

# SEO Report for <http://aaranju.com>

**79 / 100**  
SEO SCORE

**38 / 48**  
PASSED CHECKS

**8 / 48**  
FAILED CHECKS

**2 / 48**  
WARNINGS

## COMMON SEO ISSUES

<b>Meta Title Test</b>	<p>✓ The meta title of your page has a length of 45 characters. Most search engines will truncate meta titles to 70 characters.</p> <hr/> <p>→ Tamil School online, Learn Tamil thru English</p>
<b>Meta Description Test</b>	<p>✓ The meta description of your page has a length of 101 characters. Most search engines will truncate meta descriptions to 160 characters.</p> <hr/> <p>→ Effective and fun way to learn Tamil. Tamil Elementary school. Exams and Certificates for Each level.</p>
<b>Google Search Results Preview Test</b>	<p>ⓘ <a href="https://www.tamil.aaranju.com">Tamil School online, Learn Tamil thru English</a> <a href="https://www.tamil.aaranju.com">https://www.tamil.aaranju.com</a> Effective and fun way to learn Tamil. Tamil Elementary school. Exams and Certificates for Each level.</p>
<b>Most Common Keywords Test</b>	<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>→ aaranju - 9 times → tamil - 7 times → learning - 6 times → picture - 6 times → register - 5 times</p>
<b>Keywords Usage Test</b>	<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><b>Keywords Cloud Test</b></p>	<p>  <b>aaranju</b> active ancient answer best blank browser certificate certificates <b>choose</b> close communicate copyright courses criteria curriculum does elementary engage engaging event exams <b>excercises</b> exercises e_lututal e_num family finally free gaps given grade great harvard help iṭaṅkaḷil kavaṇittu kindergarten kuṭumpa kēṭṭu language <b>learn learning lessons</b> level like literature login maṛṛavarkaḷuṭaṅ member nikaḷvai nirapputal olikkum oliyai oliyil online parent <b>paṭaṅkaḷai</b> peyarkaḷaip <b>picture</b> play poruttamāṇa practice pārttu <b>register</b> relationship rich save school select shown sound <b>start</b> started <b>student</b> students suitable support <b>tamil</b> terms time toṭarpukoḷvataṅkkāṇa toṭaṅkum tērnteṭuttal tērnteṭuttu university <b>uyir</b> uṇavukaḷai uṇavumuṇaikaḷiṅ vaittu vakaippaṭuttutal validate video viṭaiyai viṭaiyaḷittal viṭupaṭṭa <b>vowels</b> vārtaikaḷ <b>website</b> world </p>
<p><b>Heading Tags Test</b></p>	<p>  Congratulations! Your webpage contains headings tags. </p> <hr/> <p><b>H1 headings</b></p> <hr/> <ul style="list-style-type: none"> <li>→ Tamil Elementary School</li> <li>→ Learn Tamil, Online School</li> </ul> <hr/> <p><b>H2 headings</b></p> <hr/> <ul style="list-style-type: none"> <li>→ Tamil Certificate Courses</li> <li>→ Kindergarten</li> <li>→ Grade 1</li> <li>→ Grade 2</li> <li>→ Get Started With Aaranju</li> <li>→ Aaranju Students</li> <li>→ Testimonials</li> </ul>
<p><b>Robots.txt Test</b></p>	<p>  Congratulations! Your site uses a "robots.txt" file:  <a href="https://www.tamil.aaranju.com/robots.txt">https://www.tamil.aaranju.com/robots.txt</a> </p>
<p><b>Sitemap Test</b></p>	<p>  Congratulations! Your website has a sitemap file. </p> <hr/> <ul style="list-style-type: none"> <li>→ <a href="https://www.tamil.aaranju.com/sitemap.xml">https://www.tamil.aaranju.com/sitemap.xml</a></li> </ul>

<b>SEO Friendly URL Test</b>	<p>✘ Your webpage contains URLs that are not SEO friendly!</p> <hr/> <p><b>HOW TO FIX</b></p> <p>In order for URLs to be SEO friendly, they should be clearly named for what they are and contain no spaces, underscores or other characters. You should avoid the use of parameters when possible, as they are make URLs less inviting for users to click or share.</p> <p>- If your website is new and is not indexed by search engines you can replace underscores with hyphens or redirect those links to URLs that use hyphens.BUT, if your website is ranked well by search engines you do not need to do this (probably you have other ranking factors working very well).</p> <p>- The general advice remains: build links that contain hyphens rather than underscores and avoid dynamic URLs.</p>
<b>Image Alt Test</b>	<p>✔ All of your webpage's "img" tags have the required "alt" attribute.</p>
<b>Inline CSS Test</b>	<p>✘ Your webpage is using inline CSS styles!</p> <hr/> <p><b>HOW TO FIX</b></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"> <li>• check the HTML code of your page and identify all style attributes</li> <li>• for each style attribute found you must properly move all declarations in the external CSS file and remove the style attribute</li> </ul> <p><b>For example:</b></p> <pre style="background-color: #f9f9f9; padding: 10px; border: 1px solid #ccc;"> &lt;!--this HTML code with inline CSS rule:--&gt; &lt;p style="color:red; font-size: 12px"&gt;some text here&lt;/p&gt;  &lt;!--would became:--&gt; &lt;p&gt;some text here&lt;/p&gt;  &lt;!--and the rule added into your CSS file:--&gt; p{color:red; font-size: 12px}</pre>
<b>Deprecated HTML Tags Test</b>	<p>✔ Congratulations! Your page does not use HTML deprecated tags.</p>
<b>Google Analytics Test</b>	<p>✔ Congratulations! Your webpage is using Google Analytics.</p>
<b>Favicon Test</b>	<p>✔ Congratulations! Your website appears to have a favicon. </p>
<b>JS Error Test</b>	<p>✔ Congratulations! There are no severe JavaScript errors on your webpage.</p>
<b>Social Media Test</b>	<p>✔ Congratulations! Your website is connected successfully with social media using: <a href="#">Facebook</a> <a href="#">Twitter</a></p>

## SPEED OPTIMIZATIONS

<b>HTML Page Size Test</b>	<p>✔ Congratulations! The size of your webpage's HTML is <b>7.97 Kb</b> and is under the average webpage's HTML size of <b>33 Kb</b>. Faster loading websites result in a better user experience, higher conversion rates, and generally better search engine rankings.</p>
<b>HTML Compression/GZIP Test</b>	<p>✔ Congratulations! Your webpage is successfully compressed using <b>gzip compression</b> on your code. Your HTML is compressed from <b>30.76 Kb</b> to <b>7.97 Kb (74% size savings)</b>. This helps ensure a faster loading webpage and improved user experience.</p>
<b>Site Loading Speed Test</b>	<p>✔ Your website loading time is around <b>3.48 seconds</b> and this is under the average loading speed which is <b>5 seconds</b>.</p>
<b>Page Objects Test</b>	<p>✘ Your page uses more than <b>20 http requests</b>, which can slow down page loading and negatively impact user experience.</p> <hr/> <p>HTML Pages: 4; CSS Files: 12; Scripts: 14; Images: 12; Flash Files: 0;</p>
<b>Page Cache Test (Server Side Caching)</b>	<p>✔ Congratulations, you have a caching mechanism on your website. <a href="#">Caching</a> helps speed page loading times as well as reduces server load.</p>
<b>Flash Test</b>	<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>
<b>CDN Usage Test</b>	<p>⚠ Your webpage is not serving all resources (images, javascript and css) from CDNs.</p> <hr/> <p><b>HOW TO FIX</b></p> <p>In order to pass this test you are advised to use a CDN service. A Content Delivery Network (CDN) is a globally distributed network of web servers that allows a quick transfer of assets and provides high availability and high performance. The primary benefits of using a CDN service are:</p> <ul style="list-style-type: none"> <li>• Improving website loading times</li> <li>• Reducing bandwidth costs</li> <li>• Increasing content availability and redundancy</li> <li>• Improving website security</li> </ul>
<b>Image Caching Test</b>	<p>✔ Congratulations! Your website is using cache headers for your images and the browsers will display these images from the cache.</p>
<b>JavaScript Caching Test</b>	<p>✔ Congratulations! Your website is using cache headers for all JavaScript resources.</p>
<b>CSS Caching Test</b>	<p>✔ Congratulations! Your website is using cache headers for all CSS resources.</p>
<b>JavaScript Minification Test</b>	<p>✘ Some of your website's JavaScript files are not minified!</p> <hr/> <p><b>HOW TO FIX</b></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 <a href="#">JSCompress</a>, <a href="#">Closure Compiler</a> or <a href="#">JSMIn</a>.</p>

<b>CSS Minification Test</b>	<p>❌ Some of your webpage's CSS resources are not minified.</p> <hr/> <p><b>HOW TO FIX</b></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 <a href="#">YUI Compressor</a> or <a href="#">cssmin.js</a>.</p>
<b>Nested Tables Test</b>	<p>✅ Congratulations, your page does not use nested tables. This speeds up page loading time and optimizes the user experience.</p>
<b>Frameset Test</b>	<p>✅ Congratulations! Your webpage does not use frames.</p>
<b>Doctype Test</b>	<p>✅ Congratulations! Your website has a doctype declaration:</p> <hr/> <p>→ &lt;!DOCTYPE html&gt;</p>
<b>URL Redirects Test</b>	<p>⚠️ Your URL performed 1 redirects! 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: <a href="http://aaranju.com/">http://aaranju.com/</a> to: <a href="https://www.tamil.aaranju.com/">https://www.tamil.aaranju.com/</a></p>

SERVER AND SECURITY

<b>URL Canonicalization Test</b>	<p>❌ <a href="https://www.tamil.aaranju.com">https://www.tamil.aaranju.com</a> and <a href="https://tamil.aaranju.com">https://tamil.aaranju.com</a> should resolve to the same URL, but currently do not.</p> <hr/> <p><b>HOW TO FIX</b></p> <p>In order to pass this test you must consider using a 301 re-write rule in your <b>.htaccess</b> file so that both addresses (<b>http://example.com</b> and <b>http://www.example.com</b>) resolve to the same URL.</p> <ul style="list-style-type: none"> <li>- If you want to redirect <b>http://www.example.com</b> to <b>http://example.com</b>, you can use this:</li> </ul> <pre>RewriteCond %{HTTP_HOST} ^www\.example\.com\$ RewriteRule ^/?\$ "http://\Vexample\.com\V" [R=301,L]</pre> <ul style="list-style-type: none"> <li>- If you want to redirect <b>http://example.com</b> to <b>http://www.example.com</b>, you can use this:</li> </ul> <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 <b>RewriteEngine On</b> line.</p>
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<b>HTTPS Test</b>	<p>✔ Your website is successfully using HTTPS, a secure communication protocol over the Internet.</p> <hr/> <p>→ Security state: secure</p> <hr/> <p>→ Certificate issuer: Let's Encrypt Authority X3</p> <hr/> <p>→ Valid until: Feb 04, 2020</p>
<b>Safe Browsing Test</b>	<p>✔ This site is not currently listed as suspicious (no malware or phishing activity found).</p>
<b>Server Signature Test</b>	<p>✔ Congratulations, your server signature is off.</p>
<b>Directory Browsing Test</b>	<p>✔ Congratulations! Your server has disabled directory browsing.</p>
<b>Plaintext Emails Test</b>	<p>✘ We've found 1 email addresses in your page code. We advise you <a href="#">to protect email links</a> in a way that hides them from the spam harvesters.</p> <hr/> <p><b>HOW TO FIX</b></p> <p>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.</p> <p>Other solutions are listed below:</p> <ul style="list-style-type: none"> <li>• replace the at (@) and dot (.) characters</li> <li>• replace text with images</li> <li>• use email obfuscators</li> <li>• hide email addresses using JavaScript or CSS trick</li> </ul>

MOBILE USABILITY

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



ADVANCED SEO

**Structured Data  
Test**

✓ Congratulations! Your website is using HTML Microdata specifications in order to markup structured data.

<p><b>Custom 404 Error Page Test</b></p>	<p>✘ Your website is not using a custom 404 error page. Default 404 error pages result in a poor experience - it can mislead users into thinking an entire site is down or broken, greatly increases the chance they leave your site entirely, and looks unprofessional. By creating a custom 404 error page, you can improve your website's user experience by letting users know that only a specific page is missing/broken (and not your entire site), providing them helpful links, the opportunity to report bugs, and potentially <a href="#">track the source of broken links in your site</a>.</p> <hr/> <p><b>HOW TO FIX</b></p> <p>Creating a custom 404 error page can be relatively simple or more complicated, depending on what technologies were used to build your website (your web server, framework used, etc). <a href="#">Learn more about the basics of creating a custom 404 error page</a>.</p> <p>On your custom error page, you should provide relevant information to keep the user's attention so they remain on your website. Some steps to achieve this goal include:</p> <ul style="list-style-type: none"> <li>• Adding links to your most important pages (your best articles/articles/content, latest posts, etc.)</li> <li>• If you have an e-commerce business, you can display special offers, product recommendations, discounts, etc.</li> <li>• Include a search box or a sitemap link to help users find the information they wanted.</li> <li>• Use simple language (non-technical) to explain what went wrong.</li> <li>• Add a contact form or provide an email address to allow users to get in touch with you for further help.</li> </ul> <p>You can also use your custom 404 error page to <a href="#">track the source of broken links in your site</a>.</p>
<p><b>Noindex Tag Test</b></p>	<p>✔ Your webpage does not use the noindex meta tag. This means that your webpage will be read and indexed by search engines.</p>
<p><b>Canonical Tag Test</b></p>	<p>✔ Your webpage does not use the canonical link tag.</p>
<p><b>Nofollow Tag Test</b></p>	<p>✔ Your webpage does not use the nofollow meta tag. This means that search engines will crawl all links from your webpage.</p>
<p><b>Disallow Directive Test</b></p>	<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:</p>
<p><b>SPF Records Test</b></p>	<p>✔ Congratulations! Your DNS server is using an SPF record.</p> <hr/> <p>→ v=spf1 +a +mx +ip4:50.116.93.245 ~all</p>