# SEO Site Checkup

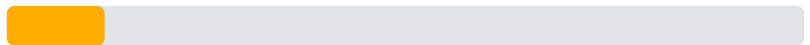## https://www.simply-shuttles.com

Report generated on Mar 10, 2024

SEO Score
**70/100**
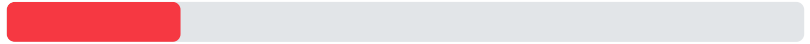
**16** Failed

**9** Warnings

**48** Passed

---

## Common SEO issues

**4** Failed  **3** Warnings  **18** Passed

### ⚠ Meta Title Test

This webpage is using a title tag with a length of **65 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:** Costa Del Sol Transfers | Private Hire Shuttles | Simply Shuttles
> **Length:** 65 characters

### ⚠ Meta Description Test

This webpage is using a meta description tag with a length of **142 characters**. We recommend using well-written and inviting meta descriptions with a length **between 150 and 220 characters** (spaces included).

> **Text:** Costa del Sol's most trusted transfer company. Our fleet of unrivalled vehicles caters for groups of any type needing Costa Del Sol transfers.
> **Length:** 142 characters

◎ Google Search Results Preview Test

**Desktop version**

https://simply-shuttles.com/
## Costa Del Sol Transfers | Private Hire Shuttles | Simply...
Costa del Sol's most trusted transfer company. Our fleet of unrivalled vehicles caters for groups of any type needing Costa Del Sol transfers.

**Mobile version**

https://simply-shuttles.com/
## Costa Del Sol Transfers | Private Hire Shuttles | Simply Shuttles
Costa del Sol's most trusted transfer company. Our fleet of unrivalled vehicles caters for groups of any type needing Costa...

## ✅ Social Media Meta Tags Test

This webpage is using social media meta tags.

| Open Graph Meta Tags | |
|---|---|
| og:locale | en_GB |
| og:type | website |
| og:title | Costa Del Sol Transfers \| Private Hire Shuttles \| Simply Shuttles |
| og:description | Costa del Sol's most trusted transfer company. Our fleet of unrivalled vehicles caters for groups of any type needing Costa Del Sol transfers. |
| og:url | https://simply-shuttles.com/ |
| og:site_name | Simply Shuttles |
| og:image | https://simply-shuttles.com/wp-content/uploads/2017/11/logo2.jpg |
| og:image:secure_url | https://simply-shuttles.com/wp-content/uploads/2017/11/logo2.jpg |
| og:image:width | 300 |
| og:image:height | 300 |
| og:image:alt | Simply Shuttles Logo |

| Twitter Card Meta Tags | |
|---|---|
| twitter:card | summary |
| twitter:description | Costa del Sol's most trusted transfer company. Our fleet of unrivalled vehicles caters for groups of any type needing Costa Del Sol transfers. |
| twitter:title | Costa Del Sol Transfers \| Private Hire Shuttles \| Simply Shuttles |
| twitter:site | @SimplyShuttles |
| twitter:image | https://www.simply-shuttles.com/wp-content/uploads/2017/11/logo2.jpg |
| twitter:creator | @SimplyShuttles |

## ◉ 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.

| 106 airport | 74 transfers | 68 malaga | 40 transfer | 30 professional |

## ✓ 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 |
|---|---|---|---|
| airport | ✗ | ✗ | ✓ |
| transfers | ✓ | ✓ | ✓ |
| malaga | ✗ | ✗ | ✓ |
| transfer | ✓ | ✓ | ✓ |
| professional | ✗ | ✗ | ✗ |

## ◎ Keywords Cloud Test

| 106 airport | 4 alcantara | 8 andalucia | 2 andalucía | 8 arqueros | 29 arrival | 23 assist |
|---|---|---|---|---|---|---|

7 banus    2 based    8 benahavis    2 blog    3 book    6 booking    2 callback    4 company

2 conditioned    4 confirmed    3 contact    3 corporate    18 costa    2 cycling    2 debra

2 dedicated    5 deluxe    3 destination    2 drive    29 drivers    8 duquesa    8 elviria

2 espana    11 estepona    3 faqs    5 feet    11 flamingos    5 fleet    2 flexible    2 friendly

8 gibraltar    4 golf    15 have    28 help    3 hire    5 hour    2 info    5 landing    2 location

23 luggage    68 malaga    11 marbella    5 meaning    2 meet    28 minutes    5 need    2 nevada

8 nueva    3 offer    5 passengers    8 pedro    6 policy    5 privacy    3 private

30 professional    2 proud    7 puerto    4 question    8 quinta    3 range    2 rating    8 read

28 ready    2 request    2 requirements    4 restaurant    2 return    2 reviews    22 right

6 sand    2 select    4 service    4 services    4 shuttles    2 sierra    5 sightseeing    4 simply

11 sotogrande    3 sports    23 start    28 takes    2 testimonials    40 transfer    74 transfers

24 trip    2 trips    2 trusted    2 unrivalled    24 vehicle    8 vehicles    7 view    4 wedding

4 wide

## ◎ Related Keywords Test

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

- malaga airport to elviria
- malaga airport map
- airport malaga map
- puerto de la duquesa
- malaga airport to puerto banus
- duqeusa
- playa san pedro de alcantara
- marbella airport to marbella
- benahavis restaurants
- estepona from malaga airport

## ◎ Competitor Domains Test

This domain has an Authority Score of **10/100** 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**

The Costa del Sol Transfer Company

**H2 tags**

MALAGA AIRPORT TRANSFERS

POPULAR TRANSFERS

DELUXE TRANSFERS

OUR VEHICLES

GIBRALTAR AIRPORT TRANSFERS

ABOUT SIMPLY SHUTTLES

LATEST NEWS

It's official: Málaga Airport saw record numbers of passengers during the first half of 2023

## ✅ Robots.txt Test

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

https://simply-shuttles.com/robots.txt

## ✅ Sitemap Test

This website has a sitemap file.

https://www.simply-shuttles.com/sitemap_index.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

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.

# SEO Site Checkup

◉ Backlinks Test

This domain has an Authority Score of **10/100** while the **Average Authority Score** of top 100 sites is **89.5**. Also, this domain has **2,619 backlinks** from **423 referring domains** and some recently found backlinks are listed below:

| MAR 10, 2024 | https://artenaescola.org.br/fuengirola-golf-k.html |
| MAR 10, 2024 | https://velsenthil.com/il-tartufo-marbella-k.html |
| MAR 9, 2024 | https://zainplumbers.com/golf-near-fuengirola-k.html |
| MAR 9, 2024 | https://www.wds.it/golf-in-spain-costa-del-sol-k.html |
| MAR 9, 2024 | https://tuckerswalk.com/mirlo-blanco-sierra-nevada-Spain-k.html |
| MAR 9, 2024 | https://www.blogulr.com/lizseyi/newly-released-data-indicates-there-could-be-strong-demand-for... |
| MAR 9, 2024 | https://www.blogulr.com/lizseyi/newly-released-data-indicates-there-could-be-strong-demand-for... |
| MAR 9, 2024 | http://roconstrutoraeng.com.br/solkysten-golf-k.html |
| MAR 9, 2024 | https://www.homecaremarbella.com/Travel-information/FromTo-Aeroporto-MalagaGibraltar/ |
| MAR 9, 2024 | https://pooyantaba.com/gibraltar-airport-to-puerto-banus-k.html |

✓ JS Error Test

There are no severe JavaScript errors on this webpage.

✓ Console Errors Test

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

✓ Charset Declaration Test

This webpage has a character encoding declaration.

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

✗ Social Media Test

This webpage is not connected with social media using the API's provided by Facebook, Google +, Twitter, Pinterest, or using addthis.com

### How to pass this test?

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

# SEO Site Checkup

## Speed optimizations

**9** Failed  **5** Warnings  **11** Passed

### ✓ HTML Page Size Test

The size of this webpage's HTML is **27.94 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 **1,288 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 **219.82 Kb** to **27.94 Kb (87% 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 **8.26 seconds** and is greater than the average loading speed which is **5 seconds**!

#### How to pass this test?

In order to resolve this problem you are advised to:

- Minimize HTTP requests
- Use Gzip compression
- Use HTTP caching
- Move all CSS style rules into a single, external and minified CSS file
- Minify all JS files and, if possible, try combining them into a single external JS file
- Include external CSS files before external JS files
- Place your JS scripts at the bottom of your page
- Optimize images
- Reduce redirects
- Reduce the number of plug-ins

### ✓ JS Execution Time Test

The JavaScript code used by this webpage is executed in less than **2 seconds**.

# SEO Site Checkup

## ❌ 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 | 83.7 % | 5.03 Mb |
| Javascript | 9.2 % | 567.18 Kb |
| Font | 3.1 % | 188.36 Kb |
| Css | 2.3 % | 144.37 Kb |
| Html | 1.7 % | 101.63 Kb |
| Other | 0.0 % | 541 B |
| **TOTAL** | **100%** | **6.00 Mb** |

### Requests by content type

| Content type | Percent | Requests |
|---|---|---|
| Image | 55.5 % | 61 |
| Javascript | 26.4 % | 29 |
| Html | 6.4 % | 7 |
| Css | 5.5 % | 6 |
| Other | 3.6 % | 4 |
| Font | 2.7 % | 3 |
| **TOTAL** | **100%** | **110** |

### Content size by domain

| Domain | Percent | Size |
|---|---|---|
| simply-shuttles.com | 89.9 % | 5.39 Mb |
| gstatic.com | 3.6 % | 219.08 Kb |
| googletagmanager.com | 2.5 % | 154.06 Kb |

| | | |
|---|---|---|
| code.ionicframework.com | 1.9 % | 114.09 Kb |
| google.com | 1.0 % | 64.42 Kb |
| google-analytics.com | 0.3 % | 20.82 Kb |
| fonts.gstatic.com | 0.3 % | 19.74 Kb |
| widget.trustist.com | 0.2 % | 13.87 Kb |
| wassets.trustist.com | 0.2 % | 9.24 Kb |
| widget.trustpilot.com | 0.1 % | 7.07 Kb |
| Other | 0.0 % | 1.41 Kb |
| **TOTAL** | **100%** | **6.00 Mb** |

## Requests by domain

| Domain | Percent | Requests |
|---|---|---|
| simply-shuttles.com | 73.6 % | 81 |
| google.com | 5.5 % | 6 |
| wassets.trustist.com | 4.5 % | 5 |
| widget.trustist.com | 3.6 % | 4 |
| code.ionicframework.com | 1.8 % | 2 |
| googletagmanager.com | 1.8 % | 2 |
| google-analytics.com | 1.8 % | 2 |
| stats.g.doubleclick.net | 1.8 % | 2 |
| gstatic.com | 1.8 % | 2 |
| fonts.googleapis.com | 0.9 % | 1 |
| Other | 2.7 % | 3 |
| **TOTAL** | **100%** | **110** |

## ✅ 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.

# SEO Site Checkup

✅ 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 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 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.simply-shuttles.com/ → https://simply-shuttles.com/

## ⚠ Largest Contentful Paint Test

The Largest Contentful Paint duration of this webpage is **2.78** 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:** *THE COSTA DEL SOL TRANSFER COMPANY Based in Marbella, we're a friendly and prof...*
> **Html:** *<div class="uk-inline" style="background-image: url('https://simply-shuttles.com...">*

### How to pass this test?

The reason Google chose LCP as a relevant SEO metric is that it directly influences user experience. The loading of the biggest element on a page determines how quickly the user will be able to view its contents and interact with it. For most websites, you can improve the Largest Contentful Paint by sticking to a few guiding principles:

- Try to reduce the server response time.

- Eliminate as many render-blocking resources (CSS and JavaScript) as possible.

- Optimize the loading times for resources on the webpage.

## ✖ Cumulative Layout Shift Test

The CLS score of this webpage is **0.3931**. 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:** Proud to be trusted by our clients  Rating: 5.0 - 506 reviews All inclusive ...
> **Html:** *<div class="page-content" style="overflow-x: hidden;">*
> **Score:** 0.3806

### How to pass this test?

Reducing CLS is crucial as pages that move around can result in a negative user experience (particularly on mobile devices). For most websites, you can avoid all unexpected layout shifts by sticking to a few guiding principles:

- Always include size attributes on your images and video elements, or otherwise reserve the required space with something like CSS aspect ratio boxes. This approach ensures that the browser can allocate the correct amount of space in the document while the image is loading.

- Try and avoid inserting dynamic content (e.g., banners, forms, etc.) above existing content unless in response to user interaction. This ensures any layout shifts that occur are expected.

- Prefer transform animations to animations of properties that trigger layout changes. Animate transitions in a way that provides context and continuity from state to state.

# SEO Site Checkup

## Server and security

✅ URL Canonicalization Test

https://simply-shuttles.com/ and https://www.simply-shuttles.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 "simply-shuttles.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 | simply-shuttles.com |
| Subject Alternative Names (SANs) | simply-shuttles.com, www.simply-shuttles.com |
| Not Valid Before | Fri, May 26th 2023, 12:00:00 am (UTC) |
| Not Valid After | Fri, May 31st 2024, 11:59:59 pm (UTC) |
| Signature Algorithm | sha256WithRsaEncryption |
| Issuer | Sectigo RSA Domain Validation Secure Server CA |

| Intermediate certificate | |
|---|---|
| Common Name | Sectigo RSA Domain Validation Secure Server CA |
| Organization | Sectigo Limited |
| Location | Salford, Greater Manchester, GB |
| Not Valid Before | Fri, November 2nd 2018, 12:00:00 am (UTC) |
| Not Valid After | Tue, December 31st 2030, 11:59:59 pm (UTC) |
| Signature Algorithm | sha384WithRsaEncryption |
| Issuer | USERTrust RSA Certification Authority |

| Root certificate | |
|---|---|
| Common Name | USERTrust RSA Certification Authority |
| Organization | The USERTRUST Network |

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

## ✅ Mixed Content Test (HTTP over HTTPS)

This webpage does not use mixed content - both the initial HTML and all other resources are loaded over HTTPS.

## ✅ HTTP2 Test

This webpage is 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:** Microsoft-IIS/10.0

### 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.

# SEO Site Checkup

✅ **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**

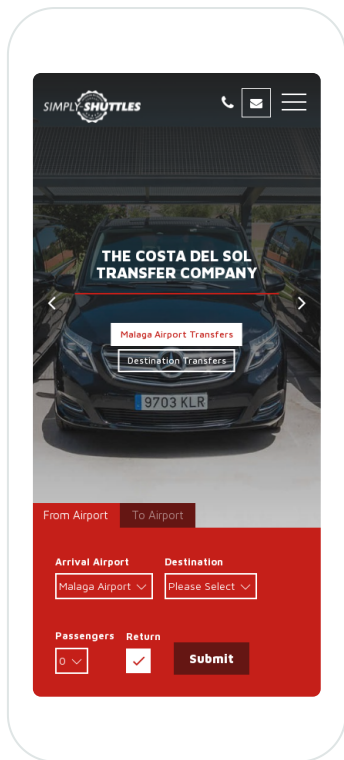This webpage is using a viewport meta tag.

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

✅ **Media Query Responsive Test**

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

# SEO Site Checkup

## 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.

# SEO Site Checkup

## ✅ Canonical Tag Test

This webpage is using the canonical link tag. This tag specifies that the URL: https://simply-shuttles.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://simply-shuttles.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 ip4:151.80.23.153 include:_spf.google.com include:email.freshdesk.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.