

WordPress Site Tune-Up Report

SEO Report for <http://virtuallycreative.ca>

70 / 100
SEO SCORE

34 / 49
PASSED CHECKS

12 / 49
FAILED CHECKS

3 / 49
WARNINGS

COMMON SEO ISSUES	
Meta Title	<p>✓ The meta title of your page has a length of 47 characters. Most search engines will truncate meta titles to 70 characters.</p> <hr/> <p>→ Freelance Web Development Virtually(Creative)</p>
Meta Description	<p>✗ The meta description tag is missing from your page. 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.</p>
Google Search Results Preview	<p>ⓘ Freelance Web Development Virtually(Creative) http://virtuallycreative.ca</p>
Most Common Keywords Test	<p>ⓘ 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.</p> <hr/> <p>→ wordpress - 4 times → development - 3 times → developers - 3 times → blog - 2 times → showcase - 2 times</p>
Keyword Usage	<p>ⓘ Your most common keywords are not appearing in one or more of the meta-tags above. Your primary keywords should appear in your meta-tags to help identify the topic of your webpage to search engines.</p> <hr/> <p>✓ Keyword(s) included in Title tag ✗ Keyword(s) not included in Meta-Description tag</p>

Keywords Cloud	<p> accessibility adhering ballmer best blog changing.” – chirac come consulting core(principles courage creative(blog creative(services creative(showcase dangerous deliver design developers developers” development disney do.” dream dreams elearning email(me freelance great guidelines highquality home jacques jobs love maintenance media more... portfolio posts practice provide pursue reserved rights service services showcase site social standing steve strives support them.” true tuneup upkeep view virtually(creative walt want wordpress wordpress(other work world “all “the “there “...</p>
Related Keywords	<p> This URL is currently ranked in the top 20 organic Google listings for the search terms below:</p> <hr/> <ul style="list-style-type: none"> → focus on youth tdsb → tdsb media
Competitor Domains	<p> Some of the most relevant competitors for your domain are listed below:</p> <hr/> <ul style="list-style-type: none"> → justbgraphic.org → tdsb.on.ca → camh.ca → facebook.com → focusonyouthtdsb.com
<h1> Headings Status	<p> Your page contains H1 headings. Their contents are listed below:</p> <hr/> <ul style="list-style-type: none"> → Freelance Web Development
<h2> Headings Status	<p> Your page does not contain any H2 headings. H2 headings help describe the sub-topics of your webpage to search engines. While less important than good meta-titles and descriptions, H1 and H2 headings may still help define the topics of your page to search engines.</p>
Robots.txt Test	<p> Congratulations! Your site uses a "robots.txt" file: http://virtuallycreative.ca/robots.txt</p>
Sitemap Test	<p> Congratulations! We've found 2 sitemaps files for your website:</p> <hr/> <ul style="list-style-type: none"> → http://virtuallycreative.ca/sitemap.xml → http://virtuallycreative.ca/sitemap.xml.gz
Broken Links Test	<p> Congratulations! We have checked 4 links on this web page and none of them are broken.</p>
SEO Friendly URL Test	<p> Congratulations! All links from your webpage are SEO friendly.</p>
Image Alt Test	<p> Your webpage has 3 'img' tags and 1 of them are missing the required 'alt' attribute.</p>
Inline CSS Test	<p> Your webpage is using 10 inline CSS styles!</p>
Deprecated HTML Tags	<p> Congratulations! Your page does not use HTML deprecated tags.</p>

Google Analytics Test	 Congratulations! Your website is using the latest version of Google Analytics.
Favicon Test	 Congratulations! Your website appears to have a favicon. 
Backlinks Checker	 Your domain has 33 total backlinks from 9 referring domains . Some most recently found backlinks for your domain are listed below: <hr/> <ul style="list-style-type: none"> → Checked on Dec 06, 2017: http://ca.urlm.com/g/c/v/13013
JS Error Checker	 Congratulations! There are no severe JavaScript errors on your web page.
Social Media Check	 Your website is not connected with social media using the API's provided by Facebook, Google +, Twitter, Pinterest, or using addthis.com

SPEED OPTIMIZATIONS	
HTML Page Size Test	 Congratulations! The size of your web page's HTML is 8.38 Kb and is under the average web page's HTML size of 33 Kb. Faster loading websites result in a better user experience, higher conversion rates, and generally better search engine rankings.
HTML Compression/GZIP Test	 Congratulations! Your page is successfully compressed using gzip compression on your code. Your HTML is compressed from 36.26 Kb to 8.38 Kb (77 % size savings) . This helps ensure a faster loading web page and improved user experience.
Site Loading Speed Test	 Your site loading time is around 4.63 seconds and this is under the average loading speed which is 5 seconds .
Page Objects	 Your page has more than 20 http requests, which can slow down page loading. You can try reducing http requests through various methods such as using text instead of images, using css sprites, using data URIs instead of images , or combining several external files together into one. <hr/> HTML Pages: 4; CSS Files: 9; Scripts: 35; Images: 10; Flash Files: 0;
Page Cache Test (Server Side Caching)	 It does not appear that you are caching your pages . Cached pages serve up static html and avoid potentially time consuming queries to your database. It also helps lower server load by up to 80%. Caching most visibly benefits high traffic pages that access a database, but whose content does not change on every page view. Common caching methods include Alternative PHP Cache , Quickcache , and WP Super Cache (for Wordpress sites). Caching mechanisms also typically compress HTML, further reducing page size and load time.
Flash Test	 Congratulations! Your website 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.

Image Expires Tag Test	 Your site is not using expires headers for your images. An expires tag can help speed up the serving of your webpages for users that regularly visit your site and see the same images. Learn more about how to add expires headers to your images .
JS Minification Test	 Some of your website's JavaScript files are not minified! <hr/> → http://da8dsugrl65ch.cloudfront.net/virt.../a3a46f7b-e3a6-42bd-a6fb-5ef590dec262.js → https://script.hotjar.com/modules-526d80f8c01454f84b75838f21c8706e.js
CSS Minification Test	 Some of your website's CSS files are not minified! <hr/> → http://fonts.googleapis.com/css?family=L...7CLora%3A400%2C700%2C400italic&ver=4.9.1 → http://fonts.googleapis.com/css?family=R...2C900%2C900italic&subset=latin&ver=4.9.1
Nested Tables Test	 Congratulations, your page does not use nested tables. This speeds up page loading time and optimizes the user experience.
Frameset Test	 Congratulations! Your webpage does not use frames.
Doctype Test	 Congratulations! Your website has a doctype declaration: <hr/> → <code><!doctype html></code>
URL Redirects Checker	 Congratulations! Your URL doesn't have any redirects (which could potentially cause site indexation issues and site loading delays).

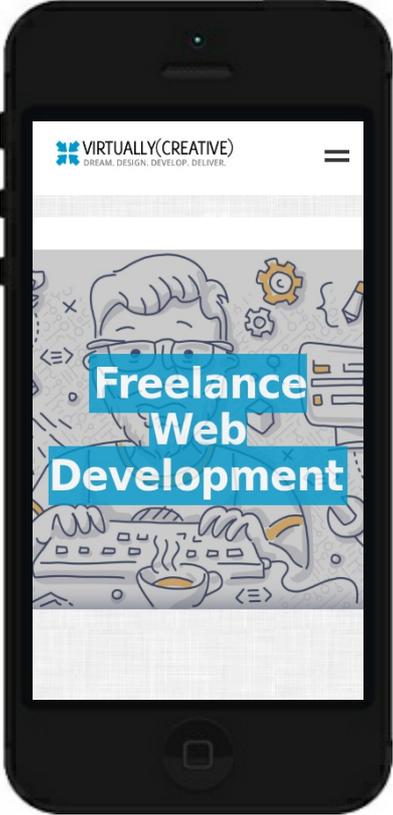
SERVER AND SECURITY

URL Canonicalization Test	 http://virtuallycreative.ca and http://www.virtuallycreative.ca should resolve to the same URL, but currently do not.
HTTPS Test	 Your website is not using https, a secure communication protocol. Even for sites that do not collect sensitive customer information, search engines suggest that switching to https is an increasingly good idea and may help improve rankings . Note: if your site relies primarily on adsense income, be aware that using https may be detrimental to ad earnings .
Safe Browsing Test	 This site is not currently listed as suspicious (no malware or phishing activity found).
Server Signature Test	 Your server signature is on. Turning off your server signature is generally a good idea from a security standpoint. Read more on how to turn off server signature and improve your website's security . <hr/> → Server: Apache/2.4.18 (Ubuntu)
Directory Browsing Test	 Congratulations! Your server has disabled directory browsing.

Plaintext Emails Test	✔ Congratulations! Your webpage does not include email addresses in plaintext.
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MOBILE USABILITY

Media Query Responsive Test	✔ Congratulations, your website uses media query technique, which is the base for responsive design functionalities.
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Mobile Snapshot	
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ADVANCED SEO

Microdata Schema Test	✘ Your webpage doesn't take the advantages of HTML Microdata specifications in order to markup structured data. View Google's guide for getting started with microdata .
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Noindex Checker	✔ Your webpage does not use the noindex meta tag. This means that your webpage will be read and indexed by search engines.
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Canonical Tag Checker	✔ Your page is using the canonical link tag. This tag specifies that the URL: http://virtuallycreative.ca 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. <hr/> <p>→ <code><link rel="canonical" href="http://virtuallycreative.ca/" /></code></p>
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Nofollow Checker	<p>✔ Your webpage is using the nofollow meta tag. You are advised to use this tag carefully since search engines will not crawl all links from your webpage.</p> <hr/> <p>→ <code>WordPress Site Tune-Up</code></p>
Disallow Directive Checker	<p>✔ Your robots.txt file disallow the search engines access to some parts of your website. You are advised to check carefully if the access to these resources or pages must be blocked.</p> <hr/> <p>→ Disallow: /wp-admin/</p>
SPF records checker	<p>✔ Congratulations! Your DNS server is using an SPF record. This SPF record is listed below:</p> <hr/> <p>→ <code>v=spf1 a mx include:spf.mtasv.net ~all</code></p>

Report created by: **Virtually(Creative)**