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https://bundesverband-pumpe.com/
Report URL: https://seositecheckup.com/seo-audit/bundesverband-pumpe-com/1

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Average SEO score of our 500 sites: 65.🅱

The website scored an SEO score of 84 out of 100! Which is higher than the average score of 65. The website has 0 Critical issues that are to be addressed. Further enhance your website's performance and impact to search engine visibility.

- 0 Critical
- 1 Warnings
- 0 Recommendations
- 48 Passed

Issues to Fix

- **ONLY** It appears the website's responsive for your visitors. It is recommended to optimize your website's mobile experience.
- **ONLY** HTTPS protocol offers ownership improvements, including faster page load times, improved performance, better security and more efficient ad revenues.
- **ONLY** Consider reducing the HTML size to improve loading times and server volume.
- **WARNING** Consider using a content image to reduce page loading time and to improve user experience.
- **WARNING** Avoid using decorative images, as they can have a negative impact on the user experience.
- **WARNING** Avoid pop-ups/ads and security issues by adding "rel=noopener" to "a" tags. Target_blank" links.

Common SEO Issues

Action All · Take All · Warnings · Passed All

- **Keep Title Text Short**
  Keep Title Text Short under 70 characters

  This webpage is using a title tag with length of 75 characters. While there no specifications for the optimal length of a title tag, it is recommended to keep it under 70 characters, as search engines will truncate titles longer than 70 characters.

  Search Engines Ranking: East Brunswick, NJ | Services: Plumbing & Heating Length: 75 characters

- **Meta Description Text**
  Meta Description Text

  This webpage is using a meta description tag.

  Tag: Best you are looking for a product in the East Brunswick, New Jersey area, Bundesverband Pumpe e.V. Contact us for Plumbing & Heating or find out if you have questions, call us today. Length: 173 characters

- **Google Search Results Preview Text**
  Google Search Results Preview Text

  Desktop version:

  https://bundesverband-pumpe.com/
  Full-Service Plumbing, East Brunswick, NJ | Rainbow ...
  Best you are looking for a product in the East Brunswick, New Jersey area, Bundesverband Pumpe e.V. Contact us for Plumbing & Heating or find out if you have questions, call us today.

  Mobile version:

  Full-Service Plumbing, East Brunswick, NJ | Rainbow Plumb...
  When you are looking for a product in the East Brunswick, New Jersey area, Bundesverband Pumpe e.V. Contact us for Plumbing & Heating. Rainbow Plumbing & Heating. Home is ready ...

- **Social Media Meta Tags Text**
  Social Media Meta Tags Text

  Open Graph Meta Tags:

og:type	website
og:title_name	Rainbow Plumbing & Heating
og:image	undefined
og:title	Full-Service Plumbing, East Brunswick, NJ	Rainbow Plumbing & Heating
og:description	When you are looking for a product in the East Brunswick, New Jersey area, Bundesverband Pumpe e.V. Contact us for Plumbing & Heating. Rainbow Plumbing & Heating. Home is ready ...
og:url	https://bundesverband-pumpe.com/
og:image:alt	undefined
og:image:type	image/jpeg
og:image:height	630
og:image:width	1200

  Twitter Card Meta Tags:

twitter:card	summary_large_image
twitter:title	Full-Service Plumbing, East Brunswick, NJ	Rainbow Plumbing & Heating
twitter:description	When you are looking for a product in the East Brunswick, New Jersey area, Bundesverband Pumpe e.V. Contact us for Plumbing & Heating. Rainbow Plumbing & Heating. Home is ready ...
twitter:image	https://bundesverband-pumpe.com/wp-content/uploads/2024/11/Rainbow-Plumbing-Heating-logo-1.jpeg

- **Meet Common Keywords Test**
  Meet Common Keywords Test

  This is likely to rankings keyword density. Keyword ranging algorithms have evolved significantly over the years, and the importance of keyword density has diminished. However, it can still be a useful aspect when trying to optimize a page and ensure effective keyword usage. Keyword density is a measure of how frequently a specific keyword appears in the text of a webpage.

  Keywords: Plumbing, Plumber, Pipe, Rainbow, Heating, Water, Service, Replacement, Repair, Brunswick, Contact, Pipes, Installation, Kitchen, Bathroom, Drain, Sewer, Leak, Gas, Tankless, Water Heater, Boiler, Contractor, Residential, Commercial, Emergency, Leaks, Repairs, Drains, Sewers, Boilers, Tankless Water Heaters, Contractors, Residential Plumbing, Commercial Plumbing, Emergency Plumbing, Leak Repairs, Drain Cleaning, Sewer Repairs, Boiler Repairs, Tankless Water Heater Repairs, Contractors Near Me, Plumbers Near Me, Plumbing Contractors, Plumbing Services, Plumbing Repairs, Plumbing Contractors Near Me, Plumbing Services Near Me, Plumbing Repairs Near Me, Plumbing Contractors Near Me, Plumbing Services Near Me, Plumbing Repairs Near Me

- **Keywords Usage Test**
  Keywords Usage Test

  The total combined Keywords of the webpage are distributed and across the important HTML tags. This helps search engines to properly identify the topic of the webpage.

Keyword	Total Usage	Meta Description	Headings
plumbing	7	1	6
plumber	4	1	3
repair	4	1	3
replacement	4	1	3
service	4	1	3
water	4	1	3

- **Keywords Cloud Test**
  Keywords Cloud Test

  plus across area area bathroom bay **brunswick** business centre **contact** county crawford discount drain drains **east** equipment estimate estimates experienced facebook fixtures gas gas leak gas line gas lines gas pipe gas pipes gas water gutter **heater** heaters **heating** help house hours **installation** kitchen lancy leak leaks leaky lines local location loop mercer mercer county minutes office pipe pipes **plumber** plumbers **plumbing** plumbing contractors professional pump pumps questions **rainbow** residential **repair** **replacement** research review **service** services sewer sewers shower showers smooth spots stock stop strong tankless tech technicians tools **water** water heater water heaters water leak water leaks water pressure water tank working worldwide

- **Related Keywords Test**
  Related Keywords Test

  Find the keywords where this URL is listed in the top 20 results of Google's organic listings.

  Get search insights and related keywords for your single most important keyword, or enter your keyword, covering URL and country.

  Related Keywords Suggestions: Type **Top Keywords** Cost Type **Local Exchange Analysis**

- **Competitor Domains Test**
  Competitor Domains Test

  Understand your competitors' SEO and backlink profile

  Get competitor comparisons and their domain authority score in relation to your website.

  GET IT NOW

- **Heading Tags Text**
  Heading Tags Text

  The webpage contains headings tags.

H1 Tags	H2 Tags
Rainbow Plumbing & Heating East Brunswick	Services
	Our Services
	Plumbing
	Bathroom Plumbing
	Drain Cleaning
	Let's Get Your Your
	Contact Us

- **Robots.txt Test**
  This website has a robots.txt file.
  https://bundesverband-pumpe.com/robots.txt

- **Sitemap Test**
  This website has a sitemap file.
  https://bundesverband-pumpe.com/sitemap.xml

  Looking for a Sitemap Generator Tool?

  If you don't have a sitemap or the sitemap for your website is not up to date, you can use our free online sitemap generator.

  Register for free and start using today the **Sitemap Generator** from SEO Site Checkup Dashboard.

  Sign Up Now · Start a Trial

- **Broken Links Test**
  Broken Links Test

  Check your webpage for broken links!

  Finding and fixing broken links is a crucial strategy will help improve your website's SEO performance, user experience, and overall website health.

  Register for free and start using today the **Broken Links Tool** from SEO Site Checkup Dashboard.

  Sign Up Now · Start a Trial

- **SEO Friendly URL Test**
  All links from this webpage are SEO friendly.

- **Image Alt Text**
  Image Alt Text

  This webpage is using "flag" with empty or missing "alt" attribute!
  1. See details

  Sign Up Now

- **Responsive Image Test**
  Responsive Image Test

  Not all images in this webpage are properly sized! This webpage is serving images, which are larger than specified in the size of the used webpage!
  1. See details

  Sign Up Now

- **Image Aspect Ratio Test**
  Image Aspect Ratio Test

  Not all image display dimensions match the natural aspect ratio! It causes also sources to stretch and distorted images on the website!
  1. See details

  Sign Up Now

- **Inline CSS Test**
  Inline CSS Test

  This webpage is using inline CSS style!
  1. See details

- **Deprecated HTML Tags Test**
  Deprecated HTML Tags Test

  This webpage does not use HTML deprecated tags.

- **Google Analytics Test**
  Google Analytics Test

  This webpage is using Google Analytics.

- **Favicon Test**
  Favicon Test

  This website appears to have a favicon.

- **Backlinks Test**
  Backlinks Test

  Get a full and detailed list of your backlinks!

  To see your total number of backlinks and referring domains, please sign up for a free account.

  GET IT NOW

- **JS Error Test**
  JS Error Test

  There are no severe JavaScript errors on this webpage.

- **Console Errors Test**
  Console Errors Test

  This webpage has no console errors.

- **Charset Declaration Test**
  Charset Declaration Test

  Content Type:text/html;;charset=UTF-8

- **Doctype Test**
  Doctype Test

  This webpage is correctly specified with valid doctype.
  Found:HTML

Speed optimizations

Action All · Take All · Warnings · Passed All

- **HTML Page Size Test**
  HTML Page Size Test

  The size of this webpage's HTML is 20.8 KB, which is greater than the average size of 18 KB. This can lead to slower loading times, less visitors, and decreased revenue. Consider reducing the size of your HTML by using HTML minifiers, removing unnecessary classes, and minimizing elements and nesting elements to a minimum.

- **DOM Size Test**
  DOM Size Test

  This document Object Model (DOM) of this webpage has **754 nodes**. DOM is more than the recommended size of 1500 nodes.

- **HTML Compressed/GZIP Test**
  HTML Compressed/GZIP Test

  This webpage is successfully compressed using **gzip compression** in order to reduce the size of the transmitted data. Compression ratio is **80.0%**. Compression helps to improve website loading speed and Core Web Vitals metrics.

- **Site Loading Speed Test**
  Site Loading Speed Test

  This webpage's time of this webpage's transmission from Virginia, USA around **2.249 seconds** and this is slower than the average loading speed of **2 seconds**.

  Accurate loading speed and website loading speed monitor

  Get detailed and accurate loading speed reports for your websites and see how page's loading speed over time.

  Register for free and try the **Loading Speed Monitor** from SEO Site Checkup Dashboard. Monitor your website's loading speed, receive notifications when page's loading speed exceeds a set limit, view your reports.

  GET IT NOW

- **JS Execution Time Test**
  JS Execution Time Test

  This website's total script execution time of this webpage is measured to be more than **2 seconds**.

- **Page Objects Test**
  Page Objects Test

  This webpage is using more than **20 http requests**, which can slow down page loading and negatively impact user experience!

  Content sizes by content type:

Content type	Percent	Size
text/html	3.7 %	20.8 KB
image	87.5 %	490.0 KB
image	0.2 %	1.0 KB
image	0.2 %	1.0 KB
image	0.2 %	1

Mobile Snapshot Test

Advanced SEO

Score: 98 | Failed: 1 | Warnings: 1 | Passed: 8

Structured Data Test
53% of top 100 sites passed
This webpage is using structured data.
See results list

Custom 404 Error Page Test
67% of top 100 sites passed
This website is using a custom 404 error page. We recommend to have a custom 404 error page in order to improve the website's user experience by letting users know that only a specific page is missing/broken (and not the entire site), providing them helpful links, the opportunity to report bugs, and potentially track the source of broken links.

Noindex Tag Test
98% of top 100 sites passed
This webpage does not use the noindex meta tag. This means that it can be indexed by search engines.

Canonical Tag Test
93% of top 100 sites passed
This webpage is using the canonical link tag. This tag specifies that the URL: https://rainbowplumbingnj.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.

```
<link href="https://rainbowplumbingnj.com/" rel="canonical"/>
```

Nofollow Tag Test
This webpage is using the nofollow meta tag! We recommend to use this tag carefully since search engines will not crawl all links from this webpage.
See results list
How to fix

Disallow Directive Test
Your robots.txt file includes a disallow command which instructs search engines to avoid certain parts of your website! You are advised to confirm if access to these resources or pages are intended to be blocked (e.g., if they contain internal-only content or sensitive information).
See results list

Meta Refresh Test
96% of top 100 sites passed
This webpage is not using a meta refresh tag.

SPF Records Test
95% of top 100 sites passed
This DNS server is using an SPF record.

```
v=spf1 ip4:23.253.135.65 ip4:23.253.150.138 include:emailsrvr.com ~all
```

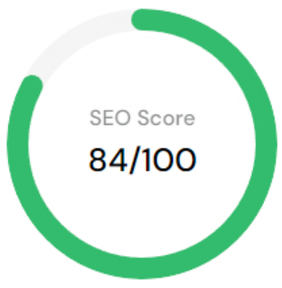
Ads.txt Validation Test
68% of top 100 sites passed
This website doesn't use an ads.txt file! Ads.txt is a text file that contains a list of Authorized Digital Sellers. The purpose of ads.txt files is to give advertisers and advertising networks the ability to verify who is allowed to sell advertising on your website.

Spell Check Test

Check your webpage for misspellings!
Finding and fixing misspellings on your webpage will help both user experience and search engine rankings.
GET IT NOW

Report generated 5 minutes ago
https://rainbowplumbingnj.com
Your general SEO Checkup Score

Download PDF | Archived



Average SEO score of top 100 sites: 74%

This website received an SEO score of **84 out of 100**, which is higher than the average score of **74**. Our analysis has identified **10 important issues** that can be addressed to further enhance your website's performance and improve its search engine visibility.

10 Failed
4 Warnings
60 Passed

Issues to fix

- HIGH — To improve the website experience for your visitors, it is recommended to eliminate any render-blocking resources on this webpage.
- HIGH — HTTP/2 protocol offers several key improvements, including faster page load times, improved performance, better security and more efficient use of network resources.
- HIGH — Consider reducing the HTML size to improve loading times and retain visitors.
- MEDIUM — Serve properly sized images to reduce page loading times and to improve user's experience.
- MEDIUM — Avoid using distorted images, as they can have a negative impact on the user experience.
- MEDIUM — Avoid performance and security issues by adding "rel=noopener" or "rel=noreferrer" to your "target=_blank" links.

Check your website's SEO
Website URL | Checkup

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