

SEO Report for <https://onlinemarketingagency.nl>

93 / 100
SEO SCORE

40 / 46
PASSED CHECKS

3 / 46
FAILED CHECKS

3 / 46
WARNINGS

COMMON SEO ISSUES

Meta Title Test	<p>✓ The meta title of your page has a length of 69 characters. Most search engines will truncate meta titles to 70 characters.</p> <hr/> <p>→ Online Marketing Agency - Onafhankelijk online marketing adviesbureau</p>
Meta Description Test	<p>✓ The meta description of your page has a length of 302 characters. Most search engines will truncate meta descriptions to 160 characters.</p> <hr/> <p>→ Online Marketing Agency is een jong en deskundig online marketing adviesbureau. Ik geef advies over online marketing en webdesign. Mijn doel is om online bereikbaar te maken voor iedereen. Of het nou gaat om een onderneming met 200 werknemers of een startende onderneming waar jij de eigenaar van bent.</p>
Google Search Results Preview Test	<p>ⓘ Online Marketing Agency - Onafhankelijk online marketing https://onlinemarketingagency.nl</p> <p>Online Marketing Agency is een jong en deskundig online marketing adviesbureau. Ik geef advies over online marketing en webdesign. Mijn doel is om online bereikbaar te maken voor iedereen. Of het nou gaat om een onderneming met 200 werknemers of een startende onderneming waar jij de eigenaar van bent.</p>
Keywords Usage Test	<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>

Keywords Cloud
Test

adverteren **advies** agency alle alles analyse
analytics andere arnhem **augustus** bedrijf bent
bereikbaar beste beter bezig bezoekers binnen blogs
bounce bouncepercentage categories contact daniel
daniël deze diensten **door** ervoor **gaan** gaat gebied
geen goed **google** gratis hebben hebt heeft hoger
jouw juli kennis klanten komen krijgt kuipers lees like
linkedin maar maken **marketing** maximale
media **meer mijn** moet **niet** nummer
omzet **online** onze optimalisatie paar
pixel precies prettig published rate read samen
samenwerking scan schrijven simpele site slag snelheid
social teksten tips tools **veel** verbeteren verlagen
vertellen **voor** waar waarom webdesign webshops
website websites webstatistieken werken
zelf **Zijn** zoekmachine zorgen

Heading Tags
Test

! Your page contains too many H2 tags. H2 tags should re-inforce the related content of your page to search engines - too many tags may make the topic less clear, or look like spam tactics. Consider using less than 10 H2 tags.

H1 headings

→ Online bereikbaar maken voor iedereen

H2 headings

- Meer bezoekers en meer omzet door de inzet van online marketing
- SEO
- SEA
- Websites & Webshops
- Een paar van de prachtige organisaties waar wij voor werken!
- Online Marketing adviesbureau
- SEO, SEA, Google en webstatistieken
- Online marketing advies
- Scoor hoger in Google
- Zoekmachine optimalisatie
- Techniek, snelheid en optimalisatie
- Website analyse
- Zij gingen je voor
- 5 redenen waarom je de beste SEO tools nu niet moet aanschaffen
- Bouncepercentage in Google Analytics: 5 simpele tips om je bounce rate te verlagen
- LinkedIn Insight Tag: Ins, outs en hoe je de Pixel installeert via Tag Manager
- Google Site Kit is live: beschikbaarheid, installatie & mogelijkheden

Robots.txt Test

✓ Congratulations! Your site uses a "robots.txt" file:
<https://onlinemarketingagency.nl/robots.txt>

Sitemap Test	<p>✔ Congratulations! Your website has a sitemap file.</p> <hr/> <p>→ https://onlinemarketingagency.nl/sitemap_index.xml</p>
SEO Friendly URL Test	<p>✔ Congratulations! All links from your webpage are SEO friendly.</p>
Image Alt Test	<p>⚠ Your webpage is using "img" tags with empty or missing "alt" attribute.</p> <hr/> <p>HOW TO FIX</p> <p>In order to pass this test you must add an alt attribute to every tag used into your webpage.</p> <p>An image with an alternate text specified is inserted using the following HTML line:</p> <pre style="background-color: #f9f9f9; padding: 10px; border: 1px solid #ccc;"></pre> <p>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.</p> <p>Learn more about optimizing images for SEO.</p>
Inline CSS Test	<p>✘ Your webpage is using inline CSS styles!</p> <hr/> <p>HOW TO FIX</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 style="background-color: #f9f9f9; padding: 10px; border: 1px solid #ccc;"><!--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}</pre>
Deprecated HTML Tags Test	<p>✔ Congratulations! Your page does not use HTML deprecated tags.</p>
Favicon Test	<p>✔ Congratulations! Your website appears to have a favicon. </p>
JS Error Test	<p>✔ Congratulations! There are no severe JavaScript errors on your webpage.</p>

Social Media Test	 Congratulations! Your website is connected successfully with social media using: Facebook
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SPEED OPTIMIZATIONS

HTML Page Size Test	 Congratulations! The size of your webpage's HTML is 28.11 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.
HTML Compression/GZIP Test	 Congratulations! Your webpage is successfully compressed using gzip compression on your code. Your HTML is compressed from 158.44 Kb to 28.11 Kb (82% size savings) . This helps ensure a faster loading webpage and improved user experience.
Site Loading Speed Test	 Your website loading time is around 3.9 seconds and this is under the average loading speed which is 5 seconds .
Page Objects Test	 Your page uses more than 20 http requests , which can slow down page loading and negatively impact user experience. <hr/> HTML Pages: 2; CSS Files: 3; Scripts: 13; Images: 24; Flash Files: 0;
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.
CDN Usage Test	 Your webpage is not serving all resources (images, javascript and css) from CDNs. <hr/> HOW TO FIX 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: <ul style="list-style-type: none"> • Improving website loading times • Reducing bandwidth costs • Increasing content availability and redundancy • Improving website security
Image Caching Test	 Congratulations! Your website is using cache headers for your images and the browsers will display these images from the cache.
JavaScript Caching Test	 Congratulations! Your website is using cache headers for all JavaScript resources.
CSS Caching Test	 Congratulations! Your website is using cache headers for all CSS resources.

JavaScript Minification Test	 Congratulations! Your website's JavaScript files are minified!
CSS Minification Test	 Congratulations! Your webpage's CSS resources are minified.
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/> → <!DOCTYPE html>
URL Redirects Test	 Congratulations! Your URL doesn't have any redirects (which could potentially cause site indexation issues and site loading delays).

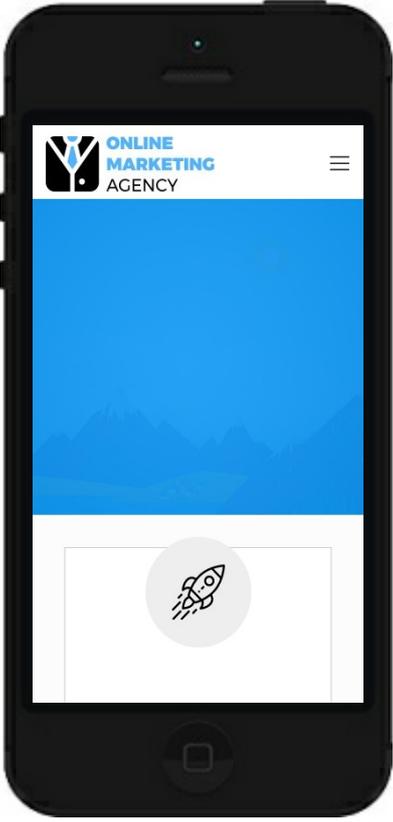
SERVER AND SECURITY

URL Canonicalization Test	 https://onlinemarketingagency.nl and https://www.onlinemarketingagency.nl resolve to the same URL.
HTTPS Test	 Your website is successfully using HTTPS, a secure communication protocol over the Internet. <hr/> → Security state: secure <hr/> → Certificate issuer: Let's Encrypt Authority X3 <hr/> → Valid until: Oct 16, 2019
Safe Browsing Test	 This site is not currently listed as suspicious (no malware or phishing activity found).
Server Signature Test	 Congratulations, your server signature is off.
Directory Browsing Test	 Congratulations! Your server has disabled directory browsing.

Plaintext Emails Test	<p>✘ We've found 1 email addresses in your page code. We advise you to protect email links in a way that hides them from the spam harvesters.</p> <hr/> <p>HOW TO FIX</p> <p>In order to pass this test you must make your email addresses invisible to email spiders. Note that the best option is to replace your entire contact mechanism with a contact form and using the POST method while submitting the form.</p> <p>Other solutions are listed below:</p> <ul style="list-style-type: none">• replace the at (@) and dot (.) characters• replace text with images• use email obfuscators• hide email addresses using JavaScript or CSS trick
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MOBILE USABILITY

Media Query Responsive Test	<p>✔ Congratulations, your website uses media query technique, which is the base for responsive design functionalities.</p>
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Mobile Snapshot Test	 A black smartphone is shown vertically, displaying a mobile website. The website has a white header with a logo on the left that says 'ONLINE MARKETING AGENCY' and a hamburger menu icon on the right. Below the header is a large blue rectangular area. At the bottom of the screen, there is a white rounded rectangle containing a grey circle with a white rocket icon inside it.
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ADVANCED SEO

Structured Data Test	<p>✔ Congratulations! Your website is using HTML Microdata specifications in order to markup structured data.</p>
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Custom 404 Error Page Test	<p>✔ Congratulations, your website is using a custom 404 error page. By creating a custom 404 error page, you can improve your website's user experience by letting users know that only a specific page is missing/broken (and not your entire site), providing them helpful links, the opportunity to report bugs, and potentially track the source of broken links in your site.</p>
Noindex Tag Test	<p>✔ Your webpage does not use the noindex meta tag. This means that your webpage will be read and indexed by search engines.</p>
Canonical Tag Test	<p>✔ Your webpage is using the canonical link tag. This tag specifies that the URL: https://onlinemarketingagency.nl 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.</p> <hr/> <p>→ <code><link href="https://onlinemarketingagency.nl/" rel="canonical"/></code></p>
Nofollow Tag Test	<p>✔ Your webpage does not use the nofollow meta tag. This means that search engines will crawl all links from your webpage.</p>
Disallow Directive Test	<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 Test	<p>✔ Congratulations! Your DNS server is using an SPF record.</p> <hr/> <p>→ <code>v=spf1 a mx include:_spf.hostnet.nl ~all</code></p>