iCUREErrors
Free Search Engine Audit

www.hubhostels.co.uk/

INTERNAL USE ONLY
Content

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Restup London | One of the best cheap hostels London has to offer

www.hubhostels.co.uk/

Restup London is one of the best cheap hostels London has to offer. A stylish purpose built hostel in central London (Zone 1) it is perfect for access to ...

Legend
✔ Passed  ❌ Error
⚠️ To Improve

Most urgent errors on the site

1. Error! The web address is accessible with and without www!
2. Deprecated html elements are found
The page title, i.e. <title> section also appears in the search results. When someone starts a web search, the text of the <title> section will appear in the search engines with the most powerful highlight. The <title> will clarify the content of the websites for both potential visitors and the search engines. The <title> must be placed in the <title> section. It is important that each page title is given a specific content matching specific wording up to 70 characters in length! If the <title> wording is sufficiently attractive and informative, than search engines can get more visitors.
Restup London is one of the best cheap hostels London has to offer. A stylish purpose built hostel in central London (Zone 1) it is perfect for access to Buckingham Palace, Oxford Street, Hyde Park, West End Theatres and more...

The `<meta name = "description" "content = " ">`, i.e. page showing meta tag provides information to Google and to other search engines as to what can be found on that page.

The content of the meta description should be descriptive and ~300 (this limit was increased in December 2017) characters in length.

The `<meta name = "description" "content = ""> should be placed in the `<head>` section of the websites. If the meta description is written well, you can get more visitors from the hit lists.

Good! The website does not use “meta keywords”.

The use of `<meta name = "keywords " content = ""> is completely unnecessary since September 2009. Google had published at the time that the meta keywords ranking in the search results does not count. Hence, the use is not recommended.

It has no practical use, however, the competitors can get an idea of what phrases the website is optimised for.

Error! The website does not use the OG (Open Graph) protocol.

We can identify the relationship between the different elements on our website for the search engines and social networking sites (e.g. Facebook) by using Open Graph.

For example, we can tell about an element that it is an image and we can set its URL. It is an excellent choice for telling the social networking sites which images we want to use as a preview image. For example: `<meta property="og:image" content="http://seoryzer.com/seoryzer.png" />`

Dublin Core is not used
☐ Underscores in the URLs
Good! No underscore (_) found in the URLs.

☐ Search engine friendly URLs
Good! The website uses SEO friendly URLs.

☐ Checking the robots.txt file
There is robots.txt file.
Social

1 Social Engagement

- Google 0
- Linkedin 0
- Facebook Share 0
- Facebook Comments 0
Content

- **Doctype**: HTML 5
- **Encoding**: Perfect! The character encoding is set: UTF-8.
- **Language**: We have found the language localisation: "en".
- **Title**: Restup London | One of the best cheap hostels London has to offer
  
  Character length: 65

  Good! The title’s length is between 10 and 70 characters.

- **Text / HTML ratio**: Ratio: 14%

  Error! The text / HTML code ratio is under 15 percent on this website. This value shows that the website has relatively few text content.
The heading marks ("H tag "-s ), also known as the "headline tag"- s clarify the side structure and the content of the website. A total of six <h> notations exist, from <h1> to <h6>. <h1> is the most important and <h6> is the least important.

**Note:** only one <h1> should be on the website. The different heading sizes help to clarify the hierarchy of the structure and content of websites for both visitors and search engines. Therefore it is very important to use the correct heading structure!
### Keyword matrix

<table>
<thead>
<tr>
<th>word</th>
<th>title</th>
<th>descriptions</th>
<th>heading</th>
</tr>
</thead>
<tbody>
<tr>
<td>stay@restup</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td>london</td>
<td>☑</td>
<td>☑</td>
<td></td>
</tr>
<tr>
<td>restup</td>
<td>☑</td>
<td>☑</td>
<td></td>
</tr>
<tr>
<td>gallery</td>
<td>☑</td>
<td>☑</td>
<td>☘</td>
</tr>
<tr>
<td>offer</td>
<td>☑</td>
<td>☑</td>
<td></td>
</tr>
<tr>
<td>station</td>
<td>☑</td>
<td>☑</td>
<td>☘</td>
</tr>
</tbody>
</table>

### Two Word cloud

- best cheap
- rooms contact
- london has
- book now

### Three Word cloud

- best cheap hostels
- home book now

### 404 Page

The website has no standard 404 error page.

Google recommends that care should be taken in the case of the 404 pages to retrieve the web server. It should return a true 404 HTTP status code, which prevents Google and other search engines to index the non-existent 404 pages.

### Flash content

Good! The website does not have any flash contents.

Although since 2008, Google takes significant steps to interpret the swf files text and javascript content, it is recommended to avoid making / using a flash-based website.

**The reason is simple:** javascript redirects on flash content cannot always be understood by Google. Consequently, the indexability of flash websites is difficult. Avoid!
The use of the "iframe" elements on websites should be avoided, since these contents are not considered as parts of the website. Using certain web features is not a problem (for example, Facebook boxes, Google maps), but to embed complete webpages into other web pages in terms of search engine optimisation should be avoided.
Images

We found 10 images on this web page.

Alternate attributes for the following 9 images are missing. Search engines use "alt" tags to understand image content efficiently. **We strongly recommend fixing this issue.**

- http://www.restup.co.uk/images/uploads/1/01__large.jpg
- http://www.restup.co.uk/images/uploads/1/02__large.jpg
- http://www.restup.co.uk/images/uploads/1/06__large.jpg
- http://www.restup.co.uk/images/uploads/1/07__large.jpg
- http://www.restup.co.uk/images/uploads/1/19__large.jpg
- http://www.restup.co.uk/images/uploads/1/20__large.jpg
- http://www.restup.co.uk/images/uploads/1/21__large.jpg
- http://www.restup.co.uk/images/uploads/1/22__large.jpg
- http://www.restup.co.uk/images/uploads/1/15__large.jpg

The "alt" or "alternative" attribute can describe the content of images for search engines.

Today's search engines are not yet able to interpret the information shown in the pictures, so the "alt" text is very important.

Example: `<img src="http://seoryzer.com/seoryzer.png" alt="Free Online SEO Analysis Tool">`
## Readability

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flesch-Kincaid Grade Level</td>
<td>0.10</td>
</tr>
<tr>
<td>Flesch Reading Ease</td>
<td>100.00</td>
</tr>
<tr>
<td>Coleman Liau Index</td>
<td>5.40</td>
</tr>
<tr>
<td>Automated Readability Index (ARI)</td>
<td>0.00</td>
</tr>
<tr>
<td>Dale-Chall Readability</td>
<td>6.30</td>
</tr>
<tr>
<td>SMOG Index</td>
<td>7.00</td>
</tr>
<tr>
<td>Spache Readibility</td>
<td>5.00</td>
</tr>
<tr>
<td>Number of letters</td>
<td>948</td>
</tr>
<tr>
<td>Number of words</td>
<td>262</td>
</tr>
<tr>
<td>Number of sentences</td>
<td>64</td>
</tr>
<tr>
<td>Average words per sentences</td>
<td>4</td>
</tr>
<tr>
<td>Number of syllables</td>
<td>312</td>
</tr>
<tr>
<td>Syllables in words</td>
<td>311</td>
</tr>
<tr>
<td>Average syllables in words</td>
<td>1.19</td>
</tr>
<tr>
<td>Number of words in first three syllables</td>
<td>28</td>
</tr>
<tr>
<td>Percentage of word / syllables</td>
<td>10.69</td>
</tr>
<tr>
<td>Words not in Dale-Chall easy-word list</td>
<td>101</td>
</tr>
<tr>
<td>Words not in Spache easy-word list</td>
<td>55</td>
</tr>
</tbody>
</table>
Based on current trends, the use of the Internet will soon be more accessible from mobile platforms (smartphones, tablets) rather than from desktops or laptops. It is advised to be prepared for this today in order to maintain and increase good Google rankings. **Important:** in case of mobile searches, Google ranks mobile-friendly sites preferably! Top priority!

Some of the search engines still take it as internal duplication, if an URL with www and non-www version is also available. **Proposal:** should therefore only be used in one version. For example, redirect the www version to the non-www version.
Meta Tag (viewport tag, mobile devices)

Error! The meta tag named viewport is missing.

With the help of the meta viewport, we can determine whether users can zoom into our website or not.

Example: `<meta name = "viewport" content = "width = device-width, initial-scale = 1.0, minimum-scale = 1.0, maximum-scale = 3.0 " />`

This code defines that the user can zoom in up to three times of the displayed web page relative to the display screen.

Important: It is not advised to limit the magnification.
# Sebesseg teszteles

<table>
<thead>
<tr>
<th>Feature</th>
<th>Status</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Server response time</td>
<td>✔</td>
<td>The server response time is fast enough.</td>
</tr>
<tr>
<td>Loading time</td>
<td>🔄</td>
<td>1,531 ms</td>
</tr>
<tr>
<td>Table layout</td>
<td>✔</td>
<td>Good! No nested tables found.</td>
</tr>
<tr>
<td>Number of HTTP resources</td>
<td>🔄</td>
<td>49</td>
</tr>
<tr>
<td>Number of source domains</td>
<td>🔄</td>
<td>6</td>
</tr>
<tr>
<td>Render blocking resources</td>
<td>✔</td>
<td>The elements below are blocking the “above the fold” rendering.</td>
</tr>
</tbody>
</table>

**List of render blocking css files**
- [http://www.restup.co.uk/css/bootstrap.13.css](http://www.restup.co.uk/css/bootstrap.13.css)
- [http://www.restup.co.uk/css/datepicker.min.css](http://www.restup.co.uk/css/datepicker.min.css)
- [http://www.restup.co.uk/css/restupsingle.min.css](http://www.restup.co.uk/css/restupsingle.min.css)
- [http://www.restup.co.uk/css/fonts/fonts.min.css](http://www.restup.co.uk/css/fonts/fonts.min.css)
- [http://www.restup.co.uk/css/isotope.min.css](http://www.restup.co.uk/css/isotope.min.css)
Sebesseg teszteles - Javascript

- Javascript
  Good! Just a few javascript files are detected on the website.

  - File size of all javascript files combined: 926.10KB
  - Javascript minifying: You can save 14.6KB (40% compression) on the analysed URL by minifying the javascript files.
Sebesseg teszteles - CSS

✅ CSS
Good! Just a few CSS files are used on this website.

ℹ️ File size of all css files combined 70.47KB

⚠️ CSS minifying
You can save 11.4KB (41% compression) on the analysed URL by minifying the CSS files.
- By minifying https://azrxbe.itsrezexchange.net/RUP/library/color.css you can save 7.6KB (46% compression rate)
- By minifying https://azrxbe.itsrezexchange.net/RUP/library/layout.css you can save 3.8KB (33% compression rate)
Sebesseg teszteles - Tomorites

Uncompressed size of the HTML: 61.86KB

HTML minifying

You can save 6.5KB (13% compression) on the analysed URL by minifying the HTML file.
- By minifying https://azrxbe.itsrezexchange.net/RUP you can save 6.3KB (13% compression rate)
- By minifying http://www.hubhostels.co.uk you can save 273B (12% compression rate)

Gzip compression

Error! By using Gzip you can save 39.9KB (78% compression) on your site.
- By compressing https://azrxbe.itsrezexchange.net/RUP you can save 39.9KB (78% compression rate)
- By compressing https://azrxbe.itsrezexchange.net/.. /WebResource.axd?d=OrkwN77Bov5Weyqqy6qQDr... you can save 18KB (79% compression rate)
- By compressing https://azrxbe.itsrezexchange.net/RUP/library/co you can save 14KB (84% compression rate)
- By compressing https://azrxbe.itsrezexchange.net/RUP/library/fu you can save 10.8KB (74% compression rate)
- By compressing https://azrxbe.itsrezexchange.net/RUP/library/la; you can save 9.3KB (79% compression rate)
- By compressing https://azrxbe.itsrezexchange.net/.. /WebResource.axd?d=eMamBXRR7R3pO8M8_q_WHT... you can save 8.2KB (85% compression rate)
- By compressing https://azrxbe.itsrezexchange.net/.. /WebResource.axd?d=f9ezDV3nRNFP9m2YhMNQJ... you can save 6.1KB (84% compression rate)
By compressing
https://azrxbe.itsrezexchange.net/..
/WebResource.axd?
d=L2IIPcET1jYPcryjFYNF8...
you can save 5.2KB (75% compression rate)

By compressing
https://azrxbe.itsrezexchange.net/..
/WebResource.axd?
d=1oDCRMPROWivMMp1NjBLq...
you can save 4.3KB (73% compression rate)

By compressing
https://azrxbe.itsrezexchange.net/..
/WebResource.axd?
d=ulbrjr86huSg8Hq8sxbwXU...
you can save 4.3KB (73% compression rate)

By compressing
https://azrxbe.itsrezexchange.net/..
/WebResource.axd?d=P-
sult0yzTWuOUodsJ28J4...
you can save 2.1KB (69% compression rate)
Sebesseg teszteles - Gyorsitotarazas

Number of static resources (image, JS, CSS) 17

Browser cache
The browser cache is not set correctly for all elements.

<table>
<thead>
<tr>
<th>URL</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="https://azrxbe.itsrezexchange.net/RUP/library/colors.css">https://azrxbe.itsrezexchange.net/RUP/library/colors.css</a></td>
<td>Expiry time is not specified</td>
</tr>
<tr>
<td><a href="https://azrxbe.itsrezexchange.net/RUP/library/functions.js">https://azrxbe.itsrezexchange.net/RUP/library/functions.js</a></td>
<td>Expiry time is not specified</td>
</tr>
<tr>
<td><a href="https://azrxbe.itsrezexchange.net/RUP/library/layout.css">https://azrxbe.itsrezexchange.net/RUP/library/layout.css</a></td>
<td>Expiry time is not specified</td>
</tr>
<tr>
<td><a href="https://azrxbe.itsrezexchange.net/RUP/library/styles.css">https://azrxbe.itsrezexchange.net/RUP/library/styles.css</a></td>
<td>Expiry time is not specified</td>
</tr>
<tr>
<td><a href="http://stats.g.doubleclick.net/dc.js">http://stats.g.doubleclick.net/dc.js</a></td>
<td>2 hours</td>
</tr>
<tr>
<td><a href="https://ssl.google-analytics.com/ga.js">https://ssl.google-analytics.com/ga.js</a></td>
<td>2 hours</td>
</tr>
</tbody>
</table>
Sebesseg teszteles - Kepek

File size of all images combined: 13.63KB

Image optimisation
All images are optimized.

prioritize_visible_content
We found a total of 10 different links. External links: 10

**External links:**

<table>
<thead>
<tr>
<th>Link text (anchor)</th>
<th>Link strength</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://www.restup.co.uk/home">http://www.restup.co.uk/home</a></td>
<td></td>
</tr>
<tr>
<td>Home</td>
<td></td>
</tr>
<tr>
<td>Book Now</td>
<td></td>
</tr>
<tr>
<td>About</td>
<td></td>
</tr>
<tr>
<td>Features</td>
<td></td>
</tr>
<tr>
<td>Rooms</td>
<td></td>
</tr>
<tr>
<td>Contact us</td>
<td></td>
</tr>
<tr>
<td>Gallery</td>
<td></td>
</tr>
<tr>
<td>Tune In</td>
<td></td>
</tr>
<tr>
<td>Connect</td>
<td></td>
</tr>
</tbody>
</table>

**Internal links:**

<table>
<thead>
<tr>
<th>Link text (anchor)</th>
<th>Link strength</th>
</tr>
</thead>
</table>
Website security

IPv4: 212.42.162.13

- **External hidden links**: Good! No hidden external links found
- **Looking for eval()**: Good! No eval(bas64_decode()) scripts are found
- **Checking for XSS vulnerability**: No XSS vulnerability found
- **Locker**: 0
- **Email encryption**: Warning! The website contains at least one unencrypted email address.