SEO Site Checkup

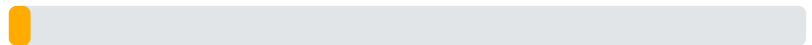## https://store.bartecautoid.co.uk/

Report generated on Nov 14, 2023

SEO Score

70/100
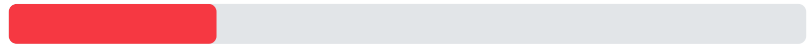
19 Failed

2 Warnings

52 Passed

Common SEO issues

✅ Meta Title Test

This webpage is using a title tag.

> **Text:** Bartec Auto ID Store
> **Length:** 20 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://store.bartecautoid.co.uk/

Bartec Auto ID Store

Mobile version

https://store.bartecautoid.co.uk/

Bartec Auto ID Store

✖ 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.

`26` tpms   `19` cart   `15` compare   `14` tool   `14` sensors

❌ 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
tpms	✗	✗	✗
cart	✗	✗	✗
compare	✗	✗	✗
tool	✗	✗	✗
sensors	✗	✗	✗

◎ Keywords Cloud Test

6 account · 1 antenna · 1 assembly · 5 auto · 1 baby · 1 barnsley · 6 bartec · 2 bartecautoid · 1 batteries · 2 benefits · 1 best · 3 black · 1 brake · 2 browser · 1 bundle · 1 business · 19 cart · 2 checkout · 2 close · 15 compare · 1 comparison · 1 contact · 2 cookies · 1 correctly · 3 desktop · 2 disabled · 1 distributors · 1 downloads · 1 dpfs · 1 emissions · 1 existing · 1 experience · 1 gdpr · 1 hand · 1 have · 1 home · 2 introductory · 1 items · 2 javascript · 1 lexicon · 1 limited · 1 line · 1 menu · 2 offers · 2 order · 1 owners · 1 park · 2 password · 3 plant · 1 presentation · 1 pressure · 1 privacy · 1 production · 1 products · 9 programmable · 1 protea · 1 purchase · 2 redbrook · 3 register · 7 rite · 6 ritesensorblue · 1 road · 1 sale · 3 sales · 8 sensor · 14 sensors · 1 shopping · 3 silver · 1 single · 1 site · 1 sleeve · 5 software · 2 spectacular · 6 stem · 3 store · 1 support · 1 sure · 3 systems · 1 technology · 2 terms · 1 test · 1 testing · 14 tool · 3 tools · 26 tpms · 1 tread · 1 turn · 1 tyre · 1 tyres · 2 unit · 1 universal · 5 update · 1 video · 1 view · 2 voucher · 1 watch · 1 wheel · 1 wilthorpe · 1 winter · 1 work

◎ Related Keywords Test

There are no indexed keywords for this domain!

SEO Site Checkup

◎ Competitor Domains Test

There are no indexed competitors for this domain!

✅ Heading Tags Test

This webpage contains headings tags.

H1 tags

Bartec Auto ID Store

✅ Robots.txt Test

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

https://store.bartecautoid.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 Friendly URL Test**

All links from this webpage are SEO friendly.

✅ **Image Alt Test**

All "img" tags from this webpage have the required "alt" attribute.

✅ **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 not using inline CSS styles.

✅ **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.

SEO Site Checkup

◎ Backlinks Test

This domain has an Authority Score of **2/100** while the **Average Authority Score** of top 100 sites is **89.5**. Also, this domain has **117 backlinks** from **9 referring domains** and some recently found backlinks are listed below:

NOV 11, 2023	https://global-rank.pages.dev/01/bSxmHNRhdW
NOV 3, 2023	https://www.bartecautoid.com/tpms-news.html
OCT 11, 2023	https://kitsunez.pages.dev/03/bSxmHNRhdW
SEP 2, 2023	https://www.example3.com/keyword/tire
AUG 18, 2023	https://www.example3.com/keyword/systems
AUG 4, 2023	https://www.example3.com/keyword/pressure
JUL 12, 2023	https://www.example3.com/keyword/tpms
JUL 9, 2023	https://www.example3.com/keyword/monitoring
MAY 3, 2023	https://garagewire.co.uk/offers/bartec/tech600-tpms-tool-and-15-programmable-sensors/
MAR 28, 2023	http://ajbellomostudios.com/dermohemia1222831.html

❌ 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 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/

SEO Site Checkup

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 Twitter

Speed optimizations

5 Failed   **1** Warnings   **19** Passed

HTML Page Size Test

The size of this webpage's HTML is **14.01 Kb** and is under the average webpage's HTML size of **33 Kb**. Faster loading websites result in a better user experience, higher conversion rates, and generally better search engine rankings.

DOM Size Test

The Document Object Model (DOM) of this webpage has **766 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 **170.52 Kb** to **14.01 Kb (92% 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 **2.75 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	58.7 %	813.04 Kb
Font	16.8 %	232.46 Kb
Image	16.1 %	223.00 Kb
Css	6.6 %	91.55 Kb
Html	1.8 %	24.27 Kb
Other	0.0 %	558 B
TOTAL	100%	1.35 Mb

Requests by content type

Content type	Percent	Requests
Javascript	81.5 %	198
Image	7.0 %	17
Html	4.5 %	11
Css	3.3 %	8
Font	2.5 %	6
Other	1.2 %	3
TOTAL	100%	243

Content size by domain

Domain	Percent	Size
store.bartecautoid.co.uk	70.6 %	977.69 Kb
googletagmanager.com	12.3 %	170.90 Kb
use.fontawesome.com	11.5 %	158.65 Kb

fonts.gstatic.com	3.4 %	47.62 Kb
google-analytics.com	1.5 %	20.75 Kb
widget.trustpilot.com	0.6 %	8.22 Kb
fonts.googleapis.com	0.1 %	1.04 Kb
TOTAL	**100%**	**1.35 Mb**

Requests by domain

Domain	Percent	Requests
store.bartecautoid.co.uk	95.1 %	231
use.fontawesome.com	1.2 %	3
google-analytics.com	1.2 %	3
widget.trustpilot.com	0.8 %	2
googletagmanager.com	0.8 %	2
fonts.googleapis.com	0.4 %	1
fonts.gstatic.com	0.4 %	1
TOTAL	**100%**	**243**

✅ 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.

❌ 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 using cache headers for images and the browsers will display these images from the cache.

✅ JavaScript Caching Test

This webpage is using cache headers for all JavaScript resources.

✅ CSS Caching Test

This webpage is using cache headers for all CSS resources.

❌ JavaScript Minification Test

This webpage is using JavaScript files that are not minified!

How to pass this test?

In order to pass this test you must minify all JavaScript files. For this task you can use an online JS minifier like JSCompress, Closure Compiler or JSMin.

✅ 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).

SEO Site Checkup

✅ Largest Contentful Paint Test

The Largest Contentful Paint duration of this webpage is **1.55** 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="product-image-photo" src="https://store.bartecautoid.co.uk/media/catalog/pro..." loading="lazy" width="240" height="300" alt="RiteSensorBLUE® with Silver Stem">

✅ 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.

> **DOM element which contributes the most to CLS score:**
>
> **Html:**
> **Score:** 0.0000

Server and security

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

❌ URL Canonicalization Test

https://store.bartecautoid.co.uk/ and https://www.store.bartecautoid.co.uk/ 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.

✅ 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 "store.bartecautoid.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	store.bartecautoid.co.uk
Subject Alternative Names (SANs)	store.bartecautoid.co.uk
Not Valid Before	Fri, September 22nd 2023, 4:30:54 pm (UTC)
Not Valid After	Thu, December 21st 2023, 4:30:53 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	R3

Intermediate certificate	
Common Name	R3
Organization	Let's Encrypt
Location	US
Not Valid Before	Fri, September 4th 2020, 12:00:00 am (UTC)
Not Valid After	Mon, September 15th 2025, 4:00:00 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	ISRG Root X1

Root certificate	
Common Name	ISRG Root X1
Organization	Internet Security Research Group

Location	US
Not Valid Before	Thu, June 4th 2015, 11:04:38 am (UTC)
Not Valid After	Mon, June 4th 2035, 11:04:38 am (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	ISRG Root X1

✅ 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.
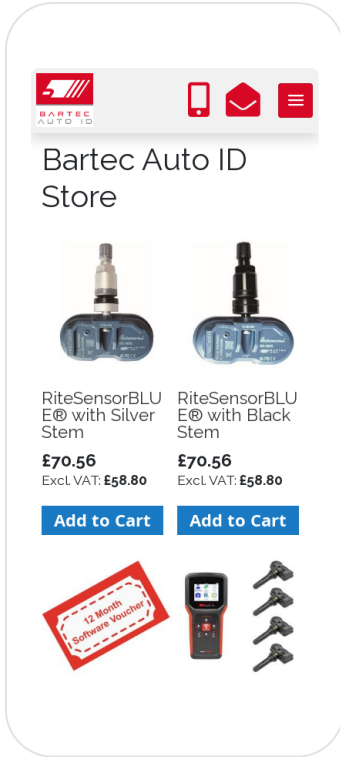
```
<meta name="viewport" content="width=device-width, initial-scale=1" />
```

Media Query Responsive Test

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

◉ Mobile Snapshot Test

SEO Site Checkup

Advanced SEO

4 Failed   **1** 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 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 is using the noindex meta tag! This means that it will be read but not indexed by search engines.

How to pass this test?

If you want that your webpage to be indexed by search engines, you have to remove the noindex meta tag from your HTML code.

✅ Canonical Tag Test

This webpage does not use the canonical link tag.

SEO Site Checkup

◉ 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.

SEO Site Checkup

❌ SPF Records Test

This DNS server is not using an SPF record! SPF (Sender Policy Framework) allows administrators to specify which hosts are allowed to send mail from a given domain by creating a specific SPF record or TXT record in the Domain Name System (DNS). You can find more information about SPF records here.

How to pass this test?

An **SPF record** is a type of **Domain Name Service (DNS)** record that allows email systems to check if the sender of a message comes from a legitimate source and refuse an email if the source is not legitimate. Adding an SPF record is as easy as adding CNAME, MX or A records in your DNS zone. You can find more information here.

Before creating the SPF record for your domain, it is important to have access at your domain's DNS zone and to know what mail servers your domain is likely to use and plan how you want any non-authorized email to be handled.

Example:

Let's say that you are planning to send emails using Google Apps and you also want to ensure that no other mail servers are authorized. You can use an SPF record like this:

> v=spf1 include:_spf.google.com -all

"v=spf1" - This sets the SPF version

"include:_spf.google.com" - This includes Google mail servers in your list of authorized sending servers

"-all" - This means that any server not previously listed is not authorized

If you are using your own VPS to send email and not any other service like Mandrill, Google Apps, etc. then you can create an SPF record like this:

> v=spf1 mx -all

Note:

Setting an SPF record for your domain can help in reducing the chances of a spammer using your domain name in unsolicited emails. Research carefully what mail servers your domain is likely to use and plan how you want any non-authorised email to be handled.

⚠️ 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.