

SEO Report for <http://www.iconcannabis.com>

74 / 100
SEO SCORE

35 / 49
PASSED CHECKS

13 / 49
FAILED CHECKS

1 / 49
WARNINGS

COMMON SEO ISSUES

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|--------------------------------------|---|
| Meta Title | <p>✓ The meta title of your page has a length of 13 characters. Most search engines will truncate meta titles to 70 characters.</p> <hr/> <p>→ ICON Cannabis</p> |
| Meta Description | <p>✗ 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.</p> <hr/> <p>HOW TO FIX META DESCRIPTION</p> <p>In order to pass this test you must include a meta-description tag in your page header (<head> section):</p> <pre style="background-color: #f0f0f0; padding: 10px;"><head> <meta name="description" content="type_your_description_here"> </head></pre> <p>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).</p> |
| Google Search Results Preview | <p>ⓘ ICON Cannabis https://www.iconcannabis.com</p> |

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| <p>Most Common Keywords Test</p> | <p>i 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/> <ul style="list-style-type: none"> → years - 2 times → older - 1 times → adult - 1 times → children - 1 times → reach - 1 times |
| <p>Keyword Usage</p> | <p>i 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.</p> <hr/> <ul style="list-style-type: none"> x Keyword(s) not included in Title tag x Keyword(s) not included in Meta-Description tag <hr/> <p>HOW TO FIX KEYWORD USAGE</p> <p>First of all, you must make sure that your page is using the title and meta-description tags.</p> <p>Second, you must adjust these tags content in order to include some of the primary keywords displayed above.</p> |
| <p>Keywords Cloud</p> | <p>i adult children older reach years</p> |
| <p><h1> Headings Status</p> | <p>x 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 identify the most important topics from your page and insert those topics between <code><h1>...</h1></code> tags.</p> <p>Example:</p> <pre style="background-color: #f9f9f9; padding: 10px; border: 1px solid #ccc;"> <h1>Important topic goes here</h1> ... <h1>Another topic</h1></pre> |
| <p><h2> Headings Status</p> | <p>x 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 identify the most important sub-topics from your page and insert those sub-topics between <code><h2>...</h2></code> tags.</p> <p>Example:</p> <pre style="background-color: #f9f9f9; padding: 10px; border: 1px solid #ccc;"> <h2>First sub-topic goes here</h2> ... <h2>Another sub-topic</h2></pre> |

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| Robots.txt Test | <p>✔ Congratulations! Your site uses a "robots.txt" file: https://www.iconcannabis.com/robots.txt</p> |
| Sitemap Test | <p>✔ Congratulations! We've found 2 sitemaps files for your website:</p> <hr/> <p>→ https://www.iconcannabis.com/sitemap.xml → https://www.iconcannabis.com/sitemap.xml.gz</p> |
| Broken Links Test | <p>✔ Congratulations! We have checked 5 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 website doesn't use tags.</p> |
| Inline CSS Test | <p>✘ Your webpage is using 70 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 style="background-color: #f0f0f0; 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> |

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| Google Analytics Test | <p>✘ A Google Analytics script is not detected on this page. While there are several tools available to monitor your site's visitors and traffic sources, Google Analytics is a free, commonly recommended program to help diagnose potential SEO issues.</p> <hr/> <p>HOW TO FIX GOOGLE ANALYTICS TEST</p> <p>In order to pass this test you must create an account on Google Analytics site and insert into your page a small javascript tracking code.</p> <p>Example:</p> <pre><!-- Google Analytics --> <script> (function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r] function(){ (i[r].q=i[r].q []).push(arguments)},i[r].l=1*new Date();a=s.createElement(o), m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m) })(window,document,'script','//www.google-analytics.com/analytics.js','ga'); ga('create', 'UA-XXXX-Y', 'auto'); ga('send', 'pageview'); </script> <!-- End Google Analytics --></pre> <p>Note that you have to change the 'UA-XXXX-Y' with the proper id which you'll find in your analytics account.</p> |
| Favicon Test | <p>✘ Your site either doesn't have a favicon or this has not been referenced correctly.</p> <hr/> <p>HOW TO FIX FAVICON TEST</p> <p>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.</p> <p>Then it's simply a matter of adding the following code into the header of your HTML code for your web pages:</p> <pre><head> <link rel="icon" type="image/x-icon" href="url_to_my_favicon" /> <title>My Title</title> </head></pre> <p>In the example above the "url_to_my_favicon" refers to the actual location of your favicon file.</p> |
| 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: Twitter;</p> |

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| HTML Page Size Test | <p>✘ The size of your web page's HTML is 103.98 Kb, and is over the average web page's HTML size of 33 Kb. This can lead to slower than average load times, lost visitors, and decreased revenue. Good steps to reduce HTML size include: using HTML compression, CSS layouts, external style sheets, and moving javascript to external files.</p> <hr/> <p>HOW TO FIX HTML PAGE SIZE TEST</p> <p>In order to resolve this problem you are advised to:</p> <ul style="list-style-type: none">• use gzip compression• 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• use CSS layouts |
| HTML Compression/GZIP Test | <p>✔ Congratulations! Your page is successfully compressed using gzip compression on your code. Your HTML is compressed from 766.12 Kb to 103.98 Kb (86 % 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 1.35 seconds and this is under the average loading speed which is 5 seconds.</p> |
| Page Objects | <p>✔ Congratulations, your page has fewer than 20 http requests. A higher number of http requests results in a user's browser needing to request a large number of objects from your server, which will ultimately slow down the loading of your web page.</p> <hr/> <p>HTML Pages: 1; CSS Files: 0; Scripts: 10; Images: 5; Flash Files: 0;</p> |
| Page Cache Test (Server Side Caching) | <p>✔ Congratulations, you have a caching mechanism on your website. Caching helps speed page loading times as well as reduces server load.</p> |
| 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 | <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><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> |

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| JS Minification Test |  Congratulations! Your website's JavaScript files are minified! |
| CSS Minification Test |  Congratulations! Your website's CSS files are minified! |
| 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/> → <code><!DOCTYPE html></code> |
| 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: http://www.iconcannabis.com/ to: https://www.iconcannabis.com/ |

SERVER AND SECURITY

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| URL Canonicalization Test |  https://www.iconcannabis.com and https://iconcannabis.com resolve to the same URL. |
| 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. |
| Plaintext Emails Test |  Congratulations! Your webpage does not include email addresses in plaintext. |

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 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: /api/
- Disallow: /bo/
- Disallow: /editor.jsp
- Disallow: /noflashhtml
- Disallow: /siteBackHtml
- Disallow: /wix/
- Disallow: /wixpress/
- Disallow: /wixdemo/
- Disallow: /wix-editor/
- Disallow: /editor2.jsp
- Disallow: /flash/
- Disallow: /flash-templates/
- Disallow: /jobs/seo/
- Disallow: /website-template/view/flash/
- Disallow: /facebook-template/
- Disallow: /facebook/templates/
- Disallow: /website/templates/flash/
- Disallow: /favicon.ico

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-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.