

sealt

WEBSITE ANALYZER REPORT






pandutravel.com

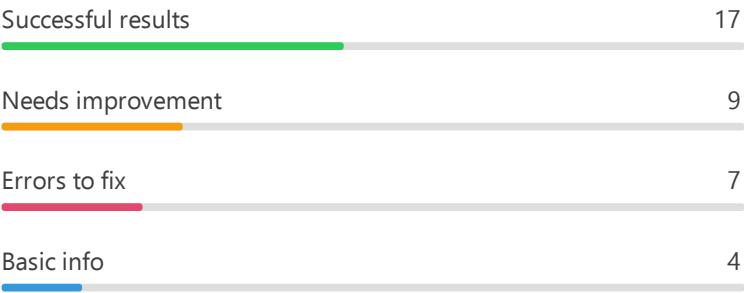
MAR 30, 2019

(The report is based on data as at Mar 30, 2019)

pandutravel.com

was analyzed by 37 metrics organized in 5 segments

 Audience	 SEO	 Speed & Usability	 Server & Security	 Mobile
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Attract more clients and increase sales by improving your website.

Start Improving Now!

Audience

 Alexa rank

According to the global website Alexa rank your site doesn't belong to TOP 150.000

The 12,116,301 most visited site in the World 2,991,645

Alexa rank information



Alexa rank is a global website rank by the reputable analytical service <http://www.alexa.com> mainly based on the combination of the estimated average daily unique visitors to the site and the estimated number of pageviews on the site over the past 3 months. The site with the highest combination of unique visitors and pageviews is ranked #1.

There should be mentioned that Alexa rank is estimated for top level domains only (e.g., domain.com). Alexa does not provide separate rankings for subpages within a domain (e.g., <http://www.domain.com/subpage.html>) or subdomains (e.g., subdomain.domain.com) unless Alexa is able to automatically identify them as personal home pages or blogs, like those hosted on sites like Blogger (blogspot.com). If a site is identified as a personal home page or blog, it will have its own Traffic Rank, separate from its host domain.

Our recommendations:

In order to increase this criterion value we advise you to focus on:



1. Content. Unique, quality and absorbing content increases the audience of users interested in your site and will positively affect your site reputation on search engines.!
2. Navigation. A skillfully considered website structure allows to increase the number of pageviews.
3. Search engine optimization (SEO). Optimizing a website may involve editing its content, HTML and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines. Promoting a site to increase the number of backlinks is another SEO attribute. The main goal of SEO is to increase the number of users, clients, gain more profit.
4. Social networks. Promotion and integration of your website on social networks contributes to new visitors attraction and your website/brand reputation enhancement

 Bounce rate

Your website bounce rate is higher than 70%

81.80%  15.00%

Bounce rate



Bounce rate is the percentage of users who leave a site without visiting any other pages or who only view a single page on this site per session.

A low bounce rate on webpages indicates that you website enjoys success and brings profit.



Visitors may bounce by:

1. Clicking on a link to a different website in the content.
2. Closing a window or browser tab.
3. Typing a new URL in the address bar or switching browser tabs.
4. Clicking the "Back" button to leave the site.
5. Session timeout.



Contributing factors:

1. Unusable design.
2. Page loading speed.
3. The number of external links.
4. Redundant ad, pop-up windows, autoplay video and/or audio.
5. Website subject area.
6. Type of traffic (search engine, advertising, direct, referral etc.)

Our recommendations:

In order to increase this criterion value we advise you to focus on:



1. Make your website navigation structure more convenient and user-friendly.
2. Reduce to the minimum the number of external links and open them in a new window or tab.
3. Find the right balance: content-advertising.
4. Improve your content attractiveness: this concerns both its graphic design and readability (information segmenting, color difference, splitting long posts).
5. Increase page loading speed.
6. Optimize the page indicating a broken or dead link (Error 404).
7. Optimize the website for PC, mobile phones, tablets and other devices.
8. Remove all the distracting elements (annoying ad, pop-up windows, autoplay audio and video).
9. Create well-thought Google snippets for your site webpages that attract user's attention and form your search engine results page (SERP).



Daily pageviews per visitor

The number of daily pageviews per visitor for your website is less than 4

1.00 -28.06%

Daily pageviews per visitor



Daily pageviews per visitor are the estimated number of unique pageviews per one visitor on a website; it is one of the most important factors in determining the success of a site and its popularity among the users.

This criterion determines a user's involvement and interest in a web resource. Though the number of pageviews per visitor on e-commerce, entertainment, information, charity and other sites can be different.

The high value of this criterion directly determines the revenue of webmasters who either gain income from advertising (contextual, banner etc.), or offer their users various goods and services.

Daily pageviews per visitor belong to the so-called behavior factors that are taken into account forming search engine results page (SERP).

The right way to increase pageviews per visitor is to motivate them to stay on a site without playing a trick. Users will gladly visit helpful web resources and stay there as long as possible which in prospect will have a positive effect.

Our recommendations:

In order to increase this criterion value we advise you to focus on:



1. Content. The quality of content on the site should be composed in a competent style, well-designed, unique and exclusive. Interesting and regularly updated content is the earnest of success in increasing the daily pageviews per visitor criterion.
2. Navigation structure. It shouldn't be difficult for a user to navigate through a website or find the information they need. Well-organized site navigation allows to send visitors to the sections they need and increase daily pageviews per visitor. Announcements of popular pages, posting links to related pages, bring images announcing a section or information about current special offers and discounts will also attract users' attention.
3. Attract users concerned. When conducting advertising campaigns and search engine optimization events the users should be sent to the pages relevant to their search query or advertising information. The visitors should spend minimum time to find the promised information.
4. Right balance: content-advertising.
5. Optimize the page indicating a broken or dead link (Error 404).



Daily time on site

Daily time on site for your site is less than 1 minute

0:57 -61.00%

Daily time on site



Daily time on site is the estimated amount of time in minutes and seconds visitors have spent on a site.

This criterion determines a user's involvement and interest in a web resource. Though the visit duration on e-commerce, entertainment, information, charity and other sites can be different. For instance: if a site is aimed at selling goods or providing the visitors with the basic information and contact details there is no need to extend the visit duration time. On the contrary, high value may indicate navigation problems or absence of information important for the users.

Along with the Daily pageviews per visitor and Bounce rate criteria Daily time on site belongs to the so-called behavior factors that are taken into account when forming search engine results.

Our recommendations:

In order to increase this criterion value we advise you to focus on:



1. Content. The quality of content on the site should be composed in a competent style, well-designed, unique and exclusive. Video reviews (tutorials), customer feedback (comments), similar goods (additional articles on this subject) and other exciting and regularly updated content naturally help to increase the Daily time on site criterion.
2. Navigation structure. The navigation elements should be noticeable, clear and easily accessible. It shouldn't be difficult for a user to navigate through a website or find the information they need. Site map and search feature makes life of your users easier, if you have a lot of content on your website.
3. Unique service introduction. Virtual 3D tour, online price calculator, live support chat, tests and user polls and other unconventional but useful services will positively affect your public image and increase the value of your Daily time on site criterion.
4. Optimization for various devices, operating systems and browsers. Efficient and pleasant user interaction with the site via smartphone, tablet, PC will positively affect the Daily time on site criterion and improve user loyalty.
5. Annoying factors elimination. Excessive and irritating advertising, audio and video autoplay, design failures etc. prevent users from staying long on your site.
6. Attracting users concerned. When conducting advertising campaigns and search engine optimization events the users should be sent to the pages relevant to their search query or advertising information. The visitors should spend minimum time to find the promised information.



Visitors localization

Visitors localization for your site is undetermined. The possible reason – low Alexa rank.



Visitors localization



Visitors localization is the geography of the website audience expressed as a percent of total number of users.

Our recommendations:

You can focus on the following activity:



1. Find new markets and income opportunities. Predominance or presence of visitors from this country or another creates the prerequisites for getting extra profit by means of targeted advertising, selling goods and services that are in demand in these countries, finding local business partners.
2. Website localization. Creating and support of your website positive image requires comprehensive efforts to satisfy your users' needs. Translation of a site to local languages and considering regional mentality, conversion of prices to different currencies, introducing the support service in the required time zone and other activity increase user and, which is even more important, search engine systems loyalty to your website by means of improving behavior factors values (Bounce rate, Daily pageviews per visitor, Daily time on site).
3. Choose the best hosting geolocation for the website. The website loading speed depends not only on the server capacity and channel bandwidth but on the actual server location. If your hosting is located in the USA, the loading speed will be faster for the US users but slower for Chinese visitors, as an example. This fact should be taken into consideration when choosing development strategy for your website.

Facebook page



Facebook page represents a business, company, website, authorized person on the social network <https://www.facebook.com> and the efficiency of their interaction with users. A Facebook page, which is specified on the webpage being analyzed, is checked for compliance with this criterion.

Facebook parameters stand for:

Likes - is the number of unique users who feedback on the stories that appear in your friend's news feed.

The Like option allows to acknowledge a friend's news feed item in a positive way without needing to add actual commentary.

Talking about this is an important parameter which determines the efficiency of user interaction with a company, business or website through their Facebook page.

Your Facebook activity has an important effect on:

1. Improvement of website rankings on SERPs. Search engine systems accelerate and increase website indexing taking into account social media signals (like, share, comment) from the users visiting a Facebook page linked to your website. They also consider a page rank coming from Facebook pages to your website.
2. Client involvement. Creating the news feed history contributes to attracting more visitors of your Facebook page that may further become your clients when properly treated.
3. Forming a positive image of your website, brand or company.

Our recommendations:

To fix the situation you should focus on:



1. Creating a Facebook page. The first thing you should do is to open an account on the social network to represent your website, company, brand and add social media buttons to connect them.
2. Activity. Publish information regularly and never try to post all the content you have, since this decreases your chances of attracting visitors to your website. Your Facebook profile should serve as a gate to the main site and not in a different way.
3. Content. Publish high-quality and exciting information, make experiments with photos, video and links, offer quizzes and various contests, take part in your Facebook page life to increase the number of users involved.
4. Page settings. The effectiveness of user engagement will be higher if the Facebook page is properly optimized: select a right photo for your cover and profile image, show important posts in the timeline, upload photo and video albums, create a brand page URL, use Facebook plug-ins etc.

Google+ page



Google Plus page represents a business, company, website or authorized person on social network <https://plus.google.com> and the efficiency of their interaction with users. A Google+ page, which is specified on the webpage being analyzed, is checked for compliance with this criterion.

Google+ parameters stand for:

Plus count – the number of unique users who recommended your website (g+ button) or content in Google+ (+1 button) because they found it exciting. It's a sort of A-grade or applause.

Clicking the button +1 on Google+ social network the user shares the information they like with their circles, i.e. creates a story in their news feed. Being the owner of the Google+ page you get a notification about each +1 click.

Clicking the button g+ on your website the user shares information they like with their circles, i.e. creates a story in their news feed and shows their profile next to the g+ button.

Followers – the number of unique users subscribed to your Google+ page.

Your Google+ activity have a substantial influence on:

1. Improvement of website rankings on SERPs. The Google search engine system regularly increases the significance of Google+ content in its search results. This motivation is rather obvious – with such competitors as Facebook and Twitter one should encourage users to create Google+ profiles. The experiments

show: the number of +1 clicks has positive effect on the Google search engine ranking, instantaneous speed of Google+ content indexing, Google+ pages help to increase the page rank of your website.

2. Client involvement. Creating the news feed history contributes to attracting more visitors from your Google+ page that may further become your clients when properly treated.
3. Forming a positive image of your website, brand or company.

Our recommendations:

In order to improve this criterion you should focus on:



1. Creating your Google+ page. The first thing you should do is to register an account that will represent your website, company, brand on social media and place social media buttons to establish links between your webpage and profile.
2. Building social connections in Google+. It's never too late. As you may know, Google+ is a social network where all the social media promotion strategies could be applied. Add reputable users to your circles, leave comments to posts uploaded by other people and initiate activity round your posts, share good content. This will improve your reputation on the social network, as well as bring unique experience and advance in knowledge.
3. Uploading your own Google+ content the users would share to attract natural links and organic traffic to your webpage. Think twice about the content you publish: you shouldn't just "post a link to your page" and leave. Work with comments and feedback, find supplementary info to the post and share it with other users – make your posts more valuable and significant.
4. Installing the corresponding plug-in so the Google+ users can easily share your content. As you know, almost every website owner installs social media plug-ins on their sites. However, some administrators deliberately give up this feature. Try to be reasonable and don't neglect this wonderful opportunity.
5. Making your posts "public". When publishing your post you should check the privacy settings: your posts must be available to any user on the web. The more people can see your posts, the more efficiently a page containing this post will be promoted.



Twitter page

You are not represented on Twitter

Twitter page not found

Twitter page



Twitter page represents a business, company, website, authorized person on the social network <https://twitter.com> and the efficiency of their interaction with users. A Twitter page, which is specified on the webpage being analyzed, is checked for compliance with this criterion.

Twitter parameters stand for:

Followers – the number of users subscribed for your Twitter page updates. Followers see public messages in their news feed the next moment they are published.

Following – the number of users you are following to see their updates in your news feed.

Tweets – messages posted on Twitter. Tweet is notable for its length that mustn't exceed 140 characters. Tweets appear on the news feed, but they can be also available on separate pages, since they have their own URL address. Each Tweet has its date and the user can also attach a location to the post.

Your Twitter activity has an important effect on:

1. Improvement of website rankings on SERPs. Search engine systems accelerate and increase website indexing taking into account social media signals (tweet, retweet) from the users visiting a Twitter page linked to your website. They also consider a page rank coming from Twitter pages to your website.
2. Client involvement. Creating the news feed history contributes to attracting more visitors of your Twitter page that may further become your clients when properly treated.
3. Forming a positive image of your website, brand or company.

Our recommendations:

In order to improve this criterion you should focus on:



1. Registration on Twitter. The first thing you should do is to open an account on the social network to represent your website, company, brand and add social media buttons to connect them. Recommendation: use a short and memorable Twitter username.
2. Creating a beautiful and informative Twitter page. The complete information about you, your website or company along with an accurate avatar (company/website logo, photo of a representative) and a cover attracts more users and engages new followers from the Twitter search.

3. Content. Publishing high-quality and exciting content will definitely cause a reaction: retweet – new follower. Recommendation: add images to the tweets you post and experiment with funny and witty tweets. People gladly follow and retweet the content which evokes emotions.
4. Following-followers strategy. Develop your own method of increasing the following-followers values: you can follow Twitter pages with similar subject area (in this case a chance of mutual following is very high) or contact Twitter giants, celebrities and popular persons with great many followers (if you manage to begin a dialog with them, a lot of people will see your conversation and you will have a great chance to get new followers) or you can start following all the users who mention you or retweet your posts (they will gladly follow you back).
5. Increasing the number of retweets. Retweets expand your Tweeter boundaries. Just add "Retweet, please" or "PLS RT" in the end of your post (but not all of them) to remind your followers that you expect your posts to be spread.
6. #Hashtags. Use hashtags to get feedback from people with the same interests and to make your tweets visible to other users.
7. Adding links to your Twitter. Try to inform as many visitors, customers, friends and family members as you can about your Twitter page. You can do this via mailing lists, links in your signature, offline business cards etc. The more links to your account are shared, the bigger number of followers you have.



Audience Conclusion

An increasing number of visitors and audience engagement on a site and social networks is one of the main goals of every website owner. We can help you to achieve this goal.

[Increase My Audience](#)

SEO



Title

The page contains Title tag, however its length exceeds the recommended 60-character limit (including spaces)

Pandutravel.com - Paket Honeymoon Bali , Paket Tour Bali & Travel Bali Murah
Length: 84 character(s)

Title



Title tag is one of the most important Internal SEO Optimization tools which defines the name of each HTML-document. This is why its presence is essential for all kinds of HTML-documents. Although Tag <title> is not a part of the document and is not displayed on the web-page, it can be seen in browser tabs, descriptions of the links added to Favorites, name of the web-page saved on PC and, naturally, in search engine result pages (SERP).

In HTML-document:

```
<head>
<title>Semalt - free & paid SEO services for your business.</title>
</head>
```

In SERP:

Semalt - free & paid SEO services for your business.

semalt.com/

Professional SEO services, keyword ranking monitoring service, competitor analysis. Free plans.

[Example.](#)

Our recommendations:

In order to increase this criterion value we advise you to focus on the following:



1. When writing title tag use keywords or keywords phrases most relevant to your content. Use only the keywords you intend to attract referrals from search engines with.
2. The length of your tag <title> must not exceed 60 characters, including spaces. When displaying websites on SERP, Google usually cuts titles with the over 60 characters length and replace these characters with ellipsis. [Example](#)

3. It is important to make the content of tag **<title>** compliant with SEO optimization requirements, but also you must make it readable for users. After all, web-users are the ones who make the ultimate decision to follow the links they found interesting, improving your conversion.
4. Indicate keywords in the order of priority when creating title pages. Search engines tend to prioritize the first keyword over the second one.
5. Remember to create titles for every page. This is a necessary step that will allow your system to classify your content better and attract even more visitors.
6. Be careful with comas! Search engines perceive comas as spacers between keywords, so you can accidentally create keywords or keywords phrases, irrelevant to your page. That will not bring you the desired number of search referrals.
7. You can use Tag **<title>** in HTML-document only once and it is supposed to be inside of the tag **<head>**.



Meta description

The page contains meta description tag and its length doesn't exceed the recommended 70-160 character limit (including spaces).

Paket Honeymoon Bali , Paket Tour Bali & Travel Bali Murah

Length: 62 character(s)

Meta description



Meta description tag is one of two meta tags which serves for transferring web page data to search engine. Most of search engines display the contents of meta description tag on SERP. Whenever the tag is absent, search engine automatically generates the description, which usually turns out to be unreadable and often deters users from visiting the website.

In HTML-document:

```
<meta name="description" content="Professional SEO services, keyword ranking monitoring service, competitor analysis. Free plans." />
```

On SERP:

Semalt - free & paid SEO services for your business.

semalt.com/

Professional SEO services, keyword ranking monitoring service, competitor analysis. Free plans..

[Example.](#)

Our recommendations:

In order to increase this criterion value we advise you to focus on the following:



1. When writing meta description use keywords or keywords phrases most relevant to your content. Use only the keywords that you intend to use to attract referrals from search engines.
2. The length of your meta description tag should not exceed 160 symbols, including spaces. When displaying websites on SERP, Google tends to cut titles with length over 160 characters and replace their characters with ellipsis. [Example](#)
3. The content of meta description tag must be compliant with SEO optimization requirements and also be readable for users. After all, web-users are the ones who make the ultimate decision to follow the links they found interesting, improving your conversion.
4. When creating meta description tag mind the tag **<title>** of your page. Keywords and keyword phrases used in these two tags must be compatible with each other and have complementary content. This will enable you to:
 - 1) affect your website rankings in SERP
 - 2) convince visitors to choose you
5. Remember to create unique descriptions for each web page. This is a necessary step that will allow your system to classify your content better and attract even more visitors.



Meta keywords

Meta keywords tag not found

Not found

Meta keywords



Meta keywords tag is one of two meta tags meant for transmission of data to search engines. This metatag was used to describe the keywords found on the page, however due to the actions of users trying to get to the top search engine positions by any means, it is no longer taken into account by search engines.

In HTML-document:

```
<head>
```

```
<meta name="Keywords" content="keyword2, keyword3, keyword4, keyword5, keyword6">
```

```
</head>
```

Our recommendations:

In order to improve this criterion you should focus on:



1. Although the content of this tag doesn't influence search engine SERP as much it did 10 years ago, many webmasters still use it in SEO optimization. If you have time and desire to affect ranking algorithm, we recommend using this tag.
2. When writing meta keywords tag content use only content-relevant keywords. You can select necessary keywords with the help of Keyword Planner tool in your account <http://www.google.com/adwords/>. Keywords should be separated with a coma. Create unique meta keywords tag content for each web page.



Headings

We found the following headings on the page:

Heading <H1> — 2 heading(s)

1. Panduttravel.com
2. Melayani Paket Honeymoon Bali & Paket Tour Bali Murah

Heading <H2> — 11 heading(s)

- 1.
- 2.
- 3.
4. Artikel Blog
5. 15 Villa pinggir Pantai di Bali dengan harga yang belum bisa di bilang murah
6. Paket wisata Bali lengkap
7. Paket honeymoon Bali murah
8. Kelebihan Menggunakan Travel Murah Ke Bali
9. 5 Tips Liburan Murah Ke Bali Untuk Mewujudkan Impian Ke Bali
10. Hotel Di Bali Yang Murah Dan Bagus
11. Kontak Kami

Heading <H3> — 8 heading(s)

1. Jelajahi Bali bersama Kami jadikan liburan anda lebih bermakna
2. "Pandu Travel - Where Great Journey Begins"
3. Paket Honneymoon Bali Private Po...
4. Paket Bulan Madu Bali Private Po...
5. Paket Honeymoon Bali Private Poo...
6. Paket Wisata Bali 3 Hari 2 Malam...
7. Paket Tour Bali 4 hari 3 malam
8. Paket Tour Bali 5 hari 4 Malam

Heading <H4> — 7 heading(s)

1. Menu
2. Ketut Sujana
3. Menu Pilihan
4. Travel Info
5. Hotline
6. Whatsapp
7. Email

Heading <H5> — 1 heading(s)

1. Pandu Travel - Where Great Journey Begins

Heading <H6> — 0 heading(s)



Headings are HTML tags of various size and level (<h1>, <h2>, <h3>, <h4>, <h5>, <h6>), that show users and search engines the importance of the information they contain. For instance, <h1> tag represents the most important level 1 heading, while <h6> tag is the least significant level 6 heading. By default, <h1> heading is the largest and is displayed as bold text. The lower level headings following it have a smaller font size. Search engines favor headings, because they increase the value of the text they contain and can participate in generating a snippet (a sample of a document's content that appears in search results) if the <meta name="Description" content="..." /> is irrelevant or absent.

Our recommendations:

In order to consolidate your success we advise you to continue working on the following:



1. Use headings to make your document structure more comprehensible for search engine bots and users and to outline the most important bits of information.
2. Although headings can be used in any order or amount, you are recommended to organize your headings in the following tree structure and have only one <h1> tag on the page: [Example](#). This way it will be easier for users to understand where one topic ends and the other starts begins and navigate through your website.
3. Add keywords to the headings to significantly influence your website SEO optimization. However, don't forget about the grammar rules: your headings must be readable, topic-related and not be overloaded with keywords.
4. <H1> heading is the most significant to SEO optimization, so ideally it should be placed at the very beginning of the page and contain your major keywords.
5. It has been found experimentally that <h1> and <h2> headings can be used to generate a snippet (a sample of a document's content that appears in search results), so use them on every new page.
6. Use headings only where they are needed. Littering the web page with excessive headings, placing the entire text into the heading tag or using headings only for text stylization without defining the page's structure will not do you any good.



XML sitemap

XML sitemap file is present on your website

1. http://pandutrael.com/sitemap_index.xml
2. <https://pandutrael.com/post-sitemap.xml>
3. <https://pandutrael.com/page-sitemap.xml>
4. <https://pandutrael.com/tour-sitemap.xml>
5. <https://pandutrael.com/category-sitemap.xml>
6. https://pandutrael.com/post_tag-sitemap.xml

[Show all \(8\)](#)

XML sitemap



Sitemap notifies Google and other search engine about your website data organization. Search engine bots like Google bots always analyze this file to index pages more accurately. Sitemap can also be used for providing Google system with your pages metadata: last modified dates, content update periodicity and page relevance compared to other website URLs. NOTE: The more indexed pages you have, the bigger are your website's chances at being found by web-users performing a keyword-based search.

Our recommendations:

In order to secure your success we advise you to continue working on the following:



1. Use this manual to create functional XML sitemap file. [Link](#)
2. You can get reports on Google-indexed page number and changes with the help of your Google webmaster account – [Search Console tool](#).



robots.txt

Robots.txt file is present on your website

<http://pandutrael.com/robots.txt>

Robots.txt



Robots.txt file is a text file found in website's root directory (<http://yourwebsite.com/robots.txt>). It contains special instructions for search engine bots. These instructions can block website pages or sections from being indexed.

NOTE:

1. Robots.txt is a public file, so anyone can see which sections or pages of your website are hidden from search engines.
2. Not all search engine bots follow robots.txt instructions, so if you want more privacy, try extra methods: password protection or `<meta name="robots" content="noindex">` use.

Our recommendations:

In order to secure your success we advise you to continue working on the following



1. Use this [manual](#) to create functional Robots.txt file
2. Adding pages blocked from indexing to robots.txt file won't guarantee you full data protection, because search engines can find and index links to these pages on other websites. This can be avoided by using noindex attribute page in HTML-code.

In HTML-document:

```
<head>
```

```
<meta name="robots" content="noindex">
```

```
</head>
```

3. The easiest way to hide your personal or confidential data from Google or other search engine is to add it to password-protected server catalogue. This will make your information inaccessible for Google bots and other scanning systems.

You can check robots.txt file for errors in your Google webmaster account – [Search Console tool](#).

[Example](#).

✓ Indexed pages by Google Your website pages are present in Google index
| 499

Indexed pages by Google



It is the number of the pages indexed by Google search engine. Getting your pages crawled and indexed by Google bots as much as possible is your primary objective. The more indexed pages you have, the bigger are your website's chances at being found by web-users performing a keyword-based search.

Our recommendations:



1. Keep indexed pages/general pages ratio is as high as possible.
 2. If the ratio is low, check the robots.txt file and make sure your web pages are not blocked from being indexed. Also poor inner linking system that prevents Google from finding necessary links can also be the cause of indexing problems.
 3. The fastest and most convenient way to get large number of web-pages indexed is to create a sitemap.xml. This file informs Google and other search engine about your website data organization. Search engine bots like Google bots always analyze this file to index pages more accurately.
- You can get reports on Google-indexed page number and changes with the help of your Google webmaster account –

[Search Console tool](#).

[Example](#).

✓ Favicon Excellent. Your website is represented by Favicon.



Favicon



Favicon (FAVorites ICON) is a website or web page icon, shown by browser in the page tab and other interface elements. Favicon brands the web page, making it more memorable.

Our recommendations:



1. To make your website represented by favicon place 16×16 image (file favicon.ico) to the website root directory. Website preferable pictogram file type — ICO, however other file types like GIF, JPEG, PNG and BMP are acceptable.

Make sure to indicate the correct type of transferred data when placing favicon to HTTP headers, passed on by the web server.

Correct type:

- image/x-icon or image/vnd.microsoft.icon for ICO;
- image/gif for GIF;
- image/jpeg for JPEG;
- image/png for PNG;
- image/bmp for BMP.

To add favicon description to the pages HTML-code, add the following code to the <head> element:

`<link rel="icon" href="http://example.com/favicon.ico" type="image/x-icon">` or

`<link rel="shortcut icon" href="http://example.com/favicon.ico" type="image/x-icon">`

If your favicon is not located in the root, indicate the path to the file in the href field.



Underscores in URL

We didn't find URLs with underscores on the page

Underscores in URL



The Underscores in URL criterion defines presence or absence of underscore in the webpage URL. For example,

- http://example.com/underscores_in_url/

According to Google recommendations explained by Matt Cutts in the video [Underscores vs. dashes in URLs](#), the URL structure should be very simple. Google search robots may index underscore in a wrong way.

For example, the URL contains `/apartments_for_rent_in_miami/` the search robot sees it as a solid word: `apartmentsforrentinmiami`. On the other hand, if you use dashes the search robot will see this URL (`/apartments-for-rent-in-miami/`) as apartments for rent in Miami and include it in the search engine results for the following queries:

- apartments for rent
- apartments for rent in Miami
- apartments in Miami
- apartments Miami
- rent in Miami
- rent Miami
- apartmentsforrentinMiami

It means when you use a dash as a separator you have more chances to see your websites in SERP and expect more visits.

Moreover, it is better to use dashes for the user convenience, since the link with underscores looks like:

- http://example.com/apartments_for_rent_in_miami/

While the link with dashes looks as follows:

- <http://example.com/apartments-for-rent-in-miami/>

The user may misinterpret underscores as spaces, because it is hidden behind the URL hyperlink.

Our recommendations:

In order to consolidate your results we advise you to continue your work on:



1. The webpage being analyzed has no problems with the "Underscores in URL" criterion. The website was adjusted and designed according to the website development requirements. You shouldn't use underscores in URLs when creating new pages.



In-page links

Total number of links doesn't exceed 200 limit

We found 80 link(s) on the page

■ External links: 1 (1.3%)
■ Internal links: 79 (98.8%)

#	EXTERNAL LINKS	ANCHOR	NOFOLLOW
1	https://api.whatsapp.com/send?phone=62812...	Not found	No
#	INTERNAL LINKS	ANCHOR	
1	/	Beranda	
2	/tentang-kami-2/	About Us	
3	/kontak/	Kontak	
4	/cara-pemesanan/	Cara Pemesanan	
5	/kontak/	Kontak	

[Show all \(79\)](#)

In-page links



The "In-page links" analysis criterion displays internal links (the links leading from the analyzed page to inner pages) as well as external links (the links leading to other domains/subdomains) with anchors (link texts) and "nofollow" attribute. This attribute signals search engines either to transfer or not to transfer your web page's weight. The "In-page links" criterion shows how the analyzed page distributes the weight to other web pages. This is important, because each page has its own numerical value known as Google PageRank that shows its web significance.

Although Google PageRank data is no longer available in open access, it is still taken into account by Google and used for generating search engine results page (SERP). The more weight the page passes (i.e. the more links it has), the less important it is to Google and the lower are its rankings. This impacts the number of referrals that this page can attract.

Our recommendations:

In order to consolidate your success we advise you to continue working on the following:



1. The fewer outgoing links to the external domains you have, the better. Try to minimize their number. Very often, webmasters out of their kindness place a large number of external links to "friendly" websites, set up an excessive amount of analytics codes and widgets from dubious sources.
2. Despite the fact that the usage of the attribute rel = "nofollow" doesn't protect against the decrease of your web page's "weight", you can cancel its transferring to the linking page. If your anchor text is linked in the HTML in the following manner:

```
<a href=www.example.com>Anchor Text</a>
```

You can nofollow the link like this:

```
<a href=www.example.com rel="nofollow">Anchor Text</a>
```
3. Ensure the high quality of your external links. Search engines always put website's relevance and content quality above everything else. See that your external links lead to decent sources that have certain authority on the subject. However, be careful not to create business rivals – make sure that your links don't take your visitors straight to your competitors.
4. Avoid user-caused uncontrollable link forming, otherwise your website will be turned into a link farm and receive penalties from search engines.
5. You can add target="_blank" parameter to your external links. This way an external source will be opened in a new window, allowing users to return to the previous webpage after taking a look at the additional data.

```
<body>
<a href="example.com" target="_blank">Open link in new tab</a>
</body>
```
6. All external and internal links must be functioning.

✖ Text/HTML ratio Text/HTML ratio for the analyzed page is less than 25%
| 14.57%

Text/HTML ratio



Text/HTML ratio is a correlation between the content seen by users and general HTML code expressed a percentage. For search engines content is the today's most essential ranking factor and Text/HTML ratio indicates that the website was made for users and not for attracting traffic from search engines. Web pages with high Text/HTML ratio are usually more readable and comprehensible for users and therefore perceived by search engines as highly important.

Our recommendations:

In order to improve this criterion you should focus on the following:



You can improve your Text/HTML ratio by combining these two steps:

- 1) Adding creative quality content, which volume is restricted only by user experience.
- 2) HTML code optimization.

In order to perform the code optimization we suggest the following:

- Check your code for W3C validation
- Remove commentaries from the code
- Remove extra code
- Remove texts hidden from users
- JS and CSS must not be present in the code. Move them to external files.
- Use styles instead of attributes.
- Remove extra spaces.
- Remove unnecessary images.

✖ Images

We found 18 image(s) on the page
3 alt attribute(s) are empty or missing

#	IMAGE URL	ALT
1	https://pandutrael.com/wp-content/uploads/2...	Missing
2	https://pandutrael.com/wp-content/uploads/2...	Missing
3	//sstatic1.histats.com/0.gif?3103852&101	Missing
#	IMAGE URL	ALT
1	https://pandutrael.com/wp-content/uploads/2...	Kriyamaha Villa 1
2	https://pandutrael.com/wp-content/uploads/2...	Paket Honeymoon Bali Private ...
3	https://pandutrael.com/wp-content/uploads/2...	The Jimbaran Villa 1
4	https://pandutrael.com/wp-content/uploads/2...	Pantai Pandawa
5	https://pandutrael.com/wp-content/uploads/2...	laplanca bali

[Show all \(15\)](#)

Images



Alt attributes set an alternative text description of images. Such text provides an information about an image at a time when the browser can not download it for a some reason. Alt attributes also help search engines to understand the content of images better, as currently they are not able to "see" them by themselves. Search engines use Alt attributes while indexing and forming of SERP from the pictures. For example: <https://images.google.com>. The keywords indication in the Alt attributes text makes a page more relevant and increases the chances of improving the position of a website in the SERP by the used keywords.

Our recommendations:



1. Add Alt attributes for all the images present on the analyzed page, it could allow you to get visitors from the "Search by images".
2. Alt attribute text must be no longer than 150 symbols, including spaces.
3. Mind that the pictures should be presented in the one of the following formats: GIF, JPEG, PNG, and should be optimized as well as possible. This will reduce the response time of pages and will allow the search engine to work quicker, to index your content more often.
4. Try to assign descriptive names to the pictures. **Example: delivery-of-flowers.jpg**
5. Avoid the text repetition in the Alt attributes of images.
6. Use keywords in the Alt attributes text- this will not only influence on the results of the "Search by images", but also increase the chances of improving the web site position in the SERP by the keywords used. When including keywords in the Alt attributes avoid enumerating them separated by commas, the text must be literate in terms of language and it must match with the content.
7. Some pictures on the page can be used as the design elements. You can use the empty Alt attribute for them, but ideally still include such elements in the CSS file.



Keywords

KEYWORD	TITLE	HEADERS	COUNT	DENSITY
paket honeymoon di nusa peni...	×	×	0	0%
tour bali 4 hari 3 malam tanpa ...	×	×	0	0%
sewa perahu di lovina	×	×	0	0%
nusa lembongan bali honeymo...	×	×	0	0%
paket honeymoon nusa penida	×	×	0	0%
paket honeymoon private villa ...	×	×	0	0%
paket honeymoon bali private ...	×	×	0	0%
paket honeymoon bali private ...	×	×	1	0.54%
paket honeymoon villa bali	×	×	0	0%
honeymoon bali private pool ...	×	×	0	0%

[Show all \(100\)](#)



Domain age

Excellent. Your domain is more than 2 years.

Created: 3 year(s) 10 month(s) 7 day(s)
Expires: 2019-05-23

[Whois info](#)

Domain age



The domain age is taken into account by Google while forming search engine results pages (SERP), so new domains need from a few months to a year to be indexed and get high positions in the SERP on equal terms (to get out of the so-called Google Sandbox). Sites with a great "age" have advantages over the others.

Our recommendations:

Your domain is more than 2 years.



1. Of course, you cannot artificially change the age of the site, but you can do a lot to make it develop harmonically and every day get more and more trust among visitors and search engines. Make a convenient intuitively-understandable structure of the site, allowing users to find the necessary information easily, conduct an internal seo optimization work and begin nurturing and cultivating high-quality backlinks leading to your website. What is more important add as much high-quality and unique content as possible, which is valuable to visitors. In this case, the search engines will have to index your website and assign it a high ranking in the SERP.
2. Domain registration and its extension for a more than 1 year period (up to 10 years) - is a good practice, showing to the search engines, as well as to the whole world your earnest concerning the website development and your future plans regarding it.
3. While starting a new project think about using a domain, which was previously registered by someone. This is a great seo practice, used by professional webmasters, that allows:
 - Not to waste your time getting out of the Google Sandbox

- Get free relevant backlinks.
- Start getting visitors right from the first working day, as many domains, even expired ones, have traffic coming from bookmarks, social networks, blogs, forums, etc., it is enough just to reanimate it.



WWW resolve

Domain <http://www.pandutrapel.com/> redirects to <http://pandutrapel.com/>

WWW resolve



WWW resolve – redirection availability of with-www to non-www or non-www to with-www site versions. This redirection is very important because search engines consider sites <http://domain.com/> and <http://www.domain.com/> to be completely different. It follows thence that if some part of the sites will link to <http://domain.com/>, while the other part will link to <http://www.domain.com/>, the positions growth of your site in the search engines will be constrained by the links weight distribution between different domains and by the availability of a large number of the duplicate content in the search engine results page, for which penalties will be inevitably imposed by the search engines. It is also important to know that the absence of the with-www site version is a bad practice, because users will not get to the desired site while entering <http://www.domain.com>.

Our recommendations:

Analysis criterion status



The problem of setting up the preferred domain for users and for search engines could be solved in the following ways:

- 1) By setting up the 301 redirect for domains that are not preferred ones. The 301 redirect code means that the requested page has been finally moved to a new location. It is necessary to make changes in the **htaccess file** in order to arrange the 301 redirect

Redirect from non-www to with-www

RewriteEngine On

RewriteCond %{HTTP_HOST} ^domain.com

RewriteRule (.*?) <http://www.domain.com/>\$1 [R=301,L]

And vice versa, if you need a domain redirection from with-www to non-www:

RewriteEngine On

RewriteCond %{HTTP_HOST} ^www.domain.com \$ [NC]

RewriteRule ^(.*)\$ <http://domain.com/>\$1 [R=301,L]

If the above records produce errors, check whether Apache server is configured to use "mod_rewrite" module.

If your site is on a server run under the other software (not Apache web server), contact a hosting provider to get information.

- 2) By specifying the preferred domain for the Google search engine in your [Google webmasters account](#).

- To do this you must have an account if you still do not have one.
- Confirm that you owe both domain variants (with www and without).
- Choose a preferred domain in the Site settings [Example](#).

You may use as the preferred domain any of the <http://domain.com/> or <http://www.domain.com/> domains. However, in the case when both domains managed to accumulate enough backlinks, we advise you to choose the one that has more, it is confirmed that backlinks over 301 redirect are not as effective as the direct ones.



Open Graph tags

Open Graph tags in use on the analyzed page

og:locale	id_ID
og:type	website
og:title	Pandutrapel.com - Paket Honeymoon Bali , Paket Tour Bali & Travel Bali Murah
og:description	Paket Honeymoon Bali , Paket Tour Bali & Travel Bali Murah
og:url	https://pandutrapel.com/
og:site_name	Pandutrapel.com



SEO Conclusion

Getting the highest positions on the result pages requires matching specific requirements of search engines. Our SEO team can help you fix all internal errors and promote your website to Google TOP! Become visible to your clients.

[Get Google Top Positions](#)

Speed & Usability



Load time

Recommended load time is 2 seconds or less.

4.11 sec

Page size: 38 kB

Download speed: 9 kB/sec

Load time



It is highly advised to keep page load as low as possible because it has a significant impact on the engagement of users. In general, the faster is the website – the better are the conversion rates. For example, even a delay in 1 second for each page can push the percentage of visitors that abandon shopping carts from a baseline of 67% to terrifying 87%.

In addition, website speed has an indirect influence on rankings in search engine listings. Google confirmed that its spiders (Google bots) had a fraction of a second to crawl a page. If it takes more than 2 seconds to retrieve the first byte of data from a site, Google limits the number of indexed pages for this web source. In this case, the search engine will not know about new and regularly updated content on the website, which results in lost positions on the SERP.

Our recommendations:



The website loads faster than 6 seconds, but slower than 2 seconds. The result in this range is the average for a site on the Web, but it doesn't provide optimal user experience. The faster a website visitor gets what he came for, the more likely he or she will visit the site again. It is highly recommended to decrease website load time beyond 2 seconds threshold because this action will significantly increase the conversion rate for the website.

In addition, slow website speed creates a negative impact on the performance of crawlers and bots, so a search engine is likely to limit the number of indexed pages of the site. Thus, the better rankings are harder to achieve.

Examine this checklist to ensure faster website speed:

1. Do not use redirects for landing pages. Redirects take a time to be performed, and this doesn't enhance website speed.
2. Use compression. This technique reduces bandwidth usage and contributes to lesser load time.
3. Minify website source code including HTML, CSS, and Javascript.
4. Reduce the size of images. In most cases, it can be achieved without loss in their quality.
5. Optimize source code so that visible content could be loaded first.



Redirect count

Avoid using redirects unless they solve a specific problem.

Redirect count



Redirects are used to navigate a user from a URL he visits to another website, page, or to switch protocols. The following problems can be solved with the help of redirects:

1. The webpage/site is no longer available/active.
2. Visiting another webpage/site will provide a better experience for the users.
3. A/B testing of a new page.
4. The current destination is under maintenance.
5. Switch protocols, e.g. ensure secure connection by resolving HTTP requests to HTTPS.

6. Different domains for different visitors, e.g. based on their geographical location.

This technique has a significant impact on search engine rankings depending on the type of the redirect.

- 301: is the most SEO-friendly, it passes up to 99% of the so-called link juice (ranking factors). This status code indicates permanent relocation.
- 302: the entity is temporarily available at another URL, so the juice is not passed. Commonly used for maintenance of a website in order to provide the continual user experience.
- 303: a browser has to visit another page to receive the data. Doesn't pass ranking factors.
- 307: a successor of 302 redirect. Indicates a web object, which was moved temporarily. Doesn't pass the link juice.
- Meta refresh: a redirect by using the meta tag in HTML code. Messes up browser history, breaks the "Back" button. Its use is highly discouraged by W3C as well as search engines, which penalize pages with Meta refresh redirect.
- Javascript redirects: another way to force a user to visit another URL. Not advised because it doesn't pass link juice and can prevent search engine crawlers from proper indexation of the website.

In addition, redirects increase load time.

Our recommendations:



Everything is fine. The impact on the website speed is intangible or absent, and the redirect doesn't cause the negative influence on search engine rankings.

There are a few pieces of advice that can help you to use the benefits of this technique to the fullest.

1. Use 301 redirect to ensure that both www and non-www versions of URL resolve to the same website. Otherwise, a search engine will treat them as separate entities and penalize pages for duplicated content.
2. Consider using 301 redirect to force visitors to switch to HTTPS protocol.
3. There is a rare case when a website owner wants to prevent the passing of the link juice to the new destination. The only way to achieve this is to use 302 redirect.
4. Implement responsive design instead of keeping a separate mobile version of the website. This approach helps to provide better user experience, conveniently commit changes and omits unnecessary redirect.
5. Check whether the site uses unrecommended content in "Flash" section of the report.



Flash

Flash is not used.

Flash



Flash is a technology used to play videos and animated content, such as found in online casual games. It was introduced in the mid-1990s and became a widely popular medium in web development practices before HTML5 have taken its place.

Drawbacks of Flash technology:

1. Can't be properly indexed by search engines. There are many workarounds that can provide some progress, but the results still cannot be compared to SEO value produced by HTML5 substitute.
2. Many vulnerabilities, which lead to serious security issues.
3. Performance problems, i.e. produces a huge load on system resources.
4. Not mobile-friendly. A majority of mobile users will not be able to see or play Flash-content.
5. Heavily increases website load time.

Our recommendations:



The website doesn't use any kind of Flash-content, so website load time and search engine rankings are not affected.

To continue optimizing the site, please check if the type of the document content was declared correctly in "Content-Type" section of the report.



Content-Type

The type of the web page content is declared as HTML.

| text/html; charset=UTF-8

Content-Type



Current web technologies allow opening PDF documents, video, audio files and other application-driven content right in a browser window. Browsers use the content-type declaration to identify how content on the page should be displayed.

Our recommendations:



The content-type declaration is fine. Proceed to the next item of the report.



Frames

Frames are not used

Frames



Frames are an obsolete technique used to compose a single web document from different pages. Nowadays, the same functionality can be achieved with the help of tag.

The problems with the frames include:

1. URL represents a frameset not a specific state of its frames. Thus, from a point of view of browsers and search engines, the website consists only of a single web page. Even more, search engine crawlers can't properly handle frames, and they index the content of the page with a declared frameset only. As the result, the site is heavily penalized in terms of SEO promotion.
2. The single URL for all states of frames on the website breaks the behavior of the "Back" and "Bookmark" buttons in browsers.
3. Screen readers used by people with disabilities have difficulties recognizing and the content in frames. The frameset is commonly configured in a way that clicking on a link in one part of a window updates another its part. The readers are not able to reflect these changes properly.

Our recommendations:



Frames do not prevent search engines from crawling this website and doesn't create negative impact on user experience.
As the next step, please check whether the document type was properly declared in "Doctype" section of the report.



Doctype

The web page has a declared Document Type Definition.

Doctype



Doctype (also "Document Type") is an HTML tag that indicates how a browser should display the page. Clearly declared document type allows the browser to render the content as it was intended by the web developer. Incorrect doctype definition forces the browser to make educated guesses how to resolve the used tags, which results in performance issues and poorly displayed pages.

Our recommendations:



The doctype declaration is fine. Keep it up by following these guidelines:

1. Apply new changes to the code only in accordance with HTML5 document type definition.
2. Examine whether the source code is properly validated in "W3C Validation" section of the report.



W3C validation

[HTML 5](#)

[HTML 4 Strict](#)

[HTML 4 Transitional](#)

Info: 0 Warnings: 17 Errors: 21

Line 26, Column 3: The "type" attribute is unnecessary for JavaScript resources.

```
org' /><script type="text/javascript"> wi
```

! Line 30, Column 3: The "type" attribute for the "style" element is not needed and should be omitted.

```
script><style type="text/css">img.w
```

! Line 46, Column 126: The "type" attribute is unnecessary for JavaScript resources.

```
}</script><script type='text/javascript' src='https://pandutavel.com/wp-content/themes/wizata1.0p/libs/jquery-2.1.3.min.js?ver=2.1.3'></scri
```

✗ Line 47, Column 1: Bad value "https://api.w.org/" for attribute "rel" on element "link": The string "https://api.w.org/" is not a registered keyword.

```
</script><link rel='https://api.w.org/' href='https://pandutavel.com/wp-json/' /><link
```

! Line 51, Column 1: The "type" attribute is unnecessary for JavaScript resources.

```
.6.14" /><script type="text/javascript"> wind
```

[Show all \(38\)](#)

W3C Validation



World Wide Web Consortium (W3C) is a non-profit organization that develops, manages and implements standards of the Web beginning from 1994. Its main goal is to provide the society with a unified set of tools, approaches, etc. to deliver information over the Internet and ensure that it is correctly displayed on a user's device.

W3C Validation is a powerful instrument, which shows what unrecommended practices were used in the source code of the website. A clean code without errors and warnings guarantees that every visitor sees a site as it was intended. In addition, poorly written mess of tags and attributes will be an obstacle for search engine crawlers and prevent them from indexing the website. In this case, the site will not have good rankings in the SERP.

Our recommendations:



Unrecommended practices were used in the source code of the website. Depending on the severity of the errors, they can have an adverse effect on the user experience of the visitors. In the worst cases, search engines won't be able to index the content of the site properly even if it was optimized according to SEO guidelines.

It is highly advised to fix all errors in the source code to provide the best user experience and ensure the effectiveness of search engine optimization techniques.



Speed & Usability Conclusion

Speed & Usability are important factors not only for website visitors but also for search engines, which rank sites based on a set of criteria including these two parameters. Our Web Development Team has brought to success many projects. We can improve Speed & Usability of your site as well.

[Upgrade My Website](#)

Server & Security



Server IP

IP address and geographical location of the website server.

Server IP



Internet Protocol (abbreviated as IP) address is a unique identifier of a single device connected to a network. There are two major versions of this protocol, IPv4 and IPv6. The latter and the most recent one, IPv6, is not going to be implemented as the worldwide standard for the Web anytime soon. Thus, we provide information about IPv4 only at the moment.

In this version, the address is coded with four numbers ranging from 0 to 255. An international organization IANA assigns blocks of IPs for each country, where they are distributed among internet providers afterward. Therefore, one can identify an approximate location of a device knowing its Internet Protocol address. It is worth to mention that while two devices can never share a single IP, websites can. Such situation can occur because multiple sites are commonly hosted on one server.

Both the IP address and geographical location may or may not affect search engine position rankings depending on various scenarios. Check our list of recommendations to learn how to avoid adverse effects.

Our recommendations:



Google is known to use IP address as a ranking factor for performed searches in some cases. Here are related bits of knowledge for you to ensure that the website is not affected:

1. If the top-level domain of the site is generic (like .com, .edu, .org, etc.) and geo-targeting is not specified in Google Webmasters Tools, then the location of the server will be used to evaluate positions of keywords in the SERP for local searches. For example, if you own a jewelry shop in the UK, and the IP address of your site is from the USA, then prospective customers from the United Kingdom are not likely to find your website on the search engine result page. Though there are many other factors involved, and this effect might be neglected.
2. Load time depends on a location of a server and visitor. Under equal conditions, a UK-based website will load faster for a user from the United Kingdom than the USA. But this works in theory because in the real world a quality of services offered by hosting providers from different countries is not equal. Thus, a USA-based website can load much faster for a visitor from London than its counterpart in Wels just because the first server has a broadband connection and a better performance capability.
3. Search engines track history of internet activity based on IP addresses, and it does matter for the rankings. If multiple sites are hosted on a single server and one of them is caught being involved in practicing black hat SEO than other entities might be penalized as well. This effect can even on moved in or freshly created websites.
4. To sum up, the general recommendation is to keep your site on a dedicated IP address and locate the server as close as possible to your visitors. But not at the cost of its performance and stability.



IP canonicalization

A web document accessible at the IP address doesn't redirect to the URL version of the website.

Not implemented

IP canonicalization



IP canonicalization is a term used to describe whether a website accessed by IP address redirects to the URL version or not. If it does not, then search engines index each web document as a separate entity. In most cases, it results in penalties for rankings due to duplicated content.

Our recommendations:



IP canonicalization is not implemented, and the website may be penalized for duplicated content.

1. Check if the web document accessible by the IP address has the same content as the URL version. Continue to the next item if it does. Add the following tag into the section of the page:
2. Replace %link_to_website% with an actual URL of the site. Use the full address including http:// or https://.
3. Do not use more than one rel="canonical" tag or they will be ignored.
4. Do not include noindex meta tag in this record.

! Server signature

HTTP response contains the version of the web server exposing its vulnerabilities.

LiteSpeed
PHP/5.6.39

Server signature



The communication between a client and web server goes through a series of HTTP requests and responses. A common practice is to send the version of the software to a user. Actually, this data is not used anywhere else except surveys, but it reveals a list of security vulnerabilities. Especially if the version of the web server is outdated. It is recommended to hide this information.

Our recommendations:



The web server is configured to send its version over the HTTP headers. This information can be used by attackers as a reference for existing vulnerabilities. Exploiting security holes, they can get an to the filesystem, upload malware, download database of registered accounts with associated passwords and much more. Hiding the version in the HTTP responses will not guarantee safety by its own, but it is one of the easy measures. Consult a web server manual or handbook to find out how to cloak details about the software.

✓ HTTPS

The website supports a secure connection.

<https://pandutrael.com/>

Certificate details:

Issued to: pandutrael.com

Issued by: Let's Encrypt Authority X3, Let's Encrypt, US

Valid from 2019-02-28 08:53:34 **till** 2019-05-29 09:53:34 (+0000 UTC)

HTTPS



In essence, HyperText Transfer Protocol Secure (HTTPS) is HTTP over a secure connection. It was developed to ensure that a third-party will not be able to acquire information which is sent between a server and client. Such level of security is crucial when the data is sensitive, i.e. contains valuable information: credit card details, logins and passwords, etc. But not only online shops benefit from HTTPS, but it is also known to raise a level of visitors' trust for other websites as well. Security measures communicate trust to a user and thus increase the overall engagement.

Also, Google confirmed that their algorithms use HTTPS as a ranking signal. Its weight is arguably smaller than other major factors, but it still provides a little boost to website positions.

Our recommendations:



Excellent! Clients receive data from the website over HTTPS, and all sensitive information is protected from an unauthorized access during the transfer. Besides, this extra level of security gives the site an advantage comparing to its competitors regarding both SEO and user engagement. Though, there are a few more things you may want to check:

1. Extended Validation is preferred over Standard validation as it communicates a better level of trust to a visitor.
2. Avoid speed issues of HTTPS. Due to the handshake, it may increase the load time of the website. There are several technologies like SPDY (<https://developers.google.com/speed/spdy/>), which can help to combat this problem.
3. Check whether the website uses a self-issued certificate or not. Browser treats self-issued certificates as suspicious and will warn the visitors about the possibility of compromised security. Obviously, that's the entirely opposite effect of the HTTPS benefits. Install certificate issued by CA to avoid this issue unless you have quite a specific reason not to do this.

✓ Page status

200

Page status



Page status codes are used as categories for server responses. They briefly describe if the operation was successful, an additional action is required, or there was an error.

The most common status codes are:

- 200 OK. The page was found and sent to the client.
- 403 Forbidden. The client doesn't have permissions to access this document.
- 404 Not Found. The page at this URL doesn't exist at the moment.
- 503 Service Unavailable. The server is down for maintenance or overloaded.

Our recommendations:



The web page was found and loaded successfully. No actions required.



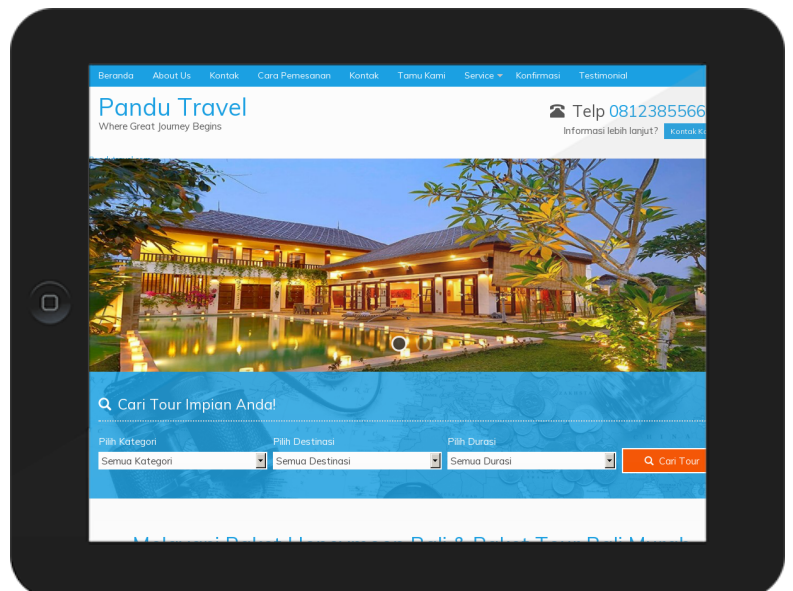
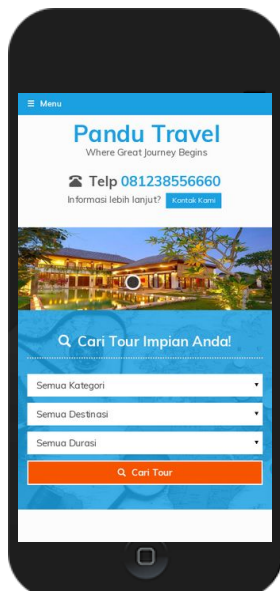
Server & Security Conclusion

Nowadays, the list of top priority concerns for every online company includes security as well as the uninterrupted and proper functionality of the system. We can handle these aspects for you so you will be able to focus on business activities rather than on technical issues.

Make It Secure

Mobile/tablet

Mobile rendering Check whether the website is correctly displayed on mobile devices.



Mobile rendering



A majority of websites were developed for screens of desktops computers. Nowadays, the traffic generated by mobile devices accounts for more than a half of all Internet traffic. When a visitor opens one of such websites on a tablet or other than PC device, he or she encounters a number of challenges. Horizontal scrolling, too small text to read, annoying resizing - these and other issues push off prospective customers, subscribers, and readers. It is highly recommended to provide mobile users with as convenient experience as possible.

Also, Google stated in April 2015 that they consider responsive design a major ranking signal. The company made this decision in order to encourage engagement of mobile users.

Our recommendations:



If a website supports only screens of desktops computers and laptops, it experiences hidden large losses of visitors and CTR. To provide better UI for mobile users, we recommend choosing responsive design over a dedicated version. The advantages include the boost of rankings by Google, efficient utilization of resources, saved time and money, improved scalability and modularity of the website.

1. Control scaling with the help of viewport meta tags.
2. Use fluid elements to their full advantage.
3. Try not to stick to fixed positions and dimensions.
4. Do not rely on a particular width of a viewport to render the design well.
5. Apply different styles for large and small screens with the help of CSS media queries.
6. Avoid using large elements with fixed width.



Mobile/tablet Conclusion

According to statistics, near 95% of the population on this planet have Mobile or Tablet devices. If you don't want to lose prospective clients, your site must be displayed on all devices in a correct way. We make your design Responsive.

[Redesign My Website](#)

This Website Can Perform Better!

We can provide you with all the tools needed to achieve incredible results!

[Start Improving Now!](#)

