

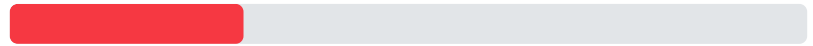


https://www.londoncarhire.com

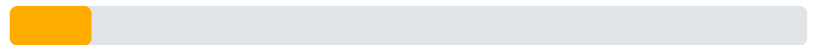
Report generated on Mar 08, 2024



20 Failed



7 Warnings



41 Passed



Common SEO issues

8 Failed

3 Warnings

14 Passed

! Meta Title Test

This webpage is using a title tag with a length of 92 characters. While there's no target number of characters, titles should be descriptive and concise. We recommend using a title with a length between 20 - 60 characters in order to fit Google Search results that have a 600-pixel limit.

Text: Civilised Car Hire London: Specialist in Media & Production Hire Vehicles Civilised Car Hire
Length: 92 characters

! Meta Description Test

This webpage is using a meta description tag with a length of 312 characters. We recommend using well-written and inviting meta descriptions with a length between 150 and 220 characters (spaces included).

Text: Civilised have supplied Specialist Vehicle Hire services to the Media & Production industry for over 25 years. Spltter Vans, Media & Production Vehicles, Short & Long Term Hire, Chauffeur Services, Super Car Hire, Driver Services, Secure Vehicle Storage. Europe-wide delivery. Call Civilised today 0207 738 7788
Length: 312 characters



Google Search Results Preview Test

Desktop version

<https://londoncarhire.com/>

Civilised Car Hire London: Specialist in Media & Production...

Civilised have supplied Specialist Vehicle Hire services to the Media & Production industry for over 25 years. Spllitter Vans, Media & Production Vehicles, Short & Long...

Mobile version

<https://londoncarhire.com/>

**Civilised Car Hire London:
Specialist in Media & Productio...**

Civilised have supplied Specialist Vehicle Hire services to the Media & Production industry for over 25 years. Spllitter Vans, Media &...



✔ Social Media Meta Tags Test

This webpage is using social media meta tags.

Open Graph Meta Tags

og:locale	en_US
og:type	website
og:title	Civilised Car Hire London: Specialist in Media & Production Hire Vehicles
og:description	Civilised have supplied Specialist Vehicle Hire services to the Media & Production industry for over 25 years. Splliter Vans, Media & Production Vehicles, Short & Long Term Hire, Chauffeur Services, Super Car Hire, Driver Services, Secure Vehicle Storage. Europe-wide delivery. Call Civilised today 0207 738 7788
og:url	https://londoncarhire.com/
og:site_name	Civilised Car Hire
og:image	http://londoncarhire.com/wp-content/uploads/2014/10/Chris-Finn.jpg

Twitter Card Meta Tags

twitter:card	summary
twitter:description	Civilised have supplied Specialist Vehicle Hire services to the Media & Production industry for over 25 years. Splliter Vans, Media & Production Vehicles, Short & Long Term Hire, Chauffeur Services, Super Car Hire, Driver Services, Secure Vehicle Storage. Europe-wide delivery. Call Civilised today 0207 738 7788
twitter:title	Civilised Car Hire London: Specialist in Media & Production Hire Vehicles
twitter:site	@civilisedcars
twitter:image	http://londoncarhire.com/wp-content/uploads/2014/10/Chris-Finn.jpg
twitter:creator	@civilisedcars

⊙ 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.

27 services 21 hire 19 vehicles 12 civilised 11 vehicle



✔ 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
services	✗	✔	✔
hire	✔	✔	✔
vehicles	✔	✔	✔
civilised	✔	✔	✔
vehicle	✔	✔	✔

○ Keywords Cloud Test





⦿ Related Keywords Test

This URL is currently ranked in the top 20 organic Google listings for the search terms below:

- [monthly car rental london](#)
- [long term car rental london](#)
- [splitter tour bus](#)
- [limo hire london](#)
- [limo hire in london](#)
- [splitter van](#)
- [limousine hire london](#)
- [limo rental london](#)
- [sports car hire london](#)
- [splitter van](#)

⦿ Competitor Domains Test

This domain has an Authority Score of **9/100** 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 H2 tags! H2 tags should re-inforce the related content of your page to search engines - too many tags may make the topic less clear, or look like spam tactics. Consider using less than 10 H2 tags.

H1 tags

Our Services

H2 tags

THE ALL-NEW 2022 RANGE ROVER HSE D350 IS AVAILABLE TO HIRE FROM CIVILISED RIGHT NOW... CALL OR EMAIL US!

We at Civilised are closely monitoring the Coronavirus (COVID-19) situation...

.....

Welcome to Civilised Car Hire London

Range Rover HSE D350 MY22

Toyota Yaris GR 2 x Cancelled Orders

Mercedes EQV 300 Sport Premium Plus

All-New VW Golf Mk 8

Stay-cation by Civilised

Mercedes Benz Pro-Monaco 9

Mercedes G63 AMG MY 2019

Driver Services

Take me home

Private Car Collection Services

Action Vehicles

VIP Services

Long Term Car / Van Hire

Wedding Car Hire

Secure Car Storage



Close Protection Officers

PCO Vehicles

✔ Robots.txt Test

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

<https://londoncarhire.com/robots.txt>



✖ Sitemap Test

This 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 pass this 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>
```




✘ SEO Friendly URL Test

This webpage contains URLs that are not SEO friendly!

How to pass this test?

In order for URLs to be SEO friendly, they should be clearly named for what they are and contain no spaces, underscores or other characters. You should avoid the use of parameters when possible, as they make URLs less inviting for users to click or share.

- If your website is new and is not indexed by search engines you can replace underscores with hyphens or redirect those links to URLs that use hyphens. BUT, if your website is ranked well by search engines you do not need to do this (probably you have other ranking factors working very well).

- The general advice remains: build links that contain hyphens rather than underscores and avoid dynamic URLs.

✘ 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

Not all images in this webpage are properly sized! This webpage is serving images that are larger than needed for the size of the user's viewport.

How to pass this test?

This issue can be fixed by using responsive images, which relies on creating multiple versions of each image, that are served via CSS media queries depending on the user's viewport dimensions.

Another solution can be to use vector-based image formats like SVG. SVG images scale appropriately to any size, without wasting unnecessary bandwidth. Also consider image CDNs that can help serve responsive images.

✔ 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}
```

✘ Deprecated HTML Tags Test

We found some HTML deprecated tags! You are advised to change these old tags with equivalent tags or proper CSS rules.

5 center 1 u

How to pass this test?

In order to pass this test you must identify into your code all deprecated HTML tags listed above and replace them with proper tags or CSS rules. Some examples are given below:

- for `<applet>` tag, the equivalent tag is `<object>`
- for `<center>` tag, the alternative CSS property is `text-align`
- for `` tag, the alternative CSS properties are `font-family` and `font-size`
- for `<s>`, `<strike>` and `<u>` tags, the alternative CSS property is `text-decoration`

✔ Google Analytics Test

This webpage is using Google Analytics.

✔ Favicon Test

 This website appears to have a favicon.



⊙ Backlinks Test

This domain has an Authority Score of 9/100 while the **Average Authority Score** of top 100 sites is 89.5. Also, this domain has 1,930 backlinks from 888 referring domains and some recently found backlinks are listed below:

- MAR 8, 2024 <https://www.mercadot.com/vw-transporter-with-seats-k.html>
- MAR 8, 2024 <https://youthclimatecouncil.com/golf-mk-k.html>
- MAR 7, 2024 <http://www.restaurantmarketinghelper.com/vans-for-hire-london-k.html>
- MAR 7, 2024 <https://halalbolag.se/coach-hire-london-k.html>
- MAR 7, 2024 <https://ashtonandcompany.co.uk/splitter-vans-for-hire-k.html>
- MAR 7, 2024 <http://www.matthewstechnologies.com/coach-hire-k.html>
- MAR 7, 2024 <https://hotelriolaleli.com/index.php?buy-220591607.phtml>
- MAR 7, 2024 <http://90-tage-am-see.de/coach-hire-k.html>
- MAR 7, 2024 <http://ip-tv1.com/range-rover-d350-k.html>
- MAR 7, 2024 <https://trustmedbillingsolutions.com/vw-crafter-top-speed-k.html>

✓ JS Error Test

There are no severe JavaScript errors on this webpage.

✗ Console Errors Test

This webpage has some errors caught by the Chrome DevTools Console!

How to pass this test?

In order to pass this test, you have to fix all the warnings and errors reported in Chrome DevTools console. You can also visit Google's documentation for further troubleshooting support:

<https://developer.chrome.com/docs/devtools/issues/>

✓ 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](#) [Google Plus](#) [Twitter](#)



Speed optimizations

9 Failed

3 Warnings

12 Passed

✘ HTML Page Size Test

The size of this webpage's HTML is **80.67 Kb**, and is greater than the average size of **33 Kb**! This can lead to slower loading 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 pass this 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

✔ DOM Size Test

The Document Object Model (DOM) of this webpage has **640 nodes** which is less than the recommended value of **1,500 nodes**.



✘ HTML Compression/GZIP Test

This webpage doesn't use HTML compression! We recommend [to compress the HTML code](#) in order to reduce the page size and page loading times - this will help a website to retain visitors and increase page views. If the HTML compression will be enabled, the HTML size will be decreased by 79% - from 80.67 Kb to 16.71 Kb .

How to pass this 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

The loading time of this webpage (measured from N. Virginia, US) is around **14.09 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 Objects Test

This webpage is using more than 20 http requests, which can slow down page loading and negatively impact user experience!

Content size by content type

Content type	Percent	Size
Image	63.6 %	3.90 Mb
Javascript	27.8 %	1.71 Mb
Css	6.5 %	409.23 Kb
Html	1.4 %	89.11 Kb
Other	0.5 %	30.93 Kb
Font	0.2 %	11.96 Kb
TOTAL	100%	6.13 Mb

Requests by content type

Content type	Percent	Requests
Image	48.4 %	77
Javascript	30.2 %	48
Css	11.9 %	19
Other	6.3 %	10
Html	2.5 %	4
Font	0.6 %	1
TOTAL	100%	159

Content size by domain

Domain	Percent	Size
londoncarhire.com	81.1 %	4.97 Mb
static.zdassets.com	5.7 %	359.71 Kb
f.vimeocdn.com	4.1 %	259.57 Kb



maps.googleapis.com	3.6 %	223.13 Kb
googletagmanager.com	1.4 %	87.16 Kb
i.vimeocdn.com	1.2 %	77.28 Kb
maps.gstatic.com	1.0 %	60.22 Kb
widget.trustpilot.com	0.8 %	50.33 Kb
google-analytics.com	0.3 %	20.97 Kb
gstatic.com	0.2 %	14.23 Kb
Other	0.6 %	36.87 Kb
TOTAL	100%	6.13 Mb

Requests by domain

Domain	Percent	Requests
londoncarhire.com	71.7 %	114
maps.googleapis.com	5.7 %	9
static.zdassets.com	3.8 %	6
widget.trustpilot.com	3.1 %	5
f.vimeocdn.com	1.9 %	3
i.vimeocdn.com	1.9 %	3
fonts.googleapis.com	1.3 %	2
google-analytics.com	1.3 %	2
google.com	1.3 %	2
stats.g.doubleclick.net	1.3 %	2
Other	6.9 %	11
TOTAL	100%	159

✓ 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

✗ Modern Image Format Test

This webpage is not serving images in a modern format! Image formats like [JPEG 2000](#), [JPEG XR](#), and [WebP](#) often provide better compression than PNG or JPEG, which means faster downloads and less data consumption.

How to pass this test?

In order to pass this test, convert all the images listed in this report into a modern image format such as [JPEG 2000](#), [JPEG XR](#) or [WebP](#).

It's important to understand that the modern image formats, like WebP, are not yet widely supported across all devices and browsers. You can find [here](#) a full list of supported browsers and devices for the WebP format.

If your target audience falls within one of the unsupported browser/device categories, you should serve optimized fall-back images in the original JPEG/PNG format so that your users don't see a broken or badly designed page:

```
<!--Before:-->


<!--After:-->
<picture>
  <source type="image/webp" srcset="image.webp">
  
</picture>
```

The browser uses the first listed source that's in a format it supports. If the browser does not support any of the formats listed in the "source" tags, it falls back to loading the image specified by the "img" tag.



❌ 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.

✅ CSS Caching Test

This webpage is using cache headers for all CSS resources.

✅ JavaScript Minification Test

All JavaScript files used by this webpage are minified.

✅ CSS Minification Test

All CSS resources 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

✔ Nested Tables Test

This webpage is not using nested tables. This speeds up page loading time and optimizes the user experience.

✔ Frameset Test

This webpage does not use frames.

✔ 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.londoncarhire.com/> → <https://londoncarhire.com/>



✘ Largest Contentful Paint Test

The Largest Contentful Paint duration of this webpage is 9.63 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:

```

```

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 0.1750. 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: THE ALL-NEW 2022 RANGE ROVER HSE D350 IS AVAILABLE TO HIRE FROM CIVLISED RIGHT N...

Html: `<div class="sixteen columns mt0">`

Score: 0.1140

How to pass this test?

Reducing CLS is crucial as pages that move around can result in a negative user experience (particularly on mobile devices). For most websites, you can avoid all unexpected layout shifts by sticking to a few guiding principles:

- Always include size attributes on your images and video elements, or otherwise reserve the required space with something like CSS aspect ratio boxes. This approach ensures that the browser can allocate the correct amount of space in the document while the image is loading.
- Try and avoid inserting dynamic content (e.g., banners, forms, etc.) above existing content unless in response to user interaction. This ensures any layout shifts that occur are expected.
- Prefer transform animations to animations of properties that trigger layout changes. Animate transitions in a way that provides context and continuity from state to state.



Server and security

1 Failed

0 Warnings

7 Passed

URL Canonicalization Test

<https://londoncarhire.com/> and <https://www.londoncarhire.com/> resolve to the same URL.



✔ 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 "londoncarhire.com" 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	londoncarhire.com
Subject Alternative Names (SANs)	agency.londoncarhire.com, clients.londoncarhire.com, garage.londoncarhire.com, londoncarhire.com, pay2.londoncarhire.com, www.londoncarhire.com
Not Valid Before	Wed, January 17th 2024, 10:52:38 pm (UTC)
Not Valid After	Tue, April 16th 2024, 10:52:37 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	R3

Intermediate certificate	
Common Name	R3
Organization	Let's Encrypt
Location	US
Not Valid Before	Fri, September 4th 2020, 12:00:00 am (UTC)
Not Valid After	Mon, September 15th 2025, 4:00:00 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	ISRG Root X1

Root certificate	
Common Name	ISRG Root X1



Organization	Internet Security Research Group
Location	US
Not Valid Before	Thu, June 4th 2015, 11:04:38 am (UTC)
Not Valid After	Mon, June 4th 2035, 11:04:38 am (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	ISRG Root X1

✓ 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 using the HTTP/2 protocol.

✗ Server Signature Test

The server signature is on for this webpage! Turning off the server signature is generally a good idea from a security standpoint. Read more on how to [turn off server signature](#) and [improve the website's security](#).

```
Server: nginx/1.24.0
```

How to pass this test?

By default, the Apache webserver sends HTTP headers with some information about your server version, operating system, modules installed, etc. This information can be used by hackers in order to exploit vulnerabilities (specially if you are running an older version). These information can be hidden or changed with very basic configurations.

Open Apache's configuration file (**httpd.conf** or **apache.conf**) and search for **ServerSignature**. If you find it, edit it to:

```
ServerSignature Off  
ServerTokens Prod
```

If you don't find it, just add these two lines at the end of the file.

Note that, after you modify the configuration file, you must restart the Apache server.

✓ Directory Browsing Test

Directory browsing is disabled for this website.



✔ Plaintext Emails Test

This webpage does not include email addresses in plaintext.

Mobile usability

0 Failed

0 Warnings

3 Passed

✔ Meta Viewport Test

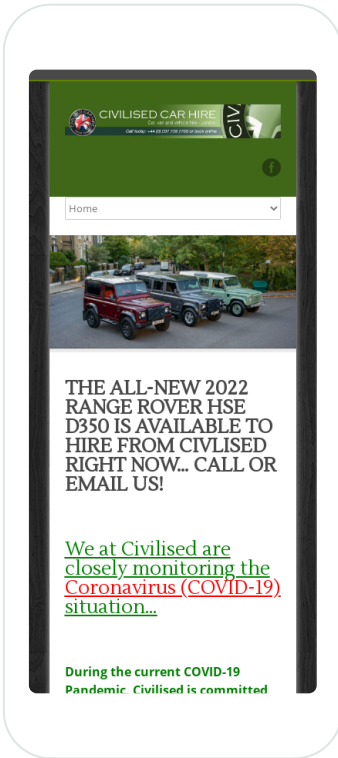
This webpage is using a viewport meta tag.

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

✔ Media Query Responsive Test

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

○ Mobile Snapshot Test





Advanced SEO

2 Failed

1 Warnings

5 Passed

Structured Data Test

This webpage is using structured data.

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://londoncarhire.com/> 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://londoncarhire.com/" rel="canonical"/>
```

Nofollow Tag Test

This webpage is using the nofollow meta tag! We recommend to use this tag carefully since search engines will not crawl all links from this webpage.

How to pass this test?

If you want search engines to crawl all the outgoing links on your webpage you must remove the nofollow meta tag.

Disallow Directive Test

The robots.txt file does not use the disallow directive. This means that the whole website can be crawled by search engines.

Meta Refresh Test

This webpage is not using a meta refresh tag.



✘ Ads.txt Validation Test

The request of ads.txt file has an unexpected Content-Type header: `text/html; charset=UTF-8`. In order for this resource to be easily accessed by the DSPs and advertisers, its Content-Type header should be `text/plain` or `text/plain; charset=utf-8`.

How to pass this test?

In order to pass this test, the **ads.txt file** should be **publicly available** in the website's root domain and its content should be **properly formatted**.

The advertising systems will read the content of the ads.txt file only if the request will return a **200 OK** HTTP status code. The content of this file should be encoded as a formatted plain text and the HTTP Content-Type header should be `text/plain` (all other Content-Types are treated as an error and the content will be ignored).

As outlined in the [IAB Tech Lab specifications for ads.txt file](#), the format logically consists of three types of records: comments, data records and variables:

1. Comments

Lines starting with `#` symbol are considered comments and are ignored.

2. Data records

For each Exchange or Supply-Side Platform (SSP) that is authorized to sell your inventory you must add a data record. Each of these lines should contain 3 or 4 comma separated fields:

```
<FIELD #1>, <FIELD #2>, <FIELD #3>, <FIELD #4>
```

- #1 - The canonical domain name of the system where bidders connect (e.g. google.com, appnexus.com, etc)
- #2 - The publisher account ID
- #3 - The type of account or relationship (e.g. DIRECT or RESELLER)
- #4 - (Optional) An ID that uniquely identifies the advertising system within a certification authority

3. Variables

Any line containing a pattern of `<VARIABLE>=<VALUE>` should be interpreted as a variable declaration. The `<VARIABLE>` is a string identifier without internal whitespace. The only supported separator is the equals sign `'='`. The `<VALUE>` is an open string that may contain arbitrary data.

For human readability it is recommended that variables be declared at the end of the file, but this is not a strict requirement.

Only the following variables are supported: **CONTACT**, **SUBDOMAIN** and **INVENTORYPARTNERDOMAIN**.