



https://betizelektrik.com

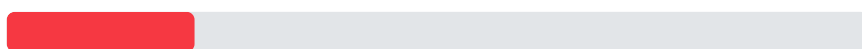
Report generated on Aug 12, 2024



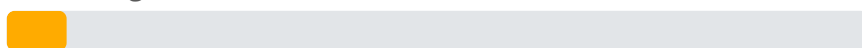
Average SEO score of top 100 sites: 74%

This website received an SEO score of **73 out of 100**, which is below the average score of **74**. However, there are **16 important issues** that need to be fixed to improve your website's ranking on search engines and enhance its overall performance.

16 Failed



5 Warnings



52 Passed



Issues to fix

HIGH

To provide a good user experience, **Google recommends** that sites should aim for a Largest Contentful Paint duration of 2.5 seconds or less.

HIGH

To address URL canonicalization issues, it is recommended to select a primary URL for your webpage and set up redirects from all other variations to the preferred one.

HIGH

To ensure that Search Engines can accurately identify the topic of this webpage, it is important to include the most common keywords in the title tag, meta description, and heading tags.

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

Build quality backlinks from websites relevant to your topic/niche to improve your search engine rankings.

MEDIUM

To provide a good user experience, **Google recommends** that sites should aim for a Time To First Byte value of 0.8 seconds or less.



- MEDIUM** To provide a good user experience, **Google recommends** that sites should aim for a First Contentful Paint value of 1.8 seconds or less.
- MEDIUM** Using social media meta tags can improve the appearance and content of shared links on social media platforms, potentially increasing click-through rates and engagement with the page.
- MEDIUM** Avoid performance and security issues by adding "rel=noopener" or "rel=noreferrer" to your "target=_blank" links.
- LOW** For security reasons, it is recommended to turn off the server signature.
- LOW** To protect against spam harvesters, consider hiding or obfuscating email addresses in your page code.
- LOW** Using more than 20 HTTP requests on a webpage can negatively impact the loading time.
- LOW** Consider moving inline CSS styles to an external stylesheet to improve site performance and maintain separation of content and design.
- LOW** Strip out any unnecessary metadata to improve loading time, security, and privacy. Metadata should not exceed 16% of the image size.
- LOW** Consider adding the Strict-Transport-Security header to your webpage to ensure that web traffic is encrypted over HTTPS, mitigating the risk of man-in-the-middle attacks and other security threats.

Common SEO issues

4 Failed 2 Warnings 19 Passed

✓ Meta Title Test

This webpage is using a title tag.

Text: Betiz Elektrik | Endüstriyel Elektrik
Length: 37 characters



✓ Meta Description Test

This webpage is using a meta description tag.

Text: Firmamız, dünyaca ünlü 9 firmanın Türkiye distribütörlüğünün yanı sıra; bünyemize yeni kattığımız bir çok markanın Ege Bölge Bayisi ile Türkiye'deki önemli markaların da bayiliklerini yapmaktadır.
Length: 197 characters

i Google Search Results Preview Test

Desktop version

<https://betizelektrik.com/>

Betiz Elektrik | Endüstriyel Elektrik

Firmamız, dünyaca ünlü 9 firmanın Türkiye distribütörlüğünün yanı sıra; bünyemize yeni kattığımız bir çok markanın Ege Bölge Bayisi ile Türkiye'deki önemli markaların...

Mobile version

<https://betizelektrik.com/>

Betiz Elektrik | Endüstriyel Elektrik

Firmamız, dünyaca ünlü 9 firmanın Türkiye distribütörlüğünün yanı sıra; bünyemize yeni kattığımız bir çok markanın Ege Bölge Bayisi...



✖ Social Media Meta Tags Test

This webpage is not using social media meta tags! While this type of meta tags don't affect what people see when they visit the webpage, they exist to provide information about it to search engines and social media platforms.

How to pass this test?

In order to pass this test, you'll have to add social media meta tags into your webpage's "head" section. Social media meta tags are snippets of HTML code that control how URLs are displayed when shared on social media. Facebook and Twitter are, by far, the most popular social media platforms, so let's focus on those two.

Facebook uses meta tags leveraging the Open Graph protocol, which enables any web page to become a rich object in a social graph. A complete list of meta tags available can be found in the [Open Graph](#) website. You'll find there multiple tags and how to use them, but only four are required for Facebook to understand the basics of your page:

```
<meta property="og:title" content="Add title here">
<meta property="og:description" content="Add description here">
<meta property="og:image" content="https://your-website.com/og-image.png">
<meta property="og:url" content="https://your-website.com">
```

Twitter has its own meta tags that are similar to the Open Graph protocol, but uses the "twitter" prefix instead of "og". As with Facebook, only a few are required:

```
<meta name="twitter:title" content="Add title here">
<meta name="twitter:description" content="Add description here">
<meta name="twitter:url" content="https://your-website.com/twitter-image.png">
<meta name="twitter:card" content="summary">
```

i 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.

32 google 12 yeni 12 internet 11 için 9 gizlilik



Keywords Usage Test

The most common keywords of this webpage are not distributed across the important HTML tags! Primary keywords should appear in title tag, meta description and heading tags to help Search Engines to properly identify the topic of this webpage.

Keyword	Title tag	Meta description	Headings
google	×	×	×
yeni	×	✓	✓
internet	×	×	×
için	×	×	×
gizlilik	×	×	×

Keywords Cloud Test



Related Keywords Test

There are no indexed keywords for this domain!



Competitor Domains Test

There are no indexed competitors for this domain!

Heading Tags Test

This webpage contains headings tags.

H1 tags

Endüstriyel Elektrik & Elektronik Otomasyon

Betiz

H2 tags

SANAYİCİNİN ÇÖZÜM ORTAĞI

Elektrik & Elektronik Otomasyon Sistemleri

Firmamız Hakkında

Betiz Elektrik

Yeni Ürünler

Yeni Haberler

Robots.txt Test

Congratulations! Your site uses a "robots.txt" file.

<https://betizelektrik.com/robots.txt>

Sitemap Test

This website has a sitemap file.

<https://betizelektrik.com/sitemap.xml>

SEO Friendly URL Test

All links from this webpage are SEO friendly.



! Image Alt Test

This webpage is using "img" tags with empty or missing "alt" attribute!

How to pass this test?

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:

```

```

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.

Learn more about [optimizing images for SEO](#).

✓ Responsive Image Test

All images in this webpage are properly sized for different users' viewports.

✓ Image Aspect Ratio Test

All image display dimensions match the natural aspect ratio.



✖ Inline CSS Test

This webpage is using inline CSS styles!

How to pass this test?

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.

- 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

For example:

```
<!--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}
```

✔ Deprecated HTML Tags Test

This webpage does not use HTML deprecated tags.

✔ Google Analytics Test

This webpage is using Google Analytics.

✔ Favicon Test



This website appears to have a favicon.

✖ Backlinks Test

We didn't find any backlinks for this domain! Quality backlinks from websites relevant to your topic/niche are critical for strong search engine rankings.

✔ JS Error Test

There are no severe JavaScript errors on this webpage.



! Console Errors Test

This webpage has some warnings caught by the Chrome DevTools Console!

How to pass this test?

In order to pass this test, you have to fix all the warnings reported in Chrome DevTools console. You can also visit Google's documentation for further troubleshooting support:

<https://developer.chrome.com/docs/devtools/issues/>

✓ Charset Declaration Test

This webpage has a character encoding declaration.

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

✓ Social Media Test

This webpage is connected successfully with social media using:

[Facebook](#) [Twitter](#)

Speed optimizations

6 Failed

2 Warnings

17 Passed

✓ HTML Page Size Test

The size of this webpage's HTML is **12.17 Kb** and is under the average webpage's HTML size of **33 Kb**. Faster loading websites result in a better user experience, higher conversion rates, and generally better search engine rankings.

✓ DOM Size Test

The Document Object Model (DOM) of this webpage has **507 nodes** which is less than the recommended value of 1,500 nodes.



✓ HTML Compression/GZIP Test

This webpage is successfully compressed using **gzip compression** on your code. The HTML code is compressed from 52.45 Kb to 12.17 Kb (77% size savings). This helps ensure a faster loading webpage and improved user experience.

✓ Site Loading Speed Test

The loading time of this webpage (measured from N. Virginia, US) is around **4.84 seconds** and this is under the average loading speed which is 5 seconds.

✓ JS Execution Time Test

The JavaScript code used by this webpage is executed in less than **2 seconds**.



✖ Page Objects Test

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

Content size by content type

Content type	Percent	Size
Javascript	55.1 %	342.83 Kb
Image	18.8 %	116.88 Kb
Font	12.2 %	75.75 Kb
Css	6.3 %	38.92 Kb
Other	4.1 %	25.76 Kb
Html	3.6 %	22.59 Kb
TOTAL	100%	622.71 Kb

Requests by content type

Content type	Percent	Requests
Image	33.3 %	11
Javascript	30.3 %	10
Css	18.2 %	6
Html	9.1 %	3
Other	6.1 %	2
Font	3.0 %	1
TOTAL	100%	33

Content size by domain

Domain	Percent	Size
betizelektrik.com	34.7 %	216.35 Kb
googletagmanager.com	27.5 %	171.48 Kb
mc.yandex.ru	11.3 %	70.60 Kb



cdnjs.cloudflare.com	9.9 %	61.70 Kb
formget.app	6.4 %	39.62 Kb
code.jquery.com	4.9 %	30.25 Kb
adresgezgini.com	4.0 %	25.05 Kb
crm.adresgezgini.com	0.7 %	4.15 Kb
mc.yandex.com	0.3 %	2.08 Kb
googleads.g.doubleclick.net	0.2 %	1.38 Kb
Other	0.0 %	64 B
TOTAL	100%	622.71 Kb

Requests by domain

Domain	Percent	Requests
betizelektrik.com	39.4 %	13
formget.app	15.2 %	5
cdnjs.cloudflare.com	12.1 %	4
mc.yandex.com	9.1 %	3
googletagmanager.com	6.1 %	2
crm.adresgezgini.com	3.0 %	1
mc.yandex.ru	3.0 %	1
googleads.g.doubleclick.net	3.0 %	1
google.com	3.0 %	1
code.jquery.com	3.0 %	1
Other	3.0 %	1
TOTAL	100%	33

✓ Page Cache Test (Server Side Caching)

This webpage is using a caching mechanism. [Caching](#) helps speed page loading times as well as reduces server load.



✓ Flash Test

This webpage 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.

! CDN Usage Test

This webpage is not serving all resources (images, javascript and css) from CDNs!

How to pass this test?

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:

- Improving website loading times
- Reducing bandwidth costs
- Increasing content availability and redundancy
- Improving website security

✓ Modern Image Format Test

This webpage is using images in a modern format.



✖ Image Metadata Test

This webpage is using images with large metadata (**more than 16% of the image size**)! Stripping out unnecessary metadata tags can improve not only the loading time but also the security and privacy of a webpage.

How to pass this test?

In order to pass this test, you have to remove the unnecessary image metadata (additional information which is stored along with the image). There are literally hundreds of metadata tags, but most of them (like camera model and settings, exposure, creation date, etc) are useless to site visitors and isn't required by browsers to render images. However, a few metadata tags can still be useful and may help Search Engine bots to better understand your images:

- **GPS tags** - These define where the image was taken providing location information that might help with local SEO. If you have a location-based business, tag your image with the GPS coordinates of your premises.
- **Author/Owner Name** - Add your brand name (or your own name) here because it may influence the image being shown when someone searches your brand in Google Images.
- **Image Description** - Just like an ALT description, the image description metadata tag can provide information pertaining to what the content of the image is about.

✔ Image Caching Test

This website is using cache headers for images and the browsers will display these images from the cache.

✔ JavaScript Caching Test

This webpage is using cache headers for all JavaScript resources.

✔ CSS Caching Test

This webpage is using cache headers for all CSS resources.

✔ JavaScript Minification Test

All JavaScript files used by this webpage are minified.

✔ CSS Minification Test

All CSS resources used by this webpage are minified.



✖ Render Blocking Resources Test

This webpage is using render blocking resources! Eliminating render-blocking resources can help this webpage to load significantly faster and will improve the website experience for your visitors.

How to pass this test?

In order to pass this test, you have to reduce the impact of render-blocking resources.

First, you have to identify what's critical and what's not. You can use the [Chrome DevTools \(Coverage tab\)](#) to identify non-critical CSS and JS.

Once you've identified critical code, you can try the below methods to eliminate render-blocking resources:

- inline critical JS within a script tag in your HTML document
- inline critical CSS required for the first paint inside a style block in the head of the HTML document
- move the script and link tags at the end of the HTML document
- add async or defer attributes to non-critical script or link tags
- split CSS styles into different files, organized by media query
- compress and minify your text-based resources

✔ Nested Tables Test

This webpage is not using nested tables. This speeds up page loading time and optimizes the user experience.

✔ Frameset Test

This webpage does not use frames.

✔ Doctype Test

This webpage has a doctype declaration.

```
<!DOCTYPE html>
```

✔ URL Redirects Test

This URL doesn't have any redirects (which could potentially cause site indexation issues and site loading delays).



✖ Largest Contentful Paint Test

The Largest Contentful Paint duration of this webpage is 5.76 seconds. To provide a good user experience, [Google recommends](#) that sites should strive to have Largest Contentful Paint of 2.5 seconds or less.

Largest Contentful Paint element within the viewport:

Text: *Endüstriyel Elektrik & Elektronik Otomasyon SANAYİCİNİN ÇÖZÜM ORTAĞI Bize Ulaşın*

Html: `<div class="banner-single-slider lazy" style="background-image: url("https://betizelektrik.com/u...")>`

How to pass this test?

The reason Google chose LCP as a relevant SEO metric is that it directly influences user experience. The loading of the biggest element on a page determines how quickly the user will be able to view its contents and interact with it. For most websites, you can improve the Largest Contentful Paint by sticking to a few guiding principles:

- Try to reduce the server response time.
- Eliminate as many render-blocking resources (CSS and JavaScript) as possible.
- Optimize the loading times for resources on the webpage.



! Cumulative Layout Shift Test

The CLS score of this webpage is **0.1943**. To provide a good user experience, [Google recommends](#) that sites should strive to have a CLS score of **0.1** or less.

DOM element which contributes the most to CLS score:

Text: Endüstriyel Elektrik & Elektronik Otomasyon SANAYİCİNİN ÇÖZÜM ORTAĞI Bize Ulaşın...

Html: `<div style="min-height:800px;overflow:hidden" class="banner-slider owl-carousel owl-loaded owl-drag">`

Score: 0.0695

How to pass this test?

Reducing CLS is crucial as pages that move around can result in a negative user experience (particularly on mobile devices). For most websites, you can avoid all unexpected layout shifts by sticking to a few guiding principles:

- Always include size attributes on your images and video elements, or otherwise reserve the required space with something like CSS aspect ratio boxes. This approach ensures that the browser can allocate the correct amount of space in the document while the image is loading.
- Try and avoid inserting dynamic content (e.g., banners, forms, etc.) above existing content unless in response to user interaction. This ensures any layout shifts that occur are expected.
- Prefer transform animations to animations of properties that trigger layout changes. Animate transitions in a way that provides context and continuity from state to state.



Server and security

6 Failed

0 Warnings

4 Passed

✖ URL Canonicalization Test

<https://betizelektrik.com/> and <https://www.betizelektrik.com/> should resolve to the same URL, but currently do not.

How to pass this test?

In order to pass this test you must consider using a 301 re-write rule in your **.htaccess** file so that both addresses (<http://example.com> and <http://www.example.com>) resolve to the same URL.

- If you want to redirect <http://www.example.com> to <http://example.com>, you can use this:

```
RewriteCond %{HTTP_HOST} ^www\.example\.com$  
RewriteRule ^/?$ "http://example.com/" [R=301,L]
```

- If you want to redirect <http://example.com> to <http://www.example.com>, you can use this:

```
RewriteCond %{HTTP_HOST} !^www\.example\.com$ [NC]  
RewriteRule ^(.*)$ http://www.example.com/$1 [L,R=301]
```

Note that you must put the above lines somewhere after **RewriteEngine On** line.



✔ SSL Checker and HTTPS Test

This website is successfully using HTTPS, a secure communication protocol over the Internet.

- ✔ The certificate is not used before the activation date.
- ✔ The certificate has not expired.
- ✔ The hostname "betizelektrik.com" is correctly listed in the certificate.
- ✔ The certificate should be trusted by all major web browsers.
- ✔ The certificate was not revoked.
- ✔ The certificate was signed with a secure hash.

Certificate Chain:

Server certificate

Common Name	betizelektrik.com
Subject Alternative Names (SANs)	betizelektrik.com, www.betizelektrik.com
Not Valid Before	Thu, August 8th 2024, 9:54:03 pm (UTC)
Not Valid After	Wed, November 6th 2024, 9:54:02 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	R11

Intermediate certificate

Common Name	R11
Organization	Let's Encrypt
Location	US
Not Valid Before	Wed, March 13th 2024, 12:00:00 am (UTC)
Not Valid After	Fri, March 12th 2027, 11:59:59 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	ISRG Root X1

Root certificate

Common Name	ISRG Root X1
Organization	Internet Security Research Group



Location	US
Not Valid Before	Thu, June 4th 2015, 11:04:38 am (UTC)
Not Valid After	Mon, June 4th 2035, 11:04:38 am (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	ISRG Root X1

✓ Mixed Content Test (HTTP over HTTPS)

This webpage does not use mixed content - both the initial HTML and all other resources are loaded over HTTPS.

✗ HTTP2 Test

This webpage is not using the HTTP/2 protocol!

✓ Safe Browsing Test

This website is not currently listed as suspicious (no malware or phishing activity found).

✗ Server Signature Test

The server signature is on for this webpage! Turning off the server signature is generally a good idea from a security standpoint. Read more on how to [turn off server signature](#) and [improve the website's security](#).

Server: Apache/2.4.62 (cPanel) OpenSSL/1.1.1w mod_bwlimited/1.4

How to pass this test?

By default, the Apache webserver sends HTTP headers with some information about your server version, operating system, modules installed, etc. This information can be used by hackers in order to exploit vulnerabilities (specially if you are running an older version). These information can be hidden or changed with very basic configurations.

Open Apache's configuration file (**httpd.conf** or **apache.conf**) and search for **ServerSignature**. If you find it, edit it to:

```
ServerSignature Off
ServerTokens Prod
```

If you don't find it, just add these two lines at the end of the file.

Note that, after you modify the configuration file, you must restart the Apache server.



✓ Directory Browsing Test

Directory browsing is disabled for this website.

✗ Plaintext Emails Test

We've 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 pass this 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

✗ Unsafe Cross-Origin Links Test

This webpage is using `target="_blank"` links without `rel="noopener"` or `rel="noreferrer"` attribute, which can expose it to performance and security issues!

How to pass this test?

In order to pass this test, you have to update each link identified in this report, by adding a `rel="noopener"` or a `rel="noreferrer"` attribute or both:

```
<a href="https://example.com" target="_blank" rel="noopener noreferrer">
  Click here
</a>
```

- `rel="noopener"` prevents the new page from being able to access the `window.opener` property and ensures it runs in a separate process.
- `rel="noreferrer"` has the same effect but also prevents the **Referer header** from being sent to the new page.



Mobile usability

0 Failed

0 Warnings

3 Passed

✓ Meta Viewport Test

This webpage is using a viewport meta tag.

```
<meta name="viewport" content="width=device-width, initial-scale=1, shrink-to-fit=no" />
```

✓ Media Query Responsive Test

This webpage is using CSS media queries, which is the base for responsive design functionalities.

i Mobile Snapshot Test





Advanced SEO

0 Failed

1 Warnings

9 Passed

✓ Structured Data Test

This webpage is using structured data.

✓ Custom 404 Error Page Test

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

This webpage does not use the noindex meta tag. This means that it can be indexed by search engines.

✓ Canonical Tag Test

This webpage is using the canonical link tag. This tag specifies that the URL: <https://betizelektrik.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://betizelektrik.com/" rel="canonical"/>
```

i Nofollow Tag Test

This webpage does not use the nofollow meta tag. This means that search engines will crawl all links from this webpage.

i 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).

✓ Meta Refresh Test

This webpage is not using a meta refresh tag.



✓ SPF Records Test

This DNS server is using an SPF record.

```
v=spf1 a mx ip4:176.9.145.39 include:1538544d8.spf2.netcorecloud.net ~all
```

! Ads.txt Validation Test

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