

SEO Report for <https://designbysevan.com>

98 / 100
SEO SCORE

45 / 48
PASSED CHECKS


2 / 48
FAILED CHECKS

1 / 48
WARNINGS

COMMON SEO ISSUES

Meta Title Test	<p>✓ The meta title of your page has a length of 68 characters. Most search engines will truncate meta titles to 70 characters.</p> <hr/> <p>→ Custom Diamond Engagement Ring Designer in Toronto - Design by Sevan</p>
Meta Description Test	<p>✓ The meta description of your page has a length of 126 characters. Most search engines will truncate meta descriptions to 160 characters.</p> <hr/> <p>→ Custom engagement ring designer in Toronto. Inspired by love, handcrafted with passion. Get your custom dream engagement ring.</p>
Google Search Results Preview Test	<p>ⓘ Custom Diamond Engagement Ring Designer in Toronto - https://designbysevan.com</p> <p>Custom engagement ring designer in Toronto. Inspired by love, handcrafted with passion. Get your custom dream engagement ring.</p>
Most Common Keywords Test	<p>ⓘ 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.</p> <hr/> <p>→ ring - 30 times → sevan - 29 times → design - 16 times → engagement - 15 times → experience - 10 times</p>
Keywords Usage Test	<p>✓ Congratulations! You are using your keywords in your meta-tags, which help search engines to properly identify the topic of your page.</p> <hr/> <p>→ Keyword(s) included in Title tag → Keyword(s) included in Meta-Description tag</p>

<p>Keywords Cloud Test</p>	<p> ⓘ amazing awards band begins best book brilliant bring budget certified choose clarity clear clients colleagues colour consultation contact create custom design designer diamond diamonds different easy educated engagement entire excellence expect experience expertise extremely final finish free generation good guided helpful highest highly industry intricate jeweler jewellery john kind knows learn life like looking love making meet meeting moment month open oriented partner perfect picking piece pleasure portfolio present price private process purchasing quality read recommended resources right ring rings selecting selection setting sevan solution speak start thank things time toronto truly ultimately unmatched view wanted wedding work working years </p>
<p>Heading Tags Test</p>	<p> ✓ Congratulations! Your webpage contains headings tags. </p> <hr/> <p>H1 headings</p> <hr/> <ul style="list-style-type: none"> → Custom Engagement Rings → exquisitely designed in Toronto <hr/> <p>H2 headings</p> <hr/> <ul style="list-style-type: none"> → "Create the Perfect Engagement Ring" → The Diamond Engagement Ring Designer Toronto Trusts → Over 200 Google Reviews → Choose the Toronto jeweller focused on education and excellence. → The ring design process begins and ends with you. → Let's create the engagement ring of a lifetime.
<p>Robots.txt Test</p>	<p> ✓ Congratulations! Your site uses a "robots.txt" file: https://designbysevan.com/robots.txt </p>
<p>Sitemap Test</p>	<p> ✓ Congratulations! Your website has a sitemap file. </p> <hr/> <ul style="list-style-type: none"> → http://designbysevan.com/sitemap_index.xml → http://designbysevan.com/post-sitemap.xml → http://designbysevan.com/page-sitemap.xml → http://designbysevan.com/product-sitemap.xml → http://designbysevan.com/dt_testimonials-sitemap.xml
<p>SEO Friendly URL Test</p>	<p> ✓ Congratulations! All links from your webpage are SEO friendly. </p>

<p>Image Alt Test</p>	<p>! Your webpage is using "img" tags with empty or missing "alt" attribute.</p> <hr/> <p>HOW TO FIX</p> <p>In order to pass this test you must add an alt attribute to every tag used into your webpage.</p> <p>An image with an alternate text specified is inserted using the following HTML line:</p> <pre></pre> <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 optimizing images for SEO.</p>
<p>Inline CSS Test</p>	<p>✘ Your webpage is using inline CSS styles!</p> <hr/> <p>HOW TO FIX</p> <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"> • 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 <p>For example:</p> <pre><!--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}</pre>
<p>Deprecated HTML Tags Test</p>	<p>✓ Congratulations! Your page does not use HTML deprecated tags.</p>
<p>Google Analytics Test</p>	<p>✓ Congratulations! Your webpage is using Google Analytics.</p>
<p>Favicon Test</p>	<p>✓ Congratulations! Your website appears to have a favicon. </p>
<p>JS Error Test</p>	<p>✓ Congratulations! There are no severe JavaScript errors on your webpage.</p>
<p>Social Media Test</p>	<p>✓ Congratulations! Your website is connected successfully with social media using: Facebook Pinterest Twitter</p>

SPEED OPTIMIZATIONS

HTML Page Size Test	<p>✔ Congratulations! The size of your webpage's HTML is 22.89 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.</p>
HTML Compression/GZIP Test	<p>✔ Congratulations! Your webpage is successfully compressed using gzip compression on your code. Your HTML is compressed from 169.91 Kb to 22.89 Kb (87% size savings). This helps ensure a faster loading webpage and improved user experience.</p>
Site Loading Speed Test	<p>✔ Your website loading time is around 4.4 seconds and this is under the average loading speed which is 5 seconds.</p>
Page Objects Test	<p>✘ Your page uses more than 20 http requests, which can slow down page loading and negatively impact user experience.</p> <hr/> <p>HTML Pages: 2; CSS Files: 5; Scripts: 11; Images: 14; Flash Files: 0;</p>
Page Cache Test (Server Side Caching)	<p>✔ Congratulations, you have a caching mechanism on your website. Caching helps speed page loading times as well as reduces server load.</p>
Flash Test	<p>✔ 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.</p>
CDN Usage Test	<p>✔ Your webpage is serving all images, javascript and css resources from CDNs.</p>
Image Caching Test	<p>✔ Congratulations! Your website is using cache headers for your images and the browsers will display these images from the cache.</p>
JavaScript Caching Test	<p>✔ Congratulations! Your website is using cache headers for all JavaScript resources.</p>
CSS Caching Test	<p>✔ Congratulations! Your website is using cache headers for all CSS resources.</p>
JavaScript Minification Test	<p>✔ Congratulations! Your website's JavaScript files are minified!</p>
CSS Minification Test	<p>✔ Congratulations! Your webpage's CSS resources are minified.</p>
Nested Tables Test	<p>✔ Congratulations, your page does not use nested tables. This speeds up page loading time and optimizes the user experience.</p>
Frameset Test	<p>✔ Congratulations! Your webpage does not use frames.</p>
Doctype Test	<p>✔ Congratulations! Your website has a doctype declaration:</p> <hr/> <p>→ <!DOCTYPE html></p>

URL Redirects Test	✔ Congratulations! Your URL doesn't have any redirects (which could potentially cause site indexation issues and site loading delays).
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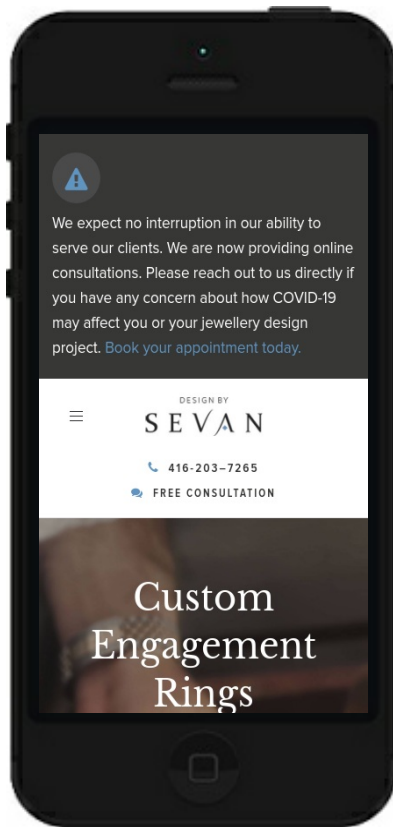
SERVER AND SECURITY

URL Canonicalization Test	✔ https://designbysevan.com and https://www.designbysevan.com resolve to the same URL.
HTTPS Test	✔ Your website is successfully using HTTPS, a secure communication protocol over the Internet. <hr/> <p>→ Security state: secure</p> <hr/> <p>→ Certificate issuer: Cloudflare Inc ECC CA-3</p> <hr/> <p>→ Valid until: Jul 28, 2021</p>
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.
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Mobile Snapshot Test



ADVANCED SEO

Structured Data Test

✔ Congratulations! Your website is using HTML Microdata specifications in order to markup structured data.

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://designbysevan.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://designbysevan.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	<p>✔ 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.</p> <hr/> <ul style="list-style-type: none">→ Disallow: /error_log→ Disallow: /wc-logs/→ Disallow: /comments/feed/→ Disallow: /license.txt→ Disallow: /trackback/→ Disallow: /testenvironment/→ Disallow: /php.ini→ Disallow: /readme.html→ Disallow: /xmlrpc.php
SPF Records Test	<p>✔ Congratulations! Your DNS server is using an SPF record.</p> <hr/> <ul style="list-style-type: none">→ v=spf1 include:_spf.google.com ~all