



SEO Report for

http://www.goldenhomeservices.com

61 / 100
SEO SCORE

31 / 50
PASSED CHECKS

18 / 50
FAILED CHECKS

1 / 50
WARNINGS

COMMON SEO ISSUES

Meta Title

- ✓ The meta title of your page has a length of 20 characters. Most search engines will truncate meta titles to 70 characters.

→ Golden Home Services

Meta Description

- ✓ The meta description of your page has a length of 110 characters. Most search engines will truncate meta descriptions to 160 characters.

→ Golden Home Services is a licensed, bonded, and insured Private Home Care Provider located in Roswell Georgia.

Google Search Results Preview

- ⓘ [Golden Home Services](http://www.goldenhomeservices.com/)
<http://www.goldenhomeservices.com/>
Golden Home Services is a licensed, bonded, and insured Private Home Care Provider located in Roswell Georgia.

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.

→ services - 9 times
→ home - 9 times
→ care - 6 times
→ golden - 4 times
→ hours - 4 times

Keyword Usage

- ⓘ 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	<p>i ability accommodate additional alpharetta assist assisted Care charles cherokee city clayton clients cobb consider constrution contact counties cumming customer days dekalb desires douglas duluth email emailing employees employment enjoyed enter entire excellent expect facility family fayette following forsyth free fulton georgia golden granddaughter gwinnett hall henry highway home hours including individual industry june know learn licensed limited list living local look maria marketing minimum need needed needing needs nursing online@goldenhomeservices.com people phone pickens planning premier pride professional provide receive required reside roswell service SERVICES situation skilled staff staffing state suite tell testimonials thank time today toll trust understand unique wonderful</p>
<h1> Headings Status	<p>✗ Your page does not contain any H1 headings. H1 headings help indicate the important topics of your page to search engines. While less important than good meta-titles and descriptions, H1 headings may still help define the topic of your page to search engines.</p> <hr/> <p>HOW TO FIX <H1> HEADINGS STATUS</p> <p>In order to pass this test you must indentify the most important topics from your page and insert those topics between <code><h1>...</h1></code> tags.</p> <p>Example:</p> <pre><h1>Important topic goes here</h1> ... <h1>Another topic</h1></pre>
<h2> Headings Status	<p>✗ Your page does not contain any H2 headings. H2 headings help describe the sub-topics of your webpage to search engines. While less important than good meta-titles and descriptions, H1 and H2 headings may still help define the topics of your page to search engines.</p> <hr/> <p>HOW TO FIX <H2> HEADINGS STATUS</p> <p>In order to pass this test you must indentify the most important sub-topics from your page and insert those sub-topics between <code><h2>..</h2></code> tags.</p> <p>Example:</p> <pre><h2>First sub-topic goes here</h2> ... <h2>Another sub-topic</h2></pre>
Robots.txt Test	<p>✓ Congratulations! Your site uses a "robots.txt" file: http://www.goldenhomeservices.com/robots.txt</p>

Sitemap Test

- ✖ Your site lacks a sitemap file. Sitemaps can help robots index your content more thoroughly and quickly. Read more on Google's guidelines for [implementing the sitemap protocol](#).

HOW TO FIX SITEMAP TEST

In order to pass this test you must create a sitemap.xml file for your website. Some of the best practices are listed below:

- It is strongly recommended that you place your sitemap at the root directory of your website: **http://yourwebsite.com/sitemap.xml** But in some situations, you may want to produce different sitemaps for different paths on your site (e.g., security permission issues)
- Sitemaps should be no larger than 10MB (10,485,760 bytes) and can contain a maximum of 50,000 URLs. This means that if your site contains more than 50,000 URLs or your sitemap is bigger than 10MB, you must create multiple sitemap files and use a **Sitemap index file**
- All URLs listed in the sitemap must reside on the same host as the sitemap. For instance, if the sitemap is located at **http://www.yourwebsite.com/sitemap.xml**, it can't include URLs from **http://subdomain.yourwebsite.com**
- Once you have created your sitemap, let search engines know about it by submitting directly to them, pinging them, or adding the sitemap location to your **robots.txt** file
- Sitemaps can be compressed using gzip, reducing bandwidth consumption

sitemap.xml example:

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
<url>
<loc>http://www.yourwebsite.com</loc>
<lastmod>2013-01-01</lastmod>
<changefreq>weekly</changefreq>
<priority>0.9</priority>
</url>
<url>
<loc>http://www.yourwebsite.com/articles/100</loc>
<changefreq>weekly</changefreq>
</url>
<url>
<loc>http://www.yourwebsite.com/articles/101</loc>
<lastmod>2013-01-02</lastmod>
<changefreq>weekly</changefreq>
</url>
<url>
<loc>http://www.yourwebsite.com/articles/102</loc>
<lastmod>2013-01-02T13:00:12+00:00</lastmod>
<priority>0.5</priority>
</url>
</urlset>
```

Broken Links Test

- ✓ Congratulations! We have checked 14 links on this web page and none of them are broken.

SEO Friendly URL Test

- ✓ Congratulations! All links from your webpage are SEO friendly.

Image Alt Test

✖ Your webpage has **21** 'img' tags and **17** of them are missing the required 'alt' attribute.

HOW TO FIX IMAGE ALT TEST

In order to pass this test you must add an **alt** attribute to every **** tag used into your webpage.

An image with an alternate text specified is inserted using the following HTML line:

```

```

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 **13** inline CSS styles!

HOW TO FIX INLINE CSS TEST

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

✓ Congratulations! Your page does not use HTML deprecated tags.

Google Analytics Test

✓ Congratulations! Your website is using the latest version of Google Analytics.

Favicon Test

✓ Congratulations! Your website appears to have a favicon. 

JS Error Checker

✓ Congratulations! There are no severe JavaScript errors on your web page.

Social Media Check

✖ Your website is not connected with social media using the API's provided by Facebook, Google +, Twitter, Pinterest, or using [addthis.com](#)

HOW TO FIX SOCIAL MEDIA CHECK

In order to pass this test you must connect your website with at least one major social network. To do that, you must insert into your page some social networks plugins: [Facebook Like Button](#), [Facebook Share Button](#), [Facebook Comments](#), [Twitter Button](#), [Google +1 Button](#), [Pinterest Button](#) or [AddThis Widget](#)

HTML Page Size Test	<p>✓ Congratulations! The size of your web page's HTML is 7.47 Kb and is under the average web page's HTML size of 33 Kb.</p> <p>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 page is successfully compressed using gzip compression on your code.</p> <p>Your HTML is compressed from 28.71 Kb to 7.47 Kb (74 % size savings). This helps ensure a faster loading web page and improved user experience.</p>
Site Loading Speed Test	<p>✓ Your site loading time is around 1.91 seconds and this is under the average loading speed which is 5 seconds.</p>
Page Objects	<p>✗ Your page has more than 20 http requests, which can slow down page loading. You can try reducing http requests through various methods such as using text instead of images, using css sprites, using data URIs instead of images, or combining several external files together into one.</p> <hr/> <p>HTML Pages: 3; CSS Files: 4; Scripts: 8; Images: 25; Flash Files: 0;</p>
Page Cache Test (Server Side Caching)	<p>✗ It does not appear that you are caching your pages. Cached pages serve up static html and avoid potentially time consuming queries to your database. It also helps lower server load by up to 80%. Caching most visibly benefits high traffic pages that access a database, but whose content does not change on every page view. Common caching methods include Alternative PHP Cache, Quickcache, and jpcache. Caching mechanisms also typically compress HTML, further reducing page size and load time.</p>
HOW TO FIX PAGE CACHE TEST (SERVER SIDE CACHING)	
<p>In order to pass this test you are advised to use a caching mechanism for your pages. There are three methods which can be used to caching your web pages:</p> <ol style="list-style-type: none"> 1. Alternative PHP caching - Alternative PHP Cache (APC) is an open source framework which caches data using intermediate PHP code. Most web programmers who are familiar with the PHP programming language can easily set up Alternative PHP Cache for your site. 2. Quickcache - Quickcache is a lightweight page caching solution which was formerly known as jpcache. Quickcache caches the page output rather than compiling the PHP page, making it a superior version of page caching to the Alternative PHP caching. Quickcache can be quickly downloaded from their website and can reduce your page load time up to 80%. 3. WP Super Cache - If you have a Wordpress website, WP Super Cache can be installed within seconds and without no programming knowledge. 	
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>

Image Expires Tag Test

- ✖ Your site is not using expires headers for your images. An expires tag can help speed up the serving of your webpages for users that regularly visit your site and see the same images. Learn more about [how to add expires headers to your images](#).

HOW TO FIX IMAGE EXPIRES TAG TEST

In order to reduce the number of HTTP requests, you can use the HTTP Expires header to set an expiration time for your images or any other content type. You can add the following lines into your `.htaccess` file:

```
<IfModule mod_expires.c>
    ExpiresActive on

    ExpiresByType image/jpg "access plus 1 month"
    ExpiresByType image/jpeg "access plus 1 month"
    ExpiresByType image/gif "access plus 1 month"
    ExpiresByType image/png "access plus 1 month"
</IfModule>
```

JS Minification Test

- ✓ Congratulations! Your website's JavaScript files are minified!

CSS Minification Test

- ⚠ Some of your website's CSS files are not minified!

→ <http://www.goldenhomeservices.com/style.css>
→ <http://www.goldenhomeservices.com/slider/themes/6/js-image-slider.css>
→ <http://fonts.googleapis.com/css?family=M...aweed+Script|Alegreya|Oxygen:400,700,300>

HOW TO FIX CSS MINIFICATION TEST

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

- ✖ It appears that your site contains nested tables. Nested tables can be slow to render in some browsers. Consider using a [CSS layout](#) to reduce both HTML size and page loading time.

HOW TO FIX NESTED TABLES TEST

In order to pass this test you must use a CSS layout for your page. You will have many advantages if you'll use CSS instead of HTML tables for formating your content: accessibility, bandwidth savings, maintainability.

Frameset Test

- ✓ Congratulations! Your webpage does not use frames.

Doctype Test

- ✓ Congratulations! Your website has a doctype declaration:

→ `<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">`

URL Redirects Checker

- ✓ Congratulations! Your URL doesn't have any redirects (which could potentially cause site indexation issues and site loading delays).

URL Canonicalization Test	<p>✖ http://www.goldenhomeservices.com and http://goldenhomeservices.com/ should resolve to the same URL, but currently do not.</p> <h3 style="color: red; font-weight: bold;">HOW TO FIX URL CANONICALIZATION TEST</h3> <p>In order to pass this test you must consider using a 301 re-write rule in your <code>.htaccess</code> file so that both addresses (http://example.com and http://www.example.com) resolve to the same URL.</p> <ul style="list-style-type: none"> - If you want to redirect http://www.example.com to http://example.com, you can use this: <pre style="background-color: #f0f0f0; border: 1px solid #ccc; padding: 5px;">RewriteCond %{HTTP_HOST} ^www\.example\.com\$ RewriteRule ^/?\$ "http\:\/\/example\.com\/" [R=301,L]</pre> <ul style="list-style-type: none"> - If you want to redirect http://example.com to http://www.example.com, you can use this: <pre style="background-color: #f0f0f0; border: 1px solid #ccc; padding: 5px;">RewriteCond %{HTTP_HOST} !^www.example.com\$ [NC] RewriteRule ^(.*)\$ http://www.example.com/\$1 [L,R=301]</pre> <p>Note that you must put the above lines somewhere after RewriteEngine On line.</p>
HTTPS Test	<p>✖ Your website is not using https, a secure communication protocol. Even for sites that do not collect sensitive customer information, search engines suggest that switching to https is an increasingly good idea and may help improve rankings. Note: if your site relies primarily on adsense income, be aware that using https may be detrimental to ad earnings.</p> <h3 style="color: red; font-weight: bold;">HOW TO FIX HTTPS TEST</h3> <p>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. HERE is a "step by step" guide to purchase and install an SSL certificate.</p>
Safe Browsing Test	<p>✓ This site is not currently listed as suspicious (no malware or phishing activity found).</p>

Server Signature Test

- ✖ Your server signature is on. Turning off your server signature is generally a good idea from a security standpoint. Read more on how to [turn off server signature](#) and [improve your website's security](#).

→ Server: Microsoft-IIS/7.5

HOW TO FIX SERVER SIGNATURE TEST

By default, the Apache webserver sends HTTP headers with some information about your server version, operating system, modules installed, etc. These informations can be used by hackers in order to exploit vulnerabilities (specially if you are running an older version). These information can be hidden or changed with very basic configurations.

Open Apache's configuration file (**httpd.conf** or **apache.conf**) and search for **ServerSignature**. If you find it, edit it to:

```
ServerSignature Off  
ServerTokens Prod
```

If you don't find it, just add these two lines at the end of the file.

Note that, after you modify the configuration file, you must restart the Apache server.

Directory Browsing Test

- ✓ Congratulations! Your server has disabled directory browsing.

Libwww-perl Access Test

- ✖ Your server appears to allow access from User-agent Libwww-perl. Botnet scripts that automatically look for vulnerabilities in your software are sometimes identified as User-Agent libwww-perl. By blocking access from libwww-perl you can eliminate many simpler attacks. Read more on [blocking Libwww-perl access](#) and [improving your website's security](#).

HOW TO FIX LIBWWW-PERL ACCESS TEST

In order to pass this test you must block the libwww-perl user-agent in your **.htaccess** file.

If your site is running on apache server, you could put these lines in your **.htaccess** after **RewriteEngine on** line:

```
RewriteCond %{HTTP_USER_AGENT} libwww-perl.*  
RewriteRule * ? [F,L]
```

Plaintext Emails Test

- ✖ We found 1 email addresses in your page code. We advise you [to protect email links](#) in a way that hides them from the spam harvesters.

HOW TO FIX PLAINTEXT EMAILS TEST

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. Other solutions are listed below:

- replace the at (@) and dot (.) characters
- replace text with images
- use email obfuscators
- hide email addresses using JavaScript or CSS trick

Media Query Responsive Test

- ✖ Your website is not using media queries. You should consider using this technique in order to implement responsive design functionalities.

HOW TO FIX MEDIA QUERY RESPONSIVE TEST

Media queries allow you to style elements for specific devices (smartphones, tablets, desktop computers) by using attributes like width, height, resolution, aspect ratio, orientation or color. By using media queries, presentations can be tailored to a specific range of output devices without changing the content itself.

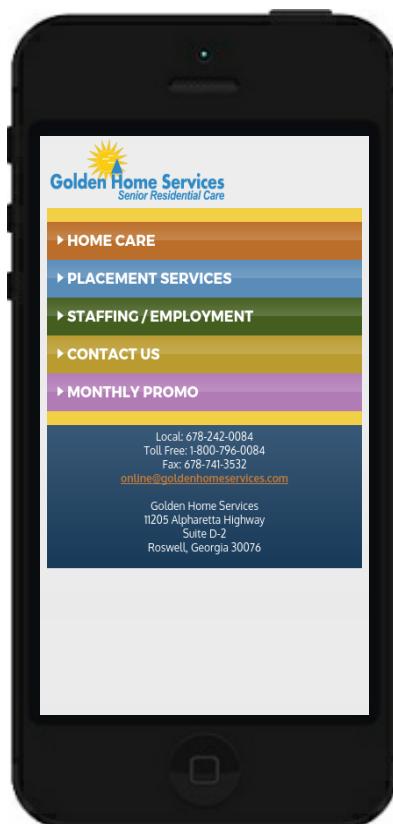
Example:

```
<link rel="stylesheet" media="screen and (min-width: 480px) and (max-width: 960px)" href="480-960.css" />

<!-- OR -->
@media screen and (min-width: 480px) and (max-width: 960px) {
    #header {
        display: none;
    }
}
```

An **@media** rule specifies the target media types of a set of statements. In the example above, we are specifying the media type **screen**. The **max-width** and **min-width** features are telling the browser that at any screen size larger than 480px, but smaller than 960px, hide any elements with **id="header"**.

Mobile Snapshot



Microdata Schema 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 MICRODATA SCHEMA TEST

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>
```

Noindex Checker

- ✓ Your webpage does not use the noindex meta tag. This means that your webpage will be read and indexed by search engines.

Canonical Tag Checker

- ✓ Your page does not use the canonical link tag.

Nofollow Checker

- ✓ Your webpage does not use thenofollow meta tag. This means that search engines will crawl all links from your webpage.

Disallow Directive Checker

- ✓ 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: /golden
- Disallow: /staff
- Disallow: /videos
- Disallow: /images
- Disallow: /Logs
- Disallow: /Scripts
- Disallow: /docs
- Disallow: /testread
- Disallow: /home/reading.html
- Disallow: /temp
- Disallow: calendar.php

SPF records checker

- ✖ Your DNS server is not using an SPF record. SPF (Sender Policy Framework) allows administrators to specify which hosts are allowed to send mail from a given domain by creating a specific SPF record or TXT record in the Domain Name System (DNS). You can find more information about SPF records [here](#).

HOW TO FIX SPF RECORDS CHECKER

An **SPF record** is a type of **Domain Name Service (DNS)** record that allows email systems to check if the sender of a message comes from a legitimate source and refuse an email if the source is not legitimate. Adding an SPF record is as easy as adding CNAME, MX or A records in your DNS zone. You can find more information [here](#).

Before creating the SPF record for your domain, it is important to have access at your domain's DNS zone and to know what mail servers your domain is likely to use and plan how you want any non-authorised email to be handled.

Example:

Let's say that you are planning to send emails using Google Apps and you also want to ensure that no other mail servers are authorised. You can use an SPF record like this:

```
v=spf1 include:_spf.google.com -all
```

"**v=spf1**" - This sets the SPF version

"**include:_spf.google.com**" - This includes Google mail servers in your list of authorized sending servers

"**-all**" - This means that any server not previously listed is not authorized

If you are using your own VPS to send email and not any other service like Mandrill, Google Apps, etc. then you can create an SPF record like this:

```
v=spf1 mx -all
```

Note:

Setting an SPF record for your domain can help in reducing the chances of a spammer using your domain name in unsolicited emails. Research carefully what mail servers your domain is likely to use and plan how you want any non-authorised email to be handled.