SEO Report for https://builterra.com

94 / 100	**44 / 48**	**3 / 48**	**1 / 48**
SEO SCORE	**PASSED CHECKS**	**FAILED CHECKS**	**WARNINGS**

COMMON SEO ISSUES

Meta Title Test	✔	The meta title of your page has a length of 57 characters. Most search engines will truncate meta titles to 70 characters.
	→	Contract Administration Software for Builders - Builterra
Meta Description Test	✔	The meta description of your page has a length of 140 characters. Most search engines will truncate meta descriptions to 160 characters.
	→	Builterra connects your entire contract administration team through one seamless platform that boosts productivity, transparency and profit.
Google Search Results Preview Test	ⓘ	**Contract Administration Software for Builders - Builterra** https://builterra.com Builterra connects your entire contract administration team through one seamless platform that boosts productivity, transparency and profit.
Most Common Keywords Test	ⓘ	There is likely no optimal keyword density (search engine algorithms have evolved beyond keyword density metrics as a significant ranking factor). It can be useful, however, to note which keywords appear most often on your page and if they reflect the intended topic of your page. More importantly, the keywords on your page should appear within natural sounding and grammatically correct copy.
	→	builterra - 8 times
	→	contract - 7 times
	→	time - 7 times
	→	progress - 6 times
	→	administration - 6 times
Keywords Usage Test	✔	Congratulations! You are using your keywords in your meta-tags, which help search engines to properly identify the topic of your page.
	→	Keyword(s) included in Title tag
	→	Keyword(s) included in Meta-Description tag

Keywords Cloud Test	ⓘ administration analysis based better blog boosts bridging built builterra canada careers certificates challenge chris civil clients community company conceptual connect connects constructed contact contract contractors cost data demo design digital directly discover discussions dtrif engineering engineers entire environment estimates estimating events existing faster field flow ground industry infrastructure inspection inspired integrated jeff login media meet minutes mobile money navigation offs opportunity owners past pathway payment platform portal preparation process productivity profit progress quantity ready real recognized reporting reports request save scratching seamless shared smart software solutions stuck surface takeoffs team tech time today toggle toronto training transform transparency veterans watermain
Heading Tags Test	✔ Congratulations! Your webpage contains headings tags. **H1 headings** → Contract administration for the built environment **H2 headings** → Contract administration can be so much better. We can show you how. → Save time. Save money. Save your sanity. → A smart solution for smart owners and engineers. → Schedule your online demo.
Robots.txt Test	✔ Congratulations! Your site uses a "robots.txt" file: https://builterra.com/robots.txt
Sitemap Test	✔ Congratulations! Your website has a sitemap file. → https://builterra.com/sitemap.xml → https://builterra.com/sitemap_index.xml
SEO Friendly URL Test	✔ Congratulations! All links from your webpage are SEO friendly.

Image Alt Test	⚠ Your webpage is using "img" tags with empty or missing "alt" attribute.
	HOW TO FIX
	In order to pass this test you must add an **alt** attribute to every **<img>** tag used into your webpage.
	An image with an alternate text specified is inserted using the following HTML line:
	`<img src="image.png" alt="text_to_describe_your_image">`
	Remember that the point of alt text is to provide the same functional information that a visual user would see. Search engines, users who disabled images in their browsers and other agents who are unable to see the images on your webpage can read the alt attributes assigned to the image since they cannot view it.
	Learn more about optimizing images for SEO.
Inline CSS Test	✖ Your webpage is using inline CSS styles!
	HOW TO FIX
	It is a good practice to move all the inline CSS rules into an external file in order to make your page "lighter" in weight and decrease the code to text ratio.
	• check the HTML code of your page and identify all style attributes
	• for each style attribute found you must properly move all declarations in the external CSS file and remove the style attribute
	For example:

	`<!--this HTML code with inline CSS rule:-->`
	`<p style="color:red; font-size: 12px">some text here</p>`
	
	`<!--would became:-->`
	`<p>some text here</p>`
	
	`<!--and the rule added into your CSS file:-->`
	`p{color:red; font-size: 12px}`

Deprecated HTML Tags Test	✔ Congratulations! Your page does not use HTML deprecated tags.
Google Analytics Test	✔ Congratulations! Your webpage is using Google Analytics.
Favicon Test	✔ Congratulations! Your website appears to have a favicon.
JS Error Test	✔ Congratulations! There are no severe JavaScript errors on your webpage.
Social Media Test	✔ Congratulations! Your website is connected successfully with social media using: Facebook Google Plus Twitter

SPEED OPTIMIZATIONS	
HTML Page Size Test	✔ Congratulations! The size of your webpage's HTML is **17.89 Kb** and is under the average webpage's HTML size of **33 Kb**. Faster loading websites result in a better user experience, higher conversion rates, and generally better search engine rankings.
HTML Compression/GZIP Test	✔ Congratulations! Your webpage is successfully compressed using **gzip compression** on your code. Your HTML is compressed from **118.43 Kb** to **17.89 Kb** (**85% size savings**). This helps ensure a faster loading webpage and improved user experience.
Site Loading Speed Test	✔ Your website loading time is around **1.24 seconds** and this is under the average loading speed which is **5 seconds**.
Page Objects Test	✔ Congratulations, your page has fewer than **20 http requests**. A higher number of http requests results in a user's browser needing to request a large number of objects from your server, which will ultimately slow down the loading of your web page. HTML Pages: 1; CSS Files: 3; Scripts: 2; Images: 2; Flash Files: 0;
Page Cache Test (Server Side Caching)	✔ Congratulations, you have a caching mechanism on your website. Caching helps speed page loading times as well as reduces server load.
Flash Test	✔ Congratulations! Your website does not include flash objects (an outdated technology that was sometimes used to deliver rich multimedia content). Flash content does not work well on mobile devices, and is difficult for crawlers to interpret.
CDN Usage Test	✔ Your webpage is serving all images, javascript and css resources from CDNs.
Image Caching Test	✔ Congratulations! Your website is using cache headers for your images and the browsers will display these images from the cache.
JavaScript Caching Test	✔ Congratulations! Your website is using cache headers for all JavaScript resources.
CSS Caching Test	✔ Congratulations! Your website is using cache headers for all CSS resources.
JavaScript Minification Test	✔ Congratulations! Your website's JavaScript files are minified!
CSS Minification Test	✖ Some of your webpage's CSS resources are not minified. **HOW TO FIX** In order to pass this test you must minify all of your external CSS files. For this task you can use an online CSS minifier like YUI Compressor or cssmin.js.
Nested Tables Test	✔ Congratulations, your page does not use nested tables. This speeds up page loading time and optimizes the user experience.
Frameset Test	✔ Congratulations! Your webpage does not use frames.

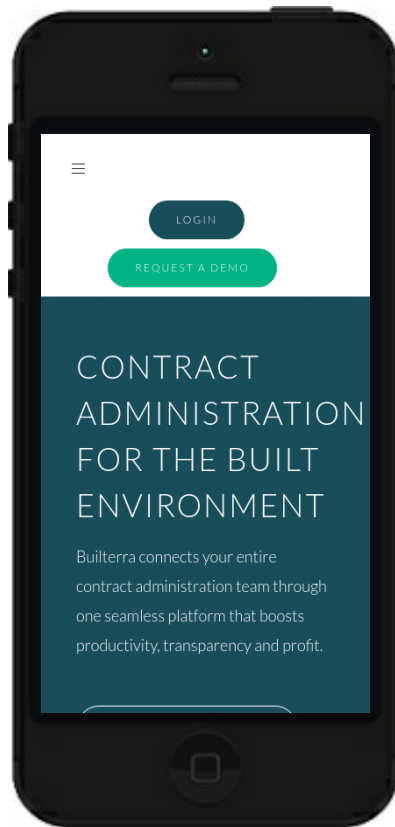|		
Doctype Test	✔	Congratulations! Your website has a doctype declaration:
	→	<!DOCTYPE html>
URL Redirects Test	✔	Congratulations! Your URL doesn't have any redirects (which could potentially cause site indexation issues and site loading delays).

SERVER AND SECURITY

URL Canonicalization Test	✔	https://builterra.com and https://www.builterra.com resolve to the same URL.
HTTPS Test	✔	Your website is successfully using HTTPS, a secure communication protocol over the Internet.
	→	Security state: secure
	→	Certificate issuer: Cloudflare Inc ECC CA-3
	→	Valid until: Jul 09, 2021
Safe Browsing Test	✔	This site is not currently listed as suspicious (no malware or phishing activity found).
Server Signature Test	✔	Congratulations, your server signature is off.
Directory Browsing Test	✔	Congratulations! Your server has disabled directory browsing.
Plaintext Emails Test	✔	Congratulations! Your webpage does not include email addresses in plaintext.

MOBILE USABILITY

Media Query Responsive Test	✔	Congratulations, your website uses media query technique, which is the base for responsive design functionalities.

Mobile Snapshot Test	

ADVANCED SEO	
Structured Data Test	❌ Your webpage doesn't take the advantages of HTML Microdata specifications in order to markup structured data. View Google's guide for getting started with microdata. **HOW TO FIX** HTML5 Microdata is an easy way to add semantic markup to your web pages. Search engines rely on this markup to improve the display of search results, making it easier for people to find the right web pages. Here is a simple example of how to use HTML5 microdata in your contact web page: ``` <div itemscope itemtype="http://schema.org/Person"> Joe Doe The Example Company 604-555-1234 joe.doe@example.com </div> ```
Custom 404 Error Page Test	✔ Congratulations, your website is using a custom 404 error page. By creating a custom 404 error page, you can improve your website's user experience by letting users know that only a specific page is missing/broken (and not your entire site), providing them helpful links, the opportunity to report bugs, and potentially track the source of broken links in your site.
Noindex Tag Test	✔ Your webpage does not use the noindex meta tag. This means that your webpage will be read and indexed by search engines.

Canonical Tag Test	✔ Your webpage is using the canonical link tag. This tag specifies that the URL: https://builterra.com is preferred to be used in search results. Please ensure that this specification is correct, as canonical tags are often hard-coded and may not always reflect the latest changes in a site's URL structure. → <link href="https://builterra.com/" rel="canonical"/>
Nofollow Tag Test	✔ Your webpage does not use the nofollow meta tag. This means that search engines will crawl all links from your webpage.
Disallow Directive Test	✔ Your robots.txt file does not use the disallow directive. This means that the whole website can be crawled by search engines.
SPF Records Test	✔ Congratulations! Your DNS server is using an SPF record. → v=spf1 include:spf.protection.outlook.com ~all