



<https://fernwooddentalcare.com/>

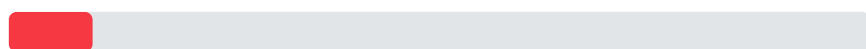
Report generated on Jul 08, 2026



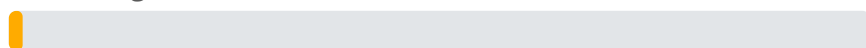
Average SEO score of top 100 sites: 74%

This website received an SEO score of **87 out of 100**, which is higher than the average score of **74**. Our analysis has identified **6 important issues** that can be addressed to further enhance your website's performance and improve its search engine visibility.

6 Failed



1 Warnings



54 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

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

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

MEDIUM

Add a Google Analytics script to this website to help in diagnosing potential SEO issues by monitoring site visitors and traffic sources.

LOW

Without an SPF record, spammers can easily spoof emails from this domain, potentially leading to compromised email security and deliverability issues.

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

3 Failed

0 Warnings

19 Passed

✓ Meta Title Test

This webpage is using a title tag.

Text: Fernwood Dental — Gentle Family Dentist in South Austin, TX
Length: 59 characters

✓ Meta Description Test

This webpage is using a meta description tag.

Text: Calm, modern dentistry for the whole family in South Austin. Same-day emergencies, most insurance accepted, and anxiety-friendly care. Book online today.
Length: 153 characters

i Google Search Results Preview Test

Desktop version

<https://fernwooddentalcare.com/>

Fernwood Dental — Gentle Family Dentist in South Austin, TX

Calm, modern dentistry for the whole family in South Austin. Same-day emergencies, most insurance accepted, and anxiety-friendly care. Book online today.

Mobile version

<https://fernwooddentalcare.com/>

Fernwood Dental — Gentle Family Dentist in South Austin, TX

Calm, modern dentistry for the whole family in South Austin. Same-day emergencies, most insurance accepted, and anxiety-friendly...



✓ Social Media Meta Tags Test

This webpage is using social media meta tags.

Open Graph Meta Tags

og:type	website
og:site_name	Fernwood Dental
og:title	Fernwood Dental — Gentle Family Dentist in South Austin, TX
og:description	Calm, modern dentistry for the whole family in South Austin. Same-day emergencies, most insurance accepted, and anxiety-friendly care. Book online today.
og:url	https://fernwooddentalcare.com/
og:image	https://fernwooddentalcare.com/images/og-default.png
og:locale	en_US

Twitter Card Meta Tags

twitter:card	summary_large_image
twitter:title	Fernwood Dental — Gentle Family Dentist in South Austin, TX
twitter:description	Calm, modern dentistry for the whole family in South Austin. Same-day emergencies, most insurance accepted, and anxiety-friendly care. Book online today.
twitter:image	https://fernwooddentalcare.com/images/og-default.png

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.

7	visit	6	patients	6	care	5	fernwood	5	services
---	-------	---	----------	---	------	---	----------	---	----------



✖ 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
visit	✖	✖	✓
patients	✖	✖	✓
care	✖	✓	✓
fernwood	✓	✖	✖
services	✖	✖	✓

i Keywords Cloud Test



i Related Keywords Test

There are no indexed keywords for this domain!



Competitor Domains Test

Identifying competitor domains allows you to find domains that are competing with your website for search engine rankings on similar keywords. These domains typically target the same audience and have overlapping goals in terms of organic traffic.

Heading Tags Test

This webpage contains headings tags.

H1 tags

Gentle dentistry, done right.

H2 tags

A different feeling at the dentist

Everything your smile needs

Care from people who get it

Loved by nervous patients

Your first visit is easy.

Frequently asked questions

Explore

Services

Visit us

Robots.txt Test

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

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

Sitemap Test

This website has a sitemap file.

<https://fernwooddental.example/sitemap-index.xml>



✓ Image Alt Test

All "img" tags from this webpage have the required "alt" attribute.

✓ 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.

✓ Deprecated HTML Tags Test

This webpage does not use HTML deprecated tags.



Google Analytics Test

A Google Analytics script is not detected on this page. While there are several tools available to monitor your site's visitors and traffic sources, Google Analytics is a free, commonly recommended program to help diagnose potential SEO issues.



How to pass this test?

Google Analytics 4 is a free measurement platform that records visitor behavior, traffic sources, and conversion data. Installing it does not directly affect rankings, but the data it produces is essential for measuring SEO performance, identifying high-value pages, and prioritizing future optimization work. Fixing this issue means installing the GA4 tag site-wide and confirming events appear in your reports.

Example

```
<!-- Place inside <head> on every page -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-XXXXXXXXXX"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());
  gtag('config', 'G-XXXXXXXXXX');
</script>
```

Where to make the change

- **Raw HTML:** paste the GA4 snippet into the `<head>` of every page. A shared layout file is the cleanest place.
- **WordPress:** use a site-kit or analytics plugin, or paste the snippet into your theme's header file. Avoid duplicating the tag across multiple plugins.
- **Shopify:** add the GA4 measurement ID under Online Store, Preferences, Google Analytics, or install the official Google channel app.
- **Wix or Squarespace:** both platforms offer a GA4 measurement ID field in their analytics settings panel.
- **Headless or framework sites:** install via Google Tag Manager or use the framework's analytics integration so the tag fires on every route change.

Common causes and how to resolve them

- **Tag not installed at all:** install GA4 using the snippet above or the platform-specific path.
- **Universal Analytics tag still in place:** Universal Analytics stopped processing data on July 1, 2024. Replace any UA tag (`UA-...`) with a GA4 measurement ID (`G-...`).
- **Tag fires only on the homepage:** ensure the snippet is in a shared template loaded by every page, not pasted into one post.
- **Cookie banner blocks the tag before consent:** integrate Consent Mode v2 so GA4 receives anonymized signals before consent and full data after.
- **Tag duplicated:** two snippets on the same page double-count sessions. Audit with the Tag Assistant browser extension and remove duplicates.

Best practices

- **Verify with real-time reports:** after installing, open GA4's Realtime view and load the site to confirm events arrive.
- **Use Google Tag Manager:** for any site beyond the simplest, GTM gives you a single place to manage analytics, conversion tags, and third-party scripts without code changes.



- **Configure key events:** mark conversions (purchase, lead, signup) as key events so reports highlight what matters for SEO ROI.
- **Link to Search Console:** connecting GA4 to Search Console surfaces organic queries alongside on-site behavior in the same reports.

✓ 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 doesn't have any warnings or errors caught by the Chrome DevTools Console.

✓ Charset Declaration Test

This webpage has a character encoding declaration.

```
meta charset="utf-8"
```

Speed optimizations

1 Failed 0 Warnings 19 Passed

✓ HTML Page Size Test

The size of this webpage's HTML is 8.5 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 **355 nodes** which is less than the recommended value of 1,500 nodes.

✓ HTML Compression/GZIP Test

This webpage is successfully compressed using **zstd compression** on your code. The HTML code is compressed from 45.82 Kb to 8.5 Kb (81% 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 **0.37 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 has less than 20 http requests. A higher number of http requests results in a user's browser needing to request a large number of objects from the server, which will ultimately slow down the loading of your webpage.

Content size by content type

Content type	Percent	Size
Font	51.6 %	70.66 Kb
Image	27.6 %	37.81 Kb
Javascript	8.3 %	11.31 Kb
Html	6.7 %	9.22 Kb
Css	5.4 %	7.39 Kb
Other	0.3 %	458 B
TOTAL	100%	136.83 Kb

Requests by content type

Content type	Percent	Requests
Image	25.0 %	2
Font	25.0 %	2
Html	12.5 %	1
Css	12.5 %	1
Javascript	12.5 %	1
Other	12.5 %	1
TOTAL	100%	8

Content size by domain

Domain	Percent	Size
fernwooddentalcare.com	91.7 %	125.52 Kb
static.cloudflareinsights.com	8.3 %	11.31 Kb
TOTAL	100%	136.83 Kb



Requests by domain

Domain	Percent	Requests
fernwooddentalcare.com	87.5 %	7
static.cloudflareinsights.com	12.5 %	1
TOTAL	100%	8

✓ CDN Usage Test

This webpage is serving all images, javascript and css resources from CDNs.

✓ Modern Image Format Test

This webpage is using images in a modern format.

✓ Image Metadata Test

This webpage is not using images with large metadata.

✓ 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 not using uncached JavaScript resources from same domain!

✓ 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?

This test fails when JavaScript or CSS resources block the browser from rendering visible content. Each render-blocking file delays the first paint, and on slower networks the cumulative impact can be severe. Fixing this issue means inlining the truly critical CSS, deferring or asynchronously loading non-essential scripts, and removing unused code.

Example

```
<head>
<!-- Inline only above-the-fold critical CSS -->
<style>/* critical styles here */</style>

<!-- Load full stylesheet asynchronously -->
<link rel="preload" href="/styles/main.css" as="style"
      onload="this.onload=null;this.rel='stylesheet'">

<!-- Defer non-critical scripts -->
<script src="/scripts/app.js" defer></script>
</head>
```

Where to make the change

- **Application code or templates:** identify the CSS and JavaScript needed for the initial render and load only those synchronously. Defer the rest.
- **Build pipeline:** use a critical CSS extractor (such as `critical` or `penthouse`) to generate the above-the-fold styles automatically.
- **WordPress:** performance plugins offer "delay JS execution" and "load CSS asynchronously" options that handle most of this without code changes.
- **Headless or framework sites:** use the framework's preload and code-splitting hints to control what blocks rendering.

Common causes and how to resolve them

- **Single large stylesheet blocking render:** inline critical CSS for the first viewport, load the full stylesheet asynchronously.
- **Synchronous third-party scripts in the head:** add `defer` or `async`, or move them to the end of the body.
- **Web fonts blocking text rendering:** add `font-display: swap` in `@font-face` rules so the fallback font shows immediately.
- **Render-blocking @import in CSS:** replace with separate `<link rel="stylesheet">` tags so the browser can fetch them in parallel.

Best practices

- Use `defer` for scripts that need the DOM: they execute after parsing but before `DOMContentLoaded`.
- Use `async` for fully independent scripts: they execute as soon as they download, in any order.
- **Preload the critical request chain:** tell the browser early about fonts and key assets with `<link rel="preload">`.



- **Audit with Lighthouse:** the Render-blocking resources audit lists every offending file with the estimated time saved by deferring it.

✓ 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 **0.86** 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:

```

```

✓ Cumulative Layout Shift Test

The CLS score of this webpage is **0.0018**. 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: Calm by design From the waiting room to the chair, everything's built to take t...

Html: `<div class="why-grid" data-astro-cid-j7pv25f6="">`

Score: 0.0018

Server and security

1 Failed

0 Warnings

6 Passed

✓ URL Canonicalization Test

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



✓ 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 "fernwooddentalcare.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	fernwooddentalcare.com
Subject Alternative Names (SANs)	fernwooddentalcare.com, *.fernwooddentalcare.com
Not Valid Before	Wed, July 8th 2026, 7:17:05 am (UTC)
Not Valid After	Tue, October 6th 2026, 8:17:03 am (UTC)
Signature Algorithm	ecdsaWithSha256
Issuer	WE1
Root certificate	
Common Name	WE1
Organization	Google Trust Services
Location	US
Not Valid Before	Wed, December 13th 2023, 9:00:00 am (UTC)
Not Valid After	Tue, February 20th 2029, 2:00:00 pm (UTC)
Signature Algorithm	ecdsaWithSha384
Issuer	GTS Root R4

✓ 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 using the HTTP/2 protocol.

✓ Plaintext Emails Test

This webpage does not include email addresses in plaintext.

✓ Unsafe Cross-Origin Links Test

This webpage is not using `target="_blank"` links without `rel="noopener"` or `rel="noreferrer"` attribute.

Mobile usability

0 Failed

0 Warnings

3 Passed

✓ Meta Viewport Test

This webpage is using a viewport meta tag.

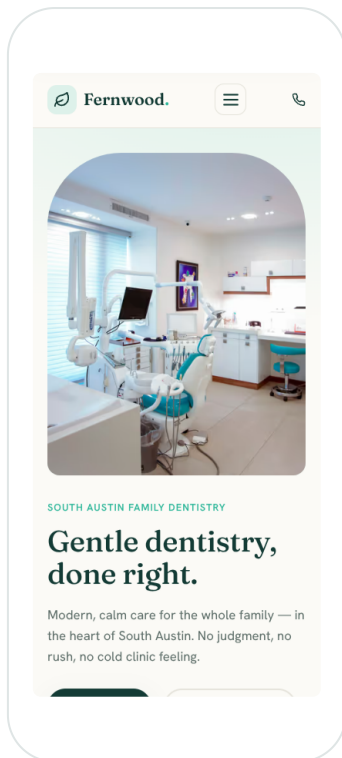
```
<meta name="viewport" content="width=device-width, initial-scale=1" />
```

✓ 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

1 Failed

1 Warnings

7 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://fernwooddentalcare.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://fernwooddentalcare.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 not using an SPF record! SPF (Sender Policy Framework) allows administrators to specify which hosts are allowed to send mail from a given domain by creating a specific SPF record or TXT record in the Domain Name System (DNS). You can find more information about SPF records [here](#).

How to pass this test?

The Sender Policy Framework (SPF) DNS record lists the mail servers authorized to send email on behalf of your domain. Receiving servers use it to verify that messages claiming to come from your domain are legitimate, which significantly reduces the chance of email being marked as spam. Fixing this issue means publishing an SPF record in your DNS that includes every legitimate sender and ends with a strict policy.

Example

```
example.com. TXT "v=spf1 include:_spf.google.com include:mailgun.org ~all"
```

Where to make the change

- **DNS provider:** add a TXT record at the domain root with the SPF policy. Cloudflare, Route 53, Namecheap, GoDaddy, and similar all expose a TXT record editor.
- **Email providers:** Google Workspace, Microsoft 365, and most transactional email services publish their required SPF include directives in their setup documentation.

Common causes and how to resolve them

- **No SPF record at all:** add one. Even a minimal record (`v=spf1 include:_spf.google.com ~all`) is better than nothing.
- **Multiple SPF records:** SPF only allows one TXT record per domain. Merge multiple records into a single one with all required `include:` directives.
- **Policy too permissive:** ending with `+all` authorizes anyone to send as your domain. Use `~all` (soft fail) or `-all` (hard fail) instead.
- **Missing legitimate senders:** add an `include:` for every transactional email service (SendGrid, Mailgun, Postmark) and every marketing platform you use.
- **Too many DNS lookups:** SPF caps include lookups at ten. Flatten or consolidate `include:` chains if you exceed it.

Best practices

- **Pair SPF with DKIM and DMARC:** SPF alone is not enough. DKIM signs messages cryptographically; DMARC tells receivers what to do when SPF or DKIM fails.
- **Start with `~all`, move to `-all`:** soft fail lets you observe before strict enforcement. Move to hard fail once you are confident no legitimate sender is missing.
- **Test deliverability:** tools such as MXToolbox SPF check or Google Postmaster Tools surface SPF problems before users complain.
- **Audit annually:** as you add or remove email vendors, the SPF record needs to keep up.



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.