

SEO Report for <http://kavianlanka.com/fz/ss>

60 / 100
SEO SCORE

30 / 50
PASSED CHECKS

16 / 50
FAILED CHECKS

4 / 50
WARNINGS

COMMON SEO ISSUES

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> <p>→ Silver Screen</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> <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 (<code><head></code> section):</p> <div style="background-color: #f0f0f0; padding: 10px; border: 1px solid #ccc; border-radius: 5px;"><pre><head> <meta name="description" content="type_your_description_here"> </head></pre></div> <p>Note that in HTML the <code><meta></code> tag has no end tag but in XHTML this tag must be properly closed.</p> <p>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> ⓘ Silver Screen http://kavianlanka.com/fz/ss/</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> <p>→ best - 12 times → services - 12 times → video - 11 times → read - 11 times → silver - 7 times</p>

Keyword Usage	<p>ⓘ 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/> <p>✓ Keyword(s) included in Title tag ✗ Keyword(s) not included in Meta-Description tag</p> <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>
Keywords Cloud	<p>ⓘ achieve antha attract awards base best blog broadcast bukit camera central conceptualization conceptualize contact contributing coordination corporate creative dance date deepavali demographics details entertainment established events execute executing facilities fanaticzine growing high hire home host increase infortainment infotainment international intro inventive live marketing maximum media merah music nominations objective organization perspective plan post preview produce producing product production productions profile programs provide providing public rayil read reputable reserved rights Screen season seasoned seek series service SERVICES silver singapore singtel Sheham soundari star strategist strategy success successfully target television thiru.valluvan trailer udaya unipro variety video viewership voice website work works yaar</p>
<h1> Headings Status	<p>! Your page contains many H1 tags. H1 tags should re-inforce the intended topic of your page to search engines - too many tags may make the topic less clear, or look like spam tactics. Consider using less than 5 H1 tags. The current H1 tags are listed below:</p> <hr/> <ul style="list-style-type: none"> → Silver Screen International → award-winning entertainment → Entertainment that inspires → About us → Awards & Nominations → OUR WORKS → In Our Blog.. → Silver Screen
<h2> Headings Status	<p>✓ Your page contains H2 headings. Their contents are listed below:</p> <hr/> <ul style="list-style-type: none"> → ABOUT US → services

Robots.txt Test

✖ Your site lacks a "robots.txt" file. This file can protect private content from appearing online, save bandwidth, and lower load time on your server. A missing "robots.txt" file also generates additional errors in your apache log whenever robots request one. Read more about the [robots.txt file](#), and how to create one for your site.

HOW TO FIX ROBOTS.TXT TEST

In order to pass this test you must create and properly install a **robots.txt** file. For this, you can use any program that produces a text file or you can use an online tool (Google Webmaster Tools has this feature).

Remember to use all lower case for the filename: **robots.txt**, not **ROBOTS.TXT**.

A simple **robots.txt** file looks like this:

```
User-agent: *
Disallow: /cgi-bin/
Disallow: /images/
Disallow: /pages/thankyou.html
```

This would block all search engine robots from visiting "cgi-bin" and "images" directories and the page "http://www.yoursite.com/pages/thankyou.html"

TIPS:

- You need a separate **Disallow** line for every URL prefix you want to exclude
- You may not have blank lines in a record because they are used to delimit multiple records
- Notice that before the **Disallow** command, you have the command: **User-agent: ***. The **User-agent:** part specifies which robot you want to block. Major known crawlers are: Googlebot (Google), Googlebot-Image (Google Image Search), Baiduspider (Baidu), Bingbot (Bing)
- One important thing to know if you are creating your own **robots.txt** file is that although the wildcard (*) is used in the **User-agent** line (meaning "any robot"), it is not allowed in the **Disallow** line.
- Regular expressions are not supported in either the **User-agent** or **Disallow** lines

Once you have your **robots.txt** file, you can upload it in the top-level directory of your web server. After that, make sure you set the permissions on the file so that visitors (like search engines) can read it.

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 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 28 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 24 'img' tags and all of them contain the required 'alt' attribute.
Inline CSS Test	 Your webpage is using 5 inline CSS styles! <h3>HOW TO FIX INLINE CSS TEST</h3> <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> <!--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	 Congratulations! Your page does not use HTML deprecated tags.
Google Analytics Test	 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. <h3>HOW TO FIX GOOGLE ANALYTICS TEST</h3> <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	 Congratulations! Your website appears to have a favicon. 
JS Error Checker	 Congratulations! There are no severe JavaScript errors on your web page.

SPEED OPTIMIZATIONS

HTML Page Size Test

✗ The size of your web page's HTML is 134.43 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.

HOW TO FIX HTML PAGE SIZE TEST

In order to resolve this problem you are advised to:

- 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

✗ Your page do not use any HTML compression!
You should [compress your HTML](#) to reduce your page size and page loading times - this will help your site retain visitors and increase page views. If you were using compression, you could be compressing your HTML size by **90 %** - from **134.43 Kb** to **13.40 Kb** which would further reduce your page loading time.

HOW TO FIX HTML COMPRESSION/GZIP TEST

Your two options for file compression are **Deflate** and **GZIP**.

- Deflate is an option which comes automatically with the Apache server and which is simple to set up.
- GZIP on the other hand needs to be installed and requires a bit more work to install. However, GZIP does achieve a higher compression rate and therefore might be a better choice if your website uses pages which have a lot of images or large file sizes.

Setting up file compression for your website will depend on which type of server you're using for your website. Most likely, you'll be using Apache, which means you can enable compression by adding a few deflate codes to your **.htaccess** file.

```
# compress text, html, javascript, css, xml:  
AddOutputFilterByType DEFLATE text/plain  
AddOutputFilterByType DEFLATE text/html  
AddOutputFilterByType DEFLATE text/xml  
AddOutputFilterByType DEFLATE text/css  
AddOutputFilterByType DEFLATE application/xml  
AddOutputFilterByType DEFLATE application/xhtml+xml  
AddOutputFilterByType DEFLATE application/rss+xml  
AddOutputFilterByType DEFLATE application/javascript  
AddOutputFilterByType DEFLATE application/x-javascript
```

For more advanced information regarding deflate you can check this Apache [documentation](#).

Site Loading Speed Test

✖ Your site loading time is around **5.166 seconds** and is over the average loading speed which is **5 seconds**.

HOW TO FIX SITE LOADING SPEED TEST

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

✖ 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: 2; CSS Files: 24; Scripts: 24; Images: 38; 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.

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:

```
<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>
```

JS Minification Test

! Some of your website's JavaScript files are not minified!

- <http://kavianlanka.com/fz/ss/js/plugins/... ocommerce-add-to-cart9d08.js?ver=4.12.1>
- <http://kavianlanka.com/fz/ss/js/plugins/... howcase/devices/new/devices68b3.js?ver=1>
- <http://kavianlanka.com/fz/ss/js/plugins/appay-showcase/js/main68b3.js?ver=1>
- <http://kavianlanka.com/fz/ss/js/plugins/... default/js/editor5fc6.js?ver=2.5.10-6063>
- <http://kavianlanka.com/fz/ss/js/leaf1c9b.js?ver=4.6.1>

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://kavianlanka.com/fz/ss/js/plugins/... -carousel/owl.carousel1c9b.css?ver=4.6.1>
- <http://kavianlanka.com/fz/ss/js/plugins/... owl-carousel/owl.theme1c9b.css?ver=4.6.1>
- <http://kavianlanka.com/fz/ss/js/plugins/appay-showcase/style1c9b.css?ver=4.6.1>
- <http://kavianlanka.com/fz/ss/js/plugins/... e/devices/assets/style1c9b.css?ver=4.6.1>
- <http://kavianlanka.com/fz/ss/js/plugins/... ault/css/bbpress5fc6.css?ver=2.5.10-6063>
- <http://kavianlanka.com/fz/ss/js/plugins/... p-pagenavi/pagenavi-css44fd.css?ver=2.70>
- <http://fonts.googleapis.com/css?family=Montserrat%7CRusso+One&ver=1.0.0>
- <http://kavianlanka.com/fz/ss/js/plugins/colorbox/colorbox1c9b.css?ver=4.6.1>
- <http://kavianlanka.com/fz/ss/css/style1c9b.css?ver=4.6.1>
- <http://kavianlanka.com/fz/ss/css/leaf-bbpress1c9b.css?ver=4.6.1>
- <http://kavianlanka.com/fz/ss/js/plugins/... n/vendor/jquery/ui.themed7b7.css?ver=4.3>
- <http://kavianlanka.com/fz/ss/css/site.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>

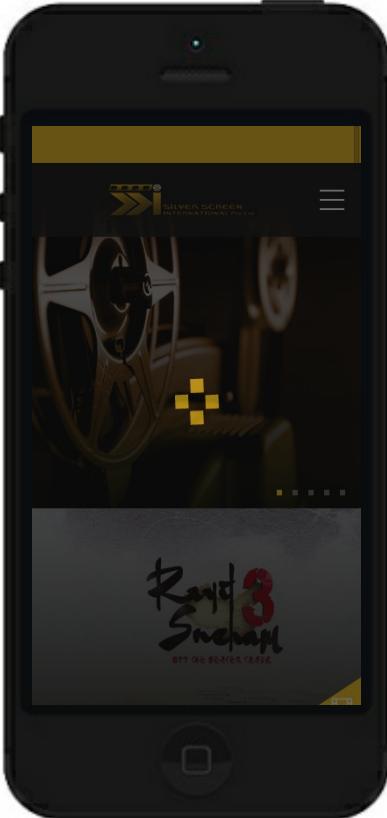
URL Redirects Checker

! 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.

→ from: <http://kavianlanka.com/fz/ss> to: <http://kavianlanka.com/fz/ss>

URL Canonicalization Test	<p>✖ http://kavianlanka.com/fz/ss and http://www.kavianlanka.com/fz/ss should resolve to the same URL, but currently do not.</p> <p>HOW TO FIX URL CANONICALIZATION TEST</p> <p>In order to pass this test you must consider using a 301 re-write rule in your <code>.htaccess</code> file so that both addresses (http://example.com and http://www.example.com) resolve to the same URL.</p> <ul style="list-style-type: none"> - If you want to redirect http://www.example.com to http://example.com, you can use this: <pre>RewriteCond %{HTTP_HOST} ^www\.example\.com\$ RewriteRule ^/?\$ "http\:\/\/example\.com\/" [R=301,L]</pre> <ul style="list-style-type: none"> - If you want to redirect http://example.com to http://www.example.com, you can use this: <pre>RewriteCond %{HTTP_HOST} !^www.example.com\$ [NC] RewriteRule ^(.*)\$ http://www.example.com/\$1 [L,R=301]</pre> <p>Note that you must put the above lines somewhere after RewriteEngine On line.</p>
HTTPS Test	<p>✖ 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.</p> <p>HOW TO FIX HTTPS TEST</p> <p>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.</p>
Safe Browsing Test	<p>✓ This site is not currently listed as suspicious (no malware or phishing activity found).</p>
Server Signature Test	<p>✓ Congratulations, your server signature is off.</p>
Directory Browsing Test	<p>✓ Congratulations! Your server has disabled directory browsing.</p>
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> <p>HOW TO FIX LIBWWW-PERL ACCESS TEST</p>
Plaintext Emails Test	<p>✓ Congratulations! Your webpage does not include email addresses in plaintext.</p>

MOBILE USABILITY

Media Query Responsive Test	✓ Congratulations, your website uses media query technique, which is the base for responsive design functionalities.
Mobile Snapshot	

ADVANCED SEO

Microdata Schema Test	✓ Congratulations! Your website is using HTML Microdata specifications in order to markup structured data. → Type: → Properties: 0: [object Object] 1: [object Object] 2: [object Object]
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	✗ We've found 2 canonical link tags. When more than one is specified, all canonical tags will be ignored! → <link rel="canonical" href="http://kavianlanka.com/fz/ss//index.php" /> → <link rel="canonical" href="http://kavianlanka.com/fz/ss/index.html" /> HOW TO FIX CANONICAL TAG CHECKER
Nofollow Tag Checker	✓ Your webpage does not use thenofollow meta tag. This means that search engines will crawl all links from your webpage.

Disallow Directive Checker	<p>✓ Your site lacks a "robots.txt" file. This file can protect private content from appearing online, save bandwidth, and lower load on your server. A missing "robots.txt" file also generates additional errors in your apache log whenever robots request one.</p>
SPF records checker	<p>✗ 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.</p> <hr/> <p>HOW TO FIX SPF RECORDS CHECKER</p>