

# advancedaestheticsandskinbar.com

Overview

Report generated on 2023-08-14 at 10:59:11 (UTC +00:00).

80

100

Advanced Aesthetics + Skin Bar

<https://advancedaestheticsandskinbar.com/>

▲ 2 high issues

6.1%

■ 3 medium issues

9.1%

● 5 low issues

15.2%

✓ 23 tests passed

69.7%

🕒 0.16 seconds

📄 14.28 kB

👤 14 resources

🔒 Secure

SEO

✓ Title

The title tag is perfect.

Advanced Aesthetics + Skin Bar

The title tag is the HTML element that specifies the title of the webpage. The title tag is displayed at the top of your browser, in the search results, as well as in the bookmarks bar.

Learn more

Google ↗

▲ Meta description

The meta description tag is missing or empty.

The meta description is an HTML tag that provides a short and accurate summary of the webpage. The meta description is used by search engines to identify a webpage's topic and provide relevant search results.

Learn more

Google ↗

▲ Headings

The h1 tag is the same with the title tag.

h1

1

The h tags represents the headings of the webpage. The h1 tag is the most important h tag, and describes the main topic of the page, while the rest of the tags describe the sub-topics of the webpage.

Learn more

Mozilla ↗

✓ Content keywords

The content has relevant keywords.

advanced

aesthetics

skin

bar

The webpage's content should contain relevant keywords that can also be found in the title of the webpage.

✓ Image keywords

All images have alt attributes set.

The alt attribute specifies an alternate text for an image, if the image cannot be displayed. The alt attribute is also useful for search engines to identify the subject of the image, and helps screen readers describe the image.

Learn more

Google ↗

✓ SEO friendly URL

The URL is SEO friendly.

<https://advancedaestheticsandskinbar.com/>

The SEO friendly URLs are URLs that contain relevant keywords with the webpage's topic, and contain no special characters besides slashes and dashes.

Learn more

Google

✓ 404 page

The website has 404 error pages.

<https://advancedaestheticsandskinbar.com/404-aa921df08100790cc6ac8aabcc3c51bd>

The 404 webpage status inform the users and the search engines that a page is missing.

Learn more

Bing

✓ Robots.txt

The webpage can be accessed by search engines.

A robots.txt file inform the search engines which links from the website can be accessed.

Learn more

Bing

Google

✓ Noindex

The webpage does not have a noindex tag set.

The noindex tag instruct the search engines to not index the webpage.

Learn more

Bing

Google

✓ In-page links

The number of links on the webpage is okay.

Internals	19
Externals	7

The in-page links should be kept at a minimum, to avoid issues with search engines not being able to crawl additional links from the webpage.

✓ Language

The webpage has the language declared.

en-US

The lang attribute declares the webpage's language, helping search engines identify the language in which the content is written, and browsers to offer translation suggestions.

Learn more

Mozilla

✓ Favicon

The webpage has a favicon.

<https://images.squarespace-cdn.com/content/v1/58641286579fb3e0e887ebdd/1508523526384-VY28XBFTBSWTX8KXKD15/favicon.ico?format=100w>

The favicon is the icon that is being displayed in the browser's tab, when the webpage is being bookmarked, and sometimes even in search engine results.

Learn more

Google

Performance

✓ Text compression

The HTML file is compressed.

The HTML filesize is 14.28 kB.

The text compression helps speeding up the webpage's load by compressing the HTML's content.

Learn more

Gzip

Brotli

Google

✓ Load time

The webpage loaded in 0.16 seconds.

The load time indicates the HTML's total load time, and does not include the external resources, such as images, scripts, or other resources.

✓ Page size

The size of the HTML webpage is 14.28 kB.

The page size indicates the HTML's total size, and does not include the external resources, such as images, scripts, or other resources.

✓ HTTP requests

There are fewer than 14 HTTP requests on the webpage.

JavaScripts	11
CSS	1
Images	2

The HTTP requests represents the number of external resources present on the webpage.

Image format

i

There are 5 images that are not using the AVIF, WebP format.

Images	5
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The images format represents the images that are not served in a next-generation file format. Images served in a next-generation format improve the webpage's load performance.

Learn more

Google ↗

JavaScript defer

i

There are 1 javascript resources without the defer attribute.

JavaScripts	1
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The defer attribute allows the browser to download the scripts in parallel and execute them after the webpage has been parsed, improving the webpage's load performance.

Learn more

Google ↗

DOM size

i

The DOM size is optimal.

The HTML file has 285 DOM nodes.

The DOM size indicates the number of nodes the HTML webpage has.

Learn more

Google ↗

Security

HTTPS encryption

i

The webpage uses HTTPS encryption.

The HTTPS encryption helps protecting the user's security and privacy.

Learn more

Google ↗

Mixed content

i

There are no mixed content resources on the webpage.

The mixed content is the content that is loaded over the HTTP connection while the webpage itself was loaded over HTTPS connection.

Learn more

Mozilla ↗

Google ↗

Server signature

i

The webpage has a public server signature.

Squarespace

The server signature is the public identity of a web server which contains information that could be used to exploit known vulnerabilities.

Learn more

nginx ↗

Apache ↗

Unsafe cross-origin links

i

The webpage has 5 unsafe cross-origin links.

Links	5
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The unsafe cross-origin links indicates the external links that open in a new tab which can expose your website to performance and security issues.

Learn more

Google ↗

Plaintext email

i

The webpage contains plaintext emails.

Emails	1
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Email addresses posted in public are likely to be fetched by crawlers and then collected in lists used for spam.

Miscellaneous

✓

Structured data

The webpage has structured data.

Open Graph	7
Twitter	4
Schema.org	6

The structured data tags help the search engines better understand the content of the webpage, and allows them to create rich snippets in search results.

Learn more

[Twitter ↗](#)[Schema.org ↗](#)[Open Graph ↗](#)[Bing ↗](#)[Google ↗](#)

✓

Meta viewport

The webpage has a meta viewport tag set.

`initial-scale=1`

The meta viewport tag instruct the browsers how to render the viewport of the webpage.

Learn more

[Mozilla ↗](#)[Google ↗](#)

✓

Character set

The webpage has a charset value set.

`utf-8`

The meta charset tag specifies the character encoding, helping the browsers to better render the characters and symbols on the webpage.

Learn more

[Mozilla ↗](#)

✓

Sitemap

The website has sitemaps.

Sitemaps	1
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Sitemaps inform search engines about pages available for crawling on the website.

Learn more

[Bing ↗](#)[Google ↗](#)

✓

Social

The webpage has 4 social links.

Instagram	2
Facebook	2

Social media presence is becoming increasingly important as a ranking factor for search engines to validate a website's trustworthiness and authority.

●

Content length

There are less than 500 words on the webpage.

The webpage has 225 words.

The content length represents the number of words found on the webpage. The webpage should contain a decent amount of words.

Learn more

[Google ↗](#)

●

Text to HTML ratio

The text to HTML ratio is under 10%.

The text to HTML ratio is 2%.

The text to HTML ratio represents the percentage of actual text compared to the percentage of HTML code on the webpage.

●

Inline CSS

The webpage contains inline CSS code.

Attributes	30
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The style attribute contains CSS style rules that are applied to the element. Inline CSS code unnecessarily increases the webpage's size, and can be moved in an external CSS file.

Learn more

[Mozilla](#) ↗

✔ Deprecated HTML



There are no deprecated HTML tags on the webpage.

The deprecated tags represents the tags that are not supported HTML5 standard anymore, and could cause the webpage to be rendered incorrectly.

Learn more

[W3C](#) ↗