

SEO Report for

<https://www.terraillon.com/en/neocook-jam-keep-calm-red>

70 / 100
SEO SCORE

33 / 48
PASSED CHECKS

14 / 48
FAILED CHECKS

1 / 48
WARNINGS

COMMON SEO ISSUES

Meta Title Test

✓ The meta title of your page has a length of 38 characters. Most search engines will truncate meta titles to 70 characters.

→ Neocook Jam Keep calm Red | Terraillon

Meta Description Test

✓ The meta description of your page has a length of 41 characters. Most search engines will truncate meta descriptions to 160 characters.

→ Making homemade jam has never been easier

Google Search Results Preview Test

ⓘ [Neocook Jam Keep calm Red | Terraillon](https://www.terraillon.com/en/neocook-jam-keep-calm-red)
<https://www.terraillon.com/en/neocook-jam-keep-calm-red>
Making homemade jam has never been easier

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.

→ scale - 30 times
→ function - 16 times
→ kitchen - 15 times
→ smart - 9 times
→ sleep - 8 times

Keywords Usage Test	 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) not included in Title tag → Keyword(s) not included in Meta-Description tag HOW TO FIX 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 Test	 activate allows article auto automatically baby basic bathroom blood body bowl calm capacity cart center changed child coach composition connected content conversion cook couleurs dimensions displayed easier easy electronic electrostimulation expect features follow food form fruit function functions health help homemade innovative kitchen liquid macaron main making mechanical medical michalak monitor multi neocook offers panier pastry patented pause pediatric perfect performances play precision preparing press pressure product products quantity ratio realization required scale scales screen search shows skip sleep smart solution start steps stock sugar supplies tare technical terrailon thermometer timer turn unique utensils wait weigh weighing weight wellness wireless
Heading Tags Test	 Congratulations! Your webpage contains headings tags. H1 headings → Neocook Jam Keep calm Red H2 headings → MON PANIER → Search form → Discover our collection
Robots.txt Test	 Congratulations! Your site uses a "robots.txt" file: https://www.terraillon.com/robots.txt

Sitemap Test

- ✖ Your website 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

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>
```

SEO Friendly URL Test

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

Image Alt Test	 Your webpage is using "img" tags with empty or missing "alt" attribute. HOW TO FIX 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: <pre></pre> 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 inline CSS styles! HOW TO FIX 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: <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>
Deprecated HTML Tags Test	 Congratulations! Your page does not use HTML deprecated tags.
Google Analytics Test	 Congratulations! Your webpage is using Google Analytics.

Favicon Test	✗ Your site either doesn't have a favicon or this has not been referenced correctly. HOW TO FIX 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: <pre><head> <link rel="icon" type="image/x-icon" href="url_to_my_favicon" /> <title>My Title</title> </head></pre> In the example above the "url_to_my_favicon" refers to the actual location of your favicon file.
JS Error Test	✓ Congratulations! There are no severe JavaScript errors on your webpage.
Social Media Test	✓ Congratulations! Your website is connected successfully with social media using: Facebook

SPEED OPTIMIZATIONS

HTML Page Size Test	✓ Congratulations! The size of your webpage's HTML is 10.37 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.
HTML Compression/GZIP Test	✓ Congratulations! Your webpage is successfully compressed using gzip compression on your code. Your HTML is compressed from 56.09 Kb to 10.37 Kb (82% size savings). This helps ensure a faster loading webpage and improved user experience.
Site Loading Speed Test	✗ Your website loading time is around 5.06 seconds and is over the average loading speed which is 5 seconds. HOW TO FIX In order to resolve this problem you are advised to: • Minimize HTTP requests • Use Gzip compression • Use HTTP caching • Move all CSS style rules into a single, external and minified CSS file • Minify all JS files and, if possible, try combining them into a single external JS file • Include external CSS files before external JS files • Place your JS scripts at the bottom of your page • Optimize images • Reduce redirects • Reduce the number of plug-ins
Page Objects Test	✗ Your page uses more than 20 http requests, which can slow down page loading and negatively impact user experience. HTML Pages: 3; CSS Files: 17; Scripts: 38; Images: 35; Flash Files: 0;

Page Cache Test (Server Side Caching)	✔ Congratulations, you have a caching mechanism on your website. Caching helps speed page loading times as well as reduces server load.
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.
CDN Usage Test	❗ Your webpage is not serving all resources (images, javascript and css) from CDNs. HOW TO FIX 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: • Improving website loading times • Reducing bandwidth costs • Increasing content availability and redundancy • Improving website security
Image Caching Test	❌ Your website is not using cache headers for your images. Setting cache headers 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 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>
JavaScript Caching Test	❌ Your website is not using cache headers for your JavaScript resources. Setting cache headers can help speed up the serving of your webpages for users that regularly visit your site. HOW TO FIX In order to reduce the number of HTTP requests, you can use the HTTP Expires header to set an expiration time for your JavaScript resources or any other content type. You can add the following lines into your .htaccess file: <pre><IfModule mod_expires.c> ExpiresActive on ExpiresByType text/javascript "access plus 1 month" ExpiresByType application/javascript "access plus 1 month" </IfModule></pre>

CSS Caching Test	✖ Your website is not using cache headers for your CSS resources. Setting cache headers can help speed up the serving of your webpages for users that regularly visit your site. HOW TO FIX In order to reduce the number of HTTP requests, you can use the HTTP Expires header to set an expiration time for your CSS resources or any other content type. You can add the following lines into your .htaccess file: <pre><IfModule mod_expires.c> ExpiresActive on ExpiresByType text/css "access plus 1 month" </IfModule></pre>
JavaScript Minification Test	✖ Some of your website's JavaScript files are not minified! HOW TO FIX 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 JSCompress, Closure Compiler or JSMIn.
CSS Minification Test	✖ Some of your webpage's CSS resources are not minified. HOW TO FIX 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: → <code><!DOCTYPE html PUBLIC "-//W3C//DTD XHTML+RDFa 1.0//EN" "http://www.w3.org/MarkUp/DTD/xhtml-rdfa-1.dtd"></code>
URL Redirects Test	✔ 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	✔ https://www.terraillon.com/en/neocook-jam-keep-calm-red and https://terraillon.com/en/neocook-jam-keep-calm-red resolve to the same URL.
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HTTPS Test	✓ Your website is successfully using HTTPS, a secure communication protocol over the Internet. → Security state: secure → Certificate issuer: GlobalSign Domain Validation CA - SHA256 - G2 → Valid until: Sep 29, 2020
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.
Mobile Snapshot Test	

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: /en/neocook-jam-keep-calm-red should be the preferred version of this page. The canonical tag can be useful when there are similar versions of the same content on several URLs (e.g., such as e-commerce sites where URL modifiers like sort parameters are appended to a product page's URL). 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. → <code><link href="/en/neocook-jam-keep-calm-red" rel="canonical"/></code> HOW TO FIX The Canonical Link Tag can be used when there are several pages with similar content and you want to tell the search engines which page you prefer to use in the search results. If your webpage does not have duplicate content and it has the preferred URL you must remove the canonical link tag.
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: /includes/
- Disallow: /misc/
- Disallow: /modules/
- Disallow: /profiles/
- Disallow: /scripts/
- Disallow: /themes/
- Disallow: /subs/
- Disallow: /changelog.txt
- Disallow: /cron.php
- Disallow: /install.mysql.txt
- Disallow: /install.pgsql.txt
- Disallow: /install.sqlite.txt
- Disallow: /install.php
- Disallow: /install.txt
- Disallow: /license.txt
- Disallow: /maintainers.txt
- Disallow: /update.php
- Disallow: /upgrade.txt
- Disallow: /xmlrpc.php
- Disallow: /admin/
- Disallow: /comment/reply/
- Disallow: /filter/tips/
- Disallow: /node/add/
- Disallow: /search/
- Disallow: /user/register/
- Disallow: /user/password/
- Disallow: /user/login/
- Disallow: /user/logout/
- Disallow: /?q=admin/
- Disallow: /?q=comment/reply/
- Disallow: /?q=filter/tips/
- Disallow: /?q=node/add/
- Disallow: /?q=search/
- Disallow: /?q=user/password/
- Disallow: /?q=user/register/
- Disallow: /?q=user/login/
- Disallow: /?q=user/logout/
- Disallow: /it/*
- Disallow: /zh-hans/*
- Disallow: /nl/*
- Disallow: /taxonomy/*
- Disallow: *?destination=*
- Disallow: *?color=*
- Disallow: *?style=*
- Disallow: *?characteristic=*

SPF Records Test

- ✖ 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

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-authorized 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 authorized. 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-authorized email to be handled.