SEO Site Checkup

https://www.lucygroup.com

Report generated on Jan 31, 2024

SEO Score
70/100
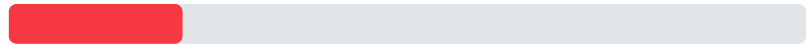
16 Failed

9 Warnings

48 Passed

Common SEO issues

6 Failed   **3** Warnings   **16** Passed

⚠ Meta Title Test

This webpage is using a title tag with a length of **61 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: Lucy Group - Power Distribution, Smart Lighting & Real Estate
Length: 61 characters

⚠ Meta Description Test

This webpage is using a meta description tag with a length of **144 characters**. We recommend using well-written and inviting meta descriptions with a length **between 150 and 220 characters** (spaces included).

Text: Lucy Group is a diversified international group operating businesses across a number of sectors: Lucy Controls, Lucy Electric & Lucy Real Estate
Length: 144 characters

◎ Google Search Results Preview Test

Desktop version

https://www.lucygroup.com/

Lucy Group - Power Distribution, Smart Lighting & Real Estate

Lucy Group is a diversified international group operating businesses across a
number of sectors: Lucy Controls, Lucy Electric & Lucy Real Estate

Mobile version

https://www.lucygroup.com/

Lucy Group - Power Distribution,
Smart Lighting & Real Estate

Lucy Group is a diversified international
group operating businesses across a number
of sectors: Lucy Controls, Lucy Electric & Luc...

✅ 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	Lucy Group - Power Distribution, Smart Lighting & Real Estate
og:description	Lucy Group is a diversified international group operating businesses across a number of sectors: Lucy Controls, Lucy Electric & Lucy Real Estate
og:url	https://www.lucygroup.com/
og:site_name	Lucy Group
og:image	https://www.lucygroup.com/app/uploads/2021/07/shutterstock_1007092645-cropped-scaled.jpg
og:image:width	2560
og:image:height	1488
og:image:type	image/jpeg

Twitter Card Meta Tags	
twitter:card	summary_large_image

◉ 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.

`21 lucy` `18 group` `14 website` `10 google` `10 analytics`

✅ 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
lucy	✓	✓	✓
group	✓	✓	✓
website	✗	✗	✗
google	✗	✗	✗
analytics	✗	✗	✗

◉ Keywords Cloud Test

3 allow   10 analytics   3 ankita   4 annual   3 awards   2 business   8 businesses

3 carbon   6 careers   2 certification   2 charging   2 city   4 close   6 contact   3 control

3 controls   6 cookie   7 cookies   3 decline   3 description   2 development   3 digital

2 distribution   3 domain   4 electric   3 electrical   3 engineer   3 enzuzo   3 estate

3 experience   2 fault   4 functionality   2 fundamentals   10 google   2 governance   18 group

2 heritage   3 high   2 india   2 infrastructure   3 intelligent   3 investment   3 investor

4 investors   2 leadership   2 leading   4 learn   3 lighting   3 living   21 lucy   2 machine

4 management   4 maps   5 marketing   2 meet   3 mobile   3 modeller   5 necessary

7 news   3 opportunities   2 oxford   2 oxfordshire   3 people   3 platform   4 player

6 policy   3 power   3 privacy   2 program   2 property   4 real   2 reduce   3 reporting

3 resources   2 safety   5 search   2 secondary   5 service   7 services   3 sheriff

3 singh   4 smart   2 solutions   3 statement   2 street   3 strictly   2 successfully

9 sustainability   5 sustainable   3 toggle   3 type   3 undefined   3 used   4 uses

3 using   14 website   3 websites   2 work   3 young   3 youtube

◉ Related Keywords Test

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

- lucy group
- lucy switchgear
- lucy jobs
- lucy electric
- lucy electric uk
- lucy switchgear
- lucy recruitment
- lucy electric
- lucy jobs
- lucy electric uk

◉ Competitor Domains Test

This domain has an Authority Score of **23/100** 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

Lucy Group

H2 tags

Improving people's lives with intelligent power, smart lighting and sustainable homes.

Our Businesses

Working at Lucy Group

Latest News

Any questions?

Want to know more about Lucy Group?

SEO Site Checkup

✅ Robots.txt Test

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

https://www.lucygroup.com/robots.txt

✅ Sitemap Test

This website has a sitemap file.

https://www.lucygroup.com/sitemap.xml

https://www.lucygroup.com/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

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

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

`2` `u`

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 **23/100** while the **Average Authority Score** of top 100 sites is **89.5**. Also, this domain has **1,687 backlinks** from **320 referring domains** and some recently found backlinks are listed below:

JAN 31, 2024	https://www.angel-jobs.com/administration-executive-jobs-in-nashik-at-lucy-group-1706191499
JAN 30, 2024	https://www.monster.co.th/job/assembly-operator-lucy-electric-rayong-25273302
JAN 30, 2024	https://theirstack.com/es/technology/material-kit/gb
JAN 30, 2024	http://www.aq0.co.uk/privately-owned/index12.htm
JAN 29, 2024	https://www.gruppoasco.com/oxford-open-doors-k.html
JAN 29, 2024	https://www.dubai-jobs.me/search?by-date=false&max-results=20&reverse-paginate=true&start=...
JAN 29, 2024	https://best-seo-domains.com/4c415acd0ff0979bfc9511eaa1eaf3bb4742b618/ded7ee402855165b...
JAN 29, 2024	https://www.getjob.co.in/lucy.html
JAN 29, 2024	https://etichotels.com/jumeira-rotana/-?hotel_id=2988&search_id=ht-2988&search_txt=Jumeira%...
JAN 28, 2024	https://roundandabout.co.uk/sub-category/oxfordshire/page/13/

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❌ JS Error Test

We've found JavaScript errors on this webpage!

How to pass this test?

If your site has JavaScript errors it might not work properly, which can lead to improper or incomplete loading of content. It's hard to advise how to fix JavaScript errors since there are many different types, but here are some tips:

- First of all, you have to locate the source of errors;

- If you are using JS plugins or other third party code, you must carefully read the documentation;

- Syntax errors (a typo or missing character) are easy to fix;

✅ Console Errors Test

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

✅ Charset Declaration Test

This webpage has a character encoding declaration.

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

✅ Social Media Test

This webpage is connected successfully with social media using:
Twitter

SEO Site Checkup

Speed optimizations

8 Failed   **4** Warnings   **13** Passed

❌ HTML Page Size Test

The size of this webpage's HTML is **56.38 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 **527 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 **344.07 Kb** to **56.38 Kb (84% 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 **3.67 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
Image	91.8 %	5.51 Mb
Javascript	6.0 %	366.76 Kb
Css	0.9 %	55.99 Kb
Font	0.7 %	42.38 Kb
Other	0.4 %	23.69 Kb
Html	0.2 %	11.95 Kb
TOTAL	100%	5.99 Mb

Requests by content type

Content type	Percent	Requests
Image	46.4 %	13
Javascript	21.4 %	6
Font	10.7 %	3
Other	10.7 %	3
Css	7.1 %	2
Html	3.6 %	1
TOTAL	100%	28

Content size by domain

Domain	Percent	Size
lucygroup.com	95.8 %	5.74 Mb
googletagmanager.com	2.7 %	163.42 Kb
app.enzuzo.com	1.5 %	93.40 Kb

secure.smart-business-365.com	0.0 %	1.26 Kb
google-analytics.com	0.0 %	210 B
TOTAL	**100%**	**5.99 Mb**

Requests by domain

Domain	Percent	Requests
lucygroup.com	75.0 %	21
app.enzuzo.com	7.1 %	2
secure.smart-business-365.com	7.1 %	2
googletagmanager.com	7.1 %	2
google-analytics.com	3.6 %	1
TOTAL	**100%**	**28**

✅ Page Cache Test (Server Side Caching)

This webpage is using a caching mechanism. Caching helps speed page loading times as well as reduces server load.

✅ Flash Test

This webpage does not include flash objects (an outdated technology that was sometimes used to deliver rich multimedia content). Flash content does not work well on mobile devices, and is difficult for crawlers to interpret.

⚠️ CDN Usage Test

This webpage is not serving 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

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❌ 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

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✅ **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 **2.67** 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:**
>
> *<div class="background-image" style="background-image: url(https://www.lucygroup.com/ap...">*

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.

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✅ **Cumulative Layout Shift Test**

The CLS score of this webpage is **0.0030**. 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:** Our Businesses About Us About Us Leadership Governance Our Heritage Investors In...
> **Html:** *<div id="main-navbar" class="navbar-menu">*
> **Score:** 0.0018

Server and security

2 Failed   **0** Warnings   **8** Passed

✅ **URL Canonicalization Test**

https://www.lucygroup.com/ and https://lucygroup.com/ resolve to the same URL.

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✅ 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.lucygroup.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	lucygroup.com
Subject Alternative Names (SANs)	lucygroup.com, *.lucygroup.com
Not Valid Before	Wed, November 15th 2023, 12:00:00 am (UTC)
Not Valid After	Fri, December 13th 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

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 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

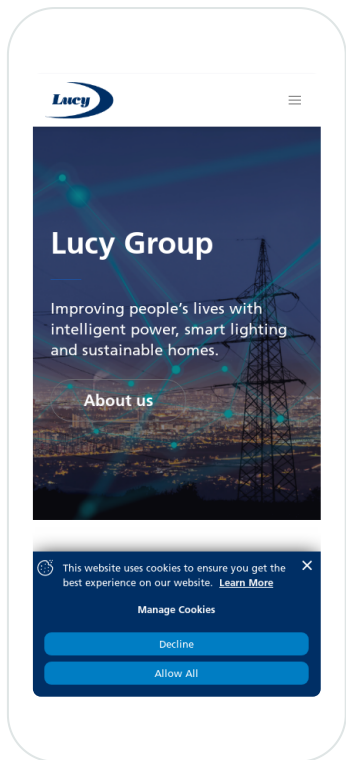This webpage is using a viewport meta tag.

```
<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.

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◎ Mobile Snapshot Test

Advanced SEO

0 Failed   **2** Warnings   **8** Passed

✅ Structured Data Test

This webpage is using structured data.

✅ Custom 404 Error Page Test

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

✅ Noindex Tag Test

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

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✅ Canonical Tag Test

This webpage is using the canonical link tag. This tag specifies that the URL: https://www.lucygroup.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.lucygroup.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 ip4:178.33.184.234 ip4:162.13.193.80 ip4:213.1.222.19 ip4:213.1.222.14 include: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.