

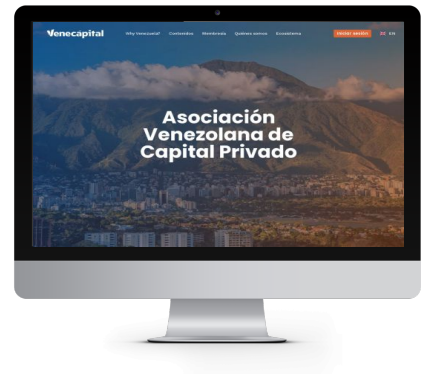
Audit for:

<https://venecapital.org/>

Usability D
 Organic Traffic C



Your website score



Critical	12	For Improvement	2	Looking Good	8
Usability	0	Usability	1	Usability	1
Organic Traffic	12	Organic Traffic	1	Organic Traffic	7

Usability

Average Score:

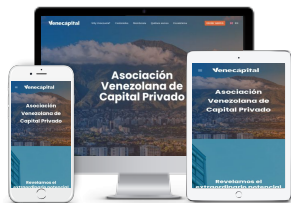
For Improvement 1

Looking Good 1

Looking Good

Mobile Friendliness

Google does not consider your website as mobile-friendly. Did you know that 57% of users say they won't recommend a business with a poorly-designed mobile site?

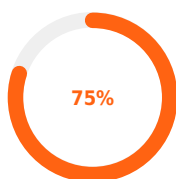


- ✓ Text is legible
- ✓ Viewport configured
- ✓ Tap targets are large enough
- ✓ Content fits inside viewport
- ✓ No plugins found
- ✓ No blocking interstitials

For Improvement

Page Speed Insights

Your website speed is acceptable



Desktop

This page has a **Moderate** speed compared to other pages over the last 30 days

- ✓ Avoid App Install Interstitials That Hide Content

Your page does not appear to have any app install interstitials that hide a significant amount of content. Learn more about the importance of [avoiding the use of app install interstitials](#).

- ✓ Avoid Plugins



Your page does not appear to use plugins, which would prevent content from being usable on many platforms. Learn more about the importance of [avoiding plugins](#).

✓ Configure Viewport

Your Page Specifies A Viewport Matching The Device's Size, Which Allows It To Render Properly On All Devices. Learn More About [configuring viewports](#).

✓ Size Content To Viewport

The contents of your page fit within the viewport. Learn more about [sizing content to the viewport](#).

✓ Size Tap Targets Appropriately

All Of Your Page's Links/buttons Are Large Enough For A User To Easily Tap On A Touchscreen. Learn More About [sizing tap targets appropriately](#).

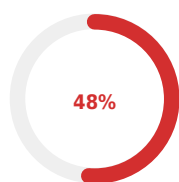
✓ Use Legible Font Sizes

The text on your page is legible. Learn more about [using legible font sizes](#).

✓ Landing Page Redirects

Your page has no redirects. Learn more about [avoiding landing page redirects](#)

This page has a **Slow** speed compared to other pages over the last 30 days



Mobile

✓ Minify CSS

Your CSS is minified. Learn more about [minifying CSS](#).

✓ Minify HTML

Your HTML is minified. Learn more about [minifying HTML](#).

✓ Minify JavaScript

Your JavaScript content is minified. Learn more about [minifying HTML](#).

✓ Render-blocking JavaScript And CSS

You have no render-blocking resources. Learn more about [removing render-blocking resources](#).

✓ Optimize Images

Your images are optimized. Learn more about [optimizing images](#).

✓ Prioritize Visible Content

You have the above-the-fold content properly prioritized. Learn more about [prioritizing visible content](#).

TECHNICAL SEO

 Critical

Sitemap

Your site does not have a sitemap or it was not easily found.

Your sitemap is an XML file which contains a full list of urls from your site. It can include directories from your websites for crawling and indexing for search engines and users. it can also help search engine bots index your website quickly and accurately. You can create a sitemap.xml by various free and paid services or you can write it on your own in a proper format.

Keep these things in mind:

- 1) The sitemap must be less than 10 MB (10,485,760 bytes) and can contain a maximum of 50,000 urls. if you have more urls than this create multiple sitemap files and use a sitemap index file.
- 2) Put your sitemap in the website root directory and add the url of your sitemap to robots.txt.
- 3) sitemap.xml can be compressed using gzip for faster loading.

Broken link: a broken link is an inaccessible link or url of a website. A high rate of broken links will have a negative effect on search engine rankings due to reduced link equity. it also has a bad impact on user experience. There are several reasons for broken links. All are listed below.

- 1) An incorrect link entered by the user.
- 2) The destination website removed the linked web page given by you. (A common 404 error).
- 3) The destination website is irreversibly moved or does not exist anymore. (Changed domain, site blocked or dysfunctional site).
- 4) User may be behind a firewall or similar security mechanism that is blocking the access to the destination website.
- 5) You have provided a link to a site that is blocked by firewall or similar software preventing outside access.

 Critical

Your site does not have a robot.txt file.

Your robots.txt is the text file that resides in the website root directory and contains the instruction for various robots (mainly search engine robots) for how to crawl and indexing your website. Robots.txt contains the search bots or others bot names, directory list allowed or disallowed to be indexed and crawled by bots, time delay for bots to crawl and indexing and also the sitemap url. A full access, customized access or restriction can be imposed through robots.txt.

Having a robots.txt is important for SEO. Your webpages will be crawled and indexed on search engines according to robots.txt instructions. Include a robots.txt file in your website root directory. Write it properly to include your content pages and exclude any directories which should not be indexed. However, using robots.txt to restrict access to your sensitive information is not a reliable form of web security. Do not use it for security purposes.

ON-PAGE SEO

 Looking Good

Page Title

Venecápital








Your page title does not exceed 60 characters. It may be fine.

The page title is a string enclosed between the HTML title tags, and may or may not be visible on the page. Search engines look for the title of your website and will display the title along with your website address inside search results. The title is the most important element for both SEO and social sharing. The title should be less than 50 to 60 characters because search engines typically display this length of sentences in search results. A good title can consist of the primary keyword, secondary keyword and brand name. A webpage title should contain a proper glimpse of the website so remember to have a concise but catchy title.



<p>✖ Critical</p>	<p>Meta Description</p> <p>Your site do not have any meta description.</p>	<p>The description is a brief summary of your content and should highlight the most important features on the page. Most often, it is a short paragraph that describes what are information are provided by the page. You may also consider it as a way to sell your website. Although not as important for search engine rankings as the title, it is still important for visits through search engine results. The description should be less than 150 character since search engines generally show this length of text in search results. Every page of the website should contain a unique description to avoid description duplication. The description helps to define the user experience on your site so form it as complete but short and precise as possible.</p>
<p>✖ Critical</p>	<p>Meta Keyword</p> <p>Your site does not have any meta keywords.</p>	<p>Meta keywords are keywords inside Meta tags. Meta keywords are not likely to be used for search engine rankings. The words from the title and description can include meta keywords.</p>
<p>✖ Critical</p>	<p>Keyword Usage</p> <p>The most used keywords on the site does not match with your meta keywords.</p>	<p>Keyword usage is the amount of keywords used inside Meta tags and the contents of your website. Use keywords that describes your site properly for precise search engine results.</p>
<p>✖ Critical</p>	<p>Total Words</p> <p>0</p>	<p>Unique words are uncommon words that reflects features and information on your site. Search engine metrics may use unique words as ranking factors so it is still useful to get a proper picture of your content. Using positive unique words can also provide a good user experience.</p> <p>Stop words are common words such as prepositions, or generic words like download, click me, offer, win, etc. Since the type of keywords are a factor for visitors, you should use more unique words and less stop words.</p>
<p>✖ Critical</p>	<p>Text/HTML Ratio Test</p> <p>0</p>	<p>Text_to_html_ratio_recommendation</p>
<p>✖ Critical</p>	<p>Heading Tags</p> <p>H1</p> <p>H2</p> <p>H3</p> <p>H4</p> <p>H5</p> <p>H6</p>	<p>Your headings seem to be problematic. Headings are important for search engines.</p>

<p>✔ Looking Good</p>	<p>SEO Friendly Links</p> <p>Links on your site are SEO friendly.</p>	<p>An SEO friendly link roughly follows these rules. The url should contain a dash as a separator, no parameters or numbers, and be a static url.</p> <p>Resolve this issue by using these techniques.</p> <ol style="list-style-type: none"> 1) Replace underscore or other separator by a dash, clean url by deleting or replacing any numbers and parameters. 2) Marge your www and non www urls. 3) Do not use dynamic and related urls. Create an xml sitemap for proper indexing of search engines. 4) Block unfriendly and irrelevant links through robots.txt. 5) Endorse your canonical urls in canonical tag.
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 Looking Good	<p>Favicon</p> <p>Your site has a favicon.</p>	<p>Learn more</p>
 For Improvement	<p>Image 'alt' Test</p> <p>Your site has Array images without alt text.</p>	<p>An alternate title for an image. The alt attribute describes an image for search engine spiders and improves classification of your website. Put a suitable title in alt attributes for every image that is visible on your website.</p>
 Looking Good	<p>DOC Type</p> <p><!DOCTYPE html></p> <p>The page has a doc type.</p>	<p>Doctype is not a major SEO factor but it is checked for validating your web page. Set a doctype on your HTML page to specify the type of HTML.</p>
 Looking Good	<p>Deprecated HTML Tag</p> <p>Your site does not have any depreciated HTML tags.</p>	<p>Older HTML tags and attributes that have been superseded by other more functional or flexible alternatives (whether as HTML or as CSS) are declared as deprecated in HTML4 by the W3C - the consortium that sets the HTML standards. Browsers should continue to support deprecated tags and attributes, but eventually these tags are likely to become obsolete and so future support cannot be guaranteed.</p>
 Looking Good	<p>HTML Page Size</p> <p>24 KB</p> <p>HTML page size is <= 100KB</p>	<p>HTML page size is the one of the main factors affecting page loading time. It should be less than 100 KB according to Google. Note that, this size does not including external CSS, JS or images files. A smaller page size means less load time.</p> <p>To reduce your page size do these steps.</p> <ol style="list-style-type: none"> 1) Move all your CSS and JS code to external files. 2) make sure your text content are at the top of the page so that it can display before the full page loads. 3) Reduce or compress all images, videos, and other media files. All files should be less than 100 KB
 Critical	<p>GZIP Compression</p> <p>GZIP compression is disabled.</p>	<p>GZIP is a generic compressor that can be applied to any stream of bytes: under the hood it remembers some of the previously seen content and attempts to find and replace duplicate data fragments in an efficient way. In practice, GZIP performs best on text-based content, often achieving compression rates as high as 70-90% for larger files, whereas running GZIP on assets that are already compressed (e.g. most image formats) yields little to no improvement. It is also recommended that the GZIP compressed size should be <=33 KB</p>
 Critical	<p>Micro Data Schema Test</p> <p>Site failed the micro data schema test.</p>	<p>Microdata is the information underlying a HTML string or paragraph. Consider a string "Avatar", it could refer to a profile picture on a forum, blog or social networking site or it may refer to a highly successful 3D movie. Microdata is used to specify the reference or underlying information about an HTML string. Microdata allows search engines and other applications to have a better understanding of your content and can change how data is displayed in search result.</p>
 Critical	<p>IP Canonicalization Test</p> <p>Site failed the IP canonicalization test.</p>	<p>If multiple domain names are registered under a single IP address, search bots can label other sites as duplicates of one site. IP canonicalization is similar to URL canonicalizaion. Use redirects to solve this.</p>



Looking Good

URL Canonicalization Test

Site passed the URL canonicalization test.

Canonical tags make urls lead to a single address. Here are a few examples:
<link rel="canonical" href="https://mywebsite.com/home" />
<link rel="canonical" href="https://www.mywebsite.com/home" />
Both refer to the link mywebsite.com/home. A different url with the same content or page now comes under the URL mywebsite.com/home. Boost up your search engine rankings by eliminating duplicate content. Use a canonical tag for all the same urls.

OFF-PAGE SEO

Critical

0

Total Internal Links?

0

Total External Links?

External Links are hyperlinks that point at (target) any domain other than the domain the link exists on (source).

Traffic Rank

Traffic rank is a ranking of your website versus all of the other websites across the internet.

Reach Rank

The reach rank is a ranking of all sites based solely on their reach.

Top Country

There are a few URL structures webmasters can employ to target a particular country with their websites.

Top Country Rank

A high top country rank means your page has the potential to rank well by countries.

0

Total NoIndex Links

NoIndex : noindex directive is a meta tag value. noindex directive is for not to show your website on search engine results. You must not set 'noindex' as value in meta tags if you want to be your website on search engine result. By default, a webpage is set to "index." You should add a directive to a webpage in the section of the HTML if you do not want search engines to crawl a given page and include it in the SERPs (Search Engine Results Pages).

0

Total NoFollow Links

nofollow directive is a meta tag value. Nofollow directive is for not to follow any links of your website by search engine bots. You must not set 'nofollow' as value in meta tags if you want follow your link by search engine bots.

0

Total DoFollow Links

By default, links are set to "follow." You would set a link to "nofollow" in this way: [Anchor Text](#) if you want to suggest to Google that the hyperlink should not pass any link equity/SEO value to the link target.

No

NoIndex Enabled By Meta Robot?

Tells a search engine not to index a page.

No

NoFollow Enabled By Meta Robot?

Meta directives give crawlers instructions about how to crawl and index information they find on a specific webpage.

