

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

77 / 100
SEO SCORE

34 / 49
PASSED CHECKS

12 / 49
FAILED CHECKS

3 / 49
WARNINGS

COMMON SEO ISSUES

Meta Title	<p>✓ The meta title of your page has a length of 71 characters. Most search engines will truncate meta titles to 70 characters.</p> <hr/> <p>→ Oohwala - Gems, Beads, Rhinestones, Jewelry Making Tools & Supplies</p>
Meta Description	<p>✓ The meta description of your page has a length of 164 characters. Most search engines will truncate meta descriptions to 160 characters.</p> <hr/> <p>→ South East Asia's oldest and and most trusted distributors of Swarovski products we have a large selection of beads and jewelry making supplies. C. Rashiwala Br</p>
Google Search Results Preview	<p>ⓘ Oohwala - Gems, Beads, Rhinestones, Jewelry Making Tools & https://www.oohwala.com/</p> <p>South East Asia's oldest and and most trusted distributors of Swarovski products we have a large selection of beads and jewelry making supplies. C. Rashiwala Br</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>→ colours - 12 times → stones - 9 times → flat - 9 times → options - 8 times → crystal - 8 times</p>

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) not 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

- ⓘ accessories application applied aquamarine arab available backs bags beads becharmed bermuda black blog blue brand buttons carrier cart catalogue chart classical colours contact copyright crystal cuts date decoration design devices diamond different directly durable easily effects electronic elements facilitates fancy finest fingernails flat foiled frames glued history home hotfix ideal ironing jewelry large lasting latest login long makes materials multitude newsletter offered oohwala options pavé pearls pencils pendants pens picture pointed popular possible precast precious products quantity range rashiwala register reserved.designed rhinestones roartheme select settings shapes shopping singapore sizes sizing stay stones street subscribe trend unfoiled versatile watches wide zircon

<h1> Headings Status

- ✘ 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.

HOW TO FIX <H1> HEADINGS STATUS

In order to pass this test you must identify the most important topics from your page and insert those topics between `<h1>...</h1>` tags.







Example:

```
<h1>Important topic goes here</h1>
```




```
...
```

```
<h1>Another topic</h1>
```





<h2> Headings Status	<p>✔ Your page contains H2 headings. Their contents are listed below:</p> <hr/> <ul style="list-style-type: none">→ Let your spirit soar→ True Elegance & Grace→ No minimum order quantity→ Introducing Oohwala→ Flat Back No Hot Fix Rhinestones→ Fancy Stones & Settings→ Subscribe to the newsletter and stay up to date
Robots.txt Test	<p>✔ Congratulations! Your site uses a "robots.txt" file: https://www.oohwala.com/robots.txt</p>
Sitemap Test	<p>✔ Congratulations! We've found 1 sitemap file for your website:</p> <hr/> <p>→ https://www.oohwala.com/sitemap.xml</p>
Broken Links Test	<p>✔ Congratulations! We analyzed 29 links on this web page, and none of them are broken.</p>
SEO Friendly URL Test	<p>✔ Congratulations! All links from your webpage are SEO friendly.</p>
Image Alt Test	<p>✘ Your webpage has 16 'img' tags and 13 of them are missing the required 'alt' attribute.</p> <hr/> <p>HOW TO FIX IMAGE ALT TEST</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>

Inline CSS Test	<p> Your webpage is using 6 inline CSS styles!</p> <hr/> <p>HOW TO FIX INLINE CSS TEST</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 data-bbox="427 394 1522 705" style="background-color: #f9f9f9; padding: 10px;"> <!--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	<p> Congratulations! Your page does not use HTML deprecated tags.</p>
Google Analytics Test	<p> Congratulations! Your website is using the latest version of Google Analytics.</p>
Favicon Test	<p> Congratulations! Your website appears to have a favicon. 🌈</p>
Backlinks Checker	
JS Error Checker	<p> Congratulations! There are no severe JavaScript errors on your web page.</p>
Social Media Check	<p> Congratulations! Your website is connected successfully with social media using: Facebook;</p>







SPEED OPTIMIZATIONS

HTML Page Size Test	<p> Congratulations! The size of your web page's HTML is 15.15 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 93.32 Kb to 15.15 Kb (84 % 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 3.708 seconds and this is under the average loading speed which is 5 seconds.</p>

<p>Page Objects</p>	<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: 4; CSS Files: 10; Scripts: 21; Images: 25; Flash Files: 0;</p>
<p>Page Cache Test (Server Side Caching)</p>	<p>✔ Congratulations, you have a caching mechanism on your website. Caching helps speed page loading times as well as reduces server load.</p>
<p>Flash Test</p>	<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>
<p>Image Expires Tag Test</p>	<p>✘ 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.</p> <hr/> <p>HOW TO FIX IMAGE EXPIRES TAG TEST</p> <p>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:</p> <pre style="background-color: #f9f9f9; padding: 10px; border: 1px solid #ccc;"><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>
<p>JS Minification Test</p>	<p>⚠ Some of your website's JavaScript files are not minified!</p> <hr/> <p>→ https://cdn.shopify.com/s/files/1/1124/2...sets/kumi.global.js?12551278265697234025</p> <p>→ https://cdn.shopify.com/s/files/1/1124/2...sets/kumi.script.js?12551278265697234025</p> <p>→ https://cdn.shopify.com/s/javascrpts/shopify_stats.js?v=6</p> <hr/> <p>HOW TO FIX JS MINIFICATION TEST</p> <p>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.</p>
<p>CSS Minification Test</p>	<p>⚠ Some of your website's CSS files are not minified!</p> <hr/> <p>→ https://fonts.googleapis.com/css?family=...atin,latin-ext,cyrillic,greek,vietnamese</p> <hr/> <p>HOW TO FIX CSS MINIFICATION TEST</p> <p>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.</p>

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: <hr/> → <!doctype html>
URL Redirects Checker	 Your URL performed one redirect! While redirects are typically not advisable (as they can affect search engine indexing issues and adversely affect site loading time), one redirect may be acceptable, particularly if the URL is redirecting from a non-www version to its www version, or vice-versa. <hr/> → from: https://oohwala.com/ to: https://www.oohwala.com/

SERVER AND SECURITY

URL Canonicalization Test	 https://oohwala.com and https://www.oohwala.com/ resolve to the same URL.
IP Canonicalization Test	 Your site's IP 23.227.38.32 does not redirect to your site's domain name. This could cause duplicate content problems if a search engine indexes your site under both its IP and domain name. <hr/> <p>HOW TO FIX IP CANONICALIZATION TEST</p> <p>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.</p> <p>If your site is running on apache server, you could put these lines in your .htaccess after RewriteEngine on line:</p> <pre style="background-color: #f0f0f0; padding: 10px;">RewriteCond %{HTTP_HOST} ^XXX\.\XXX\.\XXX\.\XXX RewriteRule (.*) http://www.yourdomain.com/\$1 [R=301,L]</pre> <p>Note that you must proper format the first line using your IP (replace X characters with proper digits from your IP) and the second line using your domain name.</p>
HTTPS Test	 Your website is successfully using https, a secure communication protocol over the Internet. Note: if your site relies primarily on ad income, be aware that using https may be detrimental to ad earnings .
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.

Libwww-perl Access Test	<p>✘ 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.</p> <hr/> <p>HOW TO FIX LIBWWW-PERL ACCESS TEST</p> <p>In order to pass this test you must block the libwww-perl user-agent in your .htaccess file.</p> <p>If your site is running on apache server, you could put these lines in your .htaccess after RewriteEngine on line:</p> <pre>RewriteCond %{HTTP_USER_AGENT} libwww-perl.* RewriteRule .* ? [F,L]</pre>
Plaintext Emails Test	<p>✘ 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.</p> <hr/> <p>HOW TO FIX PLAINTEXT EMAILS TEST</p> <p>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:</p> <ul style="list-style-type: none">• replace the at (@) and dot (.) characters• replace text with images• use email obfuscators• hide email addresses using JavaScript or CSS trick

MOBILE USABILITY

Media Query Responsive Test	<p>✔ Congratulations, your website uses media query technique, which is the base for responsive design functionalities.</p>
------------------------------------	---

Mobile Snapshot



ADVANCED SEO

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>
```