

Summary

6.4

Overall

The overall score for this website.

6.6

Accessibility*

How accessible the website is to mobile and disabled users.

4.8

Experience*

How satisfying the website is likely to be for users.

6.2

Marketing*

How well marketed, and popular the website is.

4.7

Technology*

How well designed and built the website is.



We tested a sample of 5 pages from this website on 13 Jul 2015.

- ☒ <http://www.hootersonline.net/>
- ☒ <http://www.hootersonline.net/about-us>
- ☒ <http://www.hootersonline.net/about-us/employment>
- ☒ <http://www.hootersonline.net/locations>
- ☒ <http://www.hootersonline.net/locations/crestview>

* These are weighted average scores calculated using scores from individual tests that we think affect Marketing, Experience, Accessibility and Technology for a website.

Key points

- ✗ This website does not appear optimized for printing.
- ✗ The website is not W3C compliant.

- ✗ This website does not appear optimized for mobiles.
- ✗ Some pages have no defined headings, compromising SEO.

6.6

Accessibility*

How accessible the website is to mobile and disabled users.

The following tests contribute to this score:

- 10 URL format
- 10 Page titles
- 10 Alternative text
- 9.9 Internal links
- 3.0 Headings
- 3.0 Mobile
- 0.9 Code quality

4.8

Experience*

How satisfying the website is likely to be for users.

The following tests contribute to this score:

- 10 Last amended
- 10 URL format
- 10 Alternative text
- 9.9 Internal links
- 8.9 Images
- 7.8 Social interest
- 3.2 Popularity
- 3.0 Mobile
- 0.0 Twitter
- 0.0 Google+ page
- 0.0 Facebook page
- 0.0 Printability

6.2

Marketing*

How well marketed, and popular the website is.

The following tests contribute to this score:

- 10 Last amended
- 10 Meta tags
- 10 Domain age
- 10 Page titles
- 10 Analytics
- 9.9 Internal links
- 9.8 Incoming links
- 7.8 Social interest
- 3.2 Popularity
- 3.0 Headings
- 0.0 Facebook page
- 0.0 Google+ page

4.7

Technology*

How well designed and built the website is.

The following tests contribute to this score:

- 10 Domain age
- 10 URL format
- 10 Meta tags
- 8.9 Images
- 3.0 Mobile
- 3.0 Headings
- 0.9 Code quality
- 0.0 Printability

- All pages were found to include a meta description. This is good because search engines (like Google) show this text in search result pages.

Meta tags (name attribute)

Page URL	Name	Content
http://www.hootersonline.net/	robots	index, follow
http://www.hootersonline.net/	keywords	Key words here
http://www.hootersonline.net/	description	Enter site metadata here
http://www.hootersonline.net/	generator	Joomla! 1.5 - Open Source Content Management
http://www.hootersonline.net/about-us	robots	index, follow
http://www.hootersonline.net/about-us	keywords	Key words here
http://www.hootersonline.net/about-us	title	About Us
http://www.hootersonline.net/about-us	author	Administrator
http://www.hootersonline.net/about-us	description	Enter site metadata here
http://www.hootersonline.net/about-us	generator	Joomla! 1.5 - Open Source Content Management
http://www.hootersonline.net/about-us/ /employment	robots	index, follow
http://www.hootersonline.net/about-us/ /employment	keywords	Key words here
http://www.hootersonline.net/about-us/ /employment	title	Employment
http://www.hootersonline.net/about-us/ /employment	author	Administrator
http://www.hootersonline.net/about-us/ /employment	description	Enter site metadata here
http://www.hootersonline.net/about-us/ /employment	generator	Joomla! 1.5 - Open Source Content Management
http://www.hootersonline.net/locations	robots	index, follow
http://www.hootersonline.net/locations	keywords	Key words here
http://www.hootersonline.net/locations	title	Locations

Page URL	Name	Content
http://www.hootersonline.net/locations	author	Administrator
http://www.hootersonline.net/locations	description	Enter site metadata here
http://www.hootersonline.net/locations	generator	Joomla! 1.5 - Open Source Content Management
http://www.hootersonline.net/locations/ /crestview	robots	index, follow
http://www.hootersonline.net/locations/ /crestview	keywords	Key words here
http://www.hootersonline.net/locations/ /crestview	title	Crestview
http://www.hootersonline.net/locations/ /crestview	author	Administrator
http://www.hootersonline.net/locations/ /crestview	description	Enter site metadata here
http://www.hootersonline.net/locations/ /crestview	generator	Joomla! 1.5 - Open Source Content Management

Meta tags (http-equiv attribute)

Page URL	Name	Content
http://www.hootersonline.net/	content-type	text/html; charset=utf-8
http://www.hootersonline.net/about-us	content-type	text/html; charset=utf-8
http://www.hootersonline.net/about-us/ /employment	content-type	text/html; charset=utf-8
http://www.hootersonline.net/locations	content-type	text/html; charset=utf-8
http://www.hootersonline.net/locations/ /crestview	content-type	text/html; charset=utf-8

10 Domain age

- The domain name hootersonline.net was registered on Sunday, 8 August 1999. Because this domain was registered a long time ago, it is likely that pages on this website will appear higher in search engine rankings than those from younger websites.

Source: GODADDY.COM, LLC

10 Last amended

- It looks like this website was last updated on Monday, 13 July 2015. This is good because visitors perceive up-to-date websites as more credible. Websites that are updated regularly are also spidered by search engines more often.
- To find this information we used the last modified dates reported by this website's server in addition to looking for dates written on each page.

All dates found

Date	File	Source
13/07/2015	http://www.hootersonline.net/about-us	Body text
01/07/2015	http://www.hootersonline.net/about-us	Body text
13/07/2015	http://www.hootersonline.net/about-us/employment	Body text
01/07/2015	http://www.hootersonline.net/about-us/employment	Body text
13/07/2015	http://www.hootersonline.net/locations	Body text
01/07/2015	http://www.hootersonline.net/locations	Body text
13/07/2015	http://www.hootersonline.net/locations/crestview	Body text
01/07/2015	http://www.hootersonline.net/locations/crestview	Body text
02/11/2009	http://www.hootersonline.net/components/com_jevents/views/ext/assets/images/icon-mini-week.gif	Last modified header
28/10/2009	http://www.hootersonline.net/components/com_jevents/views/ext/assets/images/mini_arrowright.gif	Last modified header
28/10/2009	http://www.hootersonline.net/components/com_jevents/views/ext	Last modified header

Date	File	Source
	/assets/images/mini_arrowleft.gif	
02/11/2009	http://www.hootersonline.net/images/stories/e_club.gif	Last modified header
18/01/2010	http://www.hootersonline.net/images/stories/poweredbypng.png	Last modified header
27/10/2009	http://www.hootersonline.net/images/stories/eclub_home.gif	Last modified header
27/10/2009	http://www.hootersonline.net/images/stories/events.gif	Last modified header
27/10/2009	http://www.hootersonline.net/images/stories/menu.gif	Last modified header
27/10/2009	http://www.hootersonline.net/images/stories/locations.gif	Last modified header
10/04/2015	http://www.hootersonline.net/images/banners/baseball2015.jpg	Last modified header
30/10/2009	http://www.hootersonline.net/images/banners/knockout.jpg	Last modified header
26/10/2009	http://www.hootersonline.net/modules/mod_hot_image_slider/tmpl/reset.css	Last modified header
26/10/2009	http://www.hootersonline.net/modules/mod_hot_image_slider/tmpl/style.css	Last modified header
30/10/2009	http://www.hootersonline.net/modules/mod_superfishmenu/tmpl/css/superfish.css	Last modified header
30/08/2011	http://www.hootersonline.net/templates/main_template/css/site.css	Last modified header
02/11/2009	http://www.hootersonline.net/components/com_jevents/views/ext/assets/css/modstyle.css	Last modified header

10 URL format

- This website uses appropriate web addresses (URLs) throughout. This is excellent and will help search engine placement, usability and the marketability of this website.
-

10 Analytics

- Every page in this website is using some form of analytics software. This is excellent and should allow for a complete analysis of visitor behaviour.

Analytics software found

Software name
Google Analytics

10 Alternative text

- All images were found to have an appropriate text equivalent. This will help users with visual disabilities use the website and aid legal compliance in many countries.
-

10 Page titles

- All pages were found to use page titles appropriately. Page titles appear in search results and at the top of the browser's window when visiting the site. Appropriate page titles are particularly important for search engine optimization.
-

9.9 Internal links

- One link is weakly described. Common weak links include 'click here' and 'read more'. These links fail to describe the content the link points to.
 - ✎ Consider using descriptive words or phrases (e.g. 'News', 'September 2012 financial results') in your anchor text to benefit search engine optimization.

Weak link text

Link URL	Link text	Page URL
http://www.hootersonline.net/locations	click here	http://www.hootersonline.net/about-us

9.8 Incoming links

- There are 78 pages on other websites linking to this website.
- It looks like that there are 57 websites linking to this website. Please note that this does not imply that there are definitely 57 unique websites as we might have counted sites with sub domains as two different sites.
- 3.8% of pages on other websites link to your duplicate site (<http://hootersonline.net>) and you do not have a permanent (301) redirect in place, potentially splitting up your search engine ranking.
 - ✎ Consider making hootersonline.net a 301 redirect to www.hootersonline.net. See the Duplicate content test for more information.

Source: Moz

Top followed external links

Source page	Target page
http://lifehacker.com/all-the-national-chains-that-offer-free-wi-fi-1646148637	http://www.hootersonline.net/locations
http://www.dmoz.org/Regional/North_America/United_States/Florida/Business_and_Economy/Restaurants_and_Bars/	http://www.hootersonline.net/
http://ift.tt/1DbuvFL	http://www.hootersonline.net/locations
http://barrierislandgirl.blogspot.com/2013/09/andrew-andrew-andrew.html	http://www.hootersonline.net/pensacola_beach.html
http://www.destinchamber.com/Restaurants	http://www.hootersonline.net/

8.9 Images

- Some images (20.0%) don't have defined sizes using width and height attributes in the HTML. These attributes are optional, but strongly recommended as they help the browser arrange the page more quickly.
 - ✎ Add width and height attributes to all image tags. The width and height you specify should be the same as the source image. If you want to resize an image in the browser, use CSS.
- 1 image on this website could not be downloaded. Broken images may cause the website to display incorrectly for visitors.
 - ✎ Check any images which could not be downloaded and fix them if necessary.

Non explicitly sized images

Image URL	Format	Page URL
http://www.hootersonline.net/images/banners/knockout.jpg	jpg	http://www.hootersonline.net/
http://www.hootersonline.net/images/banners/baseball2015.jpg	jpg	http://www.hootersonline.net/
http://www.hootersonline.net/components/com_jevents/views/ext/assets/images/mini_arrowleft.gif	gif	http://www.hootersonline.net/about-us
http://www.hootersonline.net/components/com_jevents/views/ext/assets/images/mini_arrowleft.gif	gif	http://www.hootersonline.net/about-us/employment
http://www.hootersonline.net/components/com_jevents/views/ext/assets/images/mini_arrowleft.gif	gif	http://www.hootersonline.net/locations
http://www.hootersonline.net/components/com_jevents/views/ext/assets/images/mini_arrowleft.gif	gif	http://www.hootersonline.net/locations/crestview
http://www.hootersonline.net/components/com_jevents/views/ext/assets/images/mini_arrowright.gif	gif	http://www.hootersonline.net/about-us
http://www.hootersonline.net/components/com_jevents/views/ext/assets/images/mini_arrowright.gif	gif	http://www.hootersonline.net/about-us/employment
http://www.hootersonline.net/components/com_jevents/views/ext/assets/images/mini_arrowright.gif	gif	http://www.hootersonline.net/locations
http://www.hootersonline.net/components/com_jevents/views/ext/assets/images/mini_arrowright.gif	gif	http://www.hootersonline.net/locations/crestview

Image URL	Format	Page URL
http://174.133.136.210/~hooters/images/stories/map_icon.png	unavailable	http://www.hootersonline.net/locations/crestview
http://174.133.136.210/~hooters/images/stories/map_icon_shadow.png	unavailable	http://www.hootersonline.net/locations/crestview

Unavailable images

Image URL	HTTP status code	Page URL
http://174.133.136.210/~hooters/images/stories/map_icon.png		http://www.hootersonline.net/locations/crestview
http://174.133.136.210/~hooters/images/stories/map_icon_shadow.png		http://www.hootersonline.net/locations/crestview

7.8 Social interest

- We found 16 Tweets, 105 Facebook likes and 1 Google +1s for the 5 pages we tested.
 - ✎ The amount of social activity a website should have depends very much on the type of website, its target audience, and how long it has been in operation. If you want to improve the amount of social activity about your website, sign up yourself and engage with other users on Twitter, Facebook and Google+. Encourage sharing of your content with social media buttons on articles and pages of your website.

Sources: Google+, Twitter, Facebook

Social activity

Page URL	Facebook likes	Tweets	Google +1s
http://www.hootersonline.net/	44	15	1
http://www.hootersonline.net/about-us	7	0	0
http://www.hootersonline.net/about-us/employment	52	1	0
http://www.hootersonline.net/locations	2	0	0
http://www.hootersonline.net/locations/crestview	0	0	0

3.6 Server behaviour

- This website handles missing pages correctly by sending a 404 HTTP status code.
- This website was not served using GZIP encoding. GZIP compression is widely supported and reduces the load time of a web page.
 - ✎ Enable GZIP compression on your web server or in your application.
- This website returns page content with or without a trailing slash on the URLs. Search engines might see these as separate pages with duplicate content which they could penalize for.
 - ✎ Use a 301 redirect or a canonical meta tag to force search engines to see the correct version.
- There is duplicate content on <http://hootersonline.net> and <http://www.hootersonline.net>. This is bad, as technically they are classed as two different websites. Search engines may lower a website's rank if they find the same content on two different URLs.
 - ✎ Choose one domain that you would like to use and then set a permanent (HTTP 301) redirect to forward users who visit the other.

Pages without GZIP

Page
http://www.hootersonline.net/
http://www.hootersonline.net/about-us
http://www.hootersonline.net/about-us/employment
http://www.hootersonline.net/locations
http://www.hootersonline.net/locations/crestview

Duplicate pages

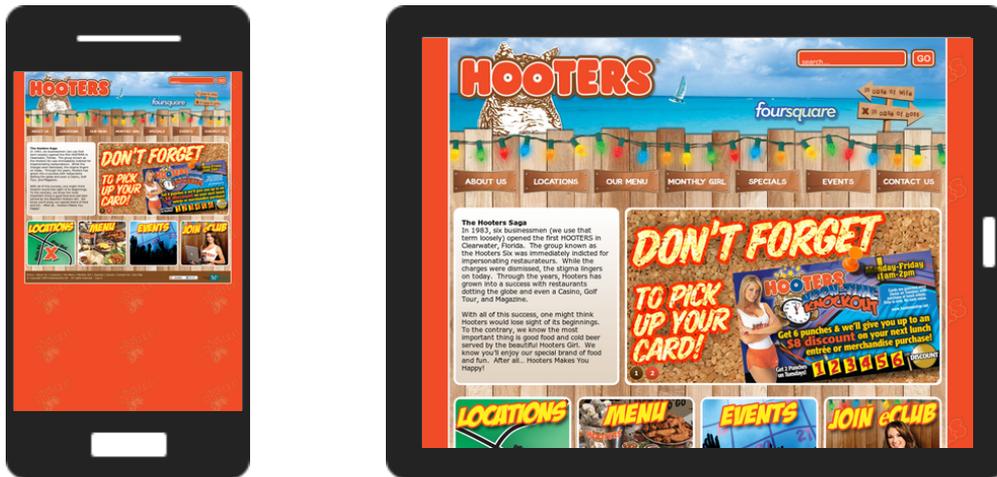
Tested page	Alternate
http://www.hootersonline.net/about-us	http://www.hootersonline.net/about-us/
http://www.hootersonline.net/about-us/employment	http://www.hootersonline.net/about-us/employment/
http://www.hootersonline.net/locations	http://www.hootersonline.net/locations/
http://www.hootersonline.net/locations/crestview	http://www.hootersonline.net/locations/crestview/

3.2 Popularity

- This is the 9,885,942nd most popular website in the world.
- Over the past 3 months, this website has experienced a slight decrease in popularity.

Source: Alexa

3.0 Mobile



- None of this website appears to be optimized for viewing on a mobile or tablet (using CSS media queries). It is important to make sure your content is optimized for a wide range of devices as a growing percentage of web browsing is done on phones and tablets.
 - ✎ Check how the website looks using a mobile and a tablet. Consider adding mobile-only styling using media queries. Some websites employ other techniques for mobile visitors which we cannot currently detect.

Device optimized pages

Page	Mobile	Tablet	Viewport
http://www.hootersonline.net/	Not detected	Not detected	Not detected
http://www.hootersonline.net/about-us	Not detected	Not detected	Not detected
http://www.hootersonline.net/about-us/employment	Not detected	Not detected	Not detected
http://www.hootersonline.net/locations	Not detected	Not detected	Not detected

Page	Mobile	Tablet	Viewport
http://www.hootersonline.net/locations/crestview	Not detected	Not detected	Not detected

3.0 Headings

- A significant amount (20.0%) of pages do not use defined headings. This means that users and search engines may find it harder to determine the content of this website's pages. Correctly defined headings aid accessibility and are particularly important for search engine optimization.
 - ✎ Define meaningful headings for all web pages. This is likely to help this website's search engine placement and assist visitors in navigating content.
- Some pages did not define headings correctly. The H1 tag should be used for the most top-level heading, with H2 being used for sub-headings and H3 for further sub-headings and so-on. Not conforming to this convention may confuse visitors.
 - ✎ Ensure that headings are defined in a semantically correct way, i.e. always start with a H1 tag. This is used to summarize the page content. Further tags (H2, H3, H4 etc) are meant to summarize and partition sections within the content.

Page headings detail

URL	Heading	Level
http://www.hootersonline.net/about-us	About Us	H2
http://www.hootersonline.net/about-us	Latest Events	H3
http://www.hootersonline.net/about-us/employment	Employment	H2
http://www.hootersonline.net/about-us/employment	Latest Events	H3
http://www.hootersonline.net/locations	Locations	H2
http://www.hootersonline.net/locations	Latest Events	H3
http://www.hootersonline.net/locations/crestview	Crestview	H2
http://www.hootersonline.net/locations/crestview	Latest Events	H3

- A total of 21 errors and 0 warnings were found on the 5 pages tested.
- No pages are W3C compliant. Because there are errors in the code, some web browsers may not be able to read this website correctly and it may not always display correctly.
 - ✎ Resolve the validation errors that are listed in the table below. These errors are preventing this website from being fully W3C compliant.
- This website was detected as being XHTML 1.0 Transitional.
- 5 of the pages of this website were found to use presentational HTML elements and/or attributes. It is widely regarded that use of presentational HTML like `` and `<p bgcolor="#FF0000">` should be avoided.
 - ✎ Replace all the instances of presentational tags with a semantic alternative. This means where possible, use semantically correct HTML and then style it with CSS.
 - ✎ Remove all the instances of presentational attributes. Use CSS for all styling.
- 4 of the 5 tested pages of this site appear to use tables to layout content. This is very bad, as using tables for layout is not necessary and they should only contain tabular data.
 - ✎ Change this website to make use of DIV elements and CSS to create the desired layout. Only use tables for tabular data (e.g. a pricing table).

W3C validation errors

Document	Type	Line	Column	Message
http://www.hootersonline.net/	ERROR	133	36	end tag for "br" omitted, but OMITTAG NO was specified
http://www.hootersonline.net/	ERROR	133	446	end tag for "br" omitted, but OMITTAG NO was specified
http://www.hootersonline.net/	ERROR	133	450	end tag for "br" omitted, but OMITTAG NO was specified
http://www.hootersonline.net/about-us	ERROR	97	341	NET-enabling start-tag not immediately followed by null end-tag
http://www.hootersonline.net/about-us	ERROR	97	341	end tag for "img" omitted, but OMITTAG NO was specified
http://www.hootersonline.net/about-us	ERROR	103	353	NET-enabling start-tag not immediately followed by null end-tag
http://	ERROR	103	353	end tag for "img"

Document	Type	Line	Column	Message
/www.hootersonline.net/about-us				omitted, but OMITTAG NO was specified
http://www.hootersonline.net/about-us/employment	ERROR	97	341	NET-enabling start-tag not immediately followed by null end-tag
http://www.hootersonline.net/about-us/employment	ERROR	97	341	end tag for "img" omitted, but OMITTAG NO was specified
http://www.hootersonline.net/about-us/employment	ERROR	103	353	NET-enabling start-tag not immediately followed by null end-tag
http://www.hootersonline.net/about-us/employment	ERROR	103	353	end tag for "img" omitted, but OMITTAG NO was specified
http://www.hootersonline.net/locations	ERROR	97	341	NET-enabling start-tag not immediately followed by null end-tag
http://www.hootersonline.net/locations	ERROR	97	341	end tag for "img" omitted, but OMITTAG NO was specified
http://www.hootersonline.net/locations	ERROR	103	353	NET-enabling start-tag not immediately followed by null end-tag
http://www.hootersonline.net/locations	ERROR	103	353	end tag for "img" omitted, but OMITTAG NO was specified
http://www.hootersonline.net/locations/crestview	ERROR	98	341	NET-enabling start-tag not immediately followed by null end-tag
http://www.hootersonline.net/locations/crestview	ERROR	98	341	end tag for "img" omitted, but OMITTAG NO was specified
http://www.hootersonline.net/locations/crestview	ERROR	104	353	NET-enabling start-tag not immediately followed by null end-tag
http://www.hootersonline.net/locations/crestview	ERROR	104	353	end tag for "img" omitted, but OMITTAG NO was specified
http://www.hootersonline.net	ERROR	223	16	document type does not allow element "noscript"

Document	Type	Line	Column	Message
/locations/crestview				here; missing one of "object", "applet", "map", "iframe", "button", "ins", "del" start-tag
http:// /www.hootersonline.net /locations/crestview	ERROR	223	361	document type does not allow element "div" here; missing one of "object", "applet", "map", "iframe", "button", "ins", "del" start-tag

W3C testing results

Page	Errors	Warnings	Doctype	Valid	W3C link
http:// /www.hootersonline.net/	3	0	XHTML 1.0 Transitional	Invalid	http:// /validator.w3.org /check?uri=http:// /www.hootersonline.net/
http:// /www.hootersonline.net/about-us	4	0	XHTML 1.0 Transitional	Invalid	http:// /validator.w3.org /check?uri=http:// /www.hootersonline.net/about-us
http:// /www.hootersonline.net/about-us/ /employment	4	0	XHTML 1.0 Transitional	Invalid	http:// /validator.w3.org /check?uri=http:// /www.hootersonline.net/about-us/ /employment
http:// /www.hootersonline.net/locations	4	0	XHTML 1.0 Transitional	Invalid	http:// /validator.w3.org /check?uri=http:// /www.hootersonline.net/locations
http:// /www.hootersonline.net/locations/ /crestview	6	0	XHTML 1.0 Transitional	Invalid	http:// /validator.w3.org /check?uri=http:// /www.hootersonline.net/locations/ /crestview

Non-semantic HTML tags found

Page URL	Tag found	Occurrences
http://www.hootersonline.net/	b	1
http://www.hootersonline.net/locations/ /crestview	b	1

Non-semantic HTML tags found

Page URL	Attribute	Occurrences
http://www.hootersonline.net/	border	1
http://www.hootersonline.net/about-us	align	5
http://www.hootersonline.net/about-us	border	11
http://www.hootersonline.net/about-us	nowrap	1
http://www.hootersonline.net/about-us/ /employment	align	5
http://www.hootersonline.net/about-us/ /employment	border	11
http://www.hootersonline.net/about-us/ /employment	nowrap	1
http://www.hootersonline.net/locations	align	6
http://www.hootersonline.net/locations	border	12
http://www.hootersonline.net/locations	nowrap	1
http://www.hootersonline.net/locations/ /crestview	align	5
http://www.hootersonline.net/locations/ /crestview	border	11
http://www.hootersonline.net/locations/ /crestview	nowrap	1

Pages using a table layout

Page URL	Layout
http://www.hootersonline.net/about-us	Table
http://www.hootersonline.net/about-us/employment	Table
http://www.hootersonline.net/locations	Table
http://www.hootersonline.net/locations/crestview	Table

0.0 Twitter

- This website did not contain a link to Twitter.
 - ✎ Sign up for a Twitter account and make sure it is linked to from your site.

0.0 Facebook page

- This website was found to contain some links to Facebook, but none appear to be public Facebook pages associated with this website.
 - ✎ Sign up for a Facebook page and make sure it is linked to from your site, or if you already have one make sure it is public.

Source: Facebook

0.0 Google+ page

- This website was found to contain some links to Google+, but none appear to be public Google+ pages associated with this website.
 - ✎ Sign up for a Google+ page and make sure it is linked to from your site, or if you already have one make sure it is public.

Source: Google+

0.0

Feeds

- No feeds were found on the 5 pages tested. This is bad as search engines and visitors use feeds to follow updates to websites.
 - ✎ Consider adding an RSS or ATOM feed to this website. If there already is a feed, ensure that it is linked to correctly in the head of the document.

0.0

Printability

- None of this website appears to be optimized for printing (using CSS).
 - ✎ Add printable style sheets for all pages, wherever possible. In most cases, websites can share printable style sheets over many or all pages, as with screen-based style sheets.

Print optimized pages

Page	Print
http://www.hootersonline.net/	Not detected
http://www.hootersonline.net/about-us	Not detected
http://www.hootersonline.net/about-us/employment	Not detected
http://www.hootersonline.net/locations	Not detected
http://www.hootersonline.net/locations/crestview	Not detected

We tested the following pages

- 📄 <http://www.hootersonline.net/>
- 📄 <http://www.hootersonline.net/about-us>
- 📄 <http://www.hootersonline.net/about-us/employment>
- 📄 <http://www.hootersonline.net/locations>
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The free and automated website assessment is limited to analyzing only 5 pages of your website and therefore does not represent an exhaustive report, nor is it flawless. We advise that you review the recommendations of the assessment with a professional web developer before taking action. BDC is also not responsible for subsequent modifications to your website.

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Help

Meta tags

This test checks whether metadata (a type of hidden information on a webpage) is present, and being used correctly. In particular, this includes meta tags.

Why do we test for this?

Some metadata has great value, particularly to search engines. Correct use of metadata can improve your placement in search engines, but more importantly how your website appears when in a search engine.

In particular, the description meta tag is frequently shown in Google beneath the link to a specific result.

How do we test for this?

We look for all meta tags, but we only penalize a site's score if a description meta tag isn't included.

What can I do about it?

Ensure that as a minimum you include a description meta tag in the head of each page on your site.

Domain age

This test checks when a domain name was first registered to determine its age.

Why do we test for this?

Older websites are likely to appear higher in search engine rankings. It's only one of many factors taken into account, but Google is known to favour older websites. Just like a real-world business, a company website can be seen as more trustworthy if it has been established a long time. Many unscrupulous websites will change domains regularly in order to avoid being blocked by Internet filters, so younger websites are deliberately penalized to make them appear lower.

How do we test for this?

We ask a WHOIS service for information about the domain name of the website being tested. A WHOIS service stores public information about domain names. WHOIS services vary between types of domain (e.g. .com, .ca) so we can't always obtain the same information for all domain names. We cannot obtain any information about some types of domains.

What can I do about it?

If you have a young domain name, then unfortunately the only thing you can do is wait for the domain to age and for the website to become more established.

Last amended

This test checks to see how recently a website has been updated.

Why do we test for this?

Updating a website regularly can make search engines like Google spider more often, so it will be faster at indexing your changes. Also,

visitors perceive up-to-date websites as more credible and are likely to dismiss websites as irrelevant if the content was written a long time ago.

How do we test for this?

We look at dates from the last modified header of your pages and assets (like images and CSS files) as well as dates contained within your pages. Given this information, we make a statistical analysis on the probable last updated date.

What can I do about it?

Update your website regularly with relevant news and information.

URL format

This test checks that the format of URLs on a site is appropriate. The URL, otherwise known as the address of the page, is what appears in the address bar at the top of your web browser.

Why do we test for this?

Good URLs are easy to remember and exchange between people via email or social media. Clean URLs are also more likely to appear higher in search engines than dirty URLs.

How do we test for this?

We check for a number of criteria to see if web addresses are too long, dirty or include ID parameters.

What can I do about it?

Wherever possible, use clear, simple URLs that clearly but concisely describe the content of the page. Sometimes this is an option that can be enabled on your blog software or content management system.

Analytics

This test checks your website to see if you use a recognized analytics solution.

Why do we test for this?

Analytics is an important tool in maintaining a good website. Modern analytics solutions give site owners a wealth of information about their site, often for free. In order to make the best of a site, analytics is invaluable.

How do we test for this?

We look for common analytics solutions that use embedded JavaScript in each page of a site. It is impossible for us to detect server-side monitoring solutions.

We currently detect the following common analytics solutions:

- Google Analytics v2
- Reinvigorate
- WebTrends
- Site Manager
- SiteCatalyst
- SiteCensus
- OpenTracker
-

Nedstat

- LoadStats
- Woopra
- ClickTale
- DoubleClick
- Atlas Analytics
- Coremetrics
- Vignette
- Touch Clarity
- WebSideStory
- StatCounter
- ClickTracks
- Hitslink
- IndexTools
- Piwik
- WordPress stats plugin

What can I do about it?

Sign up for an analytics account (we use Google Analytics because it's fully featured and free) and make sure the tracking code is included on every page of your site.

Alternative text

The alternative text test checks each image tag on a page for the presence of an alt attribute.

Why do we test for this?

Most visitors to your site will have a visual browser that will display the page, but some may use a screen reader or a text-only browser. These visitors cannot see the image as someone with a visual browser would, and so rely on the alternate text to understand what the image is. Inclusion of alt text is actually a legal requirement in some countries, and a failure to do so would be considered discriminatory.

How do we test for this?

We look at each image tag on a page and mark a site down if it does not include an alt attribute.

What can I do about it?

Ensure all images on your page include a descriptive alt attribute. If the image is for layout only or doesn't require an alt attribute, don't omit it. You must include the alt attribute but there is no problem leaving it empty if there is no suitable alternate description.

Titles

This test checks whether page titles are used on the website correctly. A page title exclusively refers to the title tag of a page, and nothing else.

Why do we test for this?

All pages should have a title as this is one of the most crucial elements of a page, and can be most easily seen in the top-left corner of your web browser's window.

The title is particularly important for several reasons:

- Search engines pay special attention to the words in your page titles. They are emphasized more than the text in your pages, and help optimize your site for those words.
- Search engines display the titles (usually) as links in their results. The phrase that Google uses to link to a webpage is nearly always the title of that page.
- Titles are used when users create bookmarks.

Titles should always be on every webpage, but it is important that the titles be varied and appropriate.

How do we test for this?

We examine the title for each page in turn, and check:

- Is there a title? (nearly every webpage will have one)
- Is the title meaningless? (e.g. "Untitled document")
- Is the title a web address (non-descriptive and frowned on by search engines)
- Is the title too long?
- Is the title too complex?

What can I do about it?

Make sure each page includes a title in the head and that it is appropriate to the content.

Internal links

The links test checks to see how a site links to other pages, both internally and externally.

Why do we test for this?

Poorly defined links are a common problem on the web. Search engines can index content better if it is well linked to, and it can help those using non-visual browsers like screen readers. The main problem we look for with links is the same description being used for more than one location, and the use of non-descriptive words like 'more.' A link should clearly define where it goes to, and the same definition should not apply to more than one page.

How do we test for this?

We look for non-descriptive text being used in links, like 'More,' 'Read more' or 'Click here.' We also check to see if one description is used for different pages.

What can I do about it?

You should avoid using words like 'more' to link to another page, but if you have to, use the title attribute of the anchor tag to be more descriptive about the page you are linking to. You should also ensure that each page you link to has a unique text or title attribute.

Incoming links

This test looks at the number of other sites that link to you.

Why do we test for this?

The volume and quality of incoming links to your site is very important. Search engines like Google treat a link to your site as a vote, making it come higher in search rankings. The more relevant the site, the higher the weight the vote carries.

The volume of incoming links to a site is also a good measure of the popularity of a site and how well it is marketed online.

How do we test for this?

Google and Yahoo already hold this information, which you can easily access yourself by entering 'link:http://www.YOURSITE.com' into the search box. We score you based on the volume of incoming links.

All link counts vary and this is normal. There are several reasons for this:

- There can be different definitions of exactly what constitutes a link (e.g. would two links on a single page be counted as one incoming link or two?)
- As the Internet is constantly evolving, any link count that is taken will be immediately out of date.
- Some links can be hard to find, such as those added to a website using JavaScript.
- Incoming link counts are based upon a representative sample of the Internet and the sample may not include every link.

What can I do about it?

Any incoming links to your site are beneficial. Try and get included in directories relevant to your site, or get involved with relevant forums and drop in a mention to your site every now and then (but watch out, it's obvious if you are just spamming to get more backlinks and it may backfire if you don't contribute anything useful).

Images

The images test checks all the images on a site to check if they are linked to according to latest best practice. We also check that the images are an appropriate web format.

Why do we test for this?

Website producers often include images on their pages badly, creating accessibility issues for visitors and increasing page load times.

It is important to include the width and height attributes in each image tag. The mark-up is valid without a height and width attribute, but it is best practice to include them. Without these attributes, the visitor's web browser does not know how much space to leave for the image until it has downloaded it. This means that once the image has loaded, the page has to be re-rendered by the visitor's browser, which increases page load time and can cause elements on the page to 'jump,' especially if the user has a slow Internet connection. It is also important not to stretch the image by using these attributes, they should be identical to the actual dimensions of the image. This also increases page load time.

How do we test for this?

We download all of the images on a site and mark the score down for several criteria:

- Is it a non web-friendly format? Only jpeg, png and gif images are allowed, not Windows Bitmaps.
- Are the width and height attributes missing? This is when you omit the width and height attributes for an image.
- Is it being stretched in the browser? This happens when the source image is a different size to the width and height attributes specified in the HTML. If you want to stretch an image in the browser, you should use CSS, as the tag describes the source image, not how it should be displayed.

What can I do about it?

Make sure that all of the images you use are of a web-friendly format, like jpeg, gif or png. You should also include width and height attributes for all images, and these should be the actual dimensions of the source image. If you need to stretch the image in the browser, use CSS. The image tag in the HTML defines the source image, and the CSS defines how it should be presented.

Social interest

This test judges how many times the pages of a website have been shared using social media.

Why do we test for this?

Social media is becoming increasingly important on the web. We look at how well shared the website is on Twitter, Facebook and Google+ as a measure of popularity and the success of your site's online marketing.

How do we test for this?

We look at the volume of Tweets received for every page we test, as well as the number of likes and +1s the page has received. The more tweets, +1s and likes you have, the higher you score.

What can I do about it?

If you don't already have accounts on these social networks, consider signing up. Each time you update your site, Tweet about it and share it on Facebook and Twitter. If your updates and content are interesting, people will pick up on it and continue sharing it socially. This is a very quick way to get links to your site and increase visitor numbers. If your website is article oriented (e.g. blog, news), you could also add social media buttons to your page to make it easier for people to share your content.

Server behaviour

Why do we test for this?

There are many ways to improve the efficiency of a website and how it's treated by search engines by configuring the website's server settings.

How do we test for this?

We can detect server behaviour and check if useful settings have been configured in the most beneficial way e.g.

- We check that a fabricated URL on your website returns a 404 header.
- We check URLs with and without a trailing slash redirect as appropriate, or have a canonical meta tag.
- We check if pages use GZIP compression for smaller page sizes and faster downloading.
- We check if the site responds on www or non-www and redirects as appropriate or has a canonical meta tag.

What can I do about it?

- Ensure 404 pages send a 404 HTTP status code.
 - Ensure site uses GZIP encoding.
 - Ensure 301 redirects between URLs work with and without trailing slash (and redirects as appropriate). Alternatively use a canonical meta tag.
 - Ensure redirection from www to non-www version.
-

Popularity

This tests how popular this website is compared to other websites, and whether popularity is rising or falling.

Why do we test for this?

This is a simple at-a-glance performance measurement of how popular a website is versus others. It is particularly useful where more detailed information is not available (e.g. most organizations don't have access to their competitors' analytics).

How do we test for this?

The Alexa ranking is used. This is based on a very large sample (several million) of web users, all of whom share many browser toolbars that record their viewing history. Generally Alexa can give rankings for websites in the top five million—results are much more accurate the higher the ranking. There are some biases in the data, but generally it is still very useful as long as it is used appropriately in context (e.g. more as a relative measure, not an absolute – "website A is more popular than website B").

What can I do about it?

The only way to improve this score is to be gradually improving the popularity of your website. Don't assume that your website must always score a perfect 10 for this test.

Mobile

This test checks to see whether the website is optimized for mobile devices.

Why do we test for this?

Mobiles and tablets are increasingly used to browse the web. Most websites are not designed to work on the smaller screen sizes that these devices have, so it is considered best practice to make your website adapt to give the visitor a better experience.

Some websites that use Adobe Flash may not work on a mobile device at all.

How do we test for this?

There are a few common ways mobile sites can be made:

- Some websites have a separate mobile site. This means that when users visit the website on their phone, the server detects that they are using a mobile device and redirects them to a completely separate mobile website. This is OK, but not ideal.
- Some websites return mobile optimized HTML. This means that when users visit the website on their phone, the server detects that they are using a mobile device and sends back different content that is optimized for a mobile phone. This is better than the previous approach, but it is also not ideal.
- The best websites use CSS media queries to adapt the look of the website based on screen size. This is considered the best approach.

In order to detect the first two options, we try visiting the homepage of the website being tested using a mobile user agent. If the server redirects us to a different website, we know the website employs the first technique. If this is not the case, we then look at the HTML that the server sent us using a mobile user agent and compare it to the HTML when accessed normally. In order to detect the third technique, we analyze all of the CSS on a website to see if it contains any media queries.

If the website is not optimized for mobile devices, we check if the website uses Flash, which cannot be seen on mobile devices, to determine if the website is likely to work on a mobile device at all.

What can I do about it?

Consider adding media queries to your CSS, which optimize the site for mobile devices. If the website uses Adobe Flash, consider recreating the website in HTML.

Headings

The headings test checks for appropriate use of headings in your page.

Why do we test for this?

Semantically correct content is good for search engine optimization and helps visitors without a visual browser access your content.

How do we test for this?

We check that you use headings in the right order (e.g. H1, then H2) and that no heading appears without a parent heading (i.e. you can't have a H2 without a H1).

What can I do about it?

Ensure that every page of your site uses headings in the right order, and that as a minimum, each has a H1.

Code quality

This test checks to see whether the website uses semantic HTML and whether or not it is W3C compliant.

Why do we test for this?

Semantic HTML is the use of HTML markup to define the semantics (or meaning) of information in a web page, rather than how it should be displayed. It is considered best practice to use semantic HTML to mark up your document and then use CSS to style it appropriately. Use of non-semantic elements is discouraged.

Tables were traditionally used to lay out web pages in two columns, but since the advent of CSS and modern browsers a few years ago, it is no longer necessary to use tables for anything but tabular information. It is now best practice to create columnar layouts using divs and CSS. This also helps rendering in non-visual browsers or when a site's style sheet is not available.

W3C is the standards body for the web, and W3C compliance is therefore a widely adopted test with many benefits. As a general rule, sites that are W3C compliant will work more consistently across web browsers, in particular new ones as they are released. They will also likely be more accessible and usable (through adoption of standards that users will tend to expect, and therefore be familiar with). They are also more likely to work on non-standard devices, such as mobile phones and televisions, which are becoming increasingly prevalent. Some search engines (notably Bing and Google) prefer W3C compliant pages.

The principles of validation generally correlate highly with good SEO (Search Engine Optimization) practice. W3C compliance is considered one of the best assurances that the website has been built with accessibility in mind (which is a legal requirement in many countries).

For more reasons see: <http://validator.w3.org/docs/why.html>.

How do we test for this?

We look for elements inside table cells that might indicate the use of tables for layout. These include divs, headings and tables. We also look for presentational tags in HTML like the font tag, the bold tag and the italic tag.

The W3C test is run on every page we test in turn.

Although you may get errors and warnings, only errors count towards the final score.

What can I do about it?

It might not be easy, but you should convert all pages of your site that use tables for layout to use divs and CSS. Only use tables for tabular information, e.g. a table of prices. Instead of using presentational elements to format text, use appropriate semantic elements and then style them with CSS.

Use the results of the validation to fix and improve the compliance of your website. For a new site, try and make the website W3C compliant from the start, as it is hard to fix a large site that hasn't been built with W3C compliance in mind.

Twitter

This test checks to see if a website links to a Twitter account.

Why do we test for this?

The amount of activity about a website on Twitter, and other forms of social media, is a major factor in how well a website is marketed.

How do we test for this?

While testing the website, we scan all pages for links to Twitter. For each of the Twitter accounts we find, we find out the number of tweets that have been made and the number of followers it has.

In order to determine if any of the Twitter accounts that have been found are related to the website, we check the Twitter account's details to see if the website being tested is listed.

What can I do about it?

Create a company Twitter account for your website and make regular tweets. If you already have a Twitter account, but we are unable to detect it:

- Make sure you link to the account from your website.
 - Make sure that your website address is listed under the information section of the Twitter account.
-

Facebook page

The Facebook page test checks to see if a website links to a Facebook page.

Why do we test for this?

The amount of activity about a website on Facebook, and other forms of social media, is a major factor in how well a website is marketed. A Facebook page is a great way to encourage activity about your site on Facebook.

How do we test for this?

While testing the website, we scan all pages for links to Facebook pages. For each of the Facebook pages we find, we find out the number of likes.

In order to determine if any of the Facebook pages that have been found are related to the website, we check the information section of the Facebook page to see if the website being tested is listed.

What can I do about it?

Create a company Facebook page for your website and make regular posts. If you already have a Facebook page, but we are unable to detect it:

- Make sure you link to the page from your website.
 - Make sure that your website address is listed under the information section of the Facebook page.
 - We are unable to test Facebook pages that have been set to restrict who is able to view them. Using the settings for a Facebook page, it is possible to restrict by age or location which Facebook users can view it. Users who fall outside of the requirements you define, as well as logged-out users, will not be able to see the Facebook page. If this applies to you, carefully consider if the restrictions may be preventing genuine fans from seeing your Facebook page.
-

Google+ page

The Google+ page test checks to see if a website links to a Google+ page.

Why do we test for this?

The amount of activity about a website on Google+, and other forms of social media, is a major factor in how well a website is marketed. A Google+ page is a great way to encourage activity about your site on Google+.

How do we test for this?

While testing the website, we scan all pages for links to Google+ pages. For each of the Google+ pages we find, we find out the number of +1s and the number of people who have this page in their circles.

In order to determine if any of the Google+ pages that have been found are related to the website, we check the information section of the Google+ page to see if the website being tested is listed.

What can I do about it?

Create a company Google+ page for your website and make regular posts. If you already have a Google+ page, but our tool is unable to detect it:

- Make sure you link to the page from your website.
- Make sure that your website address is listed under the information section of the Google+ page.

Feeds

This test checks if a website has a feed. A feed gives a website's visitors the ability to subscribe to updates of the content with an aggregator.

Why do we test for this?

Feeds are used on the web to notify users of updates to a website. The visitors use a feed reader (otherwise known as an aggregator), which reads all the feeds they subscribe to and displays them in one place. Feed readers come in many forms. A feed is good because it allows visitors who are interested in a site to get updates delivered to them, encouraging them to return to the website when they see something that interests them.

You can read more about feeds on Wikipedia.

How do we test for this?

We check for a properly linked feed in the head of your page (see the example below). Modern browsers will display feeds linked to in this way by adding an RSS icon in the address bar. Many people just include a link to the RSS feed in the body of the page, but that isn't the best way to do it and we don't detect feeds linked to in this way.

What can I do about it?

If you have regularly updating content, these days a feed is a must-have. There is no set topic for a feed, but most sites choose to have a feed of their news or blog. Many blog platforms (e.g. Wordpress) and website management systems will generate a feed for you automatically. If you already have a feed, make sure it's linked to in the head of your document using this syntax:

```
<link title="My RSS Feed" rel="alternate" type="application/rss+xml" href="http://www.mydomain.com/feed.rss" />
```

Printability

This test determines if a website is suitable for printing.

Why do we test for this?

A well-built website will have a separate print style sheet linked to in the head of the document. The print style sheet should include a style that improves the appearance of the content when printed out.

How do we test for this?

We simply look for a print style sheet linked to in the head of the document.

What can I do about it?

Add a print style sheet to your page. Use it to improve the look of your content when printed.
