

SEO Report for <http://fortworthphysicaltherapist.com>

48 / 100
SEO SCORE

26 / 49
PASSED CHECKS

20 / 49
FAILED CHECKS

3 / 49
WARNINGS

COMMON SEO ISSUES	
Meta Title	<p>✓ The meta title of your page has a length of 91 characters. Most search engines will truncate meta titles to 70 characters.</p> <hr/> <p>→ Bonnette Elite Physical Therapy & Wellness Fort Worth Physical Therapy & Chiropractic</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.</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>ⓘ Bonnette Elite Physical Therapy & Wellness Fort Worth Physical</p>

<p>Most Common Keywords Test</p>	<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> <hr/> <ul style="list-style-type: none"> → therapy - 14 times → physical - 13 times → bonnette - 13 times → pain - 7 times → recovery - 7 times
<p>Keyword Usage</p>	<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/> <ul style="list-style-type: none"> ✓ Keyword(s) included in Title tag ✗ 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>ⓘ able accepted alex approach balance based believes blog bonnette bulging care certified clinic clinical condition conditioning contact decrease deep definitely department diagnosed disks doctors elite elitephysical experience extremely facilitate fax focus fort function great hands help helpful highly home improve include increase injury insurances issues joint learn lumbar major manual massage mobility mobilization movement muscles musculoskeletal myofascial navigation needed needs normal options orthopedic pain patient payment phone physical posture pressure proper read recommend recovery restricted scheduling science select services settlement soft specific spine strength technique therapeutic therapist therapy time tissue tissues toggle treat treatment treatments used white wide worth ★★★★★</p>

<h1> Headings Status	<p>✘ 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 indentify the most important topics from your page and insert those topics between <code><h1>...</h1></code> tags.</p> <p>Example:</p> <pre><h1>Important topic goes here</h1> ... <h1>Another topic</h1></pre>
<h2> Headings Status	<p>✘ 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 indentify the most important sub-topics from your page and insert those sub-topics between <code><h2>...</h2></code> tags.</p> <p>Example:</p> <pre><h2>First sub-topic goes here</h2> ... <h2>Another sub-topic</h2></pre>

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>
```

<p>Broken Links Test</p>	<p>✘ We have checked 26 links on your page - 1 of them appear to be broken</p> <hr/> <p>→ http://fortworthphysicaltherapist.com/PQecZ/fortworthphysicaltherapist.com/treatments</p> <hr/> <p>HOW TO FIX BROKEN LINKS TEST</p> <p>In order to pass this test you must identify within your page all the reported broken links and replace the content of the href attribute with a proper URL.</p>
<p>SEO Friendly URL Test</p>	<p>✔ Congratulations! All links from your webpage are SEO friendly.</p>
<p>Image Alt Test</p>	<p>✔ Your webpage has 5 'img' tags and all of them contain the required 'alt' attribute.</p>
<p>Inline CSS Test</p>	<p>✘ Your webpage is using 20 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: #f9f9f9; padding: 10px; border: 1px solid #ccc;"> <!--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>
<p>Deprecated HTML Tags</p>	<p>✔ Congratulations! Your page does not use HTML deprecated tags.</p>

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 style="background-color: #f9f9f9; padding: 10px;"><!-- 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>✅ Congratulations! Your website appears to have a favicon. </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: Facebook; Twitter; Google Plus;</p>

SPEED OPTIMIZATIONS	
HTML Page Size Test	<p>❌ The size of your web page's HTML is 103.61 Kb, and is over the average web page's HTML size of 33 Kb.</p> <p>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

- ✘ 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 **84 %** - from **103.61 Kb** to **16.26 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 **5.182 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: 3; CSS Files: 9; Scripts: 18; Images: 13; Flash Files: 0;

Page Cache Test (Server Side Caching)	<p>✘ It does not appear that you are caching your pages. Cached pages serve up static html and avoid potentially time consuming queries to your database. It also helps lower server load by up to 80%. Caching most visibly benefits high traffic pages that access a database, but whose content does not change on every page view. Common caching methods include Alternative PHP Cache, Quickcache, and WP Super Cache (for Wordpress sites). Caching mechanisms also typically compress HTML, further reducing page size and load time.</p> <hr/> <p>HOW TO FIX PAGE CACHE TEST (SERVER SIDE CACHING)</p> <p>In order to pass this test you are advised to use a caching mechanism for your pages. There are three methods which can be used to caching your web pages:</p> <ol style="list-style-type: none">1. Alternative PHP caching<ul style="list-style-type: none">- Alternative PHP Cache (APC) is an open source framework which caches data using intermediate PHP code. Most web programmers who are familiar with the PHP programming language can easily set up Alternative PHP Cache for your site.2. Quickcache<ul style="list-style-type: none">- Quickcache is a lightweight page caching solution which was formerly known as jpcache. Quickcache caches the page output rather than compiling the PHP page, making it a superior version of page caching to the Alternative PHP caching. Quickcache can be quickly downloaded from their website and can reduce your page load time up to 80%.3. WP Super Cache<ul style="list-style-type: none">- If you have a Wordpress website, WP Super Cache can be installed within seconds and without no programming knowledge.
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>

<p>JS Minification Test</p>	<p> Some of your website's JavaScript files are not minified!</p> <hr/> <p>→ http://fortworthphysicaltherapist.com/wp ... /healthkare_theme/assets/js/functions.js → http://fortworthphysicaltherapist.com/wp ... ct-form-7/includes/js/scripts.js?ver=4.9 → http://fortworthphysicaltherapist.com/wp ... etter/subscription/validate.js?ver=5.1.1</p> <hr/> <p>HOW TO FIX JS MINIFICATION TEST</p> <p>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.</p>
<p>CSS Minification Test</p>	<p> Some of your website's CSS files are not minified!</p> <hr/> <p>→ https://fonts.googleapis.com/css?family= ... 300i,400,400i,600,600i,700,700i,800,800i → http://fortworthphysicaltherapist.com/wp ... e_theme/assets/revolution/css/layers.css → http://fortworthphysicaltherapist.com/wp ... /healthkare_theme/assets/css/plugins.css → http://fortworthphysicaltherapist.com/wp ... healthkare_theme/assets/css/elements.css → http://fortworthphysicaltherapist.com/wp ... emes/healthkare_theme/assets/css/rtl.css → http://fortworthphysicaltherapist.com/wp ... t-form-7/includes/css/styles.css? ver=4.9 → https://fonts.googleapis.com/css?family= ... 0i%2C800%2C800i&subset=latin%2Clatin-ext → http://fortworthphysicaltherapist.com/wp ... mes/healthkare_theme/style.css? ver=4.8.3</p> <hr/> <p>HOW TO FIX CSS MINIFICATION TEST</p> <p>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.</p>
<p>Nested Tables Test</p>	<p> Congratulations, your page does not use nested tables. This speeds up page loading time and optimizes the user experience.</p>
<p>Frameset Test</p>	<p> Congratulations! Your webpage does not use frames.</p>
<p>Doctype Test</p>	<p> Congratulations! Your website has a doctype declaration:</p> <hr/> <p>→ <code><!DOCTYPE html></code></p>
<p>URL Redirects Checker</p>	<p> 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.</p> <hr/> <p>→ from: http://fortworthphysicaltherapist.com/ to: http://fortworthphysicaltherapist.com/PQecZ/</p>

<p>URL Canonicalization Test</p>	<p>✘ http://fortworthphysicaltherapist.com and http://www.fortworthphysicaltherapist.com/ should resolve to the same URL, but currently do not.</p> <hr/> <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 .htaccess file so that both addresses (http://example.com and http://www.example.com) resolve to the same URL.</p> <p>- If you want to redirect http://www.example.com to http://example.com, you can use this:</p> <pre>RewriteCond %{HTTP_HOST} ^www\.example\.com\$ RewriteRule ^/?\$ "http://example.com/" [R=301,L]</pre> <p>- If you want to redirect http://example.com to http://www.example.com, you can use this:</p> <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>
<p>HTTPS Test</p>	<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> <hr/> <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>
<p>Safe Browsing Test</p>	<p>✔ This site is not currently listed as suspicious (no malware or phishing activity found).</p>
<p>Server Signature Test</p>	<p>✔ Congratulations, your server signature is off.</p>
<p>Directory Browsing Test</p>	<p>✔ Congratulations! Your server has disabled directory browsing.</p>

Plaintext Emails Test

✘ We found 3 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 FIX PLAINTEXT EMAILS 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

MOBILE USABILITY

Media Query Responsive Test

✔ Congratulations, your website uses media query technique, which is the base for responsive design functionalities.

Mobile Snapshot



Microdata Schema Test	<p>✘ 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.</p> <hr/> <p>HOW TO FIX MICRODATA SCHEMA TEST</p> <p>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.</p> <p>Here is a simple example of how to use HTML5 microdata in your contact web page:</p> <pre><div itemscope itemtype="http://schema.org/Person"> Joe Doe The Example Company 604-555-1234 joe.doe@example.co m </div></pre>
Noindex Checker	<p>✔ Your webpage does not use the noindex meta tag. This means that your webpage will be read and indexed by search engines.</p>
Canonical Tag Checker	<p>✘ Your webpage is using the canonical link tag. This tag specifies that the URL: http://fortworthphysicaltherapist.com should be the preferred version of this page. The canonical tag can be useful when there are similar versions of the same content on several URLs (e.g., such as e-commerce sites where URL modifiers like sort parameters are appended to a product page's URL). 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.</p> <hr/> <p>→ <code><link rel="canonical" href="http://fortworthphysicaltherapist.com/" /></code></p> <hr/> <p>HOW TO FIX CANONICAL TAG CHECKER</p> <p>The Canonical Link Tag can be used when there are several pages with similar content and you want to tell the search engines which page you prefer to use in the search results. If your webpage does not have duplicate content and it has the preferred URL you must remove the canonical link tag.</p>
Nofollow Checker	<p>✔ Your webpage does not use the nofollow meta tag. This means that search engines will crawl all links from your webpage.</p>
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>✔ Congratulations! Your DNS server is using an SPF record. This SPF record is listed below:</p> <hr/> <p>→ <code>v=spf1 a mx ptr include:secureserver.net ~all</code></p>