SEO Site Checkup

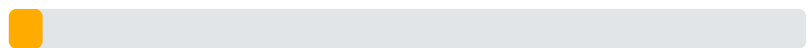## https://www.terravision.eu

Report generated on Mar 08, 2024

SEO Score
77/100
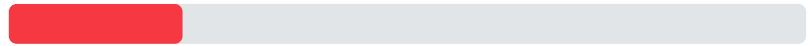
16 Failed

3 Warnings

54 Passed

Common SEO issues

5 Failed   **2** Warnings   **18** Passed

✔ Meta Title Test

This webpage is using a title tag.

> **Text:** Airport Transfers: no booking fee, book now | Terravision
> **Length:** 57 characters

⚠ Meta Description Test

This webpage is using a meta description tag with a length of **132 characters.** We recommend using well-written and inviting meta descriptions with a length **between 150 and 220 characters** (spaces included).

> **Text:** Terravision: Lowcost Airport Transfers - Connecting the main European Airports and the city centre: frequent, efficient, convenient!
> **Length:** 132 characters

◎ Google Search Results Preview Test

Desktop version

https://www.terravision.eu/

Airport Transfers: no booking fee, book now | Terravision

Terravision: Lowcost Airport Transfers - Connecting the main European Airports and the city centre: frequent, efficient, convenient!

Mobile version

https://www.terravision.eu/

Airport Transfers: no booking fee, book now | Terravision

Terravision: Lowcost Airport Transfers - Connecting the main European Airports and the city centre: frequent, efficient, convenient!

✅ Social Media Meta Tags Test

This webpage is using social media meta tags.

Open Graph Meta Tags	
og:locale	en_US
og:type	website
og:title	Airport Transfers: no booking fee, book now | Terravision
og:description	Terravision: Lowcost Airport Transfers - Connecting the main European Airports and the city centre: frequent, efficient, convenient!
og:url	https://www.terravision.eu/
og:site_name	Terravision Inglese
og:image	https://d3eiisrotdx73m.cloudfront.net/wp-content/blogs.dir/9/files/2014/07/gatwick-1024x576.jpg
og:image:secure_url	https://d3eiisrotdx73m.cloudfront.net/wp-content/blogs.dir/9/files/2014/07/gatwick-1024x576.jpg
og:image:width	1024
og:image:height	576

◎ 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.

218	airport		52	station		34	center		32	london		30	transfer

SEO Site Checkup

✅ 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	✓	✓	✓
station	✗	✗	✗
center	✗	✗	✗
london	✗	✗	✓
transfer	✓	✓	✓

◎ Keywords Cloud Test

218 airport 14 alicante 16 amsterdam 8 aventura 27 barcelona 18 bari 12 beauvais
6 benidorm 8 bergamo 10 bratislava 13 brava 7 brindisi 12 bristol 7 brussels
21 budapest 6 cala 9 calella 5 calpe 8 capo 5 caselle 34 center 12 central
21 centre 6 charleroi 10 charles 6 chessy 10 ciampino 22 city 6 close 8 coach
27 costa 20 disneyland 26 door 11 dorada 13 dublin 7 eindhoven 10 faro 6 finestrat
10 fiumicino 8 florence 19 frankfurt 13 gatwick 10 gaulle 8 girona 6 gloucester
10 green 4 group 6 hahn 13 heathrow 7 istanbul 6 keflavik 13 lisbon 9 lloret
32 london 7 luton 10 main 9 malgrat 10 malpensa 9 malta 6 marne 16 milan
15 munich 5 málaga 16 naples 6 orly 20 oxford 27 palermo 21 paris 17 pineda
6 pisa 12 port 13 porto 15 prague 7 reus 5 reykjavik 16 rome 8 salou 9 santa
6 seasonal 6 service 8 stansted 52 station 9 stockholm 4 stop 9 susanna
8 taranto 6 terminal 8 terravision 12 train 30 transfer 15 transfers 13 trapani
6 treviso 18 turin 6 vallée 8 venice 12 victoria 17 vienna 8 vito 6 warsaw

◎ Related Keywords Test

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

- terravision bus rome

- flughafen bergamo nach mailand

- terravision bus

- paris beauvais airport to paris centre

- transfer palermo aeroporto trapani porto

- terravision bus company

- terravision

- paris bva to paris city centre

- paris beauvais to paris city centre

- terraviaion

◎ Competitor Domains Test

This domain has an Authority Score of **48/100** 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

Airport Transfers

H2 tags

menu ×

Our airport transfers

London

Rome

Milan

Amsterdam

Paris

Turin

Malta

Porto

Florence

Barcelona

Oxford

Bari

Costa Brava

Costa Dorada

Vienna

Prague

lisbon

⚠️ Heading Tags Test

Dublin

Brussels

Stockholm

Reykjavik

Bristol

Benidorm

La Cala de Finestrat

Calpe

Munich

Budapest

Naples

Brindisi

Frankfurt

Istanbul

Palermo

Trapani

Venice

Choose Terravision

Where we operate our services

About Us

Lowcost Parkings

Terravision Low Cost, High Value

Remarketing unico home

SEO Site Checkup

✅ Robots.txt Test

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

https://www.terravision.eu/robots.txt

✅ Sitemap Test

This website has a sitemap file.

https://www.terravision.eu/sitemap_index.xml

https://www.terravision.eu/russian/sitemap_index.xml

https://www.terravision.eu/francese/sitemap_index.xml

https://www.terravision.eu/tedesco/sitemap_index.xml

https://www.terravision.eu/pl/sitemap_index.xml

https://www.terravision.eu/spagnolo/sitemap_index.xml

https://www.terravision.eu/italiano/sitemap_index.xml

❌ SEO Friendly URL Test

This webpage contains URLs that are not SEO friendly!

How to pass this test?

In order for URLs to be SEO friendly, they should be clearly named for what they are and contain no spaces, underscores or other characters. You should avoid the use of parameters when possible, as they are make URLs less inviting for users to click or share.

- If your website is new and is not indexed by search engines you can replace underscores with hyphens or redirect those links to URLs that use hyphens.BUT, if your website is ranked well by search engines you do not need to do this (probably you have other ranking factors working very well).

- The general advice remains: build links that contain hyphens rather than underscores and avoid dynamic URLs.

❌ 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

We found some HTML deprecated tags! You are advised to change these old tags with equivalent tags or proper CSS rules.

`1` center `35` font

How to pass this test?

In order to pass this test you must identify into your code all deprecated HTML tags listed above and replace them with proper tags or CSS rules. Some examples are given below:

- for `<applet>` tag, the equivalent tag is `<object>`
- for `<center>` tag, the alternative CSS property is `text-align`
- for `<font>` tag, the alternative CSS properties are `font-family` and `font-size`
- for `<s>` , `<strike>` and `<u>` tags, the alternative CSS property is `text-decoration`

✅ 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 **48/100** while the **Average Authority Score** of top 100 sites is **89.5**. Also, this domain has **369,191 backlinks** from **6,773 referring domains** and some recently found backlinks are listed below:

MAR 8, 2024	https://search.ear.it/search?q=meininger%2Bhotel%2Bberlin%2Bairport%2Bshuttle%2Bbus&relat...
MAR 8, 2024	https://search.ear.it/search?q=meininger%2Bhotel%2Bberlin%2Bairport%2Bshuttle%2Bbus&relat...
MAR 8, 2024	https://search.ear.it/search?q=meininger%2Bhotel%2Bberlin%2Bairport%2Bshuttle%2Bbus&relat...
MAR 8, 2024	https://howtogo.org/transfer/toulouse-station--to--warsaw
MAR 8, 2024	https://www.rome2rio.com/s/Rome-Airport-FCO/room-Select-Via-Veneto-Rome
MAR 8, 2024	https://www.rome2rio.com/s/Rome-Airport-FCO/room-Select-Via-Veneto-Rome
MAR 8, 2024	https://linguatools.de/deutsch-spanisch/saetzes?lang=auto&q=PM
MAR 8, 2024	https://linguatools.de/deutsch-spanisch/saetzes?lang=auto&q=PM
MAR 8, 2024	https://search.ear.it/search?q=meininger%2Bhotel%2Bberlin%2Bairport%2Bshuttle%2Bbus&relat...
MAR 8, 2024	https://search.ear.it/search?q=meininger%2Bhotel%2Bberlin%2Bairport%2Bshuttle%2Bbus&relat...

✅ 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.

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

✅ Social Media Test

This webpage is connected successfully with social media using:
Facebook

Speed optimizations

5 Failed   **0** Warnings   **20** Passed

❌ HTML Page Size Test

The size of this webpage's HTML is **54.16 Kb**, and is greater than the average size of **33 Kb**! This can lead to slower loading times, lost visitors, and decreased revenue. Good steps to reduce HTML size include: using HTML compression, CSS layouts, external style sheets, and moving javascript to external files.

How to pass this test?

In order to resolve this problem you are advised to:

- use gzip compression

- 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

- use CSS layouts

❌ DOM Size Test

The Document Object Model (DOM) of this webpage has **3,018 nodes** which is greater than the recommended value of 1,500 nodes! A large DOM size negatively affects site performance and increases the page load time.

How to pass this test?

In order to pass this test, you need to reduce the DOM size.

First, you need to identify the causes of an excessive number of DOM nodes. They can be: poorly coded plugins or themes, DOM nodes created dynamically via JavaScript, page builders that generate bloated HTML, copy-paste text into a WYSIWYG editor, hidden elements via CSS, etc.

Second, you need to remove the unnecessary tags and even refactor or rewrite some parts of the code/template. Another workarounds can be: code splitting (create more pages instead of one long page), consider to lazy load some parts of your website in order to speed up the initial rendering, implement infinite scroll, improve page rendering with content visibility (with the CSS content-visibility property, the browser will skip the styling, layout, and paint until the user scrolls down the page).

✅ HTML Compression/GZIP Test

This webpage is successfully compressed using **gzip compression** on your code. The HTML code is compressed from **534.96 Kb** to **54.16 Kb** (**90% 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 **3.2 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**.

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
Javascript	48.9 %	694.22 Kb
Image	30.7 %	435.97 Kb
Other	7.5 %	106.95 Kb
Font	6.4 %	91.16 Kb
Css	4.3 %	60.74 Kb
Html	2.2 %	30.93 Kb
TOTAL	100%	1.39 Mb

Requests by content type

Content type	Percent	Requests
Javascript	38.2 %	21
Html	14.5 %	8
Image	14.5 %	8
Css	12.7 %	7
Other	12.7 %	7
Font	7.3 %	4
TOTAL	100%	55

Content size by domain

Domain	Percent	Size
d3eiisrotdx73m.cloudfront.net	47.9 %	679.72 Kb
pagead2.googlesyndication.com	16.7 %	237.82 Kb
googletagmanager.com	6.5 %	92.03 Kb

cdn.optimizely.com	5.5 %	77.74 Kb
cdnjs.cloudflare.com	5.2 %	74.51 Kb
script.hotjar.com	3.9 %	54.87 Kb
book.terravision.eu	3.6 %	50.67 Kb
cdn.hu-manity.co	2.3 %	32.38 Kb
terravision.eu	1.4 %	20.14 Kb
googleadservices.com	1.4 %	19.72 Kb
Other	5.7 %	80.39 Kb
TOTAL	**100%**	**1.39 Mb**

Requests by domain

Domain	Percent	Requests
d3eiisrotdx73m.cloudfront.net	32.7 %	18
pagead2.googlesyndication.com	9.1 %	5
googleads.g.doubleclick.net	9.1 %	5
cdnjs.cloudflare.com	5.5 %	3
ka-f.fontawesome.com	5.5 %	3
tpc.googlesyndication.com	5.5 %	3
ssl.google-analytics.com	3.6 %	2
google.com	3.6 %	2
terravision.eu	1.8 %	1
cdn.optimizely.com	1.8 %	1
Other	21.8 %	12
TOTAL	**100%**	**55**

✅ 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 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 webpage is not using uncached images from same domain.

✅ JavaScript Caching Test

This webpage is not using uncached JavaScript resources from same domain!

SEO Site Checkup

✅ CSS Caching Test

This webpage is not using uncached CSS resources from same domain!

✅ 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 **1.27** 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:**
>
> *<img class="cover_img" srcset="https://d3eiisrotdx73m.cloudfront.net/wp-content/b..." alt="">*

✅ Cumulative Layout Shift Test

The CLS score of this webpage is **0.0002**. 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:** Airport Transfers City Tours Contact Us Group Transfers FAQs
> **Html:** *<ul class="largenav_list">*
> **Score:** 0.0001

Server and security   **4** Failed   **0** Warnings   **6** Passed

✅ URL Canonicalization Test

https://www.terravision.eu/ and https://terravision.eu/ resolve to the same URL.

SEO Site Checkup

✅ SSL Checker and HTTPS Test

This website is successfully using HTTPS, a secure communication protocol over the Internet.

- ✅ The certificate is not used before the activation date.
- ✅ The certificate has not expired.
- ✅ The hostname "www.terravision.eu" 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	*.terravision.eu
Subject Alternative Names (SANs)	*.terravision.eu
Not Valid Before	Sat, October 14th 2023, 12:00:00 am (UTC)
Not Valid After	Sun, November 10th 2024, 11:59:59 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	Amazon RSA 2048 M02

Intermediate certificate	
Common Name	Amazon RSA 2048 M02
Organization	Amazon
Location	US
Not Valid Before	Tue, August 23rd 2022, 10:25:30 pm (UTC)
Not Valid After	Fri, August 23rd 2030, 10:25:30 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	Amazon Root CA 1

Root certificate	
Common Name	Amazon Root CA 1
Organization	Amazon

SEO Site Checkup

Location	US
Not Valid Before	Tue, May 26th 2015, 12:00:00 am (UTC)
Not Valid After	Sun, January 17th 2038, 12:00:00 am (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	Amazon Root CA 1

✅ 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:** nginx/1.25.3

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

This webpage does not include email addresses in plaintext.

❌ Unsafe Cross-Origin Links Test

This webpage is using **target="_blank"** links without **rel="noopener"** or **rel="noreferrer"** attribute, which can expose it to performance and security issues!

How to pass this test?

In order to pass this test, you have to update each link identified in this report, by adding a **rel="noopener"** or a **rel="noreferrer"** attribute or both:

```
<a href="https://example.com" target="_blank" rel="noopener noreferrer">
    Click here
</a>
```

- **rel="noopener"** prevents the new page from being able to access the **window.opener** property and ensures it runs in a separate process.
- **rel="noreferrer"** has the same effect but also prevents the **Referer header** from being sent to the new page.

Mobile usability

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

✅ Meta Viewport Test

This webpage is using a viewport meta tag.

```
<meta name="viewport" content="width=device-width, initial-scale=1" />
```
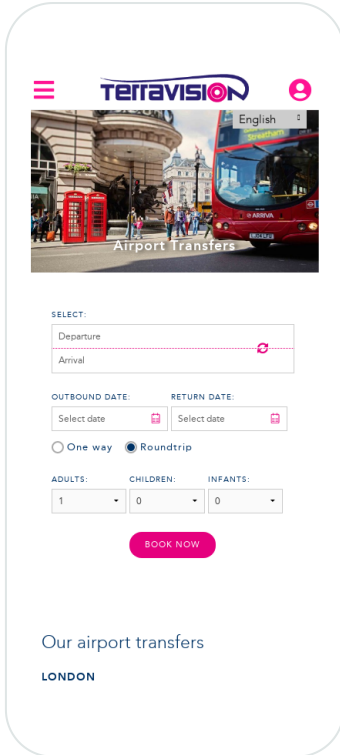
✅ Media Query Responsive Test

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

SEO Site Checkup

Mobile Snapshot Test

Advanced SEO

2 Failed   **1** 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.terravision.eu/ 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.terravision.eu/" rel="canonical"/>*

◉ Nofollow Tag Test

This webpage is using the nofollow meta tag! We recommend to use this tag carefully since search engines will not crawl all links from this webpage.

How to pass this test?

If you want search engines to crawl all the outgoing links on your webpage you must remove the nofollow meta tag.

◉ 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 ip4:93.145.241.202 include:spf.webapps.net include:spf.protection.outlook.com include:_pmta2.antevenio.com ~all*

Ads.txt Validation Test

The request of ads.txt file has an unexpected Content-Type header: **text/html; charset=UTF-8**. In order for this resource to be easily accessed by the DSPs and advertisers, its Content-Type header should be **text/plain** or **text/plain; charset=utf-8**.

How to pass this test?

In order to pass this test, the **ads.txt file** should be **publicly available** in the website's root domain and its content should be **properly formatted**.

The advertising systems will read the content of the ads.txt file only if the request will return a **200 OK** HTTP status code. The content of this file should be encoded as a formatted plain text and the HTTP Content-Type header should be **text/plain** (all other Content-Types are treated as an error and the content will be ignored).

As outlined in the IAB Tech Lab specifications for ads.txt file, the format logically consists of three types of records: comments, data records and variables:

1. **Comments**
   Lines starting with **#** symbol are considered comments and are ignored.

2. **Data records**
   For each Exchange or Supply-Side Platform (SSP) that is authorized to sell your inventory you must add a data record. Each of these lines should contain 3 or 4 comma separated fields:

   > <FIELD #1>, <FIELD #2>, <FIELD #3>, <FIELD #4>

   - #1 - The canonical domain name of the system where bidders connect (e.g. google.com, appnexus.com, etc)

   - #2 - The publisher account ID

   - #3 - The type of account or relationship (e.g. DIRECT or RESELLER)

   - #4 - (Optional) An ID that uniquely identifies the advertising system within a certification authority

3. **Variables**
   Any line containing a pattern of **<VARIABLE>=<VALUE>** should be interpreted as a variable declaration. The **<VARIABLE>** is a string identifier without internal whitespace. The only supported separator is the equals sign **'='**. The **<VALUE>** is an open string that may contain arbitrary data.

   For human readability it is recommended that variables be declared at the end of the file, but this is not a strict requirement.

   Only the following variables are supported: **CONTACT**, **SUBDOMAIN** and **INVENTORYPARTNERDOMAIN**.