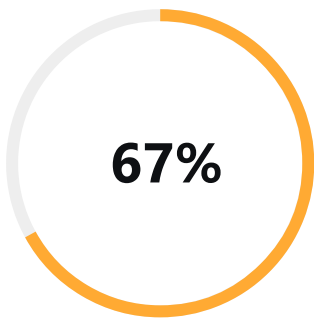
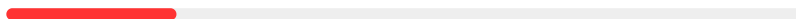


Complete SEO audit report for  
**https://www.bbc.com/**  
generated on 22 Dec, 2024 @ 09:58 AM

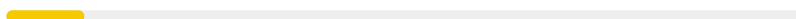


▲ 0-49    ■ 50-84    ● 85-100

13 Critical Errors



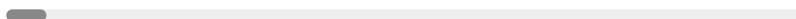
6 Warnings



39 Passed



3 Notes



### SEO

55 NEEDS IMPROVEMENT

### Content Quality

87 GREAT

### Page Speed

64 NEEDS IMPROVEMENT

### Server Security

81 NEEDS IMPROVEMENT

## Common SEO Issues

Score: **69** Failed: **3** Warnings: **1** Passed: **9**

### **Meta Title Test**

This webpage is using meta title but its too long, around **116 characters** long. Make sure your title tag consist on atleast one focused keyword. We recommend using a title with a length between **20 - 60 characters** so that it is completely visible on search results.

**Text:** BBC Home - Breaking News, World News, US News, Sports, Business, Innovation, Climate, Culture, Travel, Video & Audio

**Length:** 116 characters

### **Meta Description Test**

This webpage has meta description tag of **126 characters**. Make sure your description tag consist on few related keywords. We recommend using a description with a length between **150 - 220 characters** so that it is completely visible on search results.

**Text:** Visit BBC for trusted reporting on the latest world and US news, sports, business, climate, innovation, culture and much more.

**Length:** 126 characters

⦿ Search Results Preview

Desktop Version

<https://www.bbc.com/>

**BBC Home – Breaking News, World...**

Visit BBC for trusted reporting on the latest world and US news, sports, business, climate, innovation, culture and muc...

Mobile Version

<https://www.bbc.com/>

**BBC Home – Breaking News, World News, US News, Sports, Business,...**

Visit BBC for trusted reporting on the latest world and US news, sports, business, climate, innovation, culture and much more.

✓ Robots.txt Test

Your site is using **robots.txt** file. It is recommended to disallow your admin and private api routes.

**URL:** <https://www.bbc.com/robots.txt>

✓ XML Sitemap Test

Your site is using **XML sitemap**. Make sure to include all the page URLs that exists in your website. If there are lot of links then you can use XML pagination.

**URL:** <https://www.bbc.com/sitemaps/https-index-com-archive.xml>








✓ Meta Language Test

Congratulations! This web page is using language attribute. It helps crawler to identify the language of the web page.

**Tag:** `<html lang="en-GB">`

✗ Meta Keywords Test

This web page is not using meta keywords.

 <b>SEO Friendly URL Test</b>	The current page URL is SEO friendly. It is recommended to use short URL, readable text, no special characters and less url paramaters.
	URL: <a href="https://www.bbc.com/">https://www.bbc.com/</a> Length: 20
 <b>Domain Accessibility Test</b>	Domain name is easy to access. It helps brand recall value.
	Name: <a href="http://www.bbc.com">www.bbc.com</a> Length: 11
 <b>Deprecated HTML Tags Test</b>	Congratulations! The web page is not using any deprecated HTML5 tags that might create incompatibility and security issues.
 <b>Favicon Test</b>	This web page has a custom favicon. It helps to create brand identity.
 <b>Backlinks Test</b>	The web page has <b>163</b> unique backlinks. It helps to interconnect URLs over the internet.
 <b>Social Media Link Test</b>	There are no outbound links to any popular social media platforms. Make sure to create and link to facebook, twitter, or instagram pages.
 <b>Featured Image Test</b>	This web page contains a featured image. While sharing on social media it increases click-through-rate. Make sure to set a default thumbnail url for each page.

## Advanced SEO

Score: **41** Failed: **5** Warnings: **2** Passed: **5**

**✗ Structured Data Test** This web page is using invalid schema.org structured JSON data. Please validate the structured JSON data.

**✓ Mobile Responsive Test** This web page specifies a viewport meta data for different devices, allowing it to render appropriately across devices.

**✗ Google Analytics Test** No Google Analytics script is present in this web page. Make sure to integrated Google Analytics to monitor traffic and other activities.

**○ Facebook Pixel Test** Facebook Pixel code is not active in this web page. It helps to track traffic for leads and conversion.







**! OG Tags Test** This web page contains **2** Open Graph meta tags which is very less. Make sure to include all necessary OG Tags that provides more information about the page content.

og:title      og:description

**✗ Image Alt Test** There are **39 missing** image **alt** attributes in this web page. It is recommended to use descriptive alt text to help crawler understand about the image.

**✗ Duplicate Content Test** There are **3** meta titles in the web page, there should be only one meta title. Make sure to avoid any type of content duplication, it will affect your page ranking.

**✗ Custom 404 Error Page Test** This website is not using custom 404 page or its getting 301 redirect. It is good to have custom 404 page it is user-friendly and avoids revealing OS and server version. If you are using 301 redirect then make sure you are keeping log of all 404 links.

 <b>Domain Canonicalization Test</b>	The current page web with www and non-www results in same URL. This web page has same canonicalized URL.
	Both WWW and non-WWW versions resolves in same URL.
 <b>Noindex Tag Test</b>	This web page is not set to <b>noindex</b> . The page will certainly appear on search results.
 <b>No-follow Tag Test</b>	This web page is not set to <b>nofollow</b> . The page resources will certainly be followed by search engine crawlers.
 <b>Canonical Tag Test</b>	This web page has canonical tag but points to different URL. This will affect current page SEO ranking.
	<b>Canonical URL:</b> <a href="https://www.bbc.com">https://www.bbc.com</a>
 <b>Meta Refresh Test</b>	No meta refresh property found in the web page.
 <b>Ads.txt Test</b>	Your website does not have <code>ads.txt</code> file. Make sure to include it if website is displaying ads. It helps increase transparency in the programmatic advertising ecosystem.

## Content Analysis

Score: **87** Failed: **0** Warnings: **1** Passed: **7**

- ✔ Word Count Test** There are **1679** words in the web page which is quite good. Make sure to add in important keywords and backlinks in between the content.
- ✔ Media file Usage Test** This web page contains **78** media files. Make content as much interactive as possible to reduce bounce rate.
- ✔ Internal Linking Test** There are **261** internal links in the web page.
- ✔ External Linking Test** There are **52** external links in the web page.
- ✔ Heading Tags Test** There are **106** heading tags. Make sure to use different heading tags with proper importance and keywords.
- ⚠ Low Text to HTML Ratio Test** The web page text to HTML ratio is **0.79**. Try to increase textual content for better search results.
- ✔ Semantic Tags Test** **27** semantic tags are used in the web page. It helps web crawlers to analyze the HTML page structure.
- ✔ Ideal Article Test** This web page has passed ideal article test. The test considers various factors like word count, media files, unique keywords, internal, external links, etc.

### Load Time

The time it takes for the page's main content to load. An ideal speed is less than 2.5 seconds.

#### Desktop Load Time

**0.325** seconds GREAT

#### Mobile Load Time

**0.59** seconds GREAT



### Interactivity

The total time that a page is blocked from responding to user input, such as mouse clicks, or screen taps. An ideal speed is less than 200.

#### Desktop Interactivity

**558** milliseconds NEEDS IMPROVEMENT

#### Mobile Interactivity

**571** milliseconds NEEDS IMPROVEMENT



### Visual Stability

How much your page layout shifts or jumps while it's loading. An ideal measurement is 0.1 or lower.

#### Desktop Visual Stability

**0.56** POOR

#### Mobile Visual Stability

**0.58** POOR





## Speed Optimization

Score: **64** Failed: **3** Warnings: **2** Passed: **9**

- ✘ **HTML Page Size Test**

The HTML page size is **395.79KB**. Try to reduce HTML page size, it should be less than 20KB.
- ✘ **HTML Compression/GZIP Test**

This web server is not using HTML compression technique to reduce file size and save bandwidth. Some most common compression techniques are GZIP, brotli, deflate.
- ✔ **Site Loading Speed Test**

Web page is loaded in **0.325 sec**. This will reduce bounce rate and improve page ranking.
- ✔ **Page Objects Test**

Total **809.68KB** memory is required to load DOM objects. It is recommended to use less HTML tags to reduce the computing and memory requirement.
- ✔ **Page Cache Test (Server Side Caching)**






Congratulations! This web page is using server side cache to reduce bandwidth usage and response time.
- ✔ **Flash Test**

Congratulations! No embedded flash player found.
- ✔ **Optimized CSS Test**

This web page is using optimized CSS which helps render page layout efficiently.
- ! **Optimized JavaScript Test**

This web page is using unoptimized JavaScript. Too many external and internal JavaScript found. You need to reduce JavaScript initializations, merge JavaScript files and minify it.
- ✔ **Nested Tables Test**

Congratulations! No nested tables found in the web page.

 <b>iFrame Test</b>	Excessive usage of <code>iframe</code> tag not found in the web page.
 <b>Doctype Test</b>	HTML <code>DOCTYPE</code> declaration is defined in the HTML document.
 <b>URL Redirects Test</b>	URL is redirected <b>0</b> time(s) from client to server.
 <b>Onload Resources Test</b>	Total onload resources are <b>104</b> in the web page. There should be no more than <b>40</b> resources on load. It is recommended to lazy load non critical resources.
 <b>Blocking Resource Test</b>	Before rendering DOM <b>11</b> resoures need to be loaded and executed. There should be no more than <b>10</b> resources before HTML body. Reduce number of requests by merging CSS and JS files.

## Server and Security

Score: **81** Failed: **2** Warnings: **0** Passed: **9**

✓	<b>HTTPS Test</b>	Website is using HTTPS protocol. The data transferred is encrypted. It is recommend to keep SSL mandatory for all insecure requests.
✓	<b>HSTS Test</b>	This web page is using Strict Transport Security (HSTS) response header to informs browser to only use HTTPS connection for future communication.
✓	<b>Safe Browsing Test</b>	Congratulations! This web page is safe to browse. No vulnerable resource found.
✓	<b>Server Signature Test</b>	Server or OS signature is not reveal by website making it difficult to identify default settings and system vulnerabilities.
✓	<b>Directory Browsing Test</b>	Directory traversal is disabled by server so no one can directly access folder structure.
✓	<b>Plaintext Emails Test</b>	Found no email address in textual content of the web page.
✗	<b>Charset Declaration Test</b>	Charset declaration is not defined in the HTML document.
✓	<b>Mixed Content Test (HTTP over HTTPS)</b>	Congratulations! No mixed content type found in the web page.
✓	<b>Secure Headers Test</b>	The web server is setting secure headers for client browser to follow. This will prevent XSS attack or unauthorized API calls.

 **Unsafe Cross-Origin Links Test**

This web page is using 1 `target="_blank"` links without `rel="noopener"` or `rel="noreferrer"` attribute, which can expose it to performance and security issues.

 **Public IP Address**

Website is using a clean public IP address `151.101.0.81`