

Audit Report

instantsiteaudit.com

 INSTANT SITE AUDIT 

Test your site Speed,
Security and
Search Engine
Optimization

Test a URL e.g. <https://e>

GO





Speed results

97%

Congratulations, you can relax!

Your page is scoring really strongly in the Speed test, so you don't necessarily need to make any changes just now.

We found **2** opportunities for you to improve your Speed score

Note: this report does not include all the detailed optimization guidance that you would get in your paid report.

Why page speed matters

Page speed is a critical factor in getting your page ranking higher in Google search engine results pages (SERPS). If your website isn't on par with the top 10 organic pages, you won't stand much of a chance of ranking on the first search results results page.

Since 2010, Google has used [site speed as a ranking factor](#) and they [confirmed it as a landing page factor](#) in 2018.


And it's now more important than ever to get your page in good shape as Google continues to refine and adjust the format and source of the results it shows on the first page. You'll have noticed paid ad panels, local results panels, rich snippets and other elements all encroaching on space that was once reserved for organic search results.


How to improve your site speed


Your site was tested using [Google Page Speed Insights](#) tool which provides detailed analysis of all the important factors affecting your page speed. The following detailed test results give you pointers to what's impacting your current site speed and how you can improve things.


Your site was tested for speed performance on a **Mobile** device. This is because, [according to Statcounter](#), mobile devices are now the dominant medium for internet access. If you optimize for mobile, it follows that desktop performance will also be improved.


Your page speed test results


-  Speed Index 96%


Congratulations! Your page loads within 3.4 seconds so you don't necessarily need to do anything to improve that just at the moment.
-  DOM size 100%


Great, your page doesn't have an excessively large number of HTML elements.
-  Total Byte weight 100%

Your page doesn't have any resources which are really large, good job!
-  Server response time 100%

Excellent, your server responded in less than 600ms.
-  Redirects 100%

Your page doesn't have multiple redirects, that's great!
-  Uses text compression 100%

Good, your server uses text compression to minimize network bytes.
-  Render blocking resources 67%

Resources are blocking the first paint of your page. Consider delivering critical JS/CSS inline and deferring all non-critical JS/styles. [Learn more.](#)
-  Bootup time 100%

Your page takes less than 2 seconds to execute its JavaScript, great work!

✓ Time to interactive

91%

Your page takes 3.6 seconds to become fully interactive, great work!

✓ Uses long cache Time To Live

92%

Your page uses an efficient caching policy to help speed up load times for repeat visitors.

✓ Main thread work breakdown

98%

Excellent, your page's main thread render process takes less than 4 seconds during load.

✓ Largest content element

100%

Your page's largest element loads in less than 2.5 seconds so it's fast enough to not have any negative impact on your site visitors experience, great!

✓ Third party summary

100%

Your page doesn't load an excessive number of third-party scripts, that's good!

✓ Unminified Javascript

100%

Your page's JavaScript files are small or suitably minimized, well done.

✓ Duplicated Javascript

100%

Good job, your page doesn't have any significant duplications of JavaScript modules.

✓ Unused Javascript

100%

Your page's JavaScript is optimized and there's no unused modules, great!

100%

✔ Legacy Javascript

Great, your page doesn't have any significant legacy JavaScript issues.

✔ Unminified CSS

100%

Your page's CSS files are small or suitably minimized, good work!

! Unused CSS

88%

Reduce unused rules from stylesheets and defer CSS not used for above-the-fold content to decrease bytes consumed by network activity. [Learn more](#). You can identify unused CSS via the Coverage tab in developer tools - [this guide](#) explains how.

✔ Unsized images

100%

Great, your page doesn't have any unsized images.

✔ Optimized images

100%

Good work, your page images are all optimized.

✔ Responsive images

100%

Great, the images on your page are appropriately sized.

✔ Elements causing layout shift

100%

Security results

98%

Congratulations, you can relax... a bit!


Your page is scoring really strongly in the Security test, but there are still things you can improve.

Incidents of website hijacking and data breaches are growing daily and hackers are increasingly targeting small business websites as larger corporations get their security sorted. The changes you need to make are simple but they'll address the most common vulnerabilities as defined by the Open Web Application Security Project (OWASP) standard.

We found **0** opportunities for you to improve your Security score

Note: this report does not include all the detailed optimization guidance that you would get in your paid report.

Why site security matters


There are endless website hacking statistics published on the internet which, in itself, should be a trigger for action to any website owner. For example, according to [Forbes](#) , even way back in 2013 there were an average of 30,000 websites hacked every day. Incredibly, 56% of all internet traffic is from automated sources like hacking tools, site scrapers, spammers, impersonators and bots.

And because large corporates have had to tighten up their website security, it's small and medium size business' websites which have increasingly become a target for hackers.

Securing your small or medium size business' website is, of course, only one aspect of cyber security that you need to implement. But, it's shockingly true to say that a huge proportion of websites don't have even the most basic security measures in place.

Security matters for search engine ranking too; since 2018, Google has been penalising websites without SSL (HTTPS) enabled. So not only are those sites insecure but they'll also rank less highly in the search engine results pages.

How to improve your site security




Your site was tested against the top ten risks as defined by the [Open Web Application Security Project \(OWASP\) Secure Headers Project](#)  . This project defines the current best practice standard for protecting your website's vulnerability against hackers.

These measures are easily implemented and are fundamental security precautions which protect your site. The theory is that if you make your website that bit harder to hack, the hackers will quickly move on to an easier target.

Your site security audit test results

Safe browsing blacklist check 83%

Google, McAfee and Norton Antivirus all maintain website blacklists which are used to flag risky websites to their users. If your site is on one of these lists, then both your website traffic and, potentially, your business reputation, will be impacted.

-  Your page is not blacklisted by Google.
-  Your page is not blacklisted by McAfee.
-  We couldn't get your site's Norton Safe Web rating. You can [check your site status here](#).

Strict Transport Security (HSTS) 100%

Secure : HSTS is enabled

X-Frame-Options 100%

Secure : the page cannot be displayed in a frame, regardless of the site attempting to do so.

X-XSS-Protection 100%

Your site is secure : the `X-XSS-Protection` header is correctly set to '0' - i.e. disabled as it's now been deprecated by modern browsers.

X-Content-Type-Options 100%

Secure : browsers will refuse to load the styles and scripts if they have an incorrect MIME-type.

Server 100%

Secure : the website is hiding information about the server technology your website is running on.

✓ X-Powered-By

100%

Secure : the website is hiding information about the scripting language your website is running on.

✓ Content-Security-Policy (CSP)

100%

Your site is secure : the [Content-Security-Policy](#) helps defend against a wide range of attacks, including Cross-site scripting and other cross-site injections.

✓ X-Permitted-Cross-Domain-Policies

100%

Secure : no policy files are allowed anywhere on the target server, including the master policy file.

✓ Referrer-Policy

100%

Your site is secure : the website sanitizes [Referrer](#) header information when performing a same-origin or cross-origin requests.

🔍 SEO results

92%

Congratulations, you can relax!

Your page is scoring really strongly in the Search Engine Optimization test, so you don't necessarily need to make any changes just now.

We found **2** opportunities for you to improve your SEO score

Note: this report does not include all the detailed optimization guidance that you would get in your paid report.

Why on-page search engine optimisation matters

There are almost 2 billion websites on the internet today and people rely on search engines when they want to find information or services. So, in order for your website to be found amongst all those millions of other sites, your page's search engine optimization - or SEO - is more important than ever.

To be successful in organic search means your site has to be optimized for a combination of factors which search engines consider important – technical, on-page and off-page. Off-page techniques – such as link building – receive a lot of attention on the web and of course they're really important but, off-page SEO won't be enough if you don't pay attention to the fundamentals and get your on-page SEO right.

On-page SEO is important because it helps search engines understand your website and its content, as well as identify whether it is relevant to a searcher's query. So, in addition to publishing relevant, high-quality content, on-page SEO includes optimizing things like your headlines, HTML tags (title, meta, and header), and images.

How to improve your Search Engine Optimization score

Your site was tested for over 20 of these on-page SEO fundamentals and the detailed results below will tell you where, and how, you might need to make some changes to improve your score.

Your on-page Search Engine Optimization results

✓ Robots.txt file

100%

Great job, there's a `robots.txt` file which also includes a pointer to your sitemap.

✓ Sitemap.xml

100%

Excellent, there is a Sitemap file found at <https://instantsiteaudit.com/sitemap.xml>.

✓ URL format

100%

The URL is well formatted, so search engines will like it!

✓ Page language

100%

 Great, the page has at least one `lang` attribute set to inform browsers what the language of the content is: **English**.

✓ Robots meta tag

100%

The page doesn't have a `<meta name="robots" content="..." />` tag set so it is indexable by search engines, which is good!

✓ Page title

100%

Ideal, the page `<title>` is the about right length, at **57** characters, to be displayed correctly in search engine results pages. Check the important notes in the `<h1>` section below though - in Aug-21, Google announced a change to the way it gets the page title.

✓ Page description

100%

Great job, the page `<meta name="description" ... />` is about the right length, at **154** characters, to be correctly displayed in search engine results pages.

✔ Open Graph meta tags 100%

Brilliant, the page has a full set of Open Graph meta tags so sharing your page on social media sites should look good.

✔ Canonical URL 100%

Canonical link meta tag found, that's great.

✔ Scaling for mobile devices 100%

Mobile page scaling properties are correctly set via the Viewport meta tag, that's good.

✘ Valid HTML 85%

The page HTML has 3 errors or warnings that you should review and/or fix.

✔ Page content 100%

Brilliant, the page content word count is **669** which is well above the 300 word threshold for what search engines class as 'thin content'. Note: we ignored 1265 "stop words".

✔ H1 page heading 100%

Great, the page has a `<h1>` heading which is about the right length at **62** characters. In Aug-21 **Google announced** that they'd made a change to the way in which they generate titles for search results pages - they provided a **further update** in Sep-21. They've switched focus from using the `<title>` content to using the `<h1>` heading. The article doesn't make it absolutely clear what criteria will be used or how long the heading should be, so the recommendations here are provisional.

✔ H2 subheadings 100%

The page has 4x `<h2>` subheadings, that's good.

✔ Other subheadings 100%

Great, the page has 22 other subheadings: 10x `<h3>` , 6x `<h4>` , 6x `<h5>` , 0x `<h6>`

✔ Image ALT tags 100%

The `alt` text attribute was found on all 6 images, that's excellent!

✔ Plugins 100%

Great, there were no plugin tags found on the page.

✔ Broken links 100%

There are 46 links on the page - 39 internal, 7 external - and all of them worked ok, good job!

✔ Nofollow internal links 100%

There are no `nofollow` issues with any internal links on the page, well done.

✔ Nofollow external links 100%

There are no `nofollow` issues found with any external links on your page, that's great.

⚠ Keyword analysis 80%

The top 5 frequently-occurring words found in your page content - **speed, security, seo, report, search** - don't all appear in your page `<title>` , `<meta name="description" content="..." />` , `<h1>` header or `` tags. If these words are the ones you're trying to rank this page for, then you should consider using them across all these tags. If they're *not* the keywords you're trying to rank the page for, then you should review the page content and, *without keyword stuffing*, adjust the occurrences of your target keywords. The next 5 most common keywords are also listed for your information.

✔ URL is indexed in Google 100%

This page is indexed by Google, that's good news.

✘ Google My Business presence

0%

There's no presence for this website on Google My Business. A search using the term "Instant Site Audit - test speed, security and on-page SEO" from your page title didn't yield a matching listing in GMB. With a GMB listing, you can add your business details to Google, showcase your services, and much more. Creating a listing is free so there's no excuse not to list your business - [get started here](#).

===== END =====