SEO Site Checkup

https://www.simplyconveyancing.co.uk/sc/

Report generated on Nov 14, 2023

SEO Score
51/100
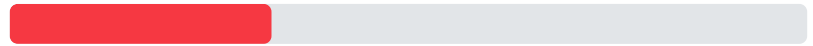
24 Failed

9 Warnings
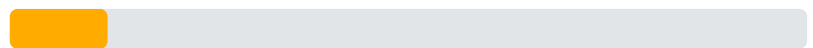
40 Passed

Common SEO issues

10 Failed   **3** Warnings   **12** Passed

⚠ Meta Title Test

This webpage is using a title tag with a length of **19 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:** Simply Conveyancing
> **Length:** 19 characters

SEO Site Checkup

❌ Meta Description Test

This webpage is not using a meta description tag! You should include this tag in order to provide a brief description of your page which can be used by search engines. Well-written and inviting meta descriptions may also help click-through rates to your site in search engine results.

How to pass this test?

In order to pass this test you must include a meta-description tag in your page header (**\<head\>** section):

```
<head>
    <meta name="description" content="type_your_description_here">
</head>
```

Note that in HTML the **\<meta\>** tag has no end tag but in XHTML this tag must be properly closed.

Meta description can have any length but a good practice is to keep this under 160 characters (search engines generally truncate snippets longer than this value).

◉ Google Search Results Preview Test

Desktop version

https://www.simplyconveyancing.co.uk/sc/
Simply Conveyancing

Mobile version

https://www.simplyconveyancing.co.uk/sc/
Simply Conveyancing

❌ Social Media Meta Tags Test

This webpage is not using social media meta tags! While this type of meta tags don't affect what people see when they visit the webpage, they exist to provide information about it to search engines and social media platforms.

How to pass this test?

In order to pass this test, you'll have to add social media meta tags into your webpage's "head" section. Social media meta tags are snippets of HTML code that control how URLs are displayed when shared on social media. Facebook and Twitter are, by far, the most popular social media platforms, so let's focus on those two.

Facebook uses meta tags leveraging the Open Graph protocol, which enables any web page to become a rich object in a social graph. A complete list of meta tags available can be found in the Open Graph website. You'll find there multiple tags and how to use them, but only four are required for Facebook to understand the basics of your page:

```
<meta property="og:title" content="Add title here">
<meta property="og:description" content="Add description here">
<meta property="og:image" content="https://your-website.com/og-image.png">
<meta property="og:url" content="https://your-website.com">
```

Twitter has its own meta tags that are similar to the Open Graph protocol, but uses the "twitter" prefix instead of "og". As with Facebook, only a few are required:

```
<meta name="twitter:title" content="Add title here">
<meta name="twitter:description" content="Add description here">
<meta name="twitter:url" content="https://your-website.com/twitter-image.png">
<meta name="twitter:card" content="summary">
```

◉ 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.

18	cookies	17	website	16	conveyancing	10	type	10	process

SEO Site Checkup

❌ 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
cookies	❌	❌	✓
website	❌	❌	❌
conveyancing	✓	❌	✓
type	❌	❌	❌
process	❌	❌	❌

◎ Keywords Cloud Test

4 accept 2 access 3 account 4 alexa 2 analytics 5 bank 2 bots 2 careers
5 communication 3 company 2 complaints 5 consent 4 contact 16 conveyancing
7 cookie 3 cookiebot 18 cookies 3 customer 2 customise 6 details 2 distinguish
2 domain 5 econvey 3 email 2 ensure 8 expiry 3 fees 2 generate 4 google
5 great 2 guide 4 help 4 home 3 house 2 html 6 http 2 humans
2 individual 6 information 2 interact 3 lawyer 5 lawyers 3 learn 5 legal 4 like
4 limited 3 list 4 login 5 make 3 marketing 3 miss 3 mobile 3 moving
3 necessary 4 notice 3 number 2 order 2 owners 2 personal 2 place
3 preferences 10 process 4 professional 5 property 3 provider 2 providers
3 purchase 4 recommend 2 registers 2 reject 2 reviews 4 sale 3 select
2 selection 4 service 2 services 2 session 7 simply 3 start 2 statistical
2 statistics 2 text 3 time 3 transaction 3 trust 10 type 2 unclassified
2 understand 3 unique 3 updates 8 used 3 user 3 uses 2 visit 2 visitor
3 visitors 17 website 4 websites 4 work 2 years

◉ Related Keywords Test

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

- simply property lawyers
- simplyconveyancing
- simply conveyancing
- simplypropertylawyers
- simply conveyancing daventry
- simply conveyancers
- simply pirie palmann
- conveyancing lawyers
- simple conveyancing
- simply conveyancing property lawyers

◉ Competitor Domains Test

This domain has an Authority Score of **27/100** while the **Average Authority Score** of top 100 sites is **89.5**. Some of the most relevant competitors for this domain are listed below:

SEO Site Checkup

❌ Heading Tags Test

This webpage does not contain H1 headings! H1 headings help indicate the important topics of your page to search engines. While less important than good meta-titles and descriptions, H1 headings may still help define the topic of your page to search engines.

H2 tags
Our use of cookies
[#IABV2_TITLE#]
A Conveyancing service you can trust
We've been recommended to 100% of our clients

How to pass this test?

In order to pass this test you must identify the most important topics from your page and insert those topics between `<h1>...</h1>` tags.

Example:

```
<h1>Important topic goes here</h1>
...
<h1>Another topic</h1>
```

✅ Robots.txt Test

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

https://www.simplyconveyancing.co.uk/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 Site Checkup

❌ 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

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

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 either doesn't have a favicon or this has not been referenced correctly!

How to pass this test?

To add a favicon to your site, you need to have your logo created in a 16x16 PNG, GIF or ICO image and uploaded to your web server. Then it's simply a matter of adding the following code into the header of your HTML code for your web pages:

```
<head>
 <link rel="icon" type="image/x-icon" href="url_to_my_favicon" />
 <title>My Title</title>
</head>
```

In the example above the "url_to_my_favicon" refers to the actual location of your favicon file.

SEO Site Checkup

◉ Backlinks Test

This domain has an Authority Score of **27/100** while the **Average Authority Score** of top 100 sites is **89.5**. Also, this domain has **879 backlinks** from **190 referring domains** and some recently found backlinks are listed below:

NOV 13, 2023	https://www.careerbuilder.be/employerprofile/companyjobs.aspx?CompanyDID=CGW80475Y9M...
NOV 13, 2023	https://competitorsites.com/country/us/domain/quickmovenow.com
NOV 12, 2023	https://www.careerbuilder.be/employerprofile/companyjobs.aspx?companydid=CGW80475Y9M...
NOV 11, 2023	https://webtoady.com/region/east-midlands/lawyer/4/
NOV 11, 2023	https://global-website.pages.dev/01/aDWFpincnT
NOV 11, 2023	https://global-rank.pages.dev/01/aDWFpincnT
NOV 10, 2023	https://webtoady.com/region/east-midlands/legal-service/2/
NOV 8, 2023	https://www.careerbuilder.be/employerprofile/companyjobs.aspx?companydid=CGW80475Y9MG...
NOV 8, 2023	https://ejobsresults.com/simply-conveyancing-login/
NOV 8, 2023	https://ejobsresults.com/simply-conveyancing-login/

✅ 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

SEO Site Checkup

Speed optimizations

9 Failed   **4** Warnings   **12** Passed

❌ HTML Page Size Test

The size of this webpage's HTML is **133.04 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 **663 nodes** which is less than the recommended value of 1,500 nodes.

❌ HTML Compression/GZIP Test

This webpage doesn't use HTML compression! We recommend to compress the HTML code in order to reduce the page size and page loading times - this will help a website to retain visitors and increase page views. If the HTML compression will be enabled, the HTML size will be decreased by **76%** - from **133.04 Kb** to **31.87 Kb** .

How to pass this test?

Your two options for file compression are **Deflate** and **GZIP**.

- Deflate is an option which comes automatically with the Apache server and which is simple to set up.

- GZIP on the other hand needs to be installed and requires a bit more work to install. However, GZIP does achieve a higher compression rate and therefore might be a better choice if your website uses pages which have a lot of images or large file sizes.

Setting up file compression for your website will depend on which type of server you're using for your website. Most likely, you'll be using Apache, which means you can enable compression by adding a few deflate codes to your **.htaccess** file.

```
# compress text, html, javascript, css, xml:
AddOutputFilterByType DEFLATE text/plain
AddOutputFilterByType DEFLATE text/html
AddOutputFilterByType DEFLATE text/xml
AddOutputFilterByType DEFLATE text/css
AddOutputFilterByType DEFLATE application/xml
AddOutputFilterByType DEFLATE application/xhtml+xml
AddOutputFilterByType DEFLATE application/rss+xml
AddOutputFilterByType DEFLATE application/javascript
AddOutputFilterByType DEFLATE application/x-javascript
```

For more advanced information regarding deflate you can check this Apache documentation.

❌ Site Loading Speed Test

The loading time of this webpage (measured from N. Virginia, US) is around **5.89 seconds** and is greater than the average loading speed which is **5 seconds**!

How to pass this test?

In order to resolve this problem you are advised to:

- Minimize HTTP requests

- Use Gzip compression

- Use HTTP caching

- Move all CSS style rules into a single, external and minified CSS file

- Minify all JS files and, if possible, try combining them into a single external JS file

- Include external CSS files before external JS files

- Place your JS scripts at the bottom of your page

- Optimize images

- Reduce redirects

- Reduce the number of plug-ins

✅ JS Execution Time Test

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

❌ 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	36.2 %	1.58 Mb
Javascript	34.7 %	1.52 Mb
Css	12.5 %	557.65 Kb
Other	10.9 %	487.82 Kb
Html	3.4 %	150.68 Kb
Font	2.3 %	103.65 Kb
TOTAL	100%	4.37 Mb

Requests by content type

Content type	Percent	Requests
Javascript	41.0 %	25
Image	36.1 %	22
Html	9.8 %	6
Css	6.6 %	4
Font	3.3 %	2
Other	3.3 %	2
TOTAL	100%	61

Content size by domain

Domain	Percent	Size
simplyconveyancing.co.uk	81.3 %	3.55 Mb
platform.twitter.com	13.5 %	603.93 Kb
consent.cookiebot.com	2.1 %	93.95 Kb

yoshki.com	0.9 %	41.69 Kb
cdn.yoshki.com	0.7 %	33.27 Kb
fonts.gstatic.com	0.6 %	28.09 Kb
google-analytics.com	0.5 %	20.80 Kb
api.feefo.com	0.2 %	7.30 Kb
syndication.twitter.com	0.1 %	2.67 Kb
images-static.trustpilot.com	0.1 %	2.60 Kb
Other	0.1 %	2.73 Kb
TOTAL	**100%**	**4.37 Mb**

Requests by domain

Domain	Percent	Requests
simplyconveyancing.co.uk	37.7 %	23
platform.twitter.com	29.5 %	18
cdn.yoshki.com	9.8 %	6
syndication.twitter.com	4.9 %	3
consent.cookiebot.com	3.3 %	2
consentcdn.cookiebot.com	3.3 %	2
yoshki.com	3.3 %	2
fonts.googleapis.com	1.6 %	1
api.feefo.com	1.6 %	1
images-static.trustpilot.com	1.6 %	1
Other	3.3 %	2
TOTAL	**100%**	**61**

✅ 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

❌ 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.

SEO Site Checkup

✅ Image Metadata Test

This webpage is not using images with large metadata.

❌ Image Caching Test

This website is not using cache headers for images. Setting cache headers can help speed up the serving of a webpage for returning users. Learn more about how to add expires headers to your images.

How to pass this test?

In order to reduce the number of HTTP requests, you can use the HTTP Expires header to set an expiration time for your images or any other content type. You can add the following lines into your **.htaccess** file:

```
<IfModule mod_expires.c>
    ExpiresActive on

    ExpiresByType image/jpg "access plus 1 month"
    ExpiresByType image/jpeg "access plus 1 month"
    ExpiresByType image/gif "access plus 1 month"
    ExpiresByType image/png "access plus 1 month"
</IfModule>
```

❌ JavaScript Caching Test

This webpage is not using cache headers for JavaScript resources! Setting cache headers can help to speed up the webpage for returning users.

How to pass this test?

In order to reduce the number of HTTP requests, you can use the HTTP Expires header to set an expiration time for your JavaScript resources or any other content type. You can add the following lines into your **.htaccess** file:

```
<IfModule mod_expires.c>
    ExpiresActive on

    ExpiresByType text/javascript "access plus 1 month"
    ExpiresByType application/javascript "access plus 1 month"
</IfModule>
```

❌ CSS Caching Test

This webpage is not using cache headers for CSS resources! Setting cache headers can help to speed up the webpage for returning users.

How to pass this test?

In order to reduce the number of HTTP requests, you can use the HTTP Expires header to set an expiration time for your CSS resources or any other content type. You can add the following lines into your **.htaccess** file:

```
<IfModule mod_expires.c>
   ExpiresActive on

   ExpiresByType text/css "access plus 1 month"
</IfModule>
```

✅ JavaScript Minification Test

All JavaScript files used by this webpage are minified.

✅ CSS Minification Test

All CSS resources used by this webpage are minified.

❌ Render Blocking Resources Test

This webpage is using render blocking resources! Eliminating render-blocking resources can help this webpage to load significantly faster and will improve the website experience for your visitors.

How to pass this test?

In order to pass this test, you have to reduce the impact of render-blocking resources.

First, you have to identify what's critical and what's not. You can use the Chrome DevTools (Coverage tab) to identify non-critical CSS and JS.

Once you've identified critical code, you can try the below methods to eliminate render-blocking resources:

- inline critical JS within a script tag in your HTML document

- inline critical CSS required for the first paint inside a style block in the head of the HTML document

- move the script and link tags at the end of the HTML document

- add async or defer attributes to non-critical script or link tags

- split CSS styles into different files, organized by media query

- compress and minify your text-based resources

✅ Nested Tables Test

This webpage is not using nested tables. This speeds up page loading time and optimizes the user experience.

✅ Frameset Test

This webpage does not use frames.

✅ Doctype Test

This webpage has a doctype declaration.

> *<!DOCTYPE html>*

✅ URL Redirects Test

This URL 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 **2.58** 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:** *A Conveyancing service you can trust*
> **Html:** *<h2 data-caption-animate="fadeInUpSmall">*

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.

SEO Site Checkup

⚠️ Cumulative Layout Shift Test

The CLS score of this webpage is **0.1086**. 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:** A Conveyancing service you can trust GET MOBILE APP LOGIN A Conveyancing servi...
> **Html:** *<div class="swiper-container swiper-slider swiper-slider_fullh..." data-simulate-touch="false" data-loop="false" data-autoplay="false">*
> **Score:** 0.0786

How to pass this test?

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

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

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

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

SEO Site Checkup

Server and security   **2** Failed   **0** Warnings   **8** Passed

❌ URL Canonicalization Test

https://www.simplyconveyancing.co.uk/sc/ and https://simplyconveyancing.co.uk/sc/ should resolve to the same URL, but currently do not.

How to pass this test?

In order to pass this test you must consider using a 301 re-write rule in your **.htaccess** file so that both addresses (**http://example.com** and **http://www.example.com**) resolve to the same URL.

- If you want to redirect **http://www.example.com** to **http://example.com**, you can use this:

```
RewriteCond %{HTTP_HOST} ^www\.example\.com$
RewriteRule ^/?$ "http\:\/\/example\.com\/" [R=301,L]
```

- If you want to redirect **http://example.com** to **http://www.example.com**, you can use this:

```
RewriteCond %{HTTP_HOST} !^www.example.com$ [NC]
RewriteRule ^(.*)$ http://www.example.com/$1 [L,R=301]
```

Note that you must put the above lines somewhere after **RewriteEngine On** line.

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.simplyconveyancing.co.uk" 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	www.simplyconveyancing.co.uk
Subject Alternative Names (SANs)	www.simplyconveyancing.co.uk, simplyconveyancing.co.uk
Not Valid Before	Mon, July 3rd 2023, 12:00:00 am (UTC)
Not Valid After	Fri, July 19th 2024, 11:59:59 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	Sectigo RSA Domain Validation Secure Server CA

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

Root certificate	
Common Name	USERTrust RSA Certification Authority

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

✅ Mixed Content Test (HTTP over HTTPS)

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

✅ HTTP2 Test

This webpage is using the HTTP/2 protocol.

✅ Safe Browsing Test

This website is not currently listed as suspicious (no malware or phishing activity found).

✅ Server Signature Test

The server signature is 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

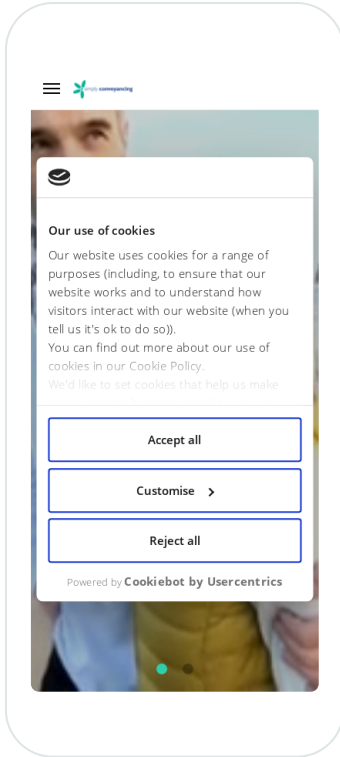This webpage is using a viewport meta tag.

```
<meta name="viewport" content="width=device-width, height=device-height, initial-scale=1.0, maximum-scale=1.0, user-scalable=0" />
```

✅ Media Query Responsive Test

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

![SEO Site Checkup logo] **SEO Site Checkup**

◎ Mobile Snapshot Test

Advanced SEO   **3** Failed   **2** Warnings   **5** Passed

❌ Structured Data Test

This webpage doesn't take the advantages of HTML Microdata or JSON-LD specifications in order to use structured data! View Google's guide for getting started with structured data.

How to pass this test?

HTML5 Microdata is an easy way to add semantic markup to your web pages. Search engines rely on this markup to improve the display of search results, making it easier for people to find the right web pages.

Here is a simple example of how to use HTML5 microdata in your contact web page:

```
<div itemscope itemtype="http://schema.org/Person">
  <span itemprop="name">Joe Doe</span>
  <span itemprop="company">The Example Company</span>
  <span itemprop="tel">604-555-1234</span>
  <a itemprop="email" href="mailto:joe.doe@example.com">
    joe.doe@example.com
  </a>
</div>
```

❌ Custom 404 Error Page Test

This website is not using a custom 404 error page! Default 404 error pages result in a poor experience - it can mislead users into thinking an entire site is down or broken, greatly increases the chance they leave the website entirely, and looks unprofessional. 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.

How to pass this test?

Creating a custom 404 error page can be relatively simple or more complicated, depending on what technologies were used to build your website (your web server, framework used, etc).
Learn more about the basics of creating a custom 404 error page.

On your custom error page, you should provide relevant information to keep the user's attention so they remain on your website. Some steps to achieve this goal include:

- Adding links to your most important pages (your best articles articles/content, latest posts, etc.)

- If you have an e-commerce business, you can display special offers, product recommendations, discounts, etc.

- Include a search box or a sitemap link to help users find the information they wanted.

- Use simple language (non-technical) to explain what went wrong.

- Add a contact form or provide an email address to allow users to get in touch with you for further help.
  You can also use your custom 404 error page to track the source of broken links in your site.

✅ 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 does not use the canonical link tag.

◉ 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 include:eu._netblocks.mimecast.com ip4:62.232.202.130 ip4:62.30.61.100 ip4:82.197.79.167 ip4:82.197.79.160/28 ip4:62.232.202.133 -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.