

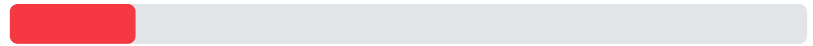


<https://www.colasrail.co.uk/>

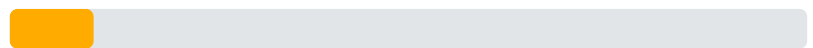
Report generated on Mar 14, 2024



9 Failed



6 Warnings



42 Passed



Common SEO issues

2 Failed

2 Warnings

14 Passed

✔ Meta Title Test

This webpage is using a title tag.

Text: Home | Colas Rail UK

Length: 20 characters

⚠ Meta Description Test

This webpage is using a meta description tag with a length of 132 characters. We recommend using well-written and inviting meta descriptions with a length between 150 and 220 characters (spaces included).

Text: Colas Rail delivers expert design, engineering, project management, construction and maintenance solutions across the rail industry.

Length: 132 characters



✔ Social Media Meta Tags Test

This webpage is using social media meta tags.

Open Graph Meta Tags

og:locale	en_GB
og:type	website
og:title	Home Colas Rail UK
og:description	Colas Rail delivers expert design, engineering, project management, construction and maintenance solutions across the rail industry.
og:url	https://colasrail.co.uk/
og:site_name	Colas Rail UK
og:image	https://colasrail.co.uk/wp-content/uploads/2021/01/Colas-Home-Share.jpg
og:image:width	1200
og:image:height	854
og:image:type	image/jpeg

Twitter Card Meta Tags

twitter:card	summary_large_image
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⊙ 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.

21	rail	10	colas	8	safety	8	team	6	solutions
----	------	----	-------	---	--------	---	------	---	-----------



✔ Keywords Usage Test

The most common keywords of this webpage are distributed well across the important HTML tags. This helps search engines to properly identify the topic of this webpage.

Keyword	Title tag	Meta description	Headings
rail	✔	✔	✔
colas	✔	✔	✔
safety	✘	✘	✔
team	✘	✘	✘
solutions	✘	✔	✘

○ Keywords Cloud Test



○ Competitor Domains Test

This domain has an Authority Score of 29/100 while the Average Authority Score of top 100 sites is 89.5. Some of the most relevant competitors for this domain are listed below:



! Heading Tags Test

This webpage contains too 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.

H1 tags

SAFETY IS OUR NUMBER ONE PRIORITY

AWARD-WINNING RAILWAY SPECIALISTS

LEADING PROVIDERS OF RAILWAY INFRASTRUCTURE SERVICES

Our Vision

Our Alliances

Our Partners

H2 tags

Latest News

COLAS RAIL UK

✓ Robots.txt Test

Congratulations! Your site uses a "robots.txt" file.

<https://colasrail.co.uk/robots.txt>

✓ Sitemap Test

This website has a sitemap file.

https://colasrail.co.uk/sitemap_index.xml



✘ Image Alt Test

This webpage is using "img" tags with empty or missing "alt" attribute!

How to pass this test?

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:

```

```

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](#).

✔ Responsive Image Test

All images in this webpage are properly sized for different users' viewports.

✔ Image Aspect Ratio Test

All image display dimensions match the natural aspect ratio.

✘ Inline CSS Test

This webpage is using inline CSS styles!

How to pass this test?

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:

```
<!--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}
```



✓ Favicon Test

👉 This website appears to have a favicon.

✓ JS Error Test

There are no severe JavaScript errors on this webpage.

✓ Charset Declaration Test

This webpage has a character encoding declaration.

```
Content-Type: text/html; charset=UTF-8
```

✓ Social Media Test

This webpage is connected successfully with social media using:

[Facebook](#) [Twitter](#)

Speed optimizations

3 Failed

3 Warnings

11 Passed

✓ HTML Page Size Test

The size of this webpage's HTML is 9.83 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.

✓ DOM Size Test

The Document Object Model (DOM) of this webpage has 423 nodes which is less than the recommended value of 1,500 nodes.

✓ HTML Compression/GZIP Test

This webpage is successfully compressed using gzip compression on your code. The HTML code is compressed from 44.27 Kb to 9.83 Kb (78% size savings). This helps ensure a faster loading webpage and improved user experience.



✘ Site Loading Speed Test

The loading time of this webpage (measured from N. Virginia, US) is around 5.3 seconds and is greater than the average loading speed which is 5 seconds!

How to pass this 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

✔ JS Execution Time Test

The JavaScript code used by this webpage is executed in less than 2 seconds.

✔ Page Cache Test (Server Side Caching)

This webpage is using a caching mechanism. [Caching](#) helps speed page loading times as well as reduces server load.

✔ Flash Test

This webpage 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

This webpage is not serving all resources (images, javascript and css) from CDNs!

How to pass this test?

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 Metadata Test

This webpage is using images with large metadata (**more than 16% of the image size**)! Stripping out unnecessary metadata tags can improve not only the loading time but also the security and privacy of a webpage.

How to pass this test?

In order to pass this test, you have to remove the unnecessary image metadata (additional information which is stored along with the image). There are literally hundreds of metadata tags, but most of them (like camera model and settings, exposure, creation date, etc) are useless to site visitors and isn't required by browsers to render images. However, a few metadata tags can still be useful and may help Search Engine bots to better understand your images:

- **GPS tags** - These define where the image was taken providing location information that might help with local SEO. If you have a location-based business, tag your image with the GPS coordinates of your premises.
- **Author/Owner Name** - Add your brand name (or your own name) here because it may influence the image being shown when someone searches your brand in Google Images.
- **Image Description** - Just like an ALT description, the image description metadata tag can provide information pertaining to what the content of the image is about.

✔ Image Caching Test

This website is using cache headers for images and the browsers will display these images from the cache.

✔ JavaScript Caching Test

This webpage is using cache headers for all JavaScript resources.

✔ JavaScript Minification Test

All JavaScript files used by this webpage are minified.



✘ Render Blocking Resources Test

This webpage is using render blocking resources! Eliminating render-blocking resources can help this webpage to load significantly faster and will improve the website experience for your visitors.

How to pass this test?

In order to pass this test, you have to reduce the impact of render-blocking resources.

First, you have to identify what's critical and what's not. You can use the [Chrome DevTools \(Coverage tab\)](#) to identify non-critical CSS and JS.

Once you've identified critical code, you can try the below methods to eliminate render-blocking resources:

- inline critical JS within a script tag in your HTML document
- inline critical CSS required for the first paint inside a style block in the head of the HTML document
- move the script and link tags at the end of the HTML document
- add async or defer attributes to non-critical script or link tags
- split CSS styles into different files, organized by media query
- compress and minify your text-based resources

✔ Doctype Test

This webpage has a doctype declaration.

```
<!DOCTYPE html>
```

⚠ URL Redirects Test

This URL performed 1 redirects! 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.

<https://www.colasrail.co.uk/> → <https://colasrail.co.uk/>



! Largest Contentful Paint Test

The Largest Contentful Paint duration of this webpage is 2.69 seconds. To provide a good user experience, [Google recommends](#) that sites should strive to have Largest Contentful Paint of 2.5 seconds or less.

Largest Contentful Paint element within the viewport:

Text: AWARD-WINNING RAILWAY SPECIALISTS We deliver expert design, engineering, project...

Html: `<div class="banner_slide slick-slide slick-current slick-acti..." style="background-image: url("https://colasrail.co.uk/wp-..." data-slick-index="0" aria-hidden="false" tabindex="0">`

How to pass this test?

The reason Google chose LCP as a relevant SEO metric is that it directly influences user experience. The loading of the biggest element on a page determines how quickly the user will be able to view its contents and interact with it. For most websites, you can improve the Largest Contentful Paint by sticking to a few guiding principles:

- Try to reduce the server response time.
- Eliminate as many render-blocking resources (CSS and JavaScript) as possible.
- Optimize the loading times for resources on the webpage.

✓ Cumulative Layout Shift Test

The CLS score of this webpage is 0.0189. To provide a good user experience, [Google recommends](#) that sites should strive to have a CLS score of 0.1 or less.

DOM element which contributes the most to CLS score:

Text: ABOUT US WHAT WE DO SAFETY SUSTAINABILITY CAREERS NEWS CONTACT US

Html: `<div class="collapse navbar-collapse justify-content-end" id="navbarNav">`

Score: 0.0187



✔ SSL Checker and HTTPS Test

This website is successfully using HTTPS, a secure communication protocol over the Internet.

- ✔ The certificate is not used before the activation date.
- ✔ The certificate has not expired.
- ✔ The hostname "colasrail.co.uk" is correctly listed in the certificate.
- ✔ The certificate should be trusted by all major web browsers.
- ✔ The certificate was not revoked.
- ✔ The certificate was signed with a secure hash.

Certificate Chain:

Server certificate

Common Name	www.colasrail.co.uk
Subject Alternative Names (SANs)	www.colasrail.co.uk, colasrail.co.uk
Not Valid Before	Tue, January 2nd 2024, 12:00:00 am (UTC)
Not Valid After	Sat, February 1st 2025, 11:59:59 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	Sectigo RSA Domain Validation Secure Server CA

Intermediate certificate

Common Name	Sectigo RSA Domain Validation Secure Server CA
Organization	Sectigo Limited
Location	Salford, Greater Manchester, GB
Not Valid Before	Fri, November 2nd 2018, 12:00:00 am (UTC)
Not Valid After	Tue, December 31st 2030, 11:59:59 pm (UTC)
Signature Algorithm	sha384WithRsaEncryption
Issuer	USERTrust RSA Certification Authority

Root certificate



Common Name	USERTrust RSA Certification Authority
Organization	The USERTRUST Network
Location	Jersey City, New Jersey, US
Not Valid Before	Mon, February 1st 2010, 12:00:00 am (UTC)
Not Valid After	Mon, January 18th 2038, 11:59:59 pm (UTC)
Signature Algorithm	sha384WithRsaEncryption
Issuer	USERTrust RSA Certification Authority

✔ Mixed Content Test (HTTP over HTTPS)

This webpage does not use mixed content - both the initial HTML and all other resources are loaded over HTTPS.

✘ HTTP2 Test

This webpage is not using the HTTP/2 protocol!

✔ Safe Browsing Test

This website is not currently listed as suspicious (no malware or phishing activity found).

✔ Server Signature Test

The server signature is off for this webpage.

✔ Directory Browsing Test

Directory browsing is disabled for this website.



✘ Plaintext Emails Test

We've found 2 email addresses in your page code! We advise you [to protect email links](#) in a way that hides them from the spam harvesters.

How to pass this test?

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:

- replace the at (@) and dot (.) characters
- replace text with images
- use email obfuscators
- hide email addresses using JavaScript or CSS trick

✘ Unsafe Cross-Origin Links Test

This webpage is using `target="_blank"` links without `rel="noopener"` or `rel="noreferrer"` attribute, which can expose it to performance and security issues!

How to pass this test?

In order to pass this test, you have to update each link identified in this report, by adding a `rel="noopener"` or a `rel="noreferrer"` attribute or both:

```
<a href="https://example.com" target="_blank" rel="noopener noreferrer">
  Click here
</a>
```

- `rel="noopener"` prevents the new page from being able to access the `window.opener` property and ensures it runs in a separate process.
- `rel="noreferrer"` has the same effect but also prevents the **Referer header** from being sent to the new page.

Mobile usability

0 Failed

0 Warnings

3 Passed

✔ Meta Viewport Test

This webpage is using a viewport meta tag.

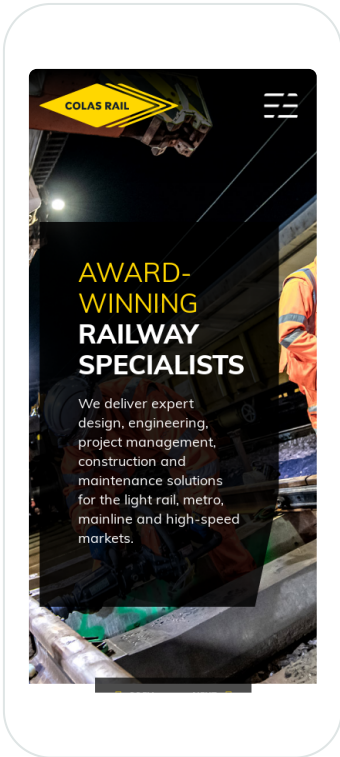
```
<meta name="viewport" content="width=device-width, initial-scale=1, maximum-scale=1, user-scalable=0" />
```



✔ Media Query Responsive Test

This webpage is using CSS media queries, which is the base for responsive design functionalities.

⊙ Mobile Snapshot Test



Advanced SEO

0 Failed

1 Warnings

9 Passed

✔ Structured Data Test

This webpage is using structured data.

✔ Custom 404 Error Page Test

This website is using a custom 404 error page. We recommend to have a custom 404 error page in order to improve the website's user experience by letting users know that only a specific page is missing/broken (and not the entire site), providing them helpful links, the opportunity to report bugs, and potentially [track the source of broken links](#).



✔ Noindex Tag Test

This webpage does not use the noindex meta tag. This means that it can be indexed by search engines.

✔ Canonical Tag Test

This webpage is using the canonical link tag. This tag specifies that the URL: <https://colasrail.co.uk/> is preferred to be used in search results. 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.

```
<link href="https://colasrail.co.uk/" rel="canonical"/>
```

⊙ Nofollow Tag Test

This webpage does not use the nofollow meta tag. This means that search engines will crawl all links from this webpage.

⊙ Disallow Directive Test

Your robots.txt file includes a disallow command which instructs search engines to avoid certain parts of your website! You are advised to confirm if access to these resources or pages are intended to be blocked (e.g., if they contain internal-only content or sensitive information).

✔ Meta Refresh Test

This webpage is not using a meta refresh tag.

✔ SPF Records Test

This DNS server is using an SPF record.

```
v=spf1 -all
```

⚠ Ads.txt Validation Test

This website doesn't use an ads.txt file! Ads.txt is a text file that contains a list of Authorized Digital Sellers. The purpose of ads.txt files is to give advertisers and advertising networks the ability to verify who is allowed to sell advertising on your website.