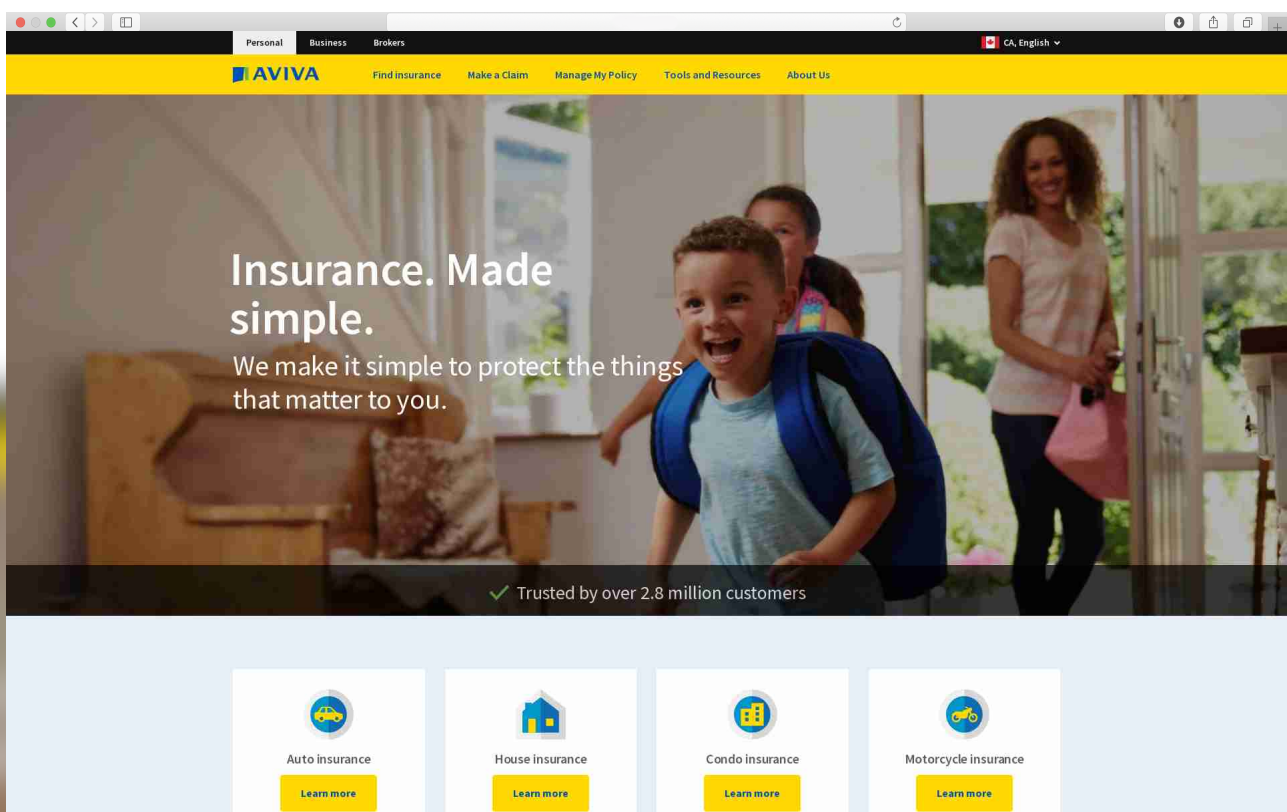


SEO REPORT

Analysis of the website

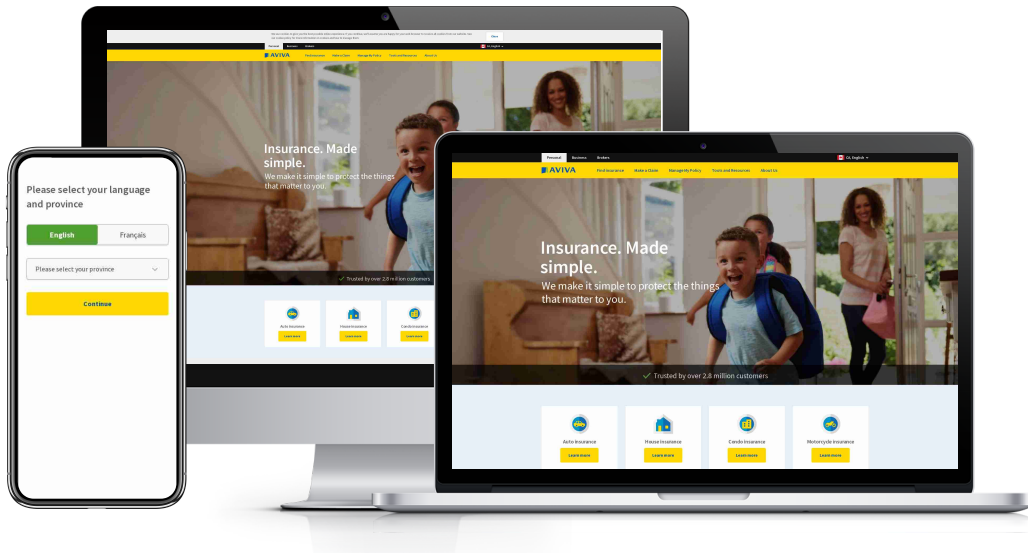
<https://www.aviva.ca>

08/06/2019



SEO SCORE OF THE WEBSITE

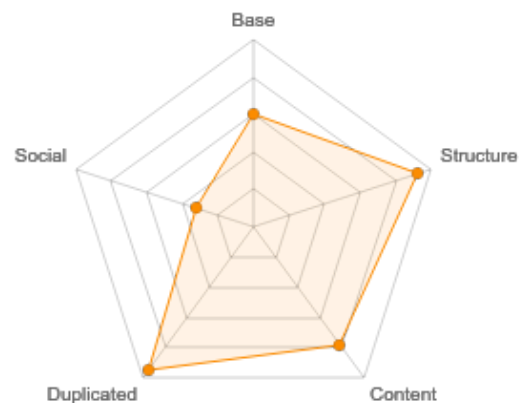
https://www.aviva.ca



71.7 /100

EXAMS:

- ✓ 24 Optimized
- ⚠ 6 To improve
- ✗ 11 Check again



CATEGORY

SCORE



Base

60.2

3

1

5

Structure

92.8

0

2

6

Content

77.8

0

2

4

Duplicated

95.2

0

0

5

Social

32.3

8

1

4

BASE

GOOGLE SNIPPET

29.5/100

 Warning! This exam still requires some attention

There are **425** snippets not optimized for search engine.

READ THE TIPS

- The goal of the **rich snippet** is to best represent and describe each result and explain how it relates to the user's query.
To improve your search previews you need to work on tags **title**, tags **meta description**, and **URLs**.

WHAT TO SOLVE

- To improve your search previews you have to increase the scores obtained with: tags `<title>`, tags `<meta name="description">` and your **URLs**.

MISSING META DESCRIPTIONS

34.7/100

 Warning! This exam still requires some attention

We have found **197** pages without a tag `<meta name="description">` in your domain

READ THE TIPS

- The **description attribute** within the `<meta>` tag is a good way to provide a concise, human-readable summary of each page's content. Google will sometimes use the meta description of a page in search results snippets, if we think it gives users a more accurate description than would be possible purely from the on-page content. Accurate meta descriptions can help improve your clickthrough; here are some guidelines for properly using the meta description.
Make sure that every page on your site has a meta description. The HTML suggestions page in Search Console lists pages where Google has detected missing or problematic

meta descriptions.

Differentiate the descriptions for different pages. Identical or similar descriptions on every page of a site aren't helpful when individual pages appear in the web results. In these cases we're less likely to display the boilerplate text. Wherever possible, create descriptions that accurately describe the specific page. Use site-level descriptions on the main home page or other aggregation pages, and use page-level descriptions everywhere else. If you don't have time to create a description for every single page, try to prioritize your content: At the very least, create a description for the critical URLs like your home page and popular pages.

Include clearly tagged facts in the description. The meta description doesn't just have to be in sentence format; it's also a great place to include structured data about the page. For example, news or blog postings can list the author, date of publication, or byline information. This can give potential visitors very relevant information that might not be displayed in the snippet otherwise. Similarly, product pages might have the key bits of information—price, age, manufacturer—scattered throughout a page. A good meta description can bring all this data together.

Programmatically generate descriptions. For some sites, like news media sources, generating an accurate and unique description for each page is easy: since each article is hand-written, it takes minimal effort to also add a one-sentence description. For larger database-driven sites, like product aggregators, hand-written descriptions can be impossible. In the latter case, however, programmatic generation of the descriptions can be appropriate and are encouraged. Good descriptions are human-readable and diverse, as we talked about in the first point above. The page-specific data we mentioned in the second point is a good candidate for programmatic generation. Keep in mind that meta descriptions comprised of long strings of keywords don't give users a clear idea of the page's content, and are less likely to be displayed in place of a regular snippet.

Use quality descriptions. Finally, make sure your descriptions are truly descriptive. Because the meta descriptions aren't displayed in the pages the user sees, it's easy to let this content slide. But high-quality descriptions can be displayed in Google's search results, and can go a long way to improving the quality and quantity of your search traffic.

⚠ WHAT TO SOLVE

- Missing `<meta>` tags with `description` attribute in some of your pages.

MISSING TITLES

76.1/100

✓ This exam seems well optimized.

72 pages don't have a title tag.

i READ THE TIPS

- **Titles** are critical to giving users a quick insight into the content of a result and why it's relevant to their query. It's often **the primary piece of information** used to decide which result to click on, so it's important to use high-quality titles on your web pages.

Here are a few tips for managing your titles:

Make sure every page on your site has a title specified in the `<title>` tag. If you've got a large site and are concerned you may have forgotten a title somewhere, you may also check **the HTML suggestions page in Search Console** lists missing or potentially problematic `<title>` tags on your site.

Page titles should be **descriptive and concise**. Avoid vague descriptors like *"Home"* for your home page, or *"Profile"* for a specific person's profile. Also avoid unnecessarily long or verbose titles, which are likely to get truncated when they show up in the search results.

Avoid **keyword stuffing**. It's sometimes helpful to have a few descriptive terms in the title, but there's no reason to have the same words or phrases appear multiple times. A title like *"Foobar, foo bar, foobars, foo bars"* doesn't help the user, and this kind of keyword stuffing can make your results look spammy to Google and to users.

Avoid **repeated or boilerplate titles**. It's important to have distinct, descriptive titles for each page on your site. Titling every page on a commerce site *"Cheap products for sale"*, for example, makes it impossible for users to distinguish one page differs another. Long titles that vary by only a single piece of information ("boilerplate" titles) are also bad; for example, a standardized title like "<band name> - See videos, lyrics, posters, albums, reviews and concerts" contains a lot of uninformative text. One solution is to dynamically update the title to better reflect the actual content of the page: for example, include the words "video", "lyrics", etc., only if that particular page contains video or lyrics. Another option is to just use "" as a concise title and use the meta description (see below) to describe your site's content.

Brand your titles, but concisely. The title of your site's home page is a reasonable place to include some additional information about your site—for instance, *"ExampleSocialSite, a place for people to meet and mingle."* But displaying that text in the title of every single page on your site hurts readability and will look particularly repetitive if several pages from your site are returned for the same query. In this case, consider including just your site name at the beginning or end of each page title, separated from the rest of the title with a delimiter such as a hyphen, colon, or pipe, like this:

```
<title>ExampleSocialSite: Sign up for a new account.</title>
```

Be careful about disallowing search engines from crawling your pages. Using the **robots.txt** protocol on your site can stop Google from crawling your pages, but it may not always prevent them from being indexed. For example, Google may index your page if we discover it by following a link from someone else's site. To display it in search results, Google will need to display a title of some kind and because we won't have access to any of your page content, we will rely on off-page content such as anchor text from other sites. (To truly block a URL from being indexed, you can use meta tags.)

- Missing `<title>` tags in some of your pages. Put them in and make them descriptive and concise.

TRUNCATED TITLES

71.5/100

⚠️ You're almost there, but you can still optimized this exam.

We have found **86** pages that have the `<title>` tag above 70 characters

⚠️ WHAT TO SOLVE

- In some of your pages we found titles too long. A good title should contain between **55** and **65** characters. Remember to not exceed the limit of **70** characters.

TRUNCATED META DESCRIPTIONS

99.3/100

✅ This exam seems well optimized.

We have found **2** pages that have the `<meta name="description">` tag above 300 characters

⚠️ WHAT TO SOLVE

- In some of your pages we found meta descriptions too long. A good meta description should have between **250** and **300** characters. Remember to not exceed the limit of **170** characters.

META DESCRIPTIONS TOO SHORT

76.6/100

✅ This exam seems well optimized.

We have found **141** pages that have the `<meta name="description">` tag below 70 characters

⚠️ WHAT TO SOLVE

- In some of your pages we found meta descriptions too short. You should write more than 70 characters. Remember that a good meta description should have between 250 and 300 characters.

MISSING HREFLANG

88.1/100

✅ This exam seems well optimized.

We have found 72 pages without an hreflang defined.

Total Languages	Page without hreflang
2	72

📖 READ THE TIPS

- Many websites serve users from around the world with content translated or targeted to users in a certain region. Google uses the `rel="alternate" hreflang="x"` attributes to serve the correct language or regional URL in Search results.

Some example scenarios where `rel="alternate" hreflang="x"` is recommended:

You **keep the main content in a single language and translate only the template**, such as the navigation and footer. Pages that feature user-generated content, like forums, typically do this.

Your content has **small regional variations with similar content in a single language**. For example, you might have English-language content targeted to the US, GB, and Ireland.

Your site content is **fully translated**. For example, you have both German and English versions of each page.

You can annotate this cluster of pages using a Sitemap file or using HTML link tags like this:

```
<link rel="alternate" href="http://example.com/en-ie" hreflang="en-ie" />
<link rel="alternate" href="http://example.com/en-ca" hreflang="en-ca" />
<link rel="alternate" href="http://example.com/en-au" hreflang="en-au" />
<link rel="alternate" href="http://example.com/en" hreflang="en" />
```

For language/country selectors or auto-redirecting homepages, you should add an annotation for the hreflang value **"x-default"** as well:

```
<link rel="alternate" href="http://example.com/" hreflang="x-default" />
```

⚠️ WHAT TO SOLVE

- We did **not find any hreflang attributes in some pages** on your site. If your website is viewed by users in different parts of the world, with contents translated or intended for users of a particular geographic area, you should consider setting the hreflang correctly to display the local language or the local URL that is correct in the search results.

MISSING X-DEFAULT

0/100

⚠️ Warning! This exam still requires some attention

We have found **603** pages that not have a **x-default** value defined.

📄 READ THE TIPS

- The homepages of multinational and multilingual websites are sometimes configured to point visitors to localized pages, either via redirects or by changing the content to reflect the user's language.

The website example.com has content that targets users around the world as follows:

http://example.com/en-gb: For English-speaking users in the UK

http://example.com/en-us: For English-speaking users in the USA

http://example.com/en-au: For English-speaking users in Australia

http://example.com/: The homepage shows users a country selector and is the default page for users worldwide.

In this case, the you can annotate this cluster of pages using **rel-alternate-hreflang** using **sitemaps** or using HTML link tags like this:

```
<link rel="alternate" href="http://example.com/en-gb" hreflang="en-gb" />
<link rel="alternate" href="http://example.com/en-us" hreflang="en-us" />
<link rel="alternate" href="http://example.com/en-au" hreflang="en-au" />
<link rel="alternate" href="http://example.com/" hreflang="x-default" />
```

The **x-default hreflang attribute value** signals to Google algorithms that this page doesn't target any specific language or locale and is the default page when no other page is better suited. The same annotation applies for homepages that dynamically alter their contents based on a user's perceived geolocation or the Accept-Language headers. The x-default hreflang value signals to Google algorithms that such a page doesn't target a specific language or locale.

⚠️ WHAT TO SOLVE

- We did not find any **x-default** attributes on some pages of your site. If your website is viewed by users in different parts of the world, with content translated or intended for users in a specific geographic area, you should consider setting up the x-default correctly to report to Google's algorithms that these pages are not targeted by any specific language or locale and which should be considered as default pages when no other page is more suitable.

CANONICAL

88.1/100

✓ This exam seems well optimized.

There are 72 pages without a tag canonical.

📖 READ THE TIPS

- Including a `rel="canonical"` link in your webpage is a strong hint to search engines your about preferred version to index among duplicate pages on the web. It's supported by several search engines, including Yahoo!, Bing, and Google. The `rel="canonical"` link consolidates indexing properties from the duplicates, like their inbound links, as well as specifies which URL you'd like displayed in search results. However, `rel="canonical"` can be a bit tricky because it's not very obvious when there's a misconfiguration. Suppose you want `https://blog.example.com/dresses/green-dresses-are-awesome/` to be the preferred URL, even though a variety of URLs can access this content. You can indicate this to search engines as follows:

Mark up the canonical page and any other variants with a `rel="canonical"` link element. Add a `<link>` element with the attribute `rel="canonical"` to the `<head>` section of these pages:

```
<link rel="canonical" href="https://blog.example.com/dresses/green-dresses-are-awesome" />
```

This indicates the preferred URL to use to access the green dress post, so that the search results will be more likely to show users that URL structure.

Note: We attempt to respect this, but cannot guarantee this in all cases.

Avoid errors: use absolute paths rather than relative paths with the `rel="canonical"` link element.

Use this structure: `https://www.example.com/dresses/green/greendresss.html`

Not this structure: `/dresses/green/greendress.html`.

Pick a canonical (preferred) URL for each of your pages, and tell to the search engines about your preference by submitting these canonical URLs in a sitemap.

⚠ WHAT TO SOLVE

- Some pages on your site do not have the configuration of the `rel="canonical"`. Remember to set `rel="canonical"`, especially if there are duplicate pages, to suggest search engines the main reference page to index.

STRUCTURE

COMPRESSION

100/100

✓ Congrats! This exam is perfectly optimized.

You have compression enabled.

READ THE TIPS

- This rule triggers when *PageSpeed Insights* detects that compressible resources were served without gzip compression.

Overview

All modern browsers support and automatically negotiate gzip compression for all HTTP requests. Enabling gzip compression can reduce the size of the transferred response by up to 90%, which can significantly reduce the amount of time to download the resource, reduce data usage for the client, and improve the time to first render of your pages. See text compression with GZIP to learn more.

Recommendations

Enable and test gzip compression support on your web server. The HTML5 Boilerplate project contains sample configuration files for all the most popular servers with detailed comments for each configuration flag and setting: find your favorite server in the list, look for the gzip section, and confirm that your server is configured with recommended settings. Alternatively, consult the documentation for your web server on how to enable compression:

Apache: Use mod_deflate

Nginx: Use ngx_http_gzip_module

IIS: Configure HTTP Compression

ROBOTS.TXT

100/100

✓ Congrats! This exam is perfectly optimized.

In your website is present the file robots.txt for crawlers of Google

READ THE TIPS

- A **robots.txt** file is a file at the root of your site that indicates those parts of your site you don't want accessed by search engine crawlers. The file uses the Robots Exclusion Standard, which is a protocol with a small set of commands that can be used to indicate access to your site by section and by specific kinds of web crawlers (such as mobile crawlers vs desktop crawlers).

The simplest robots.txt file uses two key words, User-agent and Disallow. User-agents are search engine robots (or web crawler software); most user-agents are listed in the Web Robots Database. Disallow is a command for the user-agent that tells it not to access a particular URL. On the other hand, to give Google access to a particular URL that is a child directory in a disallowed parent directory, then you can use a third key word, Allow.

Google uses several user-agents, such as Googlebot for Google Search and Googlebot-Image for Google Image Search. Most Google user-agents follow the rules you set up for Googlebot, but you can override this option and make specific rules for only certain Google user-agents as well.

The syntax for using the keywords is as follows:

User-agent: [the name of the robot the following rule applies to]

Disallow: [the URL path you want to block] **Allow:** [the URL path in of a subdirectory, within a blocked parent directory, that you want to unblock]

These two lines are together considered a single entry in the file, where the Disallow rule only applies to the user-agent(s) specified above it. You can include as many entries as you want, and multiple Disallow lines can apply to multiple user-agents, all in one entry. You can set the User-agent command to apply to all web crawlers by listing an asterisk (*) as in the example below:

```
User-agent: *
```

You must apply the following saving conventions so that Googlebot and other web crawlers can find and identify your robots.txt file:
You must save your robots.txt code as a text file,
You must place the file in the highest-level directory of your site (or the root of your domain), and
The robots.txt file must be named robots.txt

As an example, a robots.txt file saved at the root of example.com, at the URL address <http://www.example.com/robots.txt>, can be discovered by web crawlers, but a robots.txt file at http://www.example.com/not_root/robots.txt cannot be found by any web crawler.

SITEMAP

100/100

✓ Congrats! This exam is perfectly optimized.

The sitemap.xml was correctly defined in robots.txt.

READ THE TIPS

- A **sitemap** is a file where you can list the web pages of your site to tell Google and other search engines about the organization of your site content. Search engine web crawlers like Googlebot read this file to more intelligently crawl your site.

Also, your sitemap can provide valuable metadata associated with the pages you list in that sitemap: Metadata is information about a webpage, such as when the page was last updated, how often the page is changed, and the importance of the page relative to other URLs in the site.

You can use a sitemap to provide Google with metadata about specific types of content on your pages, including video and image content. For example, you can give Google the information about video and image content:

A sitemap video entry can specify the video running time, category, and age appropriateness rating.

A sitemap image entry can include the image subject matter, type, and license.

Build and submit a sitemap:

Decide which pages on your site should be crawled by Google, and determine the canonical version of each page.

Decide which sitemap format you want to use. You can create your sitemap manually or choose from a number of third-party tools to generate your sitemap for you.

Test your sitemap using the Search Console Sitemaps testing tool.

Make your sitemap available to Google by adding it to your robots.txt file and submitting it to Search Console.

HTTPS MIGRATION

100/100

✓ Congrats! This exam is perfectly optimized.

All the pages are https

READ THE TIPS

- **HTTPS (Hypertext Transfer Protocol Secure)** is an internet communication protocol that protects the integrity and confidentiality of data between the user's computer and the site. Users expect a secure and private online experience when using a website. Google encourages you to adopt HTTPS in order to protect your users' connection to your website, regardless of the content on the site.

Data sent using HTTPS is secured via *Transport Layer Security* protocol (TLS), which provides three key layers of protection:

Encryption—encrypting the exchanged data to keep it secure from eavesdroppers. That means that while the user is browsing a website, nobody can "listen" to their conversations, track their activities across multiple pages, or steal their information.

Data integrity—data cannot be modified or corrupted during transfer, intentionally or otherwise, without being detected.

Authentication—proves that your users communicate with the intended website. It protects against man-in-the-middle attacks and builds user trust, which translates into other business benefits.

If you **migrate your site from HTTP to HTTPS**, Google treats this as a site move with a URL change. This can temporarily affect some of your traffic numbers. Add the HTTPS property to Search Console; Search Console treats HTTP and HTTPS separately; data for these properties is not shared in Search Console. So if you have pages in both protocols, you must have a separate Search Console property for each one.

IMAGES OPTIMIZATION

67.7/100

 You're almost there, but you can still optimized this exam.

516 images don't have an ALT attribute.

Total Images	Optimized	Without ALT
1596	1080	516

READ THE TIPS

- The `alt` attribute is used to describe the contents of an image file.

It provides Google with useful information about the subject matter of the image. Google uses this information to help determine the best image to return for a user's query. Many

people—for example, users with visual impairments, or people using screen readers or who have low-bandwidth connections—may not be able to see images on web pages. Descriptive alt text provides these users with important information.

Not so good:

```

```

Better:

```

```

Best:

```

```

To be avoided:

```

```

Filling alt attributes with keywords ("**keyword stuffing**") results in a negative user experience, and may cause your site to be perceived as spam. Instead, focus on creating useful, information-rich content that uses keywords appropriately and in context.

⚠️ WHAT TO SOLVE

- Some images on your site do not have the `alt` attribute.
Remember to set it for each image to improve its search engine detection and indexing.

ALT ATTRIBUTES OVERSIZED

98.8/100

✅ This exam seems well optimized.

There are 13 images with a ALT attribute over 100 characters.

Total Alt	Alt over 100 characters
1080	13

⚠️ WHAT TO SOLVE

- Some images on your site have an `alt` attribute too long.
Remember not to exceed **100** characters to create optimized `alt` attributes.

PAGES NOT FOUND (404 ERRORS)

96.4/100

✓ This exam seems well optimized.

11 pages couldn't be crawled

⚠ WHAT TO SOLVE

- Some **pages** on your site **are unavailable**.
This could increase the bounce rate and a worsening of your site statistics.
Remember to set the correct re-addressing on the pages not founded.

CONTENT

CONTENT LEVEL

74.1/100

⚠️ You're almost there, but you can still optimized this exam.

We have found 104 pages with less than 400 words.

< 400 words

< 800 words

High content level

104 pages

247 pages

252 pages

⚠️ WHAT TO SOLVE

- The **amount of text** in some of your site pages **may be too low**. This may not favor a proper indexing of the pages. If possible, try to extend the amount of text in a page **over 400 words** to allow search engines to better understand the content of the page.

OVERSIZE H1

67.7/100

⚠️ You're almost there, but you can still optimized this exam.

We have found **86** pages that have the **<h1>** tag above 70 characters

⚠️ WHAT TO SOLVE

- The **<h1>** tags of some pages seems too long. Remember to include **<h1>** long up to **70** characters.

MISSING H1

76.1/100

✅ This exam seems well optimized.

There are **72** pages without **<h1>** tag over **603** total pages.

⚠️ WHAT TO SOLVE

- In some pages of your site, there are no `<h1>` tags. Drop them and try to make the textual content similar to the ones in the `<title>` tag.

MULTIPLE H1

99.7/100

✓ This exam seems well optimized.

We have found 2 `<h1>` multiple in your domain

⚠️ WHAT TO SOLVE

- Some pages on your site have multiple `<h1>` tags. Try to keep 1 single `<h1>` tag for each page, unless the page is divided into sections. In that case, you may consider inserting a `<h1>` tag for each section.

OVERSIZE H2

80.2/100

✓ This exam seems well optimized.

We have found 473 pages that have the `<h1>` tag above 70 characters

⚠️ WHAT TO SOLVE

- The `<h2>` tags in some pages seems too long. Remember to include `<h2>` long up to 70 characters.

MISSING H2

76.1/100

✓ This exam seems well optimized.

There are **72** pages without `<h2>` tag over **603** total pages.

⚠ WHAT TO SOLVE

- There are no `<h2>` tags in some of your pages. Drop them and try to ensure that the textual content contains some of the keywords you are interested in.

DUPLICATED

DUPLICATED PAGES

76.1/100

✓ This exam seems well optimized.

There are **48** duplicated page's content out of **603** total pages.

i READ THE TIPS

- **Duplicate content** generally refers to substantive blocks of content within or across domains that either completely match other content or are appreciably similar. Mostly, this is not deceptive in origin. Examples of non-malicious duplicate content could include:

Discussion forums that can generate both regular and stripped-down pages targeted at mobile devices.

Store items shown or linked via multiple distinct URLs.

Printer-only versions of web pages.

If your site contains multiple pages with largely identical content, there are a number of ways you can indicate your preferred URL to Google. (This is called "**canonicalization**"). However, in some cases, content is deliberately duplicated across domains in an attempt to manipulate search engine rankings or win more traffic. Deceptive practices like this can result in a poor user experience, when a visitor sees substantially the same content repeated within a set of search results.

Google tries hard to index and show pages with distinct information. This filtering means, for instance, that if your site has a "regular" and "printer" version of each article, and neither of these is blocked with a noindex meta tag, we'll choose one of them to list. In the rare cases in which Google perceives that duplicate content may be shown with intent to manipulate the rankings and deceive the users, Google will also make appropriate adjustments in the indexing and ranking of the sites involved. As a result, the ranking of the site may suffer, or the site might be removed entirely from the Google index, in which case it will no longer appear in search results.

There are some steps you can take to proactively address duplicate content issues, and ensure that visitors see the content you want them to.

Use 301s: If you've restructured your site, use **301 redirects** ("RedirectPermanent") in your **.htaccess** file to smartly redirect users, Googlebot, and other spiders. (In Apache, you can do this with an **.htaccess** file; in IIS, you can do this through the administrative console).

Be consistent: Try to keep your internal linking consistent. For example, don't link to `http://www.example.com/page/` and `http://www.example.com/page` and `http://www.example.com/page/index.htm`.

Use top-level domains: To help us serve the most appropriate version of a document, use top-level domains whenever possible to handle country-specific content. Google's more likely to know that `http://www.example.de` contains Germany-focused content, for instance, than `http://www.example.com/de` or `http://de.example.com`.

Minimize similar content: If you have many pages that are similar, consider expanding each page or consolidating the pages into one. For instance, if you have a travel site with separate pages for two cities, but the same information on both pages, you could either merge the pages into one page about both cities or you could expand each page to contain unique content about each city.

Google does not recommend blocking crawler access to duplicate content on your website, whether with a `robots.txt` file or other methods. If search engines can't crawl pages with duplicate content, they can't automatically detect that these URLs point to the same content and will therefore effectively have to treat them as separate, unique pages. A better solution is to allow search engines to crawl these URLs, but mark them as duplicates by using the `rel="canonical"` link element, the URL parameter handling tool, or 301 redirects. In cases where duplicate content leads to us crawling too much of your website, you can also adjust the crawl rate setting in Search Console.

⚠️ WHAT TO SOLVE

- Some **pages** on your site **are duplicated**. Try to set correctly **301 redirects** or `rel="canonical"` to the main pages to avoid penalties.

DUPLICATED TITLES

100/100

✓ Congrats! This exam is perfectly optimized.

We have found 0 <title> duplicated in your domain

DUPLICATED META DESCRIPTIONS

100/100

✓ Congrats! This exam is perfectly optimized.

We have found 0 `<meta name="description">` duplicated in your domain

DUPLICATED H1

100/100

✓ Congrats! This exam is perfectly optimized.

We have found 0 `<h1>` duplicated in your domain

DUPLICATED H2

100/100

✓ Congrats! This exam is perfectly optimized.

We have found 0 `<h2>` duplicated in your domain

SOCIAL

OPENGRAPH

0/100

⚠ Warning! This exam still requires some attention

We have found **603** pages with an incomplete opengraph

i READ THE TIPS

- The **Open Graph** protocol enables any web page to become a rich object in a social graph. For instance, this is used on Facebook to allow any web page to have the same functionality as any other object on Facebook.

To turn your web pages into graph objects, you need to add basic metadata to your page. The **four required properties** for every page are:

- `og:title` - The title of your object as it should appear within the graph, e.g., "The Rock".
- `og:type` - The type of your object, e.g., "video.movie". Depending on the type you specify, other properties may also be required.
- `og:image` - An image URL which should represent your object within the graph.
- `og:url` - The canonical URL of your object that will be used as its permanent ID in the graph, e.g., "http://www.imdb.com/title/tt0117500/".

The following properties are **optional** for any object and are **generally recommended**:

- `og:audio` - A URL to an audio file to accompany this object.
- `og:description` - A one to two sentence description of your object.
- `og:locale` - The locale these tags are marked up in. Of the format language_TERRITORY. Default is en_US.
- `og:locale:alternate` - An array of other locales this page is available in.
- `og:site_name` - If your object is part of a larger web site, the name which should be displayed for the overall site. e.g., "IMDb".
- `og:video` - A URL to a video file that complements this object.

⚠ WHAT TO SOLVE

- Some pages in your site have **incomplete Open Graphs**. Remember to optimize and customize the Open Graphs in each item (**title, description, image etc.**) for a better sharing experience of your content.

OPENGRAPH TITLES

88.1/100

✓ This exam seems well optimized.

We have found 72 opengraph without a title

⚠ WHAT TO SOLVE

- Some pages of your site have **Open Graphs without a title**.
Remember to enter a descriptive title of the page that is up to **40** characters long.

OPENGRAPH DESCRIPTIONS

67.3/100

⚠ You're almost there, but you can still optimized this exam.

We have found 197 opengraph a tag description defined

⚠ WHAT TO SOLVE

- Some pages of your site have an **Open Graph without description**.
Remember to enter a description of up to **400** characters long, containing the main message within the first **150** characters.

OPENGRAPH IMAGES

88.1/100

✓ This exam seems well optimized.

We have found 72 opengraph without an image defined

⚠ WHAT TO SOLVE

- Some pages of your site have an **Open Graph without image**.
Remember to set a clear and representative image of the page content to improve the

click rate on the Open Graph.

OPENGGRAPH SITENAME

0/100

 Warning! This exam still requires some attention

We have found **603** without a site name defined

WHAT TO SOLVE

- Some pages of your site have an **Open Graph without any specified site**. Remember to specify your site.

OPENGGRAPH TYPE

0/100

 Warning! This exam still requires some attention

We have found **603** without a type defined

WHAT TO SOLVE

- Some pages of your site have an **Open Graph with unspecified typology**. Remember to specify the type of Open Graph you prefer to best show the content of your page when the URL is shared.

OPENGGRAPH URL

88.1/100

 This exam seems well optimized.

We have found **72** without a url defined

WHAT TO SOLVE

- Some pages of your site have an **Open Graph with unspecified URL**.
Remember to specify the URL to have a complete and effective Open Graph.

TWITTERCARD

0/100

 **Warning!** This exam still requires some attention

We have found **603** pages with an incomplete twittercard

READ THE TIPS

- With **Twitter Cards**, you can attach rich photos, videos and media experiences to Tweets, helping to drive traffic to your website. Simply add a few lines of markup to your webpage, and users who Tweet links to your content will have a "Card" added to the Tweet that's visible to their followers.

The different Card types each have a beautiful consumption experience built for Twitter's web and mobile clients:

Summary Card: Title, description, and thumbnail.

Summary Card with Large Image: Similar to the Summary Card, but with a prominently-featured image.

App Card: A Card with a direct download to a mobile app.

Player Card: A Card that can provide video/audio/media.

How to add it?

Choose a card type to implement.

Add the correct meta tags to the page, for example:

```
<meta name="twitter:card" content="summary">
<meta name="twitter:site" content="@publisher_handle">
<meta name="twitter:title" content="Page Title">
<meta name="twitter:description" content="Page description less than 200
characters">
<meta name="twitter:creator" content="@author_handle">
<meta name="twitter:image" content="http://www.example.com/image.jpg">
```

WHAT TO SOLVE

- Some pages in your site have **incomplete Twitter Cards**.
Remember to optimize and customize the Twitter Card in each item (**title, description, image etc.**) for a better sharing experience of your content.

TWITTERCARD TITLES

88.1/100

✓ This exam seems well optimized.

We have found 72 twittercard without a title

⚠ WHAT TO SOLVE

- Some pages of your site have **untitled Twitter Cards**.
Remember to enter a descriptive title of the page that is up to **70** characters long.

TWITTERCARD DESCRIPTIONS

0/100

⚠ Warning! This exam still requires some attention

We have found 603 twittercard a tag description defined

⚠ WHAT TO SOLVE

- Some pages of your site have a **Twitter Card without description**.
Remember to enter a description long up to **200** characters.

TWITTERCARD IMAGES

0/100

⚠ Warning! This exam still requires some attention

We have found 603 twittercard without an image defined

⚠ WHAT TO SOLVE

- Some pages of your site have **Twitter Cards with no image**.
Remember to set a clear and representative image of the page's content to improve the

Twitter Card click through rate. The size of the image varies depending on the type of Card you choose:

Summary Card: Images for this Card support an aspect ratio of 1:1 with minimum dimensions of 144x144 or maximum of 4096x4096 pixels.

Summary Card with Large Image: Images for this Card support an aspect ratio of 2:1 with minimum dimensions of 300x157 or maximum of 4096x4096 pixels.

Player Card: Images with fewer than 68,600 pixels (a 262x262 square image, or a 350x196 16:9 image) will cause the player card not to render.

TWITTERCARD CARDS

0/100

 Warning! This exam still requires some attention

We have found **603** without a tag card defined

WHAT TO SOLVE

- Some pages in your site have **Twitter Cards with unspecified typology**. Remember to specify the type of Twitter Card you prefer to best show the content of your page when the URL is shared.

TWITTERCARD SITES

0/100

 Warning! This exam still requires some attention

We have found **603** twittercard without a tag site defined

WHAT TO SOLVE

- Some pages in your site have **Twitter Cards with unspecified URL**. Remember to specify the URL to have a complete and effective Twitter Card.