed optimizations

3 Failed   **1** Warnings   **21** Passed

HTML Page Size Test

The size of this webpage's HTML is **15.98 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 **600 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 **86.28 Kb** to **15.98 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 **1.54 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 has less than **20 http requests.** A higher number of http requests results in a user's browser needing to request a large number of objects from the server, which will ultimately slow down the loading of your webpage.

Content size by content type

Content type	Percent	Size
Image	42.1 %	216.15 Kb
Css	20.8 %	106.55 Kb
Javascript	17.6 %	90.25 Kb
Font	16.4 %	84.17 Kb
Html	3.1 %	15.99 Kb
Other	0.0 %	0 B
TOTAL	100%	513.10 Kb

Requests by content type

Content type	Percent	Requests
Image	38.9 %	7
Font	22.2 %	4
Css	16.7 %	3
Javascript	16.7 %	3
Html	5.6 %	1
Other	0.0 %	0
TOTAL	100%	18

Content size by domain

Domain	Percent	Size
rex-tours.com	100.0 %	513.10 Kb
TOTAL	100%	513.10 Kb

Requests by domain

Domain	Percent	Requests
rex-tours.com	100.0 %	18
TOTAL	**100%**	**18**

✅ 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 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 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 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 performed 2 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.rex-tours.com/ → https://rex-tours.com/https://rex-tours.com/ → https://rex-tours.com/en/

✅ Largest Contentful Paint Test

The Largest Contentful Paint duration of this webpage is **1.27** 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:** *Our Rome bike tours are an unique occasion to cycle through the Eternal City and...*
> **Html:** *<p style="text-align: left;">*

✅ Cumulative Layout Shift Test

The CLS score of this webpage is **0.0427**. 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:** Rome Bike & E-Bike Tours Our Rome bike tours are an unique occasion to cycle th...
> **Html:** *<div class="flex_column av_one_half flex_column_div av-zero-co..." style="border-radius:0px; ">*
> **Score:** 0.0360

Server and security   **3** Failed   **0** Warnings   **7** Passed

✅ URL Canonicalization Test

https://rex-tours.com/en/ and https://www.rex-tours.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 "rex-tours.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	rex-tours.com
Subject Alternative Names (SANs)	rex-tours.com, webmail.rex-tours.com, www.rex-tours.com
Not Valid Before	Tue, February 27th 2024, 6:34:19 pm (UTC)
Not Valid After	Mon, May 27th 2024, 6:34:18 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 off for this webpage.

✅ Directory Browsing Test

Directory browsing is disabled for this website.

SEO Site Checkup

❌ 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
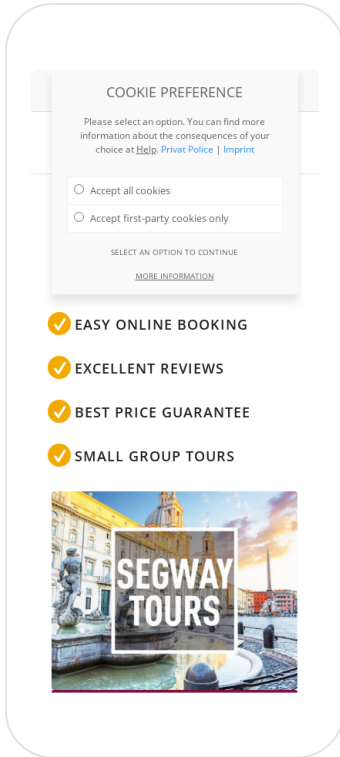
✅ Meta Viewport Test

This webpage is using a viewport meta tag.

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

SEO Site Checkup

✅ **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   **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.

✓ Canonical Tag Test

This webpage is using the canonical link tag. This tag specifies that the URL: https://rex-tours.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://rex-tours.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

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 ~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.