

SEO Report for <https://www.privatohotel.com/>

89 / 100
SEO SCORE

42 / 49
PASSED CHECKS

5 / 49
FAILED CHECKS

2 / 49
WARNINGS

COMMON SEO ISSUES	
Meta Title	<p>✓ The meta title of your page has a length of 32 characters. Most search engines will truncate meta titles to 70 characters.</p> <hr/> <p>→ Privato Hotel Hotel in Ortigas</p>
Meta Description	<p>✓ The meta description of your page has a length of 123 characters. Most search engines will truncate meta descriptions to 160 characters.</p> <hr/> <p>→ Privato Hotel is an Italian-inspired business and lifestyle hotel in Pasig City. Strategically located near Capitol Commons</p>
Google Search Results Preview	<p>ⓘ Privato Hotel Hotel in Ortigas https://www.privatohotel.com Privato Hotel is an Italian-inspired business and lifestyle hotel in Pasig City. Strategically located near Capitol Commons</p>
Most Common Keywords Test	<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/> <p>→ city - 7 times → hotel - 7 times → book - 6 times → ortigas - 5 times → privato - 5 times</p>
Keyword Usage	<p>ⓘ Congratulations! You are using your keywords in your meta-tags, which help search engines to properly identify the topic of your page.</p> <hr/> <p>✓ Keyword(s) included in Title tag ✓ Keyword(s) included in Meta-Description tag</p>

<p>Keywords Cloud</p>	<p> ⓘ accommodations address aesthetic arena asia ayala balance bank banquets blvd boasts book boulevard breakfast buffet business capitol careers central choose city comfort commons contact contemporary created deluxe design designed details development dining discover district double egsscape email establishments estancia faqs following gallery greenfield hotel ideal inclusive informed inroom italianinspired kapitolyo learn lifestyle located mall mall's managed media megamall minimum modern navigation near night nights offers ortigas pasig perfect person persons philippines philsports phone places plaza pleasure privato privato's queen read reservations[at]privatohotel.com reviews room rooms shangrila shaw sleek social special sports stay strategically style sweet traveling ultra upcoming various visit ynares </p>
<p>Related Keywords</p>	<p> ⓘ This URL is currently ranked in the top 20 organic Google listings for the search terms below: </p> <hr/> <ul style="list-style-type: none"> → privato hotel website → privato hotel → privato → privato hotel promo 2017 → function room ortigas
<p>Competitor Domains</p>	<p> ⓘ Some of the most relevant competitors for your domain are listed below: </p> <hr/> <ul style="list-style-type: none"> → tripadvisor.com → hotels.com → agoda.com → booking.com → expedia.com
<p><h1> Headings Status</p>	<p> ✓ Your page contains H1 headings. Their contents are listed below: </p> <hr/> <ul style="list-style-type: none"> → OUR ROOMS
<p><h2> Headings Status</p>	<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 style="background-color: #f9f9f9; padding: 10px; border: 1px solid #ccc;"> <h2>First sub-topic goes here</h2> ... <h2>Another sub-topic</h2></pre>
<p>Robots.txt Test</p>	<p> ✓ Congratulations! Your site uses a "robots.txt" file: https://www.privatohotel.com/robots.txt </p>
<p>Sitemap Test</p>	<p> ✓ Congratulations! We've found 2 sitemaps files for your website: </p> <hr/> <ul style="list-style-type: none"> → https://www.privatohotel.com/sitemap.xml → https://www.privatohotel.com/sitemap_index.xml

Broken Links Test	 Congratulations! We have checked 7 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 15 'img' tags and 10 of them are missing the required 'alt' attribute. <p>HOW TO FIX IMAGE ALT TEST</p> <p>In order to pass this test you must add an alt attribute to every tag used into your webpage. An image with an alternate text specified is inserted using the following HTML line:</p> <pre data-bbox="427 501 1522 555"></pre> <p>Remember that the point of alt text is to provide the same functional information that a visual user would see. Search engines, users who disabled images in their browsers and other agents who are unable to see the images on your webpage can read the alt attributes assigned to the image since they cannot view it.</p> <p>Learn more about optimizing images for SEO.</p>
Inline CSS Test	 Your webpage is using 10 inline CSS styles! <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 data-bbox="427 1469 1522 1787"><!--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>
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	 Your domain has 87 total backlinks from 39 referring domains . Some most recently found backlinks for your domain are listed below: <ul style="list-style-type: none"> → Checked on Mar 18, 2018: http://bedroom.stractest.org/hotel-bedroom-suites/ → Checked on Mar 12, 2018: https://www.dealgrocer.com/...st-5a77dcba2a48186f5a00041b → Checked on Mar 10, 2018: http://netbook-review.com/2017/2017-restaurant-offers → Checked on Mar 05, 2018: http://www.rjdexplorer.com/...omfy-beds-and-great/#cancel → Checked on Mar 02, 2018: http://college-lists.com/robinsons/robinsons-galleria
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 ; Twitter ; Google Plus ;

SPEED OPTIMIZATIONS

HTML Page Size Test	 Congratulations! The size of your web page's HTML is 12.33 Kb and is under the average web page's HTML size of 33 Kb. Faster loading websites result in a better user experience, higher conversion rates, and generally better search engine rankings.
HTML Compression/GZIP Test	 Congratulations! Your page is successfully compressed using gzip compression on your code. Your HTML is compressed from 49.85 Kb to 12.33 Kb (75 % size savings) . This helps ensure a faster loading web page and improved user experience.
Site Loading Speed Test	 Your site loading time is around 4.78 seconds and this is under the average loading speed which is 5 seconds .
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. <hr/> HTML Pages: 5; CSS Files: 25; Scripts: 43; Images: 27; 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

✘ 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](#).

HOW TO FIX IMAGE EXPIRES TAG TEST

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:

```
<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>
```

JS Minification Test

! Some of your website's JavaScript files are not minified!

- <https://code.jquery.com/jquery-3.1.0.js>
- <https://www.privatohotel.com/wp-content/...croll-triggered-box/js/script.js?ver=2.3>
- <https://www.privatohotel.com/wp-content/.../assets/js/jquery-settings.js?ver=4.5.13>
- <https://www.privatohotel.com/wp-content/...-form-7/includes/js/scripts.js?ver=4.6.1>
- <https://www.privatohotel.com/wp-content/...s/privatohotel/js/superfish.js?ver=1.4.8>
- <https://www.privatohotel.com/wp-content/...hotel/js/jquery.prettyPhoto.js?ver=1.1.9>
- <https://www.privatohotel.com/wp-content/...ohotel/js/jquery.flexslider.js?ver=1.1.9>
- <https://www.privatohotel.com/wp-content/themes/privatohotel/js/gmap.js?ver=1>
- <https://www.privatohotel.com/wp-content/themes/privatohotel/js/scripts.js?ver=1>
- <https://www.privatohotel.com/wp-includes...uery/ui/effect-pulsate.min.js?ver=1.11.4>
- <https://www.privatohotel.com/wp-content/...ble-portfolio/includes/sort.js?ver=3.0.1>
- <https://www.privatohotel.com/wp-content/...des/prettyphoto/prettyphoto.js?ver=3.0.1>
- <https://www.privatohotel.com/wp-content/...ttyphoto/nimble-prettyPhoto.js?ver=3.0.1>
- <https://platform.linkedin.com/js/secureAnonymousFramework?v=1.0.226-1429&>

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	<p> Some of your website's CSS files are not minified!</p> <hr/> <ul style="list-style-type: none"> → https://www.privatohotel.com/wp-content/...hemes/privatohotel/css/customization.css → https://www.privatohotel.com/wp-content/...form-7/includes/css/styles.css?ver=4.6.1 → https://www.privatohotel.com/wp-content/...roll-triggered-box/css/style.css?ver=2.3 → https://www.privatohotel.com/wp-content/...public/assets/css/settings.css?ver=5.2.3 → https://www.privatohotel.com/wp-content/themes/privatohotel/style.css?ver=4.5.13 → https://www.privatohotel.com/wp-content/...tel/css/colours/goldblack.css?ver=4.5.13 → https://www.privatohotel.com/wp-content/...rivatohotel/css/superfish.css?ver=4.5.13 → https://www.privatohotel.com/wp-content/...ivatohotel/css/flexslider.css?ver=4.5.13 → https://www.privatohotel.com/wp-content/...ivatohotel/css/responsive.css?ver=4.5.13 → https://fonts.googleapis.com/css?family=...2C700italic%2C800%2C800italic&ver=4.5.13 → https://fonts.googleapis.com/css?family=...%2C900%27+rel%3D%27stylesheet&ver=4.5.13 → https://www.privatohotel.com/wp-content/...includes/nimble-portfolio.css?ver=4.5.13 → https://www.privatohotel.com/wp-content/...tfolio/skins/default/skin.css?ver=4.5.13 → https://www.privatohotel.com/wp-content/...s/prettyphoto/prettyphoto.css?ver=4.5.13 → https://www.privatohotel.com/wp-content/...lider/css/jquery.bxslider.css?ver=4.5.13 → https://www.privatohotel.com/wp-content/...o/skins/default/genericon/genericons.css <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>
Nested Tables Test	<p> Congratulations, your page does not use nested tables. This speeds up page loading time and optimizes the user experience.</p>
Frameset Test	<p> Congratulations! Your webpage does not use frames.</p>
Doctype Test	<p> Congratulations! Your website has a doctype declaration:</p> <hr/> <p>→ <code><!DOCTYPE html></code></p>
URL Redirects Checker	<p> Congratulations! Your URL doesn't have any redirects (which could potentially cause site indexation issues and site loading delays).</p>

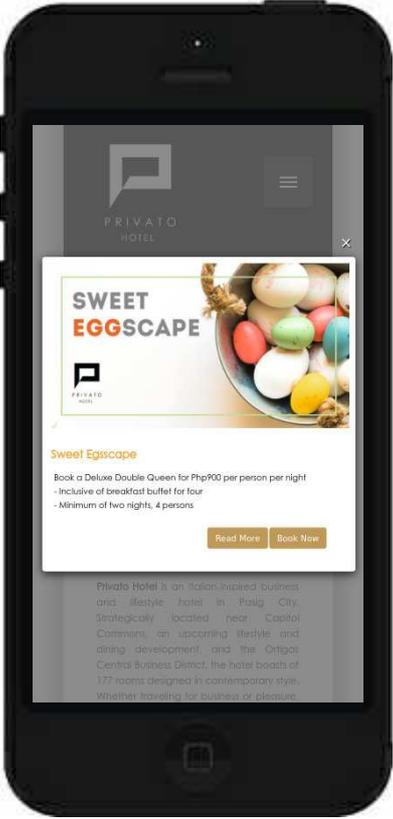
SERVER AND SECURITY	
URL Canonicalization Test	<p> https://www.privatohotel.com and https://privatohotel.com resolve to the same URL.</p>
HTTPS Test	<p> Your website is successfully using https, a secure communication protocol over the Internet. Note: if your site relies primarily on ad income, be aware that using https may be detrimental to ad earnings.</p>
Safe Browsing Test	<p> This site is not currently listed as suspicious (no malware or phishing activity found).</p>
Server Signature Test	<p> Congratulations, your server signature is off.</p>

Directory Browsing Test	✔ Congratulations! Your server has disabled directory browsing.
Plaintext Emails Test	✔ Congratulations! Your webpage does not include email addresses in plaintext.

MOBILE USABILITY

Media Query Responsive Test	✔ Congratulations, your website uses media query technique, which is the base for responsive design functionalities.
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Mobile Snapshot



The image shows a black smartphone displaying a mobile-optimized website. At the top, the 'PRIVATO HOTEL' logo is visible. The main content is a promotional banner for 'SWEET EGGSCAPE' featuring a bowl of colorful Easter eggs. Below the banner, the text reads: 'Sweet Eggscape', 'Book a Deluxe Double Queen for P1p900 per person per night', '- Inclusive of breakfast buffet for four', and '- Minimum of two nights, 4 persons'. There are two buttons: 'Read More' and 'Book Now'. At the bottom of the screen, there is a short paragraph of text about the hotel's location and amenities.

Microdata Schema Test	<p>✔ Congratulations! Your website is using HTML Microdata specifications in order to markup structured data.</p> <hr/> <p>→ Type: WebSite</p> <p>→ Properties:</p> <ul style="list-style-type: none">url: https://www.privatohotel.com/name: Privato HotelpotentialAction: [object Object] <p>→ Type: Organization</p> <p>→ Properties:</p> <ul style="list-style-type: none">url: https://www.privatohotel.com/sameAs: [object Object]name: Privato Hotellogo: https://www.privatohotel.com/wp-content/uploads/2016/07/favicon.png
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 page is using the canonical link tag. This tag specifies that the URL: https://www.privatohotel.com is preferred to be used in search results. Please ensure that this specification is correct, as canonical tags are often hard-coded and may not always reflect the latest changes in a site's URL structure.</p> <hr/> <p>→ <code><link rel="canonical" href="https://www.privatohotel.com/" /></code></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 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.</p> <hr/> <p>→ Disallow: /wp-admin/</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>