On-Site Audit Report

RUSH UK WWW.RUSHUK.COM

Report created on: **Mar-07 2018 21:37:10**

Comprehensive website analysis will help to identify all the factors that may impede your website from reaching the TOP. Without this analysis, successful website promotion is basically impossible and the external optimization positive effect can literally be reduced to zero. Please, read the given information carefully. Follow the recommendations made by experienced SEO experts and your website positions growth won't take long!

Domain Overview

IP Address:	192.124.249.102
Server location:	United States
Age:	6 y 1 m
Web archive age:	Jun-01 2001
MozLinks:	30
MozDomainAuthority:	24
Alexa Rank:	1,184,212
G Pages Indexed:	213
Bing Pages Indexed:	6,160
Yahoo Pages Indexed:	6,160

70%

- 145 Crawled pages
- 1,644 Passed Checks
- 42 Important Fixes
- 340 Semi-Important Fixes
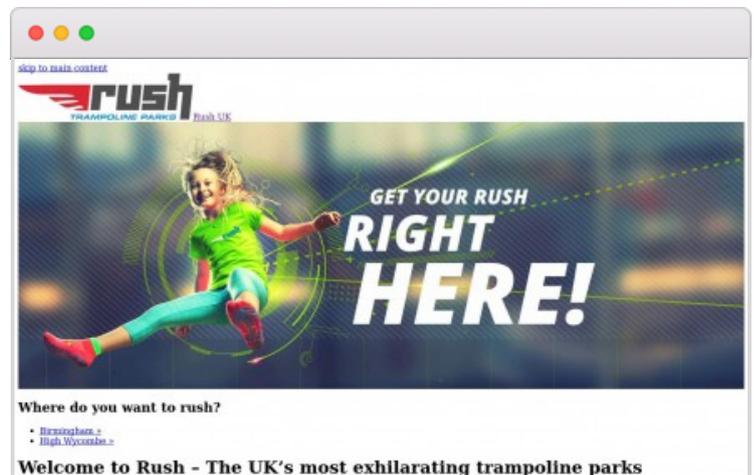
Health Check

✅ WWW redirect

This option checks whether your website runs with www or without www in order to avoid the usage of duplicate content.

✅ URL Rewrite

Make sure to rewrite your URLs that will help users and search engines see clear and clean URLs.
Your website's URLs shouldn't contain vague elements that will make them difficult to read. All URLs should be clean and clear for users. With SEO Friendly URL it is easy to rank your website in search engines and share different articles with clear URLs in social media. Don't use underscores in your URLS.

✅ Trailing slashes

If you use the trailing slashes at the end of the URL it makes it pretty and clear, while the URL without slash will look quite weird.

✅ Redirects HTTP traffic to HTTPS

HTTPS is a guarantee of user data protection (including payment details), as well as a good ranking signal for search engines. In 2016, Google officially announced that since January 2017 a secure communication will become the official algorithm. So, sites on HTTP will gradually lose their positions.

✅ Robots.txt

Robots.txt file helps to restrict access for the selected search engine robots and prevent them from indexing specific pages or the whole of the website. Robots.txt file contains the link to the XML sitemap file that helps search engine crawlers to discover and index the maximum number of the website's pages.

✅ XML sitemap

It is important to create XML sitemaps in order to help search engines crawl your website. After submitting your Sitemap to the search engines, we recommend you to get the feedback how to improve it. You can generate XML sitemaps for URLs, images and videos, news and mobile content.

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✅ No Flash

Optimizing your content for search engines, we recommend you to avoid Flash as much as possible. It is better to use Flash for specific enhancements as search engines can't index properly Flash content.

⚠️ **No Frame**

Resolve

Avoid the use of frames on your web pages as much as possible and use the NoFrames tag on website.

- https://www.rushuk.com/birmingham/book-now/
- https://www.rushuk.com/birmingham/contact-rush-birmingham/
- https://www.rushuk.com/birmingham/safety-rush/
- https://www.rushuk.com/high-wycombe/activities/kids-parties/
- https://www.rushuk.com/high-wycombe/book-now/
- https://www.rushuk.com/high-wycombe/rush-high-wycombe/
- https://www.rushuk.com/high-wycombe/waiver/

✅ Common homepage variations

Make sure that your website content doesn't have multiple URLs as Google will consider it as duplicate content.

Pages analysis

Here you can get all information about your website for the last months. It shows possible errors Google robots can meet while crawling your website. You will get all stats about the pages with too long URL, blocked robots.txt, too big size, Noindex meta tags, rel="canonical", rel="alternate", meta refresh redirect and etc.

✅ 83 Pages with 2xx response

✅ 0 Pages with 3xx response

✅ 0 Pages with 4xx response

✅ 0 Pages with 5xx response

✅ 0 Pages with too big size

⚠️ 4 Pages with too long URL

- https://www.rushuk.com/birmingham/about/fitness/new-year-easy-ways-improve-fitness-without-stepping-foot-gym/
- https://www.rushuk.com/high-wycombe/about/fitness/adult-fitness-classes-rush-trampoline-park-high-wycombe/
- https://www.rushuk.com/high-wycombe/about/news/high-wycombeaboutnews4-reasons-trampoline-parks-arent-just-kids/
- https://www.rushuk.com/high-wycombe/about/news/new-weekly-autism-sen-sessions-rush-uk-trampoline-parks/

✅ 0 Pages blocked by robots.txt

✅ 13 Pages blocked by meta noindex

✅ 0 Pages blocked by meta nofollow

✅ 0 pages with meta refresh redirect

✅ 93 Pages with rel="canonical"

✅ 0 Pages without rel="canonical"

✅ 0 pages with the same canonical URL rel="canonical"

✅ 0 Pages with duplicated rel="canonical" tag

✅ 83 Pages with rel="alternate"

✅ 0 of pages with the hreflang attribute

⚠️ 83 pages with no hreflang attribute

- https://www.rushuk.com/
- https://www.rushuk.com/birmingham/
- https://www.rushuk.com/birmingham/about/
- https://www.rushuk.com/birmingham/about/faqs/
- https://www.rushuk.com/birmingham/about/fitness/new-year-easy-ways-improve-fitness-without-stepping-foot-gym/
- https://www.rushuk.com/birmingham/about/news/
- https://www.rushuk.com/birmingham/about/news/birminghamaboutdodgeball4-sports-better-trampoline/
- https://www.rushuk.com/birmingham/about/news/can-trampolining-make-happier/
- https://www.rushuk.com/birmingham/about/news/fun-less-money-month/
- https://www.rushuk.com/birmingham/about/news/new-weekly-special-needs-session-rush-birmingham/
- https://www.rushuk.com/birmingham/about/news/open-jump-passes-rush/

- https://www.rushuk.com/birmingham/about/news/waiver-need-one/
- https://www.rushuk.com/birmingham/about/prices/
- https://www.rushuk.com/birmingham/about/work-us/
- https://www.rushuk.com/birmingham/activities/adult-fitness-classes
- https://www.rushuk.com/birmingham/activities/corporate-team-building/
- https://www.rushuk.com/birmingham/activities/dodgeball/
- https://www.rushuk.com/birmingham/activities/open-jumping/
- https://www.rushuk.com/birmingham/activities/rush-after-dark/
- https://www.rushuk.com/birmingham/activities/schools-university-youth-groups/
- https://www.rushuk.com/birmingham/activities/toddlers-at-rush/
- https://www.rushuk.com/birmingham/book-now/
- https://www.rushuk.com/birmingham/contact-rush-birmingham/
- https://www.rushuk.com/birmingham/facilities/battle-beam
- https://www.rushuk.com/birmingham/facilities/coffee-shop/
- https://www.rushuk.com/birmingham/facilities/extreme-dodgeball-courts/
- https://www.rushuk.com/birmingham/facilities/foam-pit
- https://www.rushuk.com/birmingham/facilities/high-performance-arena/
- https://www.rushuk.com/birmingham/facilities/rush-challenge-course/
- https://www.rushuk.com/birmingham/facilities/rush-wipeout/
- https://www.rushuk.com/birmingham/facilities/slacklines/
- https://www.rushuk.com/birmingham/facilities/slam-dunk-basketball
- https://www.rushuk.com/birmingham/facilities/the-main-court/
- https://www.rushuk.com/birmingham/facilities/trapeze/
- https://www.rushuk.com/birmingham/facilities/tumble-lanes-wavy-lane/
- https://www.rushuk.com/birmingham/opening-times/
- https://www.rushuk.com/birmingham/safety-rush/
- https://www.rushuk.com/high-wycombe/
- https://www.rushuk.com/high-wycombe/about/
- https://www.rushuk.com/high-wycombe/about/fitness/adult-fitness-classes-rush-trampoline-park-high-wycombe/
- https://www.rushuk.com/high-wycombe/about/fitness/beaconsfield-town-football-club-train-rush/
- https://www.rushuk.com/high-wycombe/about/news/
- https://www.rushuk.com/high-wycombe/about/news/4-steps-organising-successful-birthday-party/
- https://www.rushuk.com/high-wycombe/about/news/5-motivational-tips-meeting-2018-fitness-goals/
- https://www.rushuk.com/high-wycombe/about/news/activities-autism-sen-children-adults-rush/
- https://www.rushuk.com/high-wycombe/about/news/high-wycombeaboutnews4-reasons-trampoline-parks-arent-just-kids/
- https://www.rushuk.com/high-wycombe/about/news/hiring-job-roles-rush-trampoline-park-high-wycombe/
- https://www.rushuk.com/high-wycombe/about/news/new-weekly-autism-sen-sessions-rush-uk-trampoline-parks/
- https://www.rushuk.com/high-wycombe/about/news/news-rush-hq/
- https://www.rushuk.com/high-wycombe/about/news/school-holiday-survival-guide/
- https://www.rushuk.com/high-wycombe/about/news/trampolining-connected-happiness/
- https://www.rushuk.com/high-wycombe/about/prices/
- https://www.rushuk.com/high-wycombe/about/special-offers/
- https://www.rushuk.com/high-wycombe/about/work-with-us/
- https://www.rushuk.com/high-wycombe/activities/corporate-team-building/
- https://www.rushuk.com/high-wycombe/activities/dodgeball/

- https://www.rushuk.com/high-wycombe/activities/fitness-classes/
- https://www.rushuk.com/high-wycombe/activities/holiday-camps/
- https://www.rushuk.com/high-wycombe/activities/kids-parties/
- https://www.rushuk.com/high-wycombe/activities/open-jumping/
- https://www.rushuk.com/high-wycombe/activities/rush-after-dark/
- https://www.rushuk.com/high-wycombe/activities/schools-university-youth-groups/
- https://www.rushuk.com/high-wycombe/activities/toddlers-at-rush/
- https://www.rushuk.com/high-wycombe/book-now/
- https://www.rushuk.com/high-wycombe/customers-with-special-needs/
- https://www.rushuk.com/high-wycombe/facilities/battle-beam/
- https://www.rushuk.com/high-wycombe/facilities/coffee-shop-restaurant/
- https://www.rushuk.com/high-wycombe/facilities/extreme-dodgeball-courts/
- https://www.rushuk.com/high-wycombe/facilities/foam-pit
- https://www.rushuk.com/high-wycombe/facilities/free-wifi/
- https://www.rushuk.com/high-wycombe/facilities/high-performance-arena/
- https://www.rushuk.com/high-wycombe/facilities/high-wycombefacilitieswalking-sticks/
- https://www.rushuk.com/high-wycombe/facilities/rush--challenge/
- https://www.rushuk.com/high-wycombe/facilities/rush-wipeout/
- https://www.rushuk.com/high-wycombe/facilities/slam-dunk-basketball/
- https://www.rushuk.com/high-wycombe/facilities/the-main-court/
- https://www.rushuk.com/high-wycombe/facilities/tumble-lanes/
- https://www.rushuk.com/high-wycombe/opening-times/
- https://www.rushuk.com/high-wycombe/rush-good-jump-agreement/
- https://www.rushuk.com/high-wycombe/rush-high-wycombe/
- https://www.rushuk.com/high-wycombe/sign-up/
- https://www.rushuk.com/high-wycombe/transport-information/
- https://www.rushuk.com/high-wycombe/waiver/

✅ 0 pages with errors in the hreflang attribute

Meta Analysis

Make sure your titles and meta description have unique content and contain 10-70 characters for titles and 70-320 characters for meta description. All your titles and meta description should contain your important keywords. Your meta descriptions will influence your search results. Check your titles and meta descriptions with Google Search Console for warning messages about duplicate content.

✅ 0 Pages with duplicate title

✅ 0 Pages with Missing or Empty Title

⚠️ 1 Page with Title too long > 70

- https://www.rushuk.com/high-wycombe/about/news/new-weekly-autism-sen-sessions-rush-uk-trampoline-parks/

✅ 0 Pages with Title too short < 10

⚠️ 6 Pages with Missing or Empty Description

- https://www.rushuk.com/birmingham/about/news/open-jump-passes-rush/
- https://www.rushuk.com/high-wycombe/about/fitness/beaconsfield-town-football-club-train-rush/
- https://www.rushuk.com/high-wycombe/about/news/hiring-job-roles-rush-trampoline-park-high-wycombe/
- https://www.rushuk.com/high-wycombe/about/news/new-weekly-autism-sen-sessions-rush-uk-trampoline-parks/
- https://www.rushuk.com/high-wycombe/about/news/news-rush-hq/
- https://www.rushuk.com/high-wycombe/about/news/school-holiday-survival-guide/

✅ 0 Pages with duplicate Description

✅ 0 Pages with Description too short <50

✅ 0 Pages with Description too long >320

Content Analysis

Keep in mind that unique content plays a vital role in search engine results. You website structure should include HTML headings (h1-h6). Try to use important keywords in your headings. The tag H1 must have the most important keywords. Don't use duplicate content for your heading tags. The best variant is just to use h1-h3.
Write only unique content, no duplicate and rewritten content. Keep your content with 400 words and more. Too long articles are not good either. It is better to keep a happy medium. Try to minimize the number of spelling and grammar mistakes.

✅ 0 Pages with duplicate content

⚠️ 24 Pages with a low word count < 250

- https://www.rushuk.com/birmingham/activities/open-jumping/
- https://www.rushuk.com/birmingham/book-now/
- https://www.rushuk.com/birmingham/contact-rush-birmingham/
- https://www.rushuk.com/birmingham/facilities/battle-beam
- https://www.rushuk.com/birmingham/facilities/extreme-dodgeball-courts/
- https://www.rushuk.com/birmingham/facilities/foam-pit
- https://www.rushuk.com/birmingham/facilities/high-performance-arena/
- https://www.rushuk.com/birmingham/facilities/rush-wipeout/
- https://www.rushuk.com/birmingham/facilities/slacklines/
- https://www.rushuk.com/birmingham/facilities/slam-dunk-basketball
- https://www.rushuk.com/birmingham/facilities/trapeze/
- https://www.rushuk.com/birmingham/facilities/tumble-lanes-wavy-lane/
- https://www.rushuk.com/high-wycombe/book-now/
- https://www.rushuk.com/high-wycombe/facilities/battle-beam/
- https://www.rushuk.com/high-wycombe/facilities/extreme-dodgeball-courts/
- https://www.rushuk.com/high-wycombe/facilities/foam-pit
- https://www.rushuk.com/high-wycombe/facilities/free-wifi/
- https://www.rushuk.com/high-wycombe/facilities/high-performance-arena/
- https://www.rushuk.com/high-wycombe/facilities/high-wycombefacilitieswalking-sticks/
- https://www.rushuk.com/high-wycombe/facilities/slam-dunk-basketball/
- https://www.rushuk.com/high-wycombe/facilities/the-main-court/
- https://www.rushuk.com/high-wycombe/facilities/tumble-lanes/
- https://www.rushuk.com/high-wycombe/rush-high-wycombe/
- https://www.rushuk.com/high-wycombe/sign-up/

✅ 0 pages with empty H1 tag

✅ 0 pages with no H1 tag

⚠️ 3 Pages with H1 too long

- https://www.rushuk.com/
- https://www.rushuk.com/birmingham/about/fitness/new-year-easy-ways-improve-fitness-without-stepping-foot-gym/
- https://www.rushuk.com/high-wycombe/about/news/new-weekly-autism-sen-sessions-rush-uk-trampoline-parks/

❌ 40 pages with duplicated H1 tag

- About
  - https://www.rushuk.com/birmingham/about/
  - https://www.rushuk.com/high-wycombe/about/
- Adrenaline Rush Assault Course
  - https://www.rushuk.com/birmingham/facilities/rush-challenge-course/
  - https://www.rushuk.com/high-wycombe/facilities/rush--challenge/

Adult Fitness Classes
  - https://www.rushuk.com/birmingham/activities/adult-fitness-classes
  - https://www.rushuk.com/high-wycombe/activities/fitness-classes/

Battle Beam
  - https://www.rushuk.com/birmingham/facilities/battle-beam
  - https://www.rushuk.com/high-wycombe/facilities/battle-beam/

Corporate Team Building
  - https://www.rushuk.com/birmingham/activities/corporate-team-building/
  - https://www.rushuk.com/high-wycombe/activities/corporate-team-building/

Dodgeball
  - https://www.rushuk.com/birmingham/activities/dodgeball/
  - https://www.rushuk.com/high-wycombe/activities/dodgeball/

Extreme Dodgeball Courts
  - https://www.rushuk.com/birmingham/facilities/extreme-dodgeball-courts/
  - https://www.rushuk.com/high-wycombe/facilities/extreme-dodgeball-courts/

Foam Pit
  - https://www.rushuk.com/birmingham/facilities/foam-pit
  - https://www.rushuk.com/high-wycombe/facilities/foam-pit

High Performance Arena
  - https://www.rushuk.com/birmingham/facilities/high-performance-arena/
  - https://www.rushuk.com/high-wycombe/facilities/high-performance-arena/

Open Jumping
  - https://www.rushuk.com/birmingham/activities/open-jumping/
  - https://www.rushuk.com/high-wycombe/activities/open-jumping/

Opening Times
  - https://www.rushuk.com/birmingham/opening-times/
  - https://www.rushuk.com/high-wycombe/opening-times/

Prices
  - https://www.rushuk.com/birmingham/about/prices/
  - https://www.rushuk.com/high-wycombe/about/prices/

Rush After Dark
  - https://www.rushuk.com/birmingham/activities/rush-after-dark/
  - https://www.rushuk.com/high-wycombe/activities/rush-after-dark/

Rush Blog
  - https://www.rushuk.com/birmingham/about/news/
  - https://www.rushuk.com/high-wycombe/about/news/

Rush Wipeout
  - https://www.rushuk.com/birmingham/facilities/rush-wipeout/
  - https://www.rushuk.com/high-wycombe/facilities/rush-wipeout/

Schools, University and Youth Groups
  - https://www.rushuk.com/birmingham/activities/schools-university-youth-groups/
  - https://www.rushuk.com/high-wycombe/activities/schools-university-youth-groups/

Slam Dunk Basketball
  - https://www.rushuk.com/birmingham/facilities/slam-dunk-basketball
  - https://www.rushuk.com/high-wycombe/facilities/slam-dunk-basketball/

The Main Court
  - https://www.rushuk.com/birmingham/facilities/the-main-court/
  - https://www.rushuk.com/high-wycombe/facilities/the-main-court/

Toddlers At Rush
  - https://www.rushuk.com/birmingham/activities/toddlers-at-rush/

  - https://www.rushuk.com/high-wycombe/activities/toddlers-at-rush/
- Work With Us
  - https://www.rushuk.com/birmingham/about/work-us/
  - https://www.rushuk.com/high-wycombe/about/work-with-us/

✅ 0 pages with empty H2 tag

⚠️ 17 pages with no H2 tag

- https://www.rushuk.com/birmingham/about/fitness/new-year-easy-ways-improve-fitness-without-stepping-foot-gym/
- https://www.rushuk.com/birmingham/about/news/
- https://www.rushuk.com/birmingham/about/news/birminghamaboutdodgeball4-sports-better-trampoline/
- https://www.rushuk.com/birmingham/about/news/can-trampolining-make-happier/
- https://www.rushuk.com/birmingham/about/news/fun-less-money-month/
- https://www.rushuk.com/birmingham/about/news/open-jump-passes-rush/
- https://www.rushuk.com/birmingham/about/news/waiver-need-one/
- https://www.rushuk.com/high-wycombe/about/fitness/adult-fitness-classes-rush-trampoline-park-high-wycombe/
- https://www.rushuk.com/high-wycombe/about/fitness/beaconsfield-town-football-club-train-rush/
- https://www.rushuk.com/high-wycombe/about/news/
- https://www.rushuk.com/high-wycombe/about/news/4-steps-organising-successful-birthday-party/
- https://www.rushuk.com/high-wycombe/about/news/5-motivational-tips-meeting-2018-fitness-goals/
- https://www.rushuk.com/high-wycombe/about/news/high-wycombeaboutnews4-reasons-trampoline-parks-arent-just-kids/
- https://www.rushuk.com/high-wycombe/about/news/new-weekly-autism-sen-sessions-rush-uk-trampoline-parks/
- https://www.rushuk.com/high-wycombe/about/news/news-rush-hq/
- https://www.rushuk.com/high-wycombe/about/news/school-holiday-survival-guide/
- https://www.rushuk.com/high-wycombe/about/news/trampolining-connected-happiness/

⚠️ 10 Pages with H2 too long

- https://www.rushuk.com/birmingham/about/news/new-weekly-special-needs-session-rush-birmingham/
- https://www.rushuk.com/birmingham/activities/corporate-team-building/
- https://www.rushuk.com/birmingham/activities/dodgeball/
- https://www.rushuk.com/birmingham/activities/schools-university-youth-groups/
- https://www.rushuk.com/birmingham/activities/toddlers-at-rush/
- https://www.rushuk.com/high-wycombe/about/news/activities-autism-sen-children-adults-rush/
- https://www.rushuk.com/high-wycombe/activities/corporate-team-building/
- https://www.rushuk.com/high-wycombe/activities/holiday-camps/
- https://www.rushuk.com/high-wycombe/activities/schools-university-youth-groups/
- https://www.rushuk.com/high-wycombe/activities/toddlers-at-rush/

Links Analysis

Make sure you have no more than 100 external links per each page. Try to link only to quality website. Use Nofollow tag for external links if you don't want to show unsolicited links to search engines. Optimize the anchor text of your links with important keywords. Avoid keyword stuffing. Don't use too spammy links for your website. Analyze the structure of your interlinking here: Google Search Console: Search Traffic > Internal links.

✅ 0 Pages with too many outgoing links > 100

✅ 0 URLs with the excessive number of redirects > 5

✅ 0 internal links with missing anchor

⚠️ 1 external link with missing anchor

- https://www.rushuk.com/birmingham/about/

✅ 84 internal links use rel="nofollow"

✅ 6 external links use rel="nofollow"

✅ 0 pages with no inbound internal links

✅ 9 external links use rel="dofollow"

⚠️ 12 external links with 4xx status

- https://clients.mindbodyonline.com/classic/home?studioid=298081
    - https://www.rushuk.com/high-wycombe/activities/fitness-classes/
  https://clients.mindbodyonline.com/classic/mainclass?studioid=526793&tg=22&vt=&lvl=&stype=-7&view=week&trn=0&page=&catid=&prodid=&date=1%2f16%2f2017&classid=0&prodGroupId=&sSU=&optForwardingLink=&qParam=&justloggedin=&nLgIn=&pMode=0&loc=1
    - https://www.rushuk.com/birmingham/activities/adult-fitness-classes
  https://clients.mindbodyonline.com/classic/ws?studioid=298081&stype=-7&sTG=24&sView=day&sLoc=0
    - https://www.rushuk.com/high-wycombe/activities/holiday-camps/
  https://clients.mindbodyonline.com/classic/ws?studioid=298081&stype=-7&sTG=24&sView=day&sLoc=0&sessionChecked=true
    - https://www.rushuk.com/high-wycombe/activities/holiday-camps/
  https://www.facebook.com/RushUKTrampolinePark
    - https://www.rushuk.com/birmingham/
    - https://www.rushuk.com/high-wycombe/
    - https://www.rushuk.com/high-wycombe/sign-up/

✅ 0 external links with 5xx status

✅ 803 external links

✅ 413 links in the XML site map

Images Analysis

Keep your Alt text and Image titles unique per each image. Use no more than 7 words for Alt text. Avoid keyword stuffing. Make your images informative and detailed with important keywords. Get good-quality images with a specified width and height for each one.

⚠️ 161 images with missing ALT text

- https://www.rushuk.com/
- https://www.rushuk.com/birmingham/
- https://www.rushuk.com/birmingham/about/
- https://www.rushuk.com/birmingham/about/faqs/
- https://www.rushuk.com/birmingham/about/fitness/new-year-easy-ways-improve-fitness-without-stepping-foot-gym/
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✅ 0 images with 4xx status

Optimization

Mobile

❌ Eliminate render-blocking JavaScript and CSS in above-the-fold content

⚠️ Prioritize visible content

⚠️ Size tap targets appropriately

⚠️ Minify JavaScript

⚠️ Optimize images

⚠️ Minify CSS

⚠️ Leverage browser caching

✅ Use legible font sizes

✅ Configure the viewport

✅ Size content to viewport

✅ Avoid plugins

✅ Avoid app install interstitials that hide content

✅ Minify HTML

✅ Avoid landing page redirects

✅ Enable compression

✅ Reduce server response time

Desktop

❌ Eliminate render-blocking JavaScript and CSS in above-the-fold content

⚠️ Minify JavaScript

⚠️ Minify CSS

⚠️ Optimize images

⚠️ Leverage browser caching

✅ Configure the viewport

✅ Size content to viewport

✅ Use legible font sizes

✅ Avoid plugins

✅ Size tap targets appropriately

✅ Prioritize visible content

✅ Minify HTML

✅ Avoid landing page redirects

✅ Enable compression

✅ Reduce server response time

✅ Avoid app install interstitials that hide content

Usability and Technologies

✅ Favicon

Make sure that you have a favicon for your website and it is consistent with your brand. The favicon should give your website a professional look, an easy identification and branding.

✅ Custom 404 page

Use a Custom 404 page. If you correctly create your Custom 404 page, it will help people find all proper content, provide other useful information and encourage them to stay your website further.
A 404 page is an error message that a user sees when trying to follow a non-existing page on your website (for example, if this page is deleted or you've mistyped URL). The standard 404 page can differ from your ISP and it usually doesn't contain any helpful information, that's why many people are used to leave this website.

✅ Website Speed avg: 738 ms

It is important to have a fast website speed as it has a great impact on your website ranking. Good website speed will bring you more visitors and reward you with high conversion rates.

✅ Safe browsing

Try to avoid phishing and malware for your website. You can make your website work safe with Google Safe browsing.

❌ W3C HTML Validation

Make sure that you use valid markup that doesn't contain HTML errors. With syntax errors you make your page difficult to get indexed by search engines.
Errors: 45, warnings: 11, fatal errors: 1

Resolve

You can check website errors with *W3C validation service* and make sure your website meets the web standards.

❌ W3C HTML Validation