

SEO Report for <https://www.etmonline.com.au>

77 / 100
SEO SCORE

41 / 51
PASSED CHECKS

9 / 51
FAILED CHECKS

1 / 51
WARNINGS

COMMON SEO ISSUES

Meta Title	<p>✓ The meta title of your page has a length of 31 characters. Most search engines will truncate meta titles to 70 characters.</p> <hr/> <p>→ Welcome To Essendon Therapeutic</p>
Meta Description	<p>✓ The meta description of your page has a length of 64 characters. Most search engines will truncate meta descriptions to 160 characters.</p> <hr/> <p>→ Essendon Therapeutic Massage, Massage is your ally in health</p>
Google Search Results Preview	<p>ⓘ Welcome To Essendon Therapeutic https://www.etmonline.com.au/ Essendon Therapeutic Massage, Massage is your ally in health</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>→ massage - 26 times → pain - 13 times → therapy - 10 times → therapeutic - 10 times → muscles - 8 times</p>
Keyword Usage	<p>ⓘ Congratulations! You are using your keywords in your meta-tags, which help search engines to properly identify the topic of your page.</p> <hr/> <p>✓ Keyword(s) included in Title tag ✓ Keyword(s) included in Meta-Description tag</p>

<p>Keywords Cloud</p>	<p>  ability accidents active alleviate allows ally anatomy benefits booking calms cascade certain circulation condition conditions decreases deep delivers developed effective effects energy essendon everyday extensive forward general good having headaches heal healing health help helping hosted includes increase increases instant insurance know knowledge licensed life lifetime looking maintaining manipulation maree massage mental muscle muscles natural needing nervous optimize pain physical physiology point” powerful problems proudly relief relieve remedial repetitive require research result sciatica shows skills softtissue specialized speed swedish techniques tension therapeutic therapists therapy tight tissue trained training treatments ultimate understand value variety vitality want webdesign welcome wellbeing wide “trigger” </p>
<p>Related Keywords</p>	<p>  There are no indexed keywords for your domain! </p>
<p>Competitor Domains</p>	<p>  There are no indexed competitors for your domain! </p>
<p><h1> Headings Status</p>	<p>  Your page contains H1 headings. Their contents are listed below: </p> <hr/> <ul style="list-style-type: none"> → Welcome → Massage is your ally in health. → Essendon Therapeutic Massage → EST. 1993
<p><h2> Headings Status</p>	<p>  Your page contains H2 headings. Their contents are listed below: </p> <hr/> <ul style="list-style-type: none"> → How we are different
<p>Robots.txt Test</p>	<p>  Congratulations! Your site uses a "robots.txt" file: https://www.etmonline.com.au/robots.txt </p>
<p>Sitemap Test</p>	<p>  Congratulations! We've found 2 sitemaps files for your website: </p> <hr/> <ul style="list-style-type: none"> → https://www.etmonline.com.au/sitemap.xml → http://www.etmonline.com.au/sitemap.xml
<p>Broken Links Test</p>	<p>  We have checked 9 links on your page - 1 of them appear to be broken </p> <hr/> <ul style="list-style-type: none"> → https://www.etmonline.com.au/mailto:maree.germantis@gmail.com <hr/> <p>HOW TO FIX BROKEN LINKS TEST</p> <p>In order to pass this test you must identify within your page all the reported broken links and replace the content of the href attribute with a proper URL.</p>

SEO Friendly URL Test	<p> We have found one URL that is not SEO friendly!</p> <hr/> <p>→ https://www.etmonline.com.au/index_htm_files/1886.jpg</p> <hr/> <p>HOW TO FIX SEO FRIENDLY URL TEST</p> <ul style="list-style-type: none"> - 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 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	<p> Your webpage has 32 'img' tags and all of them contain the required 'alt' attribute.</p>
Inline CSS Test	<p> Your webpage is using 150 inline CSS styles!</p> <hr/> <p>HOW TO FIX INLINE CSS TEST</p> <p>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.</p> <ul style="list-style-type: none"> • 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 <p>For example:</p> <pre data-bbox="427 1084 1522 1397" style="background-color: #f9f9f9; padding: 10px;"> <!--this HTML code with inline CSS rule:--> <p style="color:red; font-size: 12px">some text here</p> <!--would become:--> <p>some text here</p> <!--and the rule added into your CSS file:--> p{color:red; font-size: 12px} </pre>
Deprecated HTML Tags	<p> Congratulations! Your page does not use HTML deprecated tags.</p>
Google Analytics Test	<p> Congratulations! Your website is using the latest version of Google Analytics.</p>
Favicon Test	<p> Congratulations! Your website appears to have a favicon. <input data-bbox="1070 1731 1137 1765" type="checkbox"/></p>
Backlinks Checker	<p> We didn't find any backlinks for your domain! Quality backlinks from websites relevant to your topic/niche are critical for strong search engine rankings.</p>
JS Error Checker	<p> Congratulations! There are no severe JavaScript errors on your web page.</p>

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 <hr/> <p>HOW TO FIX SOCIAL MEDIA CHECK</p> <p>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</p>
---------------------------	--

SPEED OPTIMIZATIONS	
HTML Page Size Test	 Congratulations! The size of your web page's HTML is 5.19 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 27.42 Kb to 5.19 Kb (81 % size savings) . This helps ensure a faster loading web page and improved user experience.
Site Loading Speed Test	 Your site loading time is around 2.607 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/> <p>HTML Pages: 1; CSS Files: 8; Scripts: 4; Images: 38; Flash Files: 0;</p>
Page Cache Test (Server Side Caching)	 Congratulations, you have a caching mechanism on your website. Caching helps speed page loading times as well as reduces server load.
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	 Congratulations! Your webpage use 'Expires' header for your images and the browsers will display these images from the cache.
JS Minification Test	 Congratulations! Your website's JavaScript files are minified!

CSS Minification Test	<p>❗ Some of your website's CSS files are not minified!</p> <hr/> <ul style="list-style-type: none"> → https://www.etmonline.com.au/index_htm_files/xr_main.css → https://www.etmonline.com.au/index_htm_files/xr_text.css → https://www.etmonline.com.au/index_htm_files/custom_styles.css → https://www.etmonline.com.au/index_htm_files/xr_all.css → https://www.etmonline.com.au/index_htm_files/ani.css → https://fonts.googleapis.com/css?family=Tinos:700italic,italic&subset=latin <hr/> <p>HOW TO FIX CSS MINIFICATION TEST</p> <p>In order to pass this test you must minify all of your external CSS files. For this task you can use an online CSS minifier like YUI Compressor or cssmin.js.</p>
Nested Tables Test	<p>✅ Congratulations, your page does not use nested tables. This speeds up page loading time and optimizes the user experience.</p>
Frameset Test	<p>✅ Congratulations! Your webpage does not use frames.</p>
Doctype Test	<p>✅ Congratulations! Your website has a doctype declaration:</p> <hr/> <p>→ <!DOCTYPE html></p>
URL Redirects Checker	<p>✅ Congratulations! Your URL doesn't have any redirects (which could potentially cause site indexation issues and site loading delays).</p>

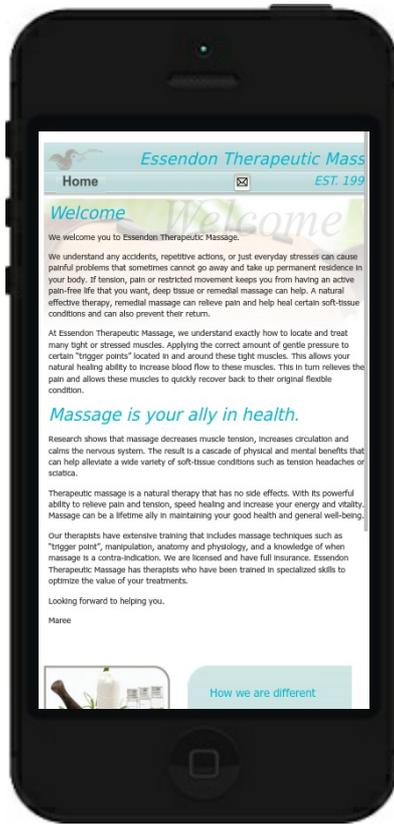
SERVER AND SECURITY

URL Canonicalization Test	<p>❌ https://www.etmonline.com.au and https://etmonline.com.au/ should resolve to the same URL, but currently do not.</p> <hr/> <p>HOW TO FIX URL CANONICALIZATION TEST</p> <p>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.</p> <ul style="list-style-type: none"> - If you want to redirect http://www.example.com to http://example.com, you can use this: <pre style="background-color: #f0f0f0; padding: 10px; border: 1px solid #ccc;">RewriteCond %{HTTP_HOST} ^www\.example\.com\$ RewriteRule ^/?\$ "http://example.com/" [R=301,L]</pre> <ul style="list-style-type: none"> - If you want to redirect http://example.com to http://www.example.com, you can use this: <pre style="background-color: #f0f0f0; padding: 10px; border: 1px solid #ccc;">RewriteCond %{HTTP_HOST} !^www\.example\.com\$ [NC] RewriteRule ^(.*)\$ http://www.example.com/\$1 [L,R=301]</pre> <p>Note that you must put the above lines somewhere after RewriteEngine On line.</p>
----------------------------------	--

<p>IP Canonicalization Test</p>	<p>✘ Your site's IP 59.167.196.217 does not redirect to your site's domain name. This may cause duplicate content problems if a search engine indexes your site under both its IP and domain name.</p> <hr/> <p>HOW TO FIX IP CANONICALIZATION TEST</p> <p>Please note that fixing any IP canonicalization issues requires a dedicated IP address (which may be more difficult to obtain on a shared hosting plan). While IP canonicalization issues in themselves are likely benign in the scheme of search engine rankings, investing in a dedicated IP can be beneficial for other ranking reasons well, such as site security (avoiding being labelled as a malware website by association with other malicious websites who might share your IP) and when implementing SSL (older browsers mostly on Windows XP may require a unique IP to work properly).</p> <p>In order to pass this test you must consider using a 301 re-write rule in your .htaccess file so that your site's IP points to your domain name. If your site is running on apache server, you could put these lines in your .htaccess after RewriteEngine on line:</p> <pre style="background-color: #f9f9f9; padding: 10px;">RewriteCond %{HTTP_HOST} ^XXX\.\XXX\.\XXX\.\XXX RewriteRule (.*) http://www.yourdomain.com/\$1 [R=301,L]</pre> <p>Note that you must properly format the first line using your IP (replace X characters with proper digits from your IP) and the second line using your domain name.</p>
<p>HTTPS Test</p>	<p>✔ Your website is successfully using https, a secure communication protocol over the Internet. Note: if your site relies primarily on ad income, be aware that using https may be detrimental to ad earnings.</p>
<p>Safe Browsing Test</p>	<p>✔ This site is not currently listed as suspicious (no malware or phishing activity found).</p>
<p>Server Signature Test</p>	<p>✔ Congratulations, your server signature is off.</p>
<p>Directory Browsing Test</p>	<p>✔ Congratulations! Your server has disabled directory browsing.</p>
<p>Libwww-perl Access Test</p>	<p>✔ Congratulations! Your server does not allows access from libwww-perl User-Agent.</p>
<p>Plaintext Emails Test</p>	<p>✔ Congratulations! Your webpage does not include email addresses in plaintext.</p>

<p>MOBILE USABILITY</p>	
<p>Media Query Responsive Test</p>	<p>✔ Congratulations, your website uses media query technique, which is the base for responsive design functionalities.</p>

Mobile Snapshot



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](#).

HOW TO FIX MICRODATA SCHEMA 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>
```

Noindex Checker

✔ Your webpage does not use the noindex meta tag. This means that your webpage will be read and indexed by search engines.

Canonical Tag Checker

✔ Your page does not use the canonical link tag.

Nofollow Checker

✔ Your webpage does not use the nofollow meta tag. This means that search engines will crawl all links from your webpage.

Disallow Directive Checker	<p>✔ Your robots.txt file does not use the disallow directive. This means that the whole website can be crawled by search engines.</p>
SPF records checker	<p>✘ Your 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.</p> <hr/> <p>HOW TO FIX SPF RECORDS CHECKER</p> <p>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.</p> <p>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.</p> <p>Example:</p> <p>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:</p> <pre>v=spf1 include:_spf.google.com -all</pre> <p>"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</p> <p>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:</p> <pre>v=spf1 mx -all</pre> <p>Note:</p> <p>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.</p>