SEO Site Checkup

https://www.snamitravel.com
Report generated on Mar 10, 2024

SEO Score
82/100

9 Failed

8 Warnings

56 Passed

Common SEO issues

3 Failed   **5** Warnings   **17** Passed

⚠ Meta Title Test

This webpage is using a title tag with a length of **70 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:** Snami Travel: Luxury Vacations to Crete Greece 2024 by Local Designers
> **Length:** 70 characters

⚠ Meta Description Test

This webpage is using a meta description tag with a length of **140 characters**. We recommend using well-written and inviting meta descriptions with a length **between 150 and 220 characters** (spaces included).

> **Text:** A leading luxury travel company in Greece for luxury vacation packages & travel concierge for individuals, couples, families & small groups.
> **Length:** 140 characters

◎ Google Search Results Preview Test

Desktop version

https://snamitravel.com/

Snami Travel: Luxury Vacations to Crete Greece 2024 by Loc...

A leading luxury travel company in Greece for luxury vacation packages & travel concierge for individuals, couples, families & small groups.

Mobile version

https://snamitravel.com/

Snami Travel: Luxury Vacations to Crete Greece 2024 by Local...

A leading luxury travel company in Greece for luxury vacation packages & travel concierge for individuals, couples, families & small...

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✅ Social Media Meta Tags Test
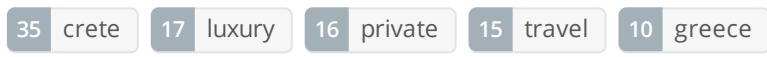
This webpage is using social media meta tags.

Open Graph Meta Tags	
og:locale	en_GB
og:locale:alternate	ru_RU
og:type	website
og:title	Snami Travel: Crete Luxury Holidays by Local Travel Specialists
og:description	Luxury Travel Agency Company in Crete. Visit our Crete Luxury Summer Holidays Website. Request Special Offers Online. Book Exclusive Vacation Services 2020!
og:url	https://snamitravel.com/
og:site_name	Snami Travel
og:image	https://snamitravel.com/wp-content/uploads/daioscove_lifestyle_05-1568x870.jpg
og:image:width	1568
og:image:height	870

Twitter Card Meta Tags	
twitter:card	summary_large_image
twitter:title	Snami Travel: Crete Luxury Holidays by Local Travel Specialists
twitter:description	Luxury Travel Agency Company in Crete. Visit our Crete Luxury Summer Holidays Website. Request Special Offers Online. Book Exclusive Vacation Services 2020!

◉ 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.

`35 crete` `17 luxury` `16 private` `15 travel` `10 greece`

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✅ 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
crete	✓	✗	✓
luxury	✓	✓	✓
private	✗	✗	✓
travel	✓	✓	✓
greece	✓	✓	✓

◎ Keywords Cloud Test

1 abaton   1 adults   2 adventures   1 ages   3 agios   3 airport   2 analipsi   3 authentic
1 award   2 balloon   3 beach   2 best   7 chania   2 charter   3 chauffeur   2 check
2 chefs   2 children   4 concierge   3 contact   1 cove   1 craft   2 cretan   35 crete
3 culinary   1 daios   2 design   2 designers   5 destination   3 discover   2 dream
3 driver   1 drivers   2 elafonisi   5 experiences   2 family   2 field   10 greece   1 greet
4 helicopter   6 heraklion   2 hersonissos   3 holiday   1 home   3 hopping   1 hotel
6 hotels   2 hunting   2 idyllic   10 island   2 jeep   2 lassithi   3 lifestyle   2 local
2 location   2 login   2 looking   17 luxury   2 march   1 meet   1 minos   2 mykonos
1 nana   1 news   3 nikolaos   3 offers   2 online   1 packages   1 partners
2 personalized   1 personally   2 plateau   1 princess   16 private   3 region   3 resort
1 resorts   1 rooms   2 safari   3 santorini   1 select   4 service   4 services   3 snami
3 special   1 stella   1 stylish   1 suites   2 tailored   3 tour   7 tours   5 transfers
15 travel   5 trip   2 truffle   2 vacations   7 villas   3 wine   1 winning   2 yacht

◉ Related Keywords Test

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

- snami
- knossos palace ac odyssey map
- aristotle onassis net worth
- casa katana
- knossos palace odyssey
- knossos palace ac odyssey
- onassis net worth
- best beach clubs in crete
- crete private tours
- agios pavlos beach

◉ 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 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

Crete Luxury Hotels & Villas

Crete Private Transfers

Crete Private Tours & Luxury Experiences

Travel Concierge Services

Destinations

H2 tags

Abaton Island Resort & Spa

Daios Cove Luxury Resort & Villas

Nana Princess Suites Villas & Spa

Stella Island Luxury Resort & Spa

Minos Beach Art Hotel

That Quintessential Island-Hopping: Crete to Santorini Day Trip

Your Tailored Elafonisi Escape. Cretan Dream Where Time Doesn't Exist.

Pleasures of Crete: Truffle Hunting, Culinary & Wine Celebration

Your Private Driver & Chauffeur Service in Crete Greece

Crete Helicopter Tours & Helicopter Rides With Landing

Luxury Chania Cruises: Adventures in Endless Blue

Crete Luxury Jeep Safaris: A Consummately Curated Odyssey in Chania

Crete Hot Air Balloon Safari, Authentic Experiences & Local Culinary

Newsletter

✅ Robots.txt Test

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

https://snamitravel.com/robots.txt

❌ Sitemap Test

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

How to pass this test?

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

- It is strongly recommended that you place your sitemap at the root directory of your website: **http://yourwebsite.com/sitemap.xml** But in some situations, you may want to produce different sitemaps for different paths on your site (e.g., security permission issues)

- Sitemaps should be no larger than 10MB (10,485,760 bytes) and can contain a maximum of 50,000 URLs. This means that if your site contains more than 50,000 URLs or your sitemap is bigger than 10MB, you must create multiple sitemap files and use a **Sitemap index file**

- All URLs listed in the sitemap must reside on the same host as the sitemap. For instance, if the sitemap is located at **http://www.yourwebsite.com/sitemap.xml**, it can't include URLs from **http://subdomain.yourwebsite.com**

- Once you have created your sitemap, let search engines know about it by submitting directly to them, pinging them, or adding the sitemap location to your **robots.txt** file

- Sitemaps can be compressed using gzip, reducing bandwidth consumption

sitemap.xml example:

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

✅ SEO Friendly URL Test

All links from this webpage are SEO friendly.

⚠️ Image Alt Test

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

How to pass this test?

In order to pass this test you must add an **alt** attribute to every **<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

All images in this webpage are properly sized for different users' viewports.

✅ Image Aspect Ratio Test

All image display dimensions match the natural aspect ratio.

❌ Inline CSS Test

This webpage is using inline CSS styles!

How to pass this test?

It is a good practice to move all the inline CSS rules into an external file in order to make your page "lighter" in weight and decrease the code to text ratio.

- check the HTML code of your page and identify all style attributes

- for each style attribute found you must properly move all declarations in the external CSS file and remove the style attribute

For example:

```
<!--this HTML code with inline CSS rule:-->
<p style="color:red; font-size: 12px">some text here</p>

<!--would became:-->
<p>some text here</p>

<!--and the rule added into your CSS file:-->
p{color:red; font-size: 12px}
```

✅ Deprecated HTML Tags Test

This webpage does not use HTML deprecated tags.

✅ Google Analytics Test

This webpage is using Google Analytics.

✅ Favicon Test

This website appears to have a favicon.

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◎ 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 **413 backlinks** from **141 referring domains** and some recently found backlinks are listed below:

MAR 9, 2024	https://plainwhitets1fan.blogspot.com/2021/05/elafonisi-elos-chrisoskalitissa.html
MAR 8, 2024	http://www.orbottyan.vaciegyhazmegye.hu/knossos-palace-ac-odyssey-k.html
MAR 8, 2024	https://www.in8818.com/images/search?FORM=RESTAB&q=Knossos%2BPlan
MAR 4, 2024	http://spotkumascilar.com/ioannis-georgiadis-bae-systems-k.html
MAR 3, 2024	https://www.alphacontrol.com.vn/where-can-i-find-gucci-in-crete-k.html
MAR 1, 2024	https://bungalowsideas.blogspot.com/2020/08/bungalow-classic.html
FEB 29, 2024	https://akam.bing.com/images/search?FORM=IRMHIP&q=Knossos%2BLabyrinth
FEB 29, 2024	https://www.in8818.com/images/search?FORM=IRMHRS&q=Biblical%2BCrete
FEB 29, 2024	https://miziro.ru/wfhmp1/10341/p93
FEB 28, 2024	http://www.doamhapkido.de/ioannis-georgiadis-bae-systems-k.html

✅ JS Error Test

There are no severe JavaScript errors on this webpage.

❌ Console Errors Test

This webpage has some errors caught by the Chrome DevTools Console!

How to pass this test?

In order to pass this test, you have to fix all the warnings and errors reported in Chrome DevTools console. You can also visit Google's documentation for further troubleshooting support:
https://developer.chrome.com/docs/devtools/issues/

✅ Charset Declaration Test

This webpage has a character encoding declaration.

> *meta charset="utf-8"*

✅ Social Media Test

This webpage is connected successfully with social media using:
Facebook

SEO Site Checkup

Speed optimizations

3 Failed **2** Warnings **20** Passed

✓ **HTML Page Size Test**

The size of this webpage's HTML is **18.01 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 **561 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 **74.25 Kb** to **18.01 Kb (76% 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 **3.72 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
Javascript	40.4 %	909.33 Kb
Image	35.4 %	796.01 Kb
Other	9.3 %	210.01 Kb
Font	7.8 %	175.73 Kb
Css	6.4 %	143.06 Kb
Html	0.7 %	15.93 Kb
TOTAL	100%	2.20 Mb

Requests by content type

Content type	Percent	Requests
Javascript	48.8 %	40
Css	17.1 %	14
Image	17.1 %	14
Other	11.0 %	9
Font	4.9 %	4
Html	1.2 %	1
TOTAL	100%	82

Content size by domain

Domain	Percent	Size
snamitravel.com	70.7 %	1.55 Mb
googletagmanager.com	15.7 %	352.84 Kb
embed.tawk.to	6.3 %	141.03 Kb

fonts.gstatic.com	3.2 %	71.54 Kb
maps.googleapis.com	2.9 %	64.24 Kb
google-analytics.com	0.9 %	20.82 Kb
fonts.googleapis.com	0.1 %	3.00 Kb
googleadservices.com	0.1 %	2.05 Kb
googleads.g.doubleclick.net	0.1 %	1.80 Kb
va.tawk.to	0.1 %	1.39 Kb
Other	0.0 %	1.12 Kb
TOTAL	**100%**	**2.20 Mb**

Requests by domain

Domain	Percent	Requests
snamitravel.com	62.2 %	51
embed.tawk.to	9.8 %	8
googletagmanager.com	4.9 %	4
fonts.gstatic.com	3.7 %	3
google.com	3.7 %	3
fonts.googleapis.com	2.4 %	2
maps.googleapis.com	2.4 %	2
google-analytics.com	2.4 %	2
stats.g.doubleclick.net	2.4 %	2
va.tawk.to	2.4 %	2
Other	3.7 %	3
TOTAL	**100%**	**82**

✅ 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.

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✅ 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 serving all images, javascript and css resources from CDNs.

❌ 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.

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✅ 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.snamitravel.com/ → https://snamitravel.com/

⚠️ Largest Contentful Paint Test

The Largest Contentful Paint duration of this webpage is **2.88** 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:** *Luxury Vacations in Crete Greece Award-winning travel designers to personally ...*
> **Html:** *<div class="home__main-image lazy" style="background-image: url("https://snamitravel.com/wp-..." data-bg="url('https://snamitravel.com/wp-content/uploads/da..." data-was-processed="true">*

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 **0.0056**. 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:** SELECT A DESTINATION All Santorini Mykonos Crete Island Crete - Heraklion Region...
> **Html:** *<div class="col-12 pt-5 pt-lg-0">*
> **Score:** 0.0026

Server and security

3 Failed   **0** Warnings   **7** Passed

✅ URL Canonicalization Test

https://snamitravel.com/ and https://www.snamitravel.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 "snamitravel.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	snamitravel.com
Subject Alternative Names (SANs)	snamitravel.com, *.snamitravel.com
Not Valid Before	Thu, January 11th 2024, 7:18:44 pm (UTC)
Not Valid After	Wed, April 10th 2024, 7:18:43 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	GTS CA 1P5

Intermediate certificate	
Common Name	GTS CA 1P5
Organization	Google Trust Services LLC
Location	US
Not Valid Before	Thu, August 13th 2020, 12:00:42 am (UTC)
Not Valid After	Thu, September 30th 2027, 12:00:42 am (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	GTS Root R1

Root certificate	
Common Name	GTS Root R1
Organization	Google Trust Services LLC

Location	US
Not Valid Before	Wed, June 22nd 2016, 12:00:00 am (UTC)
Not Valid After	Sun, June 22nd 2036, 12:00:00 am (UTC)
Signature Algorithm	sha384WithRsaEncryption
Issuer	GTS Root R1

✅ 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.

✖ 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
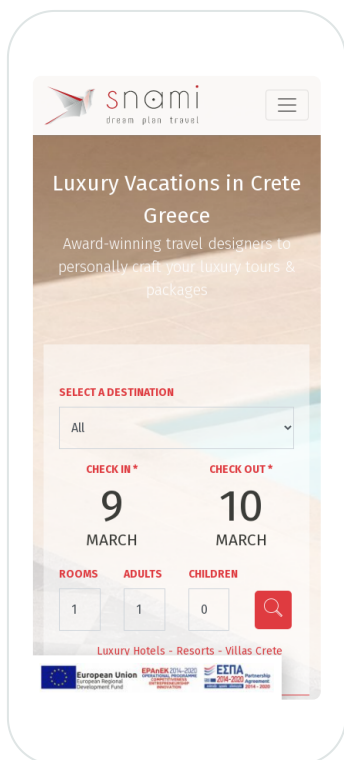
✔ Meta Viewport Test

This webpage is using a viewport meta tag.

```
<meta name="viewport" content="width=device-width, initial-scale=1, shrink-to-fit=no" />
```

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✅ Media Query Responsive Test

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

◉ Mobile Snapshot Test

Advanced SEO   **0** Failed   **1** Warnings   **9** Passed

✅ Structured Data Test

This webpage is using structured data.

✅ Custom 404 Error Page Test

This website is using a custom 404 error page. We recommend to have a custom 404 error page in order to improve the website's user experience by letting users know that only a specific page is missing/broken (and not the entire site), providing them helpful links, the opportunity to report bugs, and potentially track the source of broken links.

✅ Noindex Tag Test

This webpage does not use the noindex meta tag. This means that it can be indexed by search engines.

✅ Canonical Tag Test

This webpage is using the canonical link tag. This tag specifies that the URL: https://snamitravel.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://snamitravel.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 include:_spf.google.com ip4:185.138.42.34 ~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.