



https://www.theupgroup.com/

Report generated on Mar 07, 2024



11 Failed



6 Warnings



56 Passed



Common SEO issues

6 Failed

3 Warnings

16 Passed

! Meta Title Test

This webpage is using a title tag with a length of 10 characters. While there's no target number of characters, titles should be descriptive and concise. Using a title tag with less than 20 characters is a missed opportunity since it can be difficult to fit all your targeted keywords in such a short text.

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: theupgroup

Length: 10 characters

! Meta Description Test

This webpage is using a meta description tag with a length of 71 characters. We recommend using well-written and inviting meta descriptions with a length between 150 and 220 characters (spaces included).

Text: Europe's leading digital executive search, networking and advisory firm

Length: 71 characters



Google Search Results Preview Test

Desktop version

<https://www.theupgroup.com/>

theupgroup

Europe's leading digital executive search, networking and advisory firm

Mobile version

<https://www.theupgroup.com/>

theupgroup

Europe's leading digital executive search,
networking and advisory firm



✔ Social Media Meta Tags Test

This webpage is using social media meta tags.

Open Graph Meta Tags

og:site_name	theupgroup
og:title	theupgroup
og:url	https://www.theupgroup.com
og:type	website
og:description	Europe's leading digital executive search, networking and advisory firm
og:image	http://static1.squarespace.com/static/5f217066f0d7cc20f98210ff/t/6480b130740d933051c86efa/168...format=1500w
og:image:width	1500
og:image:height	1500

Twitter Card Meta Tags

twitter:title	theupgroup
twitter:image	http://static1.squarespace.com/static/5f217066f0d7cc20f98210ff/t/6480b130740d933051c86efa/168...format=1500w
twitter:url	https://www.theupgroup.com
twitter:card	summary
twitter:description	Europe's leading digital executive search, networking and advisory firm

⊙ 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.

- 7 events
- 6 search
- 6 meet
- 6 masters
- 5 team



✘ Keywords Usage Test

The most common keywords of this webpage are not distributed across the important HTML tags! Primary keywords should appear in title tag, meta description and heading tags to help Search Engines to properly identify the topic of this webpage.

Keyword	Title tag	Meta description	Headings
events	✘	✘	✓
search	✘	✓	✓
meet	✘	✘	✘
masters	✘	✘	✘
team	✘	✘	✘

🕒 Keywords Cloud Test





⦿ Related Keywords Test

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

- [digital masters](#)
- [david parry-jones](#)
- [ritu soni](#)
- [sarah pipkin](#)
- [group up](#)
- [theup](#)
- [matthew conroy](#)
- [james burrows uk](#)
- [masters podcast](#)
- [lily tompkins](#)

⦿ Competitor Domains Test

This domain has an Authority Score of 25/100 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

Europe's leading tech executive search, networking and advisory firm

H2 tags

About UsExecutive SearchNetwork & Events

Event NewsAdvisory ServicesCareers

✔ Robots.txt Test

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

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



✔ Sitemap Test

This website has a sitemap file.

<https://www.theupgroup.com/sitemap.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 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

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 affect 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 become:-->
<p>some text here</p>

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

✔ Deprecated HTML Tags Test

This webpage does not use HTML deprecated tags.



✓ Google Analytics Test

This webpage is using Google Analytics.

✓ Favicon Test

🔗 This website appears to have a favicon.

○ Backlinks Test

This domain has an Authority Score of **25/100** while the **Average Authority Score** of top 100 sites is **89.5**. Also, this domain has **604 backlinks** from **176 referring domains** and some recently found backlinks are listed below:

- MAR 2, 2024 <http://revistanegocios.es/category/actualidad/page/633/>
- MAR 2, 2024 <https://tr.cointime.ai/project/the-up-group>
- MAR 2, 2024 <https://revistanegocios.es/category/actualidad/page/633/>
- MAR 1, 2024 <https://www.boardwave.org/boardwave-live-agenda>
- FEB 29, 2024 <https://londonfintechpodcast.com/tag/globalisation/page/7/>
- FEB 29, 2024 <https://www.boardwave.org/leaders/sion-lewis>
- FEB 29, 2024 <https://www.boardwave.org/nomination-landing-page>
- FEB 29, 2024 <https://www.boardwave.org/post/blockchain-britain-in-bitcoin-boost>
- FEB 28, 2024 <https://suade.org/westminster-business-forum/>
- FEB 28, 2024 <https://www.boardwave.org/making-waves/advice-on-starting,-growing-and-scaling-your-start-up>

✓ 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:

[Twitter](#)

Speed optimizations

4 Failed

2 Warnings

19 Passed

✔ HTML Page Size Test

The size of this webpage's HTML is **22.62 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 **524 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 **136.76 Kb** to **22.62 Kb** (**83% 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 **3.93 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
Other	45.8 %	3.84 Mb
Javascript	41.2 %	3.45 Mb
Image	9.5 %	817.01 Kb
Css	1.7 %	146.50 Kb
Font	1.4 %	116.94 Kb
Html	0.4 %	30.35 Kb
TOTAL	100%	8.38 Mb

Requests by content type

Content type	Percent	Requests
Javascript	34.0 %	18
Other	26.4 %	14
Image	13.2 %	7
Font	13.2 %	7
Html	7.5 %	4
Css	5.7 %	3
TOTAL	100%	53

Content size by domain

Domain	Percent	Size
103vod-adaptive.akamaized.net	45.8 %	3.84 Mb
assets.squarespace.com	36.3 %	3.04 Mb
images.squarespace-cdn.com	8.5 %	733.63 Kb



f.vimeocdn.com	3.0 %	260.38 Kb
static1.squarespace.com	2.3 %	194.69 Kb
use.typekit.net	1.4 %	123.82 Kb
googletagmanager.com	1.1 %	94.19 Kb
i.vimeocdn.com	1.0 %	83.18 Kb
theupgroup.com	0.2 %	20.86 Kb
gstatic.com	0.2 %	14.62 Kb
Other	0.1 %	12.30 Kb
TOTAL	100%	8.38 Mb

Requests by domain

Domain	Percent	Requests
use.typekit.net	15.1 %	8
assets.squarespace.com	15.1 %	8
static1.squarespace.com	9.4 %	5
fresnel.vimeocdn.com	9.4 %	5
103vod-adaptive.akamaized.net	9.4 %	5
f.vimeocdn.com	7.5 %	4
images.squarespace-cdn.com	5.7 %	3
i.vimeocdn.com	5.7 %	3
theupgroup.com	3.8 %	2
player.vimeo.com	3.8 %	2
Other	15.1 %	8
TOTAL	100%	53

✓ 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:-->


<!--After:-->
<picture>
  <source type="image/webp" srcset="image.webp">
  
</picture>
```

The browser uses the first listed source that's in a format it supports. If the browser does not support any of the formats listed in the "source" tags, it falls back to loading the image specified by the "img" tag.



Image Metadata Test

This webpage is 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 webpage is not using uncached images from same domain.

JavaScript Caching Test

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

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 2.68 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: *Europe's leading tech executive search, networking and advisory firm*

Html: `<h1 style="white-space: pre-wrap; transition-timing-function:..." class="preSlide slideIn">`

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 0.0000. To provide a good user experience, [Google recommends](#) that sites should strive to have a CLS score of 0.1 or less.

Server and security

1 Failed

0 Warnings

9 Passed

✓ URL Canonicalization Test

<https://www.theupgroup.com/> and <https://theupgroup.com/> resolve to the same URL.



✔ SSL Checker and HTTPS Test

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

- ✔ The certificate is not used before the activation date.
- ✔ The certificate has not expired.
- ✔ The hostname "www.theupgroup.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	theupgroup.com
Subject Alternative Names (SANs)	theupgroup.com, *.theupgroup.com
Not Valid Before	Sun, February 4th 2024, 8:16:17 am (UTC)
Not Valid After	Sat, May 4th 2024, 8:16:16 am (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

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

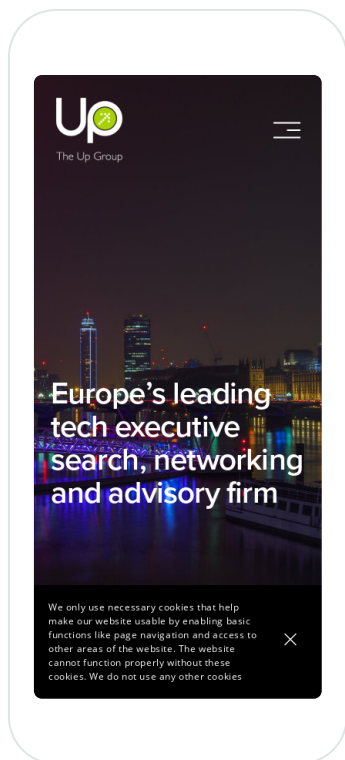
This webpage is using a viewport meta tag.

```
<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.

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://www.theupgroup.com/> is preferred to be used in search results. Please ensure that this specification is correct, as canonical tags are often hard-coded and may not always reflect the latest changes in a site's URL structure.

```
<link href="https://www.theupgroup.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:eu_netblocks.mimecast.com include:servers.mcsv.net a:spf.protection.outlook.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.