



https://kerlyfinance.com

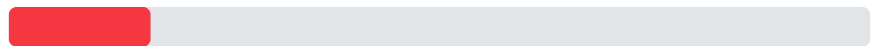
Report generated on Jul 09, 2026



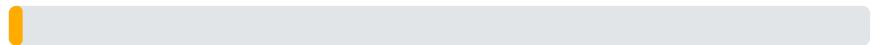
Average SEO score of top 100 sites: 74%

This website received an SEO score of **85 out of 100**, which is higher than the average score of **74**. Our analysis has identified **10 important issues** that can be addressed to further enhance your website's performance and improve its search engine visibility.

10 Failed



1 Warnings



50 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

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

MEDIUM

By creating a custom 404 error page with helpful links and information, users are more likely to stay on the site and continue to explore.

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

Using more than 20 HTTP requests on a webpage can negatively impact the loading time.

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.

LOW

This website either lacks a favicon or it has not been referenced properly.



Common SEO issues

3 Failed

1 Warnings

18 Passed

✓ Meta Title Test

This webpage is using a title tag.

Text: Kerly Finance | Market Intelligence & Financial Signals

Length: 55 characters

! Meta Description Test

This webpage is using a meta description tag with a length of 142 characters. We recommend using well-written and inviting meta descriptions with a length **between 150 and 220 characters** (spaces included).

Text: Kerly Finance turns market news, macro data, and policy signals into clear weekly briefs across stocks, crypto, forex, bonds, and commodities.

Length: 142 characters



Google Search Results Preview Test

Desktop version

<https://kerlyfinance.com/>

Kerly Finance | Market Intelligence & Financial Signals

Kerly Finance turns market news, macro data, and policy signals into clear weekly briefs across stocks, crypto, forex, bonds, and commodities.

Mobile version

<https://kerlyfinance.com/>

Kerly Finance | Market Intelligence & Financial Signals

Kerly Finance turns market news, macro data,
and policy signals into clear weekly briefs
across stocks, crypto, forex, bonds, and...



✓ Social Media Meta Tags Test

This webpage is using social media meta tags.

Open Graph Meta Tags

og:site_name	Kerly Finance
og:title	Kerly Finance Premium Market Intelligence & Signals
og:description	Weekly market research for investors and traders: macro, the Fed, stocks, crypto, forex, bonds, commodities, and risk sentiment.
og:type	website
og:url	https://kerlyfinance.com/
og:image	https://kerlyfinance.com/assets/og-cover.svg

Twitter Card Meta Tags

twitter:card	summary_large_image
twitter:title	Kerly Finance Premium Market Intelligence & Signals
twitter:description	Weekly market research: macro, stocks, crypto, forex, bonds, commodities, and risk sentiment.
twitter:image	https://kerlyfinance.com/assets/og-cover.svg

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.

12 market 12 crypto 12 read 10 risk 9 kerly



✓ Keywords Usage Test

The most common keywords of this webpage are distributed well across the important HTML tags. This helps search engines to properly identify the topic of this webpage.

Keyword	Title tag	Meta description	Headings
market	✓	✓	✓
crypto	✗	✓	✗
read	✗	✗	✓
risk	✗	✗	✗
kerly	✓	✓	✓

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

Market news that turns noise into tradable context.

H2 tags

Featured Intelligence

Market Categories

Fresh from the research desk

Independent research for market readers.

Get the Kerly Sunday Brief.

Robots.txt Test

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

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

Sitemap Test

This website has a sitemap file.

<https://kerlyfinance.com/sitemap.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 either doesn't have a favicon or this has not been referenced correctly!

How to pass this test?

A favicon is the small icon associated with the site, shown in browser tabs, bookmarks, history listings, and increasingly in search engine results. Fixing this issue means publishing a favicon at the conventional location and declaring it in the page `<head>` so browsers and search engines can find and display it.

Example

```
<head>
<link rel="icon" href="/favicon.ico" sizes="any">
<link rel="icon" href="/favicon.svg" type="image/svg+xml">
<link rel="apple-touch-icon" href="/apple-touch-icon.png">
</head>
```

Where to make the change

- **Raw HTML:** upload `favicon.ico` to the site root and add the `<link rel="icon">` tags in the `<head>`.
- **WordPress:** upload the icon under Appearance, Customize, Site Identity, Site Icon. WordPress will emit the correct link tags.
- **Shopify:** upload the icon under Online Store, Themes, Customize, Theme settings, Favicon.
- **Wix or Squarespace:** both expose a favicon upload field in the site or design settings.
- **Headless or framework sites:** place the favicon files in the public or static directory so they ship at the root paths.

Common causes and how to resolve them

- **No favicon at the root:** add at least `/favicon.ico`. Most browsers fall back to fetching this path even when no link tag is present.
- **Wrong MIME type:** if the favicon is served as `text/html` instead of `image/x-icon` or `image/svg+xml`, browsers will not render it. Check the response in the network tab.
- **Cached old icon after replacement:** browsers cache favicons aggressively. Append a query string (`?v=2`) to bust the cache.
- **Missing high-resolution variants:** modern devices need 180 x 180 (Apple), 192 x 192 (Android), and 512 x 512 (PWA) sizes for crisp rendering.

Best practices

- **Provide an SVG version:** SVG favicons scale crisply at any size and support light or dark scheme variants.
- **Include an Apple touch icon:** a 180 x 180 PNG named `apple-touch-icon.png` at the root makes the site look correct when added to an iOS home screen.
- **Use a consistent visual identity:** the favicon should match the brand mark so users recognize the site at a glance in tabs and bookmarks.
- **Test in both light and dark mode:** some browsers render the tab background differently. Make sure the icon stays legible in both.



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.

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

Speed optimizations

2 Failed

0 Warnings

18 Passed

HTML Page Size Test

The size of this webpage's HTML is **6.86 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 **511 nodes** which is less than the recommended value of **1,500 nodes**.

HTML Compression/GZIP Test

This webpage is successfully compressed using **br compression** on your code. The HTML code is compressed from **36.5 Kb** to **6.86 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 **0.7 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
Font	57.0 %	63.27 Kb
Javascript	15.7 %	17.40 Kb
Image	11.1 %	12.30 Kb
Css	8.4 %	9.32 Kb
Html	5.8 %	6.42 Kb
Other	2.0 %	2.27 Kb
TOTAL	100%	110.98 Kb

Requests by content type

Content type	Percent	Requests
Image	45.5 %	10
Other	18.2 %	4
Javascript	13.6 %	3
Css	9.1 %	2
Font	9.1 %	2
Html	4.5 %	1
TOTAL	100%	22

Content size by domain

Domain	Percent	Size
fonts.gstatic.com	57.0 %	63.27 Kb
kerlyfinance.com	29.9 %	33.21 Kb
static.cloudflareinsights.com	10.2 %	11.31 Kb



fonts.googleapis.com	1.2 %	1.36 Kb
api.frankfurter.dev	0.9 %	971 B
api.coingecko.com	0.8 %	908 B
TOTAL	100%	110.98 Kb

Requests by domain

Domain	Percent	Requests
kerlyfinance.com	68.2 %	15
fonts.gstatic.com	9.1 %	2
api.frankfurter.dev	9.1 %	2
static.cloudflareinsights.com	4.5 %	1
fonts.googleapis.com	4.5 %	1
api.coingecko.com	4.5 %	1
TOTAL	100%	22

✓ 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 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?

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 1.51 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: *Market news that turns noise into tradable context.*

Html:

Market news that turns noise into tradable context.

✓ Cumulative Layout Shift Test

The CLS score of this webpage is 0.0011. 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: Home Intelligence Categories About Contact

Html: `<nav class="main-nav" aria-label="Primary navigation">`

Score: 0.0011

Server and security

2 Failed

0 Warnings

5 Passed

✓ URL Canonicalization Test

<https://kerlyfinance.com/> and <https://www.kerlyfinance.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 "kerlyfinance.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	kerlyfinance.com
Subject Alternative Names (SANs)	kerlyfinance.com
Not Valid Before	Wed, July 8th 2026, 12:50:25 pm (UTC)
Not Valid After	Tue, October 6th 2026, 1:50:17 pm (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

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?

This test fails when the page exposes one or more email addresses in plain text. Spam-harvesting bots scrape pages for plaintext addresses and add them to bulk mailing lists. Fixing this issue means obfuscating contact addresses, using a contact form, or rendering them via JavaScript so simple scrapers cannot read them.

Where to make the change

- **Application code or templates:** replace plain `contact@example.com` text with one of the obfuscation techniques below.
- **WordPress:** a contact form plugin handles email submissions without exposing the address. Some SEO and security plugins also offer email obfuscation.
- **Shopify, Wix, Squarespace:** use the platform's built-in contact form blocks rather than displaying the email address directly.

Common causes and how to resolve them

- **Plain text address in a paragraph or footer:** replace with a contact form, an obfuscated rendering (HTML entities, CSS reversal), or a JavaScript-built mailto link.
- **Mailto link with the address visible:** the visible text is what bots read. Make the visible text a label like "Email us" while the `href` still works.
- **Address baked into images is fine for SEO but bad for accessibility:** screen readers cannot read it. Pair an image with a contact form instead.

Best practices

- **Prefer contact forms:** they reduce spam and make analytics easier.
- **Use HTML entity encoding:** writing `co` for the address defeats the simplest scrapers, though sophisticated ones decode it.
- **Render via JavaScript:** building the mailto link client-side blocks scrapers that only read static HTML.
- **Consider a Cloudflare-style email obfuscation:** some CDNs automatically rewrite plaintext emails to obfuscated equivalents.

✓ 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

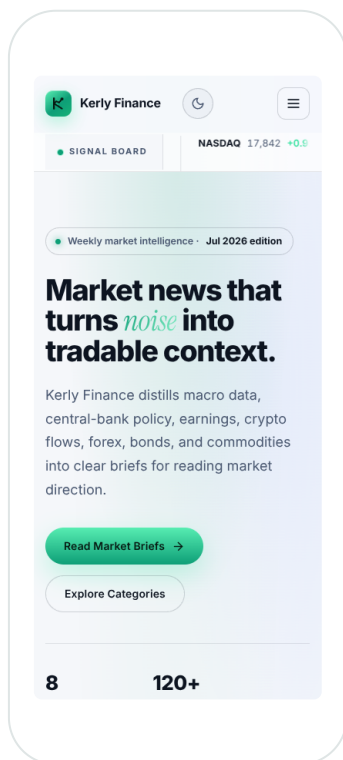
This webpage is using a viewport meta tag.

```
<meta name="viewport" content="width=device-width, initial-scale=1.0" />
```

✓ 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

3 Failed

0 Warnings

6 Passed

Structured Data Test

This webpage is using structured data.



✖ Custom 404 Error Page Test

This website is not using a custom 404 error page! Default 404 error pages result in a poor experience - it can mislead users into thinking an entire site is down or broken, greatly increases the chance they leave the website entirely, and looks unprofessional. 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](#).

How to pass this test?

This test fails when the site does not serve a branded, helpful page for missing URLs. A custom 404 keeps users on the site by offering navigation, search, and suggested links rather than dropping them at the browser's generic error screen. Fixing this issue means designing a 404 template, ensuring it returns the correct HTTP 404 status, and pointing your server at it.

Where to make the change

- **Server configuration:** point your web server at a custom 404 page. In Nginx, use `error_page 404 /404.html;`. In Apache, use `ErrorDocument 404 /404.html`.
- **WordPress:** create a `404.php` template in your theme. WordPress invokes it automatically for missing URLs.
- **Shopify:** edit the `404.liquid` template in the theme code editor.
- **Wix or Squarespace:** use the platform's built-in 404 page editor in site settings.
- **Headless or framework sites:** Next.js uses `not-found.js`, Astro uses `404.astro`, and similar frameworks all have a convention for the missing-route page.

Common causes and how to resolve them

- **No custom 404 at all:** create one. The minimum is the site header, navigation, a clear "page not found" message, and links to popular sections.
- **404 page returns HTTP 200:** a "soft 404" confuses search engines. Verify the response status with DevTools or curl, and configure the server to return 404 for missing routes.
- **404 page redirects to homepage:** redirecting users to the homepage hides broken URLs from analytics and search engines. Show a real 404 instead.
- **Generic browser error visible:** the server is not invoking the custom template. Check the configuration directive.

Best practices

- **Keep the site chrome:** show the header, footer, and navigation so users do not feel lost.
- **Offer next steps:** a search box, popular links, or category navigation help users get back on track.
- **Track 404s:** log missing-URL hits in analytics so you can spot broken inbound links worth fixing or redirecting.
- **Be clear about the error:** "Sorry, that page does not exist" is better than vague messaging that confuses users.



✓ 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://kerlyfinance.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://kerlyfinance.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

The request of ads.txt file has an unexpected Content-Type header: `text/html; charset=utf-8`. In order for this resource to be easily accessed by the DSPs and advertisers, its Content-Type header should be `text/plain` or `text/plain; charset=utf-8`.

How to pass this test?

The ads.txt file is a public list of the advertising vendors authorized to sell your inventory programmatically. A correctly formatted ads.txt protects against domain spoofing in the ad supply chain and is required for inclusion in many premium advertising marketplaces. Fixing this issue means publishing a valid ads.txt at the site root with current authorized seller entries.

Example

```
google.com, pub-0000000000000000, DIRECT, f08c47fec0942fa0
example-ssp.com, 12345, RESELLER
contact=ads@example.com
```

Where to make the change

- **Raw HTML or static site:** upload `ads.txt` to the site root so it is served at `https://example.com/ads.txt`.
 - **WordPress:** use a small plugin or upload the file via FTP. Some advertising plugins manage it automatically based on connected accounts.
 - **Shopify:** upload the file through the theme code editor as an asset, then expose it at the root via a route configuration.
 - **Cloudflare or similar CDN:** serve ads.txt from a worker if you do not have file-system access at the origin.
- Common causes and how to resolve them

- **File missing:** create one with at least your direct advertising relationships.
- **File at the wrong path:** ads.txt must be at the domain root, not in a subdirectory.
- **Wrong relationship value:** use `DIRECT` for direct seller relationships, `RESELLER` for authorized resellers. Other values are invalid.
- **Stale entries:** partners change; remove relationships you no longer have so spoofers cannot exploit them.
- **Returning HTML instead of plain text:** the file must be served as `text/plain`. A page that returns HTML or a 404 fails validation.

Best practices

- **Audit quarterly:** stale entries are the main source of ads.txt vulnerabilities.
- **Mirror app-ads.txt for mobile inventory:** apps use a parallel `app-ads.txt` file with the same syntax.
- **Add a contact line:** include a `contact=email@example.com` line so vendors can reach the right person about ad-quality issues.

