

# SEO Report for <http://castagraroofing.com>

**89 / 100**  
SEO SCORE

**40 / 48**  
PASSED CHECKS

**6 / 48**  
FAILED CHECKS

**2 / 48**  
WARNINGS

## COMMON SEO ISSUES

### Meta Title Test

✓ The meta title of your page has a length of 74 characters. Most search engines will truncate meta titles to 70 characters.

→ Castagra: Meet the toughest, most cost-effective tar & gravel roof coating

### Meta Description Test

✓ The meta description of your page has a length of 220 characters. Most search engines will truncate meta descriptions to 160 characters.

→ Meet the toughest, most cost-effective tar and gravel roof coating. Castagra's Ecodur is the toughest and most cost-effective roof coating ever that meets the highest demands for zero VOC's and zero environmental impact.

### Google Search Results Preview Test

i [Castagra: Meet the toughest, most cost-effective tar & gravel http://castagraroofing.com](http://castagraroofing.com)  
Meet the toughest, most cost-effective tar and gravel roof coating. Castagra's Ecodur is the toughest and most cost-effective roof coating ever that meets the highest demands for zero VOC's and zero environmental impact.

### Most Common Keywords Test

i 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.









→ roof - 17 times  
→ coating - 12 times  
→ ecodur - 9 times  
→ roofs - 6 times  
→ adhesion - 5 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	<div><div></div><div><div><div><div>i</div><div></div></div><div><div></div><div></div></div></div><div><div>abundant action adhesion allows application bonding case castagra castagraroofing castor cementitious certified choice climates close coating coatings commercial contact conventional cost cracked cracks damage defense difficult drinking dropping durable easy ecodur effective expert failed fixing flat flexibility frustrated goes gravel gypsum hottest industry ingredients learn main means media membrane message metal minimum natural navigation news ones outlast perfect performance permanently powerful preparation pressure primary problem problematic pure read recent repair repairability resistance resources retain retains risking roof roofing roofs single site solve stronger studies substrates superb sustainable tear times today toggle triple video view wash washing water waterproofing widely years</div></div></div></div>
Heading Tags Test	<div><div><div></div><div>Congratulations! Your webpage contains headings tags.</div></div><div><div>H1 headings</div><div><div>→ Jaw-Dropping Adhesion For Fixing Problematic Flat Roofs.</div></div></div><div><div>H2 headings</div><div><div>→ Recent Case Studies</div><div>→ Repairing a Foam and Cementitious Roof with No Tear-Off (Video)</div><div>→ Coating A Flat Metal Roof With Ecodur (Video)</div><div>→ Using Roof Coatings To Repair Difficult Roofs (Video)</div><div>→ OR</div></div></div></div>
Robots.txt Test	<div><div><div></div><div>Congratulations! Your site uses a "robots.txt" file: http://castagraroofing.com/robots.txt</div></div></div>
Sitemap Test	<div><div><div></div><div>Congratulations! Your website has a sitemap file.</div></div><div><div>→ http://castagraroofing.com/sitemap.xml</div><div>→ http://castagraroofing.com/sitemap_index.xml</div></div></div>
SEO Friendly URL Test	<div><div><div></div><div>Congratulations! All links from your webpage are SEO friendly.</div></div></div>

<b>Image Alt Test</b>	<div>  Your webpage is using "img" tags with empty or missing "alt" attribute. </div> <hr/> <div> <b>HOW TO FIX</b> </div> <p>In order to pass this test you must add an <b>alt</b> attribute to every <b>&lt;img&gt;</b> tag used into your webpage.</p> <p>An image with an alternate text specified is inserted using the following HTML line:</p> <div> <pre>&lt;img src="image.png" alt="text_to_describe_your_image"&gt;</pre> </div> <p>Remember that the point of alt text is to provide the same functional information that a visual user would see. Search engines, users who disabled images in their browsers and other agents who are unable to see the images on your webpage can read the alt attributes assigned to the image since they cannot view it.</p> <p>Learn more about <a href="#">optimizing images for SEO</a>.</p>
<b>Inline CSS Test</b>	<div>  Your webpage is using inline CSS styles! </div> <hr/> <div> <b>HOW TO FIX</b> </div> <p>It is a good practice to move all the inline CSS rules into an external file in order to make your page "lighter" in weight and decrease the code to text ratio.</p> <ul style="list-style-type: none"> <li>• check the HTML code of your page and identify all style attributes</li> <li>• for each style attribute found you must properly move all declarations in the external CSS file and remove the style attribute</li> </ul> <p><b>For example:</b></p> <div> <pre>&lt;!--this HTML code with inline CSS rule:--&gt; &lt;p style="color:red; font-size: 12px"&gt;some text here&lt;/p&gt;  &lt;!--would became:--&gt; &lt;p&gt;some text here&lt;/p&gt;  &lt;!--and the rule added into your CSS file:--&gt; p{color:red; font-size: 12px}</pre> </div>
<b>Deprecated HTML Tags Test</b>	<div>  Congratulations! Your page does not use HTML deprecated tags. </div>
<b>Google Analytics Test</b>	<div>  Congratulations! Your webpage is using Google Analytics. </div>
<b>Favicon Test</b>	<div>  Congratulations! Your website appears to have a favicon.  </div>
<b>JS Error Test</b>	<div>  Congratulations! There are no severe JavaScript errors on your webpage. </div>
<b>Social Media Test</b>	<div>  Congratulations! Your website is connected successfully with social media using: <a href="#">Facebook</a> <a href="#">Google Plus</a> <a href="#">Twitter</a> </div>

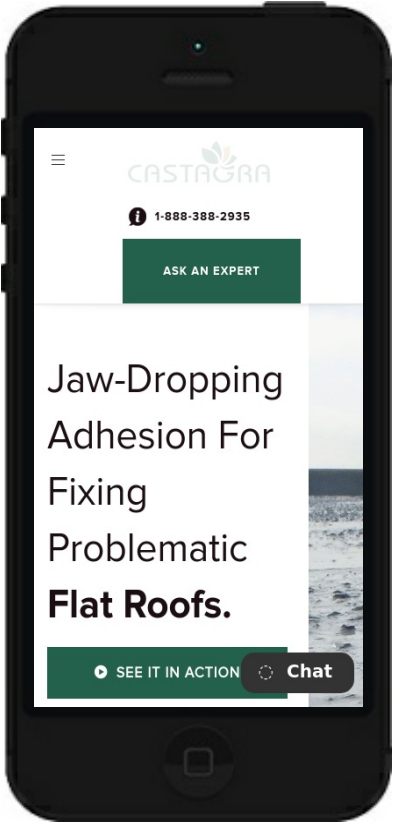
<b>HTML Page Size Test</b>	 Congratulations! The size of your webpage's HTML is <b>24.15 Kb</b> and is under the average webpage's HTML size of <b>33 Kb</b> . Faster loading websites result in a better user experience, higher conversion rates, and generally better search engine rankings.
<b>HTML Compression/GZIP Test</b>	 Congratulations! Your webpage is successfully compressed using <b>gzip compression</b> on your code. Your HTML is compressed from <b>190.29 Kb</b> to <b>24.15 Kb (87% size savings)</b> . This helps ensure a faster loading webpage and improved user experience.
<b>Site Loading Speed Test</b>	 Your website loading time is around <b>2.27 seconds</b> and this is under the average loading speed which is <b>5 seconds</b> .
<b>Page Objects Test</b>	 Your page uses more than <b>20 http requests</b> , which can slow down page loading and negatively impact user experience. <hr/> HTML Pages: 1; CSS Files: 3; Scripts: 10; Images: 31; Flash Files: 0;
<b>Page Cache Test (Server Side Caching)</b>	 Congratulations, you have a caching mechanism on your website. <a href="#">Caching</a> helps speed page loading times as well as reduces server load.
<b>Flash Test</b>	 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.
<b>CDN Usage Test</b>	 Your webpage is not serving all resources (images, javascript and css) from CDNs. <hr/> <b>HOW TO FIX</b> In order to pass this test you are advised to use a CDN service. A Content Delivery Network (CDN) is a globally distributed network of web servers that allows a quick transfer of assets and provides high availability and high performance. The primary benefits of using a CDN service are: <ul style="list-style-type: none"> <li>• Improving website loading times</li> <li>• Reducing bandwidth costs</li> <li>• Increasing content availability and redundancy</li> <li>• Improving website security</li> </ul>
<b>Image Caching Test</b>	 Congratulations! Your website is using cache headers for your images and the browsers will display these images from the cache.
<b>JavaScript Caching Test</b>	 Congratulations! Your website is using cache headers for all JavaScript resources.
<b>CSS Caching Test</b>	 Congratulations! Your website is using cache headers for all CSS resources.
<b>JavaScript Minification Test</b>	 Congratulations! Your website's JavaScript files are minified!

<b>CSS Minification Test</b>	 Some of your webpage's CSS resources are not minified. <hr/> <b>HOW TO FIX</b> 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 <a href="#">YUI Compressor</a> or <a href="#">cssmin.js</a> .
<b>Nested Tables Test</b>	 Congratulations, your page does not use nested tables. This speeds up page loading time and optimizes the user experience.
<b>Frameset Test</b>	 Congratulations! Your webpage does not use frames.
<b>Doctype Test</b>	 Congratulations! Your website has a doctype declaration: <hr/> → <code>&lt;!DOCTYPE html&gt;</code>
<b>URL Redirects Test</b>	 Congratulations! Your URL doesn't have any redirects (which could potentially cause site indexation issues and site loading delays).

## SERVER AND SECURITY

<b>URL Canonicalization Test</b>	 <a href="http://castagraroofing.com">http://castagraroofing.com</a> and <a href="http://www.castagraroofing.com">http://www.castagraroofing.com</a> resolve to the same URL.
<b>HTTPS Test</b>	 Your website is not using https, a secure communication protocol. Even for sites that do not collect sensitive customer information, search engines suggest that <a href="#">switching to https is an increasingly good idea and may help improve rankings</a> . <hr/> <b>HOW TO FIX</b> If your website needs a secured authentication or an encrypted transfer of data, you need to install an SSL certificate in order to provide a secure connection over HTTPS protocol. <a href="#">HERE</a> is a "step by step" guide to purchase and install an SSL certificate.
<b>Safe Browsing Test</b>	 This site is not currently listed as suspicious (no malware or phishing activity found).
<b>Server Signature Test</b>	 Congratulations, your server signature is off.
<b>Directory Browsing Test</b>	 Congratulations! Your server has disabled directory browsing.

<b>Plaintext Emails Test</b>	<div data-bbox="368 58 405 96">✖</div> <div data-bbox="426 62 1516 129">           We've found 2 email addresses in your page code. We advise you <a href="#">to protect email links</a> in a way that hides them from the spam harvesters.         </div> <hr/> <div data-bbox="426 174 596 203"> <b>HOW TO FIX</b> </div> <p data-bbox="426 232 1484 336">           In order to pass this test you must make your email addresses invisible to email spiders. Note that the best option is to replace your entire contact mechanism with a contact form and using the POST method while submitting the form.         </p> <p data-bbox="426 365 826 392">           Other solutions are listed below:         </p> <ul data-bbox="454 421 1110 562" style="list-style-type: none"> <li>• replace the at (@) and dot (.) characters</li> <li>• replace text with images</li> <li>• use email obfuscators</li> <li>• hide email addresses using JavaScript or CSS trick</li> </ul>
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MOBILE USABILITY	
<b>Media Query Responsive Test</b>	<div data-bbox="368 748 405 786">✔</div> <div data-bbox="426 752 1431 819">           Congratulations, your website uses media query technique, which is the base for responsive design functionalities.         </div>
<b>Mobile Snapshot Test</b>	<div data-bbox="426 896 820 1718">  <p>The image shows a mobile device screen displaying the Castagna website. The layout is responsive, featuring a hamburger menu icon in the top left corner. Below the menu is the Castagna logo and a phone number: 1-888-388-2935. A green button labeled 'ASK AN EXPERT' is positioned below the phone number. The main content area has a large headline: 'Jaw-Dropping Adhesion For Fixing Problematic Flat Roofs.' At the bottom of the content area, there are two buttons: 'SEE IT IN ACTION' and 'Chat'.</p> </div>

**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">
  <span itemprop="name">Joe Doe</span>
  <span itemprop="company">The Example Company</span>
  <span itemprop="tel">604-555-1234</span>
  <a itemprop="email" href="mailto:joe.doe@example.com">joe.doe@example.co
m</a>
</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: <http://castagraroofing.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="http://castagraroofing.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 disallow the search engines access to some parts of your website. You are advised to check carefully if the access to these resources or pages must be blocked.

→ Disallow: /wp-admin/

**SPF Records Test**

- ✓ Congratulations! Your DNS server is using an SPF record.

→ `v=spf1 +a +mx +ip4:158.106.137.56 ~all`