SEO Report for **http://ez-cover.com**

65 / 100	**32 / 50**	**16 / 50**	**2 / 50**
SEO SCORE	PASSED CHECKS	FAILED CHECKS	WARNINGS

COMMON SEO ISSUES

Meta Title	✔	The meta title of your page has a length of 45 characters. Most search engines will truncate meta titles to 70 characters.
	→	EZ-Cover – The Quick and Easy car Cover

Meta Description ❌ The meta description tag is missing from your page. You should include this tag in order to provide a brief description of your page which can be used by search engines. Well-written and inviting meta descriptions may also help click-through rates to your site in search engine results.

HOW TO FIX META DESCRIPTION
In order to pass this test you must include a meta-description tag in your page header (**<head>** section):

```
<head>
 <meta name="description" content="type_your_description_here">
</head>
```

Note that in HTML the **<meta>** tag has no end tag but in XHTML this tag must be properly closed. Meta description can have any length but a good practice is to keep this under 160 characters (search engines generally truncate snippets longer than this value).

Google Search Results Preview ⓘ

[EZ-Cover – The Quick and Easy car Cover](http://ez-cover.com/)
http://ez-cover.com/

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.

→ cover - 20 times
→ easy - 8 times
→ best - 6 times
→ great - 5 times
→ automatic - 5 times

Keyword Usage	ⓘ Your most common keywords are not appearing in one or more of the meta-tags above. Your primary keywords should appear in your meta-tags to help identify the topic of your webpage to search engines.
	✔ Keyword(s) included in Title tag
	✖ Keyword(s) not included in Meta-Description tag
	HOW TO FIX KEYWORD USAGE
	First of all, you must make sure that your page is using the title and meta-description tags. Second, you must adjust these tags content in order to include some of the primary keywords displayed above.
Keywords Cloud	ⓘ angeles,california australia automatic barb base beautiful best button chance charge clean come company container copyright cover crap customer danny days definitely dents dirty easy england ezcover fabric facebook fast florida friend gail good google great happy heat help husband interior it's i'm just karen living london love lovein machine madison manual measure messy miami need online ontario operate peters pinchuk polyester product protected purchasing push putting real really received recommend reserved rights rolls salt sammy sarasota saved scratches service shows snow strong summer susan sydney taffeta taking testimonial testimonials thank took toronto trunk twitter video wash washing winter works york
Related Keywords	ⓘ This URL is currently ranked in the top 20 organic Google listings for the search terms below:
	→ ez cover
	→ easy car cover
	→ custom made car covers australia
	→ ez covers
	→ quick car cover
Competitor Domains	ⓘ Some of the most relevant competitors for your domain are listed below:
	→ ezcovers.com
	→ amazon.com
	→ facebook.com
	→ amazon.com
	→ americanpoolsafety.com
<h1> Headings Status	✔ Your page contains H1 headings. Their contents are listed below:
	→ Welcome to EZ-Cover the world's best automatic car cover
	→ Testimonials
<h2> Headings Status	✔ Your page contains H2 headings. Their contents are listed below:
	→ SAVE $500 Every Year
Robots.txt Test	✔ Congratulations! Your site uses a "robots.txt" file: http://ez-cover.com/robots.txt

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
<?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 12 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 **3** 'img' tags and **2** 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 **<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 **18** 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	❌	Your site either doesn't have a favicon or this has not been referenced correctly.
		HOW TO FIX FAVICON TEST To add a favicon to your site, you need to have your logo created in a 16x16 PNG, GIF or ICO image and uploaded to your web server. Then it's simply a matter of adding the following code into the header of your HTML code for your web pages: `<head> <link rel="icon" type="image/x-icon" href="url_to_my_favicon" /> <title>My Title</title> </head>` In the example above the "url_to_my_favicon" refers to the actual location of your favicon file.

Backlinks Checker	ⓘ We didn't find any backlinks for your domain! Quality backlinks from websites relevant to your topic/niche are critical for strong search engine rankings.
JS Error Checker	❌ We found one JavaScript error on your web page!
	→ XMLHttpRequest cannot load https://googleads.g.doubleclick.net/pagead/id. No 'Access-Control-Allow-Origin' header is present on the requested resource. Origin 'https://www.youtube-nocookie.com' is therefore not allowed access. Source file: https://www.youtube-nocookie.com/embed/ZCGes0apbNE?wmode=opaque at line: 0, column: 0
	HOW TO FIX JS ERROR CHECKER
	If your site has JavaScript errors it might not work properly, which can lead to improper or incomplete loading of content. It's hard to advise how to fix JavaScript errors since there are many different types, but here are some tips:
	- First of all, you have to locate the source of errors;
	- If you are using JS plugins or other third party code, you must carefully read the documentation;
	- Syntax errors (a typo or missing character) are easy to fix;
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

SPEED OPTIMIZATIONS	
HTML Page Size Test	✔ Congratulations! The size of your web page's HTML is 9.26 Kb and is under the average web page'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 page is successfully compressed using **gzip compression** on your code. Your HTML is compressed from **40.11 Kb** to **9.26 Kb** (**77 % size savings**). This helps ensure a faster loading web page and improved user experience.
Site Loading Speed Test	✔ Your site loading time is around **3.76 seconds** and this is under the average loading speed which is **5 seconds**.
Page Objects	❌ 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.
	HTML Pages: 3; CSS Files: 21; Scripts: 39; Images: 10; Flash Files: 0;

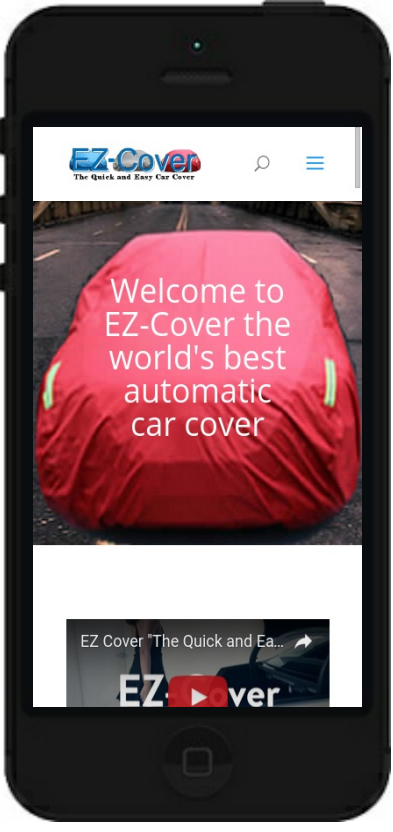|	

Page Cache Test (Server Side Caching)	❌ 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.
	
	HOW TO FIX PAGE CACHE TEST (SERVER SIDE CACHING)
	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:
	
	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	✔ 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.

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:
	
	<pre><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></pre>

JS Minification Test	⚠️ Some of your website's JavaScript files are not minified!
	→ http://ez-cover.com/wp-content/plugins/p...ommerce-cart-page/js/script.js?ver=4.7.5
	→ http://ez-cover.com/wp-content/plugins/u...imate-reviews/js/ewd-urp-js.js?ver=4.7.5
	→ http://ez-cover.com/wp-content/themes/Di...nd-builder-global-functions.js?ver=2.5.9
	→ http://ez-cover.com/wp-content/themes/Divi/js/custom.js?ver=2.5.9
	→ http://ez-cover.com/wp-content/themes/Di...lder/scripts/jquery.fitvids.js?ver=2.5.9
	→ http://ez-cover.com/wp-content/themes/Di...ts/frontend-builder-scripts.js?ver=2.5.9
	→ http://ez-cover.com/wp-content/plugins/c...ets/js/chimpy-lite-frontend.js?ver=1.0.3
	→ http://ez-cover.com/wp-content/plugins/c...s/js/jquery.maskedinput.min.js?ver=1.3.1
	HOW TO FIX JS MINIFICATION TEST
	In order to pass this test you must minify all of your external JavaScript files. For this task you can use an online JS minifier like YUI Compressor, Closure Compiler or JSMin.
CSS Minification Test	⚠️ Some of your website's CSS files are not minified!
	→ http://ez-cover.com/wp-content/plugins/u...reviews/css/ewd-urp-styles.css?ver=4.7.5
	→ http://ez-cover.com/wp-content/plugins/u...iews/css/ewd-urp-jquery-ui.css?ver=4.7.5
	→ http://fonts.googleapis.com/css?family=O...0,300,600,700,800&subset=latin,latin-ext
	→ http://ez-cover.com/wp-content/themes/di...i-child-theme-master/style.css?ver=2.5.9
	→ http://ez-cover.com/wp-content/themes/Di...el/shortcodes/css/shortcodes.css?ver=3.0
	→ http://ez-cover.com/wp-content/themes/Di...es/css/shortcodes_responsive.css?ver=3.0
	→ http://ez-cover.com/wp-content/themes/Di...lder/styles/magnific_popup.css?ver=2.5.9
	→ http://ez-cover.com/wp-content/plugins/W.../assets/css/bundles-style.css?ver=4.14.3
	→ http://ez-cover.com/wp-content/plugins/c.../assets/css/style-frontend.css?ver=1.0.3
	→ http://ez-cover.com/wp-content/plugins/c...assets/forms/css/sky-forms.css?ver=1.0.3
	→ http://ez-cover.com/wp-content/plugins/c...ss/sky-forms-color-schemes.css?ver=1.0.3
	→ http://ez-cover.com/wp-content/themes/Divi/style.css
	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	✔️ 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 Checker	✔️ 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	✔️ http://ez-cover.com and http://www.ez-cover.com/ resolve to the same URL.

IP Canonicalization Test	❌ Your site's IP 107.180.25.0 does not redirect to your site's domain name. This may cause duplicate content problems if a search engine indexes your site under both its IP and domain name.
	HOW TO FIX IP CANONICALIZATION TEST
	Please note that fixing any IP canonicalization issues requires a dedicated IP address (which may be more difficult to obtain on a shared hosting plan). While IP canonicalization issues in themselves are likely benign in the scheme of search engine rankings, investing in a dedicated IP can be beneficial for other ranking reasons well, such as site security (avoiding being labelled as a malware website by association with other malicious websites who might share your IP) and when implementing SSL (older browsers mostly on Windows XP may require a unique IP to work properly).
	In order to pass this test you must consider using a 301 re-write rule in your **.htaccess** file so that your site's IP points to your domain name. If your site is running on apache server, you could put these lines in your **.htaccess** after **RewriteEngine on** line:
	``` RewriteCond %{HTTP_HOST} ^XXX\.XXX\.XXX\.XXX RewriteRule (.*) http://www.yourdomain.com/$1 [R=301,L] ```
	Note that you must properly format the first line using your IP (replace X characters with proper digits from your IP) and the second line using your domain name.
HTTPS Test	❌ 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.
	HOW TO FIX HTTPS TEST
	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.
Safe Browsing Test	✔ This site is not currently listed as suspicious (no malware or phishing activity found).
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: Apache/2.4.25
	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	✅	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		

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.com</a>
</div>
```

Noindex Tag 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 is using the canonical link tag. This tag specifies that the URL: http://ez-cover.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 rel="canonical" href="http://ez-cover.com/" />`

Nofollow Tag Checker	✔	Your webpage does not use the nofollow 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: /wp-admin/