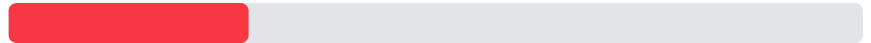


https://advanstaff.com

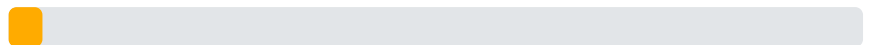
Your general SEO Checkup Score



14 Failed



2 Warnings

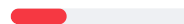


34 Passed

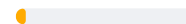


Common SEO issues

6 Failed



1 Warnings



13 Passed



✓ Meta Title Test

Congratulations! Your webpage is using a title tag

- Advanstaff HR, a premiere PEO since 1993

✓ Meta Description Test

Congratulations! Your webpage is using a meta description tag

Advanstaff HR specializes in human capital management, access to affordable benefits, payroll administration, employee benefits, risk management, efficiency.

○ Google Search Results Preview Test

No SEO impact

[Advanstaff HR, a premiere PEO since 1993](https://advanstaff.com)

<https://advanstaff.com>

Advanstaff HR specializes in human capital management, access to affordable benefits, payroll administration, employee benefits, risk management, efficiency.

Most Common Keywords Test

No SEO impact

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.



Keywords Usage Test

Your most common keywords are not appearing in one or more of the meta-tags above. Your primary keywords should appear in your meta-tags to help identify the topic of your webpage to search engines.

- Keyword(s) not included in Title tag
- Keyword(s) included in Meta-Description tag

Keywords Cloud Test

No SEO impact



Related Keywords Test

No SEO impact

This URL is currently ranked in the top 20 organic Google listings for the search terms below:

- [e sick leave system](#)
- [advanstaff employee login](#)
- [advanstaff](#)
- [advanstaff login](#)
- [advanstaff va](#)
- [advanstaff in las vegas nevada](#)
- [advanstaff employee self service](#)
- [ess advanstaff com](#)
- [ess advanstaff](#)
- [advanstaff hr](#)

Competitor Domains Test

No SEO impact

Some of the most relevant competitors for your domain are listed below:

- [thefreefinancialadvisor.com](#)
- [paycheckstubonline.com](#)
- [payrollservers.info](#)
- [checkstubmaker.com](#)
- [philiprichards.com](#)
- [swipeclock.info](#)
- [swipeclock.com](#)
- [zayzoon.com](#)
- [thepaystubs.com](#)
- [fmpglobal.com](#)

Heading Tags Test

Your webpage does not contain any H1 headings. H1 headings help indicate the important topics of your page to search engines. While less important than good meta-titles and descriptions, H1 headings may still help define the topic of your page to search engines.

H2 tags

Partner with AdvanStaff HR and increase employee ROI.

Routine System Maintenance

Benefit Plan Open Enrollment Period

Send us a file

Robots.txt Test

Congratulations! Your site uses a "robots.txt" file: <https://advanstaff.com/robots.txt>

● <https://advanstaff.com/robots.txt>

Sitemap Test

Congratulations! Your website has a sitemap file.

● <https://advanstaff.com/wp-sitemap.xml>

SEO Friendly URL Test

Your webpage contains URLs that are not SEO friendly!

Image Alt Test

Your webpage is using "img" tags with empty or missing "alt" attribute.

Inline CSS Test

Your webpage is using inline CSS styles!

Deprecated HTML Tags Test

We found some HTML deprecated tags. You are advised to change these old tags with equivalent tags or proper CSS rules.

3 center

Google Analytics Test

Congratulations! Your webpage is using Google Analytics.





Favicon Test

 Congratulations! Your website appears to have a favicon.

Backlinks Test

No SEO impact

Your domain has **8,334 total backlinks** from **600 referring domains**. Some recently found backlinks for your domain are listed below:

-  APR 17, 2021 <https://instanslogin.com/a-logins/access-perks-employee-login.html>
-  APR 17, 2021 <https://www.hospitalaz.com/easy-care-hospital-indemnity-insurance/>
-  APR 17, 2021 <https://insurancebest.net/pay-employees-with-direct-deposit/>
-  APR 17, 2021 <https://investing-now.info/osha-300-form-2020-pdf/>
-  APR 17, 2021 <https://logindriver.com/hr-advance>
-  APR 17, 2021 <https://logindriver.com/hr-advance>
-  APR 17, 2021 <https://insurance-plan.info/sierra-health-and-life-provider-portal/>
-  APR 17, 2021 <https://www.usa-news.info/osha-300a-annual-summary-form/>
-  APR 17, 2021 <https://www.all-jobs.net/new-federal-withholding-w-4/>
-  APR 17, 2021 <https://www.all-jobs.net/state-withholding-w-4/>

JS Error Test

Congratulations! There are no severe JavaScript errors on your webpage.

✖ Social Media Test

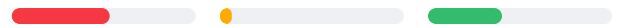
Your website is not connected with social media using the API's provided by Facebook, Google +, Twitter, Pinterest, or using [addthis.com](#)

Speed optimizations

8 Failed

1 Warnings

6 Passed



✖ HTML Page Size Test

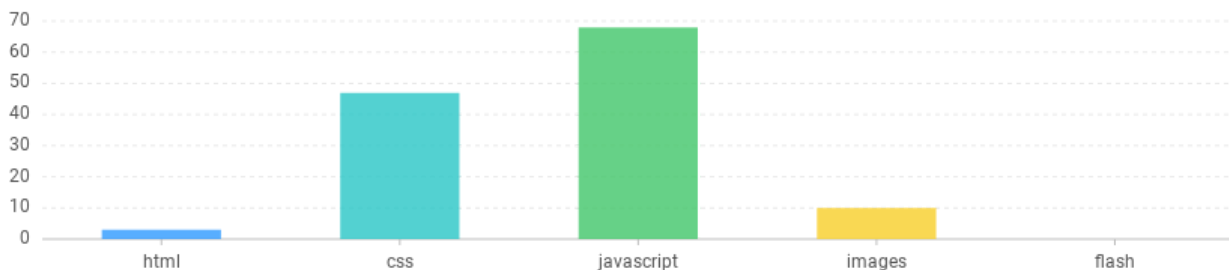
The size of your webpage's HTML is **236.58 Kb**, and is greater than the average size of **33 Kb**. This can lead to slower loading times, **lost visitors**, and decreased revenue. Good steps to reduce HTML size include: using **HTML compression**, **CSS layouts**, **external style sheets**, and **moving javascript** to external files.

✖ HTML Compression/GZIP Test

Your webpage doesn't use any HTML compression! You should **compress your HTML** to reduce your page size and page loading times - this will help your site retain visitors and increase page views. If you were using compression, you could be compressing your HTML size by **82%** - from **236.58 Kb** to **42.95 Kb**.

✖ Page Objects Test

Your page uses more than **20 http requests**, which can slow down page loading and negatively impact user experience.



Page Cache Test (Server Side Caching)

It does not appear that you are **caching your pages**. Cached pages serve up static html and avoid potentially time consuming queries to your database. It also helps lower server load by up to 80%. Caching most visibly benefits high traffic pages that access a database, but whose content does not change on every page view. Common caching methods include **Alternative PHP Cache**, **Quickcache**, and **WP Super Cache** (for Wordpress sites). Caching mechanisms also typically compress HTML, further reducing page size and load time.

Flash Test

Congratulations! Your website does not include flash objects (an outdated technology that was sometimes used to deliver rich multimedia content). Flash content does not work well on mobile devices, and is difficult for crawlers to interpret.

CDN Usage Test

Your webpage is not serving all resources (images, javascript and css) from CDNs.

Image Caching Test

Your website is not using cache headers for your images. Setting cache headers can help speed up the serving of your webpages for users that regularly visit your site and see the same images. Learn more about **how to add expires headers to your images**.

JavaScript Caching Test

Your website is not using cache headers for your JavaScript resources. Setting cache headers can help speed up the serving of your webpages for users that regularly visit your site.

CSS Caching Test

Your website is not using cache headers for your CSS resources. Setting cache headers can help speed up the serving of your webpages for users that regularly visit your site.

JavaScript Minification Test

Some of your website's JavaScript files are not minified!

CSS Minification Test

Congratulations! Your webpage's CSS resources are minified.

✓ Nested Tables Test

Congratulations, your page does not use nested tables. This speeds up page loading time and optimizes the user experience.

✓ Frameset Test

Congratulations! Your webpage does not use frames.

✓ Doctype Test

Congratulations! Your website has a doctype declaration:

- `<!DOCTYPE html>`

✓ URL Redirects Test

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

Server and security

0 Failed

0 Warnings

6 Passed

✓ URL Canonicalization Test

<https://advanstaff.com> and <https://www.advanstaff.com> resolve to the same URL.

✓ HTTPS Test

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

- SECURITY STATE secure
- CERTIFICATE ISSUER Sectigo RSA Domain Validation Secure Server CA
- VALID UNTIL Oct 22, 2021

✓ Safe Browsing Test

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

✓ **Server Signature Test**

Congratulations, your server signature is off.

✓ **Directory Browsing Test**

Congratulations! Your server has disabled directory browsing.

✓ **Plaintext Emails Test**

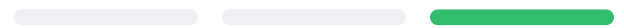
Congratulations! Your webpage does not include email addresses in plaintext.

Mobile usability

0 Failed

0 Warnings

2 Passed

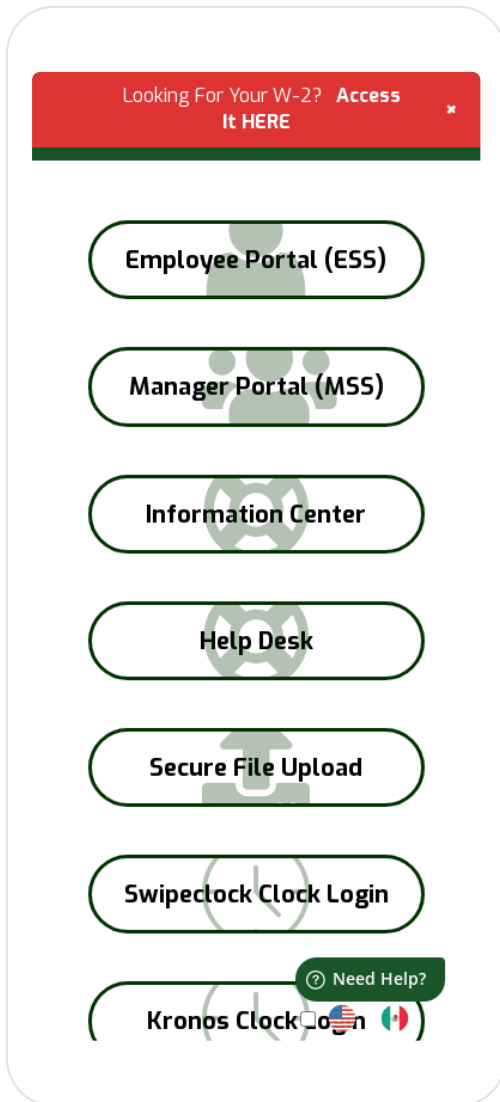


✓ **Media Query Responsive Test**

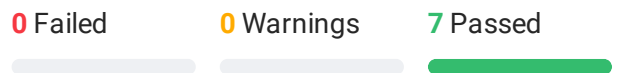
Congratulations, your website uses media query technique, which is the base for responsive design functionalities.

Mobile Snapshot Test

No SEO impact



Advanced SEO



Structured Data Test

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

✓ Custom 404 Error Page Test

Congratulations, your website is using a custom 404 error page. By creating a custom 404 error page, you can improve your website's user experience by letting users know that only a specific page is missing/broken (and not your entire site), providing them helpful links, the opportunity to report bugs, and potentially **track the source of broken links in your site.**

✓ Noindex Tag Test

Your webpage does not use the noindex meta tag. This means that your webpage will be read and indexed by search engines.

✓ Canonical Tag Test

Your webpage is using the canonical link tag. This tag specifies that the URL: **https://advanstaff.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.



✓ Nofollow Tag Test

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

⊙ Disallow Directive Test

No SEO impact

Your robots.txt file disallow the search engines access to some parts of your website. You are advised to check carefully if the access to these resources or pages must be blocked.

- Disallow: /wp-admin/
- Disallow: /wp-content/uploads/wpforms/

✓ SPF Records Test

Congratulations! Your DNS server is using an SPF record.

- `v=spf1 ip4:205.168.28.120/29 ip4:64.235.144.0/20 ip4:72.32.143.172/32 ip4:98.129.5.251/32 ip4:50.56.137.71/32 include:spf.protection.outlook.com include:spf.mailjet.com include:hr360spf.smtp.com include:_spf.ehealthapp.com -all`