

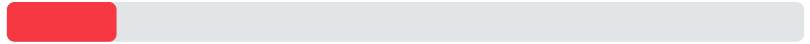


<https://www.vercity.com/>

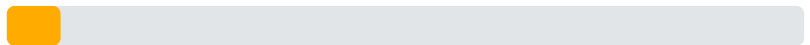
Report generated on Jan 23, 2024



10 Failed



5 Warnings



58 Passed



Common SEO issues

5 Failed

3 Warnings

17 Passed

✔ Meta Title Test

This webpage is using a title tag.

Text: Vercity - Financial Management and Consultancy Services

Length: 55 characters

⚠ Meta Description Test

This webpage is using a meta description tag with a length of 141 characters. We recommend using well-written and inviting meta descriptions with a length between 150 and 220 characters (spaces included).

Text: Vercity offers Financial management and consultancy services. Strategic, technical and commercial consulting for your infrastructure projects.

Length: 141 characters



Google Search Results Preview Test

Desktop version

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

Vercity - Financial Management and Consultancy Services

Vercity offers Financial management and consultancy services. Strategic,technical and commercial consulting for your infrastructure projects.

Mobile version

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

Vercity - Financial Management and Consultancy Services

Vercity offers Financial management and consultancy services. Strategic,technical and commercial consulting for your infrastruc...

✓ 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	Vercity - Financial Management and Consultancy Services
og:description	Vercity offers Financial management and consultancy services. Strategic,technical and commercial consulting for your infrastructure projects.
og:url	https://www.vercity.com/
og:site_name	Vercity

Twitter Card Meta Tags

twitter:card	summary_large_image
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🕒 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.

50 management 42 cookie 20 description 19 duration 17 cookies

❌ 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
management	✓	✓	✗
cookie	✗	✗	✗
description	✗	✗	✗
duration	✗	✗	✗
cookies	✗	✗	✗



Keywords Cloud Test



Related Keywords Test

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

- [spv value](#)
- [northwood base](#)
- [blackburn ward](#)
- [blackfern recruitment](#)
- [bartholomews victoria bc](#)
- [colleges in glasgow](#)
- [ministry of defence london](#)
- [poonam more](#)
- [pinderfields general hospital](#)
- [estall](#)

Competitor Domains Test

There are no indexed competitors for this domain!



✓ Heading Tags Test

This webpage contains headings tags.

H1 tags

Vercity

H2 tags

Vercity joins all the dots to deliver exceptional value and inspire client confidence

Valuable multi-sector insight

Spotlight

✓ Robots.txt Test

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

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

✓ Sitemap Test

This website has a sitemap file.

https://www.vercity.com/sitemap_index.xml

✓ SEO Friendly URL Test

All links from this webpage are SEO friendly.

! 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 **** tag used into your webpage.

An image with an alternate text specified is inserted using the following HTML line:

```

```

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 appears to have a favicon.

⊙ Backlinks Test

This domain has an Authority Score of 5/100 while the Average Authority Score of top 100 sites is 89.5. Also, this domain has 822 backlinks from 146 referring domains and some recently found backlinks are listed below:

- JAN 21, 2024 <https://custodyanddetentionsecurity.com/2021/10/12/uk-prisoners-recycle-hundreds-of-bikes-fo...>
- JAN 19, 2024 <https://kenthistoryforum.com/index.php?topic=30.2670>
- JAN 19, 2024 <https://www.vercitygroup.com/2022/01/soft-services-handover-st-barts-and-the-royal-london/>
- JAN 18, 2024 <https://www.121nearme.co.uk/east-wickham/accountants>
- JAN 15, 2024 <https://accurate.homes/keyword-ranking/1824131/abbotsford+breast+enhancement>
- JAN 14, 2024 <https://kenthistoryforum.com/index.php?topic=30.2640>
- JAN 14, 2024 <https://bye.fyi/keyword-ranking/1824131/abbotsford+breast+enhancement>
- JAN 14, 2024 <http://www.websitescrawl.com/domain-list-22204>
- JAN 14, 2024 <https://www.121nearme.co.uk/kent/orpington/accountants>
- JAN 14, 2024 <https://www.vercitygroup.com/2022/06/pfi-project-expiry-case-study-british-transport-police/>

✓ JS Error Test

There are no severe JavaScript errors on this webpage.

! Console Errors Test

This webpage has some warnings caught by the Chrome DevTools Console!

How to pass this test?

In order to pass this test, you have to fix all the warnings 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 not connected with social media using the API's provided by Facebook, Google +, Twitter, Pinterest, or using addthis.com

How to pass this test?

In order to pass this test you must connect your website with at least one major social network. To do that, you must insert into your page some social networks plugins: [Facebook Like Button](#), [Facebook Share Button](#), [Facebook Comments](#), [Twitter Button](#), [Google +1 Button](#), [Pinterest Button](#) or [AddThis Widget](#)

Speed optimizations

3 Failed

1 Warnings

21 Passed

✖ HTML Page Size Test

The size of this webpage's HTML is **38.68 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 **1,483 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 **294.12 Kb** to **38.68 Kb** (**87% 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 **3.02 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	77.4 %	4.99 Mb
Javascript	10.0 %	658.95 Kb
Font	5.2 %	343.73 Kb
Image	4.3 %	280.52 Kb
Css	2.9 %	190.70 Kb
Html	0.2 %	16.06 Kb
TOTAL	100%	6.44 Mb

Requests by content type

Content type	Percent	Requests
Javascript	44.0 %	37
Css	19.0 %	16
Image	13.1 %	11
Font	10.7 %	9
Other	9.5 %	8
Html	3.6 %	3
TOTAL	100%	84

Content size by domain

Domain	Percent	Size
vercity.com	84.0 %	5.41 Mb
hb.wpmucdn.com	8.0 %	530.42 Kb
b3153401.smushcdn.com	2.7 %	176.58 Kb



cdns.canddi.com	1.5 %	96.80 Kb
fonts.gstatic.com	1.4 %	89.33 Kb
cdn-cookieyes.com	1.2 %	79.96 Kb
googletagmanager.com	1.1 %	75.84 Kb
fonts.googleapis.com	0.0 %	2.28 Kb
s.canddi.io	0.0 %	1.29 Kb
polyfill.io	0.0 %	617 B
Other	0.0 %	576 B
TOTAL	100%	6.44 Mb

Requests by domain

Domain	Percent	Requests
hb.wpmucdn.com	41.7 %	35
vercity.com	16.7 %	14
cdn-cookieyes.com	9.5 %	8
b3153401.smushcdn.com	8.3 %	7
fonts.gstatic.com	8.3 %	7
fonts.googleapis.com	3.6 %	3
s.canddi.io	3.6 %	3
log.cookieyes.com	2.4 %	2
cdns.canddi.com	2.4 %	2
polyfill.io	1.2 %	1
Other	2.4 %	2
TOTAL	100%	84

✓ 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 using images in a modern format.

✓ Image Metadata Test

This webpage is not using images with large metadata.

✓ 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

All JavaScript files used by this webpage are minified.



✔ CSS Minification Test

All CSS resources used by this webpage are minified.

✘ Render Blocking Resources Test

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

How to pass this test?

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

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

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

- inline critical JS within a script tag in your HTML document
- inline critical CSS required for the first paint inside a style block in the head of the HTML document
- move the script and link tags at the end of the HTML document
- add async or defer attributes to non-critical script or link tags
- split CSS styles into different files, organized by media query
- compress and minify your text-based resources

✔ Nested Tables Test

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

✔ Frameset Test

This webpage does not use frames.

✔ Doctype Test

This webpage has a doctype declaration.

```
<!DOCTYPE html>
```

✔ URL Redirects Test

This URL doesn't have any redirects (which could potentially cause site indexation issues and site loading delays).



✓ Largest Contentful Paint Test

The Largest Contentful Paint duration of this webpage is 1.21 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="bg-holder overlay" style="background-image:url(/wp-content/uploads/2021/09/V..." data-zanim-xs="{\"delay\":0.4,\"animation\":\"zoom-out\"}" data-zanim-trigger="scroll">
```

✓ Cumulative Layout Shift Test

The CLS score of this webpage is 0.0011. 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: Case Studies

Html: ``

Score: 0.0005

Server and security

1 Failed

0 Warnings

9 Passed

✓ URL Canonicalization Test

<https://www.vercity.com/> and <https://vercity.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.vercity.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	*.vercity.com
Subject Alternative Names (SANs)	*.vercity.com, vercity.com, webmail.vercity.com
Not Valid Before	Fri, May 19th 2023, 12:00:00 am (UTC)
Not Valid After	Wed, May 15th 2024, 11:59:59 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	Thawte TLS RSA CA G1

Intermediate certificate	
Common Name	Thawte TLS RSA CA G1
Organization	DigiCert Inc
Location	US
Not Valid Before	Thu, November 2nd 2017, 12:24:25 pm (UTC)
Not Valid After	Tue, November 2nd 2027, 12:24:25 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	DigiCert Global Root G2

Root certificate	
Common Name	DigiCert Global Root G2
Organization	DigiCert Inc



Location	US
Not Valid Before	Thu, August 1st 2013, 12:00:00 pm (UTC)
Not Valid After	Fri, January 15th 2038, 12:00:00 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	DigiCert Global Root G2

✓ 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 not using `target="_blank"` links without `rel="noopener"` or `rel="noreferrer"` attribute.



Mobile usability

0 Failed

0 Warnings

3 Passed

✔ Meta Viewport Test

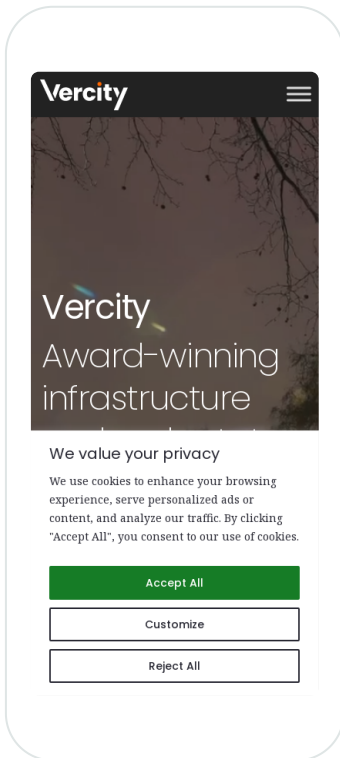
This webpage is using a viewport meta tag.

```
<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

1 Failed

1 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.

Canonical Tag Test

This webpage is using the canonical link tag. This tag specifies that the URL: <https://www.vercity.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.vercity.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 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-authorized 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.