SEO Report for https://www.manamudra.com

82 / 100	40 / 49	7 / 49	2 / 49
SEO SCORE	**PASSED CHECKS**	**FAILED CHECKS**	**WARNINGS**

COMMON SEO ISSUES

Meta Title	✔	The meta title of your page has a length of 39 characters. Most search engines will truncate meta titles to 70 characters.
	→	Best Mutual Fund Investment - ManaMudra
Meta Description	✔	The meta description of your page has a length of 142 characters. Most search engines will truncate meta descriptions to 160 characters.
	→	ManaMudra provides best Online Mutual Fund Investment platform in India. Let Secure your future with our different Investment Planning Scheme.
Google Search Results Preview	ⓘ	**Best Mutual Fund Investment - ManaMudra** https://www.manamudra.com ManaMudra provides best Online Mutual Fund Investment platform in India. Let Secure your future with our different Investment Planning Scheme.
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.
	→	manamudra - 10 times
	→	investments - 7 times
	→	funds - 7 times
	→	calculator - 7 times
	→	forms - 7 times
Keyword Usage	ⓘ	Congratulations! You are using your keywords in your meta-tags, which help search engines to properly identify the topic of your page.
	✔	Keyword(s) included in Title tag
	✔	Keyword(s) included in Meta-Description tag

Keywords Cloud	ⓘ adaptation advice advisors amfi application approach assure available awareness best blogs calculator careers carefully child clientfirst clients' complete conditions connection contact context corner data developed documents domain don't dream email ensure expertise figures financial fixed fluctuations forms fruitful fund funds future heart home illustrative income india information insurance interests invest investment investments investors keeping life mahamantra major manamudra mangement market maximum minute modify mutual paramount partners plan portfolio proactive provide purpose quick read readmore regarding registered related responsiveness results retirement risk routine saving scheme sector service services sharing solely start strong subject suggestions support@manamudra.com terms transparency unbiased website webtech yield
Related Keywords	ⓘ This URL is currently ranked in the top 20 organic Google listings for the search terms below: → sahara mutual fund redemption form → canara robeco sip application form → reliance common application form pdf → dspbr ultra short term fund reg g → motilal oswal mutual fund stp form
Competitor Domains	ⓘ Some of the most relevant competitors for your domain are listed below: → canararobeco.com → saharamutual.com → myraandcompany.in → sanriya.in → amfiindia.com
<h1> Headings Status	✔ Your page contains H1 headings. Their contents are listed below: → Start SIP → Tax Saving → SIP Child Future → Start SIP Retirement Plan → FIXED Income
<h2> Headings Status	✔ Your page contains H2 headings. Their contents are listed below: → Research & Analysis → Unbiased Approach → Transparency → Pro-Active
Robots.txt Test	✔ Congratulations! Your site uses a "robots.txt" file: https://www.manamudra.com/robots.txt
Sitemap Test	✔ Congratulations! We've found 1 sitemap file for your website: → https://www.manamudra.com/sitemap.xml

Broken Links Test	✔	Congratulations! We have checked 40 links on this web page and none of them are broken.
SEO Friendly URL Test	✔	Congratulations! All links from your webpage are SEO friendly.
Image Alt Test	✔	Your webpage has **19** 'img' tags and all of them contain the required 'alt' attribute.
Inline CSS Test	✔	Congratulations! Your web page does not use inline CSS styles.
Deprecated HTML Tags	✔	Congratulations! Your page does not use HTML deprecated tags.
Google Analytics Test	✔	Congratulations! Your website is using the latest version of Google Analytics.
Favicon Test	✔	Congratulations! Your website appears to have a favicon. ⩕
Backlinks Checker	ⓘ	We didn't find any backlinks for your domain! Quality backlinks from websites relevant to your topic/niche are critical for strong search engine rankings.
JS Error Checker	✔	Congratulations! There are no severe JavaScript errors on your web page.
Social Media Check	✔	Congratulations! Your website is connected successfully with social media using: Facebook; Google Plus;

SPEED OPTIMIZATIONS		
HTML Page Size Test	❌	The size of your web page's HTML is 61.25 Kb, and is over the average web page's HTML size of 33 Kb. 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.

HOW TO FIX HTML PAGE SIZE 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

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 **82 %** - from **61.25 Kb** to **11.13 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.
	
	<pre># 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</pre>
	For more advanced information regarding deflate you can check this Apache documentation.

Site Loading Speed Test	❌ Your site loading time is around **8.46 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: 8; CSS Files: 24; Scripts: 17; Images: 28; Flash Files: 0;
Page Cache Test (Server Side Caching)	✔ Congratulations, you have a caching mechanism on your website. Caching helps speed page loading times as well as reduces server load.

Flash Test	✔	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.
Image Expires Tag Test	✔	Congratulations! Your webpage use 'Expires' header for your images and the browsers will display these images from the cache.
JS Minification Test	⚠	Some of your website's JavaScript files are not minified!

→ https://www.manamudra.com/js/script.js
→ https://www.manamudra.com/js/jquery.bxslider.js
→ https://www.manamudra.com/js/classie.js
→ https://www.manamudra.com/js/smk-accordion.js

HOW TO FIX JS MINIFICATION TEST
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 JSCompress, Closure Compiler or JSMin.

CSS Minification Test	⚠	Some of your website's CSS files are not minified!

→ https://www.manamudra.com/css/bootstrap.min.css
→ https://www.manamudra.com/css/bootstrap.css
→ https://fonts.googleapis.com/css?family=Raleway:400,500,600,700
→ https://fonts.googleapis.com/css?family=Open+Sans
→ https://www.manamudra.com/css/style.css
→ https://www.manamudra.com/css/responsive.css
→ https://www.manamudra.com/css/jquery.bxslider.css
→ https://www.manamudra.com/css/smk-accordion.css
→ https://www.manamudra.com/css/menu.css
→ https://www.manamudra.com/css/menu-office.css
→ https://fonts.googleapis.com/css?family=Roboto
→ https://www.manamudra.com/css/slider.css
→ https://www.manamudra.com/css/header-scroller.css
→ https://www.manamudra.com/css/sip.css
→ https://fonts.googleapis.com/css?family=Open+Sans

HOW TO FIX CSS MINIFICATION TEST
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.

Nested Tables Test	✔	Congratulations, your page does not use nested tables. This speeds up page loading time and optimizes the user experience.
Frameset Test	✔	Congratulations! Your webpage does not use frames.
Doctype Test	✔	Congratulations! Your website has a doctype declaration:

→ <!DOCTYPE html>

URL Redirects Checker	✔	Congratulations! Your URL doesn't have any redirects (which could potentially cause site indexation issues and site loading delays).

SERVER AND SECURITY

URL Canonicalization Test	✔ https://www.manamudra.com and https://manamudra.com resolve to the same URL.
HTTPS Test	✔ Your website is successfully using https, a secure communication protocol over the Internet. Note: if your site relies primarily on ad income, be aware that using https may be detrimental to ad earnings.
Safe Browsing Test	✔ This site is not currently listed as suspicious (no malware or phishing activity found).
Server Signature Test	✔ Congratulations, your server signature is off.
Directory Browsing Test	✔ Congratulations! Your server has disabled directory browsing.
Plaintext Emails Test	✖ We found 1 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	❌ 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.
	
	HOW TO FIX MICRODATA SCHEMA TEST
	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.
	Here is a simple example of how to use HTML5 microdata in your contact web page:
	
	`<div itemscope itemtype="http://schema.org/Person">`
	`  <span itemprop="name">Joe Doe</span>`
	`  <span itemprop="company">The Example Company</span>`
	`  <span itemprop="tel">604-555-1234</span>`
	`  <a itemprop="email" href="mailto:joe.doe@example.com">joe.doe@example.com</a>`
	`</div>`

Noindex Checker	✔ Your webpage does not use the noindex meta tag. This means that your webpage will be read and indexed by search engines.
Canonical Tag Checker	✔ Your page does not use the canonical link tag.

Nofollow Checker	✔	Your webpage does not use the nofollow meta tag. This means that search engines will crawl all links from your webpage.
Disallow Directive Checker	✔	Your robots.txt file disallow the search engines access to some parts of your website. You are advised to check carefully if the access to these resources or pages must be blocked.
	→	Disallow: /cgi-bin/
SPF records checker	❌	Your DNS server is not using an SPF record. SPF (Sender Policy Framework) allows administrators to specify which hosts are allowed to send mail from a given domain by creating a specific SPF record or TXT record in the Domain Name System (DNS). You can find more information about SPF records here.

HOW TO FIX SPF RECORDS CHECKER

An **SPF record** is a type of **Domain Name Service (DNS)** record that allows email systems to check if the sender of a message comes from a legitimate source and refuse an email if the source is not legitimate. Adding an SPF record is as easy as adding CNAME, MX or A records in your DNS zone. You can find more information here.

Before creating the SPF record for your domain, it is important to have access at your domain's DNS zone and to know what mail servers your domain is likely to use and plan how you want any non-authorised email to be handled.

Example:

Let's say that you are planning to send emails using Google Apps and you also want to ensure that no other mail servers are authorised. You can use an SPF record like this:

```
v=spf1 include:_spf.google.com -all
```

"v=spf1" - This sets the SPF version
"include:_spf.google.com" - This includes Google mail servers in your list of authorized sending servers
"-all" - This means that any server not previously listed is not authorized

If you are using your own VPS to send email and not any other service like Mandrill, Google Apps, etc. then you can create an SPF record like this:

```
v=spf1 mx -all
```

Note:

Setting an SPF record for your domain can help in reducing the chances of a spammer using your domain name in unsolicited emails. Research carefully what mail servers your domain is likely to use and plan how you want any non-authorised email to be handled.