https://puteragani.com

Report generated on Jun 12, 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 **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 — Build quality backlinks from websites relevant to your topic/niche to improve your search engine rankings.

MEDIUM — Serve properly sized images to reduce page loading times and to improve user's experience.

MEDIUM — Avoid using distorted images, as they can have a negative impact on the user experience.

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

LOW — Strip out any unnecessary metadata to improve loading time, security, and privacy. Metadata should not exceed 16% of the image size.

Common SEO issues

4 Failed 1 Warnings 17 Passed

Meta Title Test

This webpage is using a title tag.

Text: Putera Gani | Technology, Design, Culture & Science
Length: 51 characters

Meta Description Test

This webpage is using a meta description tag with a length of **144 characters**. We recommend using well-written and inviting meta descriptions with a length **between 150 and 220 characters** (spaces included).

Text: Read independent, in-depth articles from Putera Gani about technology, design, culture, science, health, business, and ideas shaping the future.
Length: 144 characters

Google Search Results Preview Test

Desktop version

https://puteragani.com/
Putera Gani | Technology, Design, Culture & Science
Read independent, in-depth articles from Putera Gani about technology, design, culture, science, health, business, and ideas shaping the future.

Mobile version

https://puteragani.com/
Putera Gani | Technology, Design, Culture & Science
Read independent, in-depth articles from Putera Gani about technology, design, culture, science, health, business, and ideas shaping...

Social Media Meta Tags Test

This webpage is using social media meta tags.

Open Graph Meta Tags	
og:type	website
og:url	https://puteragani.com/
og:title	Putera Gani | Technology, Design, Culture & Science
og:description	Read independent, in-depth articles from Putera Gani about technology, design, culture, science, health, business, and ideas shaping the future.
og:image	https://images.unsplash.com/photo-1499750310107-5fef28a66643?w=1200&q=80

Twitter Card Meta Tags	
twitter:card	summary_large_image
twitter:title	Putera Gani | Technology, Design, Culture & Science
twitter:description	Read independent, in-depth articles from Putera Gani about technology, design, culture, science, health, business, and ideas shaping the future.
twitter:image	https://images.unsplash.com/photo-1499750310107-5fef28a66643?w=1200&q=80

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 design | 9 culture | 9 business | 8 technology | 8 read

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
design	✓	✓	✓
culture	✓	✓	✓
business	✗	✓	✓
technology	✓	✓	✓
read	✗	✓	✗

Keywords Cloud Test

1 absence 1 advantage 1 architecture 4 articles 3 brain 9 business 2 businesses
3 changing 2 charge 1 cheaper 3 chief 3 chips 4 chronic 1 clarity 1 clear
2 competitive 2 computing 9 culture 3 cultures 1 deaths 2 decision 1 depression
12 design 1 different 1 disciplined 4 disease 1 drives 3 economy 3 equation
1 evolved 3 execution 1 featured 1 finnish 3 forgotten 6 future 4 gani
1 getting 4 health 1 heart 3 home 2 ideas 1 independent 4 inflammation
2 inspired 1 japanese 3 knew 3 know 1 latest 1 legible 1 looking 1 losing
3 lost 2 make 1 makes 3 manifesto 2 moat 1 modern 3 neuromorphic 2 noise
3 officer 1 older 2 operator 1 operators 5 powerful 1 presence 3 pricing
4 putera 3 quietest 1 quietly 1 rare 8 read 2 results 1 reveals 2 rewriting
3 rise 1 saturated 1 saunas 7 science 1 scorekeeper 4 search 1 shifting
4 silence 1 silent 1 silently 1 societies 5 space 2 story 1 strategist
8 technology 1 term 3 thought 3 tool 2 treat 1 trustworthy 1 turn 1 wasted
3 white 3 world 1 worldwide 1 worth

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
Putera Gani: Independent Articles on Technology, Design, Culture and Science

H2 tags
Search results
The Operator Economy: Why Execution Is Becoming the New Competitive Moat
The Inflammation Equation: Why Everything You Thought You Knew About Chronic Disease Is Changing
The White Space Manifesto: Why Nothing Is the Most Powerful Tool in Design
The Lost Art of Silence: What the World's Quietest Cultures Know That We've Forgotten
The Rise of the CFO as Chief Future Officer
Neuromorphic Computing: The Brain-Inspired Chips Rewriting the Future of AI
The Art of Pricing: Why What You Charge Is the Most Powerful Business Decision You'll Ever Make

Robots.txt Test

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

https://puteragani.com/robots.txt

Sitemap Test

This website has a sitemap file.

https://puteragani.com/sitemap.xml

Image Alt Test

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

Responsive Image Test

Not all images in this webpage are properly sized! This webpage is serving images that are larger than needed for the size of the user's viewport.

How to pass this test?

This test fails when one or more images on the page are served at dimensions significantly larger than the size at which the browser actually renders them. Fixing this issue means resizing the source files (or serving responsive variants) so the bytes downloaded match the pixels actually displayed. The result is faster page loads, lower data usage, and better Core Web Vitals scores.

Example

```
<img
  src="/images/hero-800.jpg"
  srcset="/images/hero-400.jpg 400w,
        /images/hero-800.jpg 800w,
        /images/hero-1600.jpg 1600w"
  sizes="(max-width: 640px) 100vw, 800px"
  alt="Marathon runners at sunrise"
  width="800" height="450">
```

Where to make the change

- **Raw HTML:** use `srcset` and `sizes` to let the browser pick the right variant for the user's viewport. Always include intrinsic `width` and `height` attributes.
- **WordPress:** WordPress generates multiple image sizes automatically. Use the `the_post_thumbnail()` helper or the block editor's image block, both of which emit responsive `srcset` markup.
- **Shopify:** use the `image_url` Liquid filter with size parameters (for example `{{ image | image_url: width: 800 }}`) and pair with `image_tag` to emit a responsive image.
- **Wix or Squarespace:** both platforms generate responsive variants automatically; this issue is typically caused by uploading a deliberately oversized image.
- **Headless or framework sites:** use the framework's image component (for example `next/image` or `astro:assets`), which generates responsive variants and lazy-loads off-screen images.

Common causes and how to resolve them

- **Original camera or stock-photo file uploaded as-is:** a 6000-pixel-wide JPEG rendered in a 400-pixel column wastes most of the bytes. Resize the source or generate responsive variants.
- **No `srcset`:** the browser has no choice but to use the single source. Add multiple variants so mobile users get smaller files.
- **Hero images sized for ultra-wide displays:** if your largest layout is 1600 pixels, do not ship a 4000-pixel original.
- **Background images set in CSS without responsive sources:** use the `image-set()` CSS function or media queries to swap in different image files at different breakpoints.

Best practices

- **Generate variants at common widths:** 400, 800, 1200, and 1600 pixels covers most viewports cleanly.
- **Always set width and height:** intrinsic dimensions let the browser reserve space and avoid layout shift, helping CLS.
- **Lazy-load off-screen images:** add `loading="lazy"` to images below the fold so the browser only downloads them when needed.

- **Pair with modern formats:** resizing alone is good; resizing and serving WebP or AVIF compounds the savings.

Image Aspect Ratio Test

Not all image display dimensions match the natural aspect ratio! Fix aspect ratio issues to avoid distorted images on this website!

How to pass this test?

This test fails when one or more images are rendered at an aspect ratio meaningfully different from the source file's native ratio, producing stretched or squashed visuals. Fixing this issue means either using `width` and `height` attributes that match the file's real dimensions or replacing the source with a correctly proportioned crop.

Example

```
<!-- Source file is 1600 x 900 (16:9). Set matching attributes: -->
<img src="/images/marathon-1600.jpg"
    alt="Marathon runners at sunrise"
    width="1600" height="900"
    style="max-width: 100%; height: auto;">
```

Where to make the change

- **Raw HTML and CSS:** set the `width` and `height` attributes to the source file's native dimensions. Use CSS `height: auto` when scaling responsively so the browser preserves the ratio.
- **WordPress:** when inserting an image via the block editor, choose the image's intended size rather than overriding dimensions in custom CSS.
- **Shopify, Wix, or Squarespace:** use the platform's built-in image cropper so the displayed crop matches the source file you upload.
- **Headless or framework sites:** components like `next/image` require both `width` and `height`, which prevents distortion when the layout scales.

Common causes and how to resolve them

- **Hard-coded width and height that do not match the file:** recompute them from the source dimensions or remove them and rely on the file's intrinsic ratio.
- **Container has a fixed height that crops the image:** use CSS `object-fit: cover` if cropping is intentional, or change the container so the image keeps its natural ratio.
- **Wrong source file uploaded:** swap in a correctly proportioned crop rather than stretching the wrong file in CSS.

Best practices

- **Always set both `width` and `height`:** the browser uses these to reserve space and avoid layout shift before the image loads, which helps CLS.
- **Use `object-fit` when cropping is intentional:** `cover` fills the container without distortion; `contain` letterboxes to preserve the full image.
- **Standardize on a few aspect ratios:** picking one or two ratios per template makes it easier to crop assets consistently and avoid one-off distortions.

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

This domain has **1 backlinks** from **1 referring domains** and a rank of **0/1000** while the average rank of Top 100 sites is **895/1000**.

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 **8.13 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 **265 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 **40.65 Kb** to **8.13 Kb** (**80% 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 **0.54 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
Image	56.6 %	173.10 Kb
Font	27.1 %	82.98 Kb
Javascript	7.6 %	23.20 Kb
Other	3.2 %	9.83 Kb
Css	2.9 %	8.83 Kb
Html	2.7 %	8.13 Kb
TOTAL	**100%**	**306.06 Kb**

Requests by content type

Content type	Percent	Requests
Image	35.0 %	7
Javascript	20.0 %	4
Css	15.0 %	3
Font	15.0 %	3
Other	10.0 %	2
Html	5.0 %	1
TOTAL	**100%**	**20**

Content size by domain

Domain	Percent	Size
images.unsplash.com	56.6 %	173.10 Kb
fonts.gstatic.com	27.1 %	82.98 Kb
puteragani.com	12.2 %	37.43 Kb

static.cloudflareinsights.com	3.7 %	11.40 Kb
fonts.googleapis.com	0.4 %	1.16 Kb
TOTAL	100%	306.06 Kb

Requests by domain

Domain	Percent	Requests
puteragani.com	40.0 %	8
images.unsplash.com	35.0 %	7
fonts.gstatic.com	15.0 %	3
fonts.googleapis.com	5.0 %	1
static.cloudflareinsights.com	5.0 %	1
TOTAL	100%	20

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 using images with large metadata (**more than 16% of the image size**)! Stripping out unnecessary metadata tags can improve not only the loading time but also the security and privacy of a webpage.

How to pass this test?

This test fails when one or more images carry disproportionately large embedded metadata such as EXIF data, thumbnails, color profiles, geolocation, and camera information. This metadata is rarely useful on the web and adds bytes to every request without any rendering benefit. Fixing this issue means stripping the metadata as part of your image processing pipeline.

Where to make the change

- **Image build pipeline:** use a tool such as ImageMagick (`mogrify -strip image.jpg`), `jpegoptim --strip-all` , or `oxipng --strip all` to remove metadata at build time.
- **WordPress:** a media optimization plugin will strip metadata automatically on upload.
- **Shopify, Wix, Squarespace:** the platforms strip most metadata server-side. Failures usually point to images served from external sources you control.
- **Image CDN:** Cloudflare Images, Cloudinary, and Imgix strip non-essential metadata by default during transformation.

Common causes and how to resolve them

- **Original camera files uploaded as-is:** camera files contain large EXIF blocks (lens, GPS, embedded JPEG previews). Strip during upload or build.
- **Color profile larger than the image:** embed a small sRGB profile or strip the profile entirely if the image is meant for the web.
- **Stock photo metadata:** stock images often carry copyright notices, IPTC blocks, and watermarks larger than the image data itself.
- **Geolocation in personal photos:** beyond bytes, EXIF GPS can leak the photographer's location. Strip for privacy as well as performance.

Best practices

- **Strip metadata on upload:** make it part of the asset pipeline so no human action is required.
- **Preserve only essentials:** a small ICC color profile is occasionally worth keeping for accurate color rendering; everything else can usually go.
- **Verify with a quick check:** tools like `exiftool image.jpg` show what is left after stripping, so you can confirm only what you want remains.

Image Caching Test

This webpage is not using uncached images from same domain.

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 **1.05** 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:

<img alt="The Operator Economy: Why Execution Is Becoming th..." width="640" height="400" fetchpriority="high" decoding="async" src="https://images.unsplash.com/photo-1556761175-b413d..." srcset="https://images.unsplash.com/photo-1556761175-b413d..." sizes="(max-width: 1023px) 100vw, 50vw">

Cumulative Layout Shift Test

The CLS score of this webpage is **0.0304**. 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: HEALTH The Inflammation Equation: Why Everything You Thought You Knew About Chro...
Html: * *
Score: 0.0304

Server and security

0 Failed **0** Warnings **7** Passed

URL Canonicalization Test

https://puteragani.com/ and https://www.puteragani.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 "puteragani.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	puteragani.com
Subject Alternative Names (SANs)	puteragani.com
Not Valid Before	Tue, June 9th 2026, 3:15:30 pm (UTC)
Not Valid After	Mon, September 7th 2026, 4:15:21 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

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

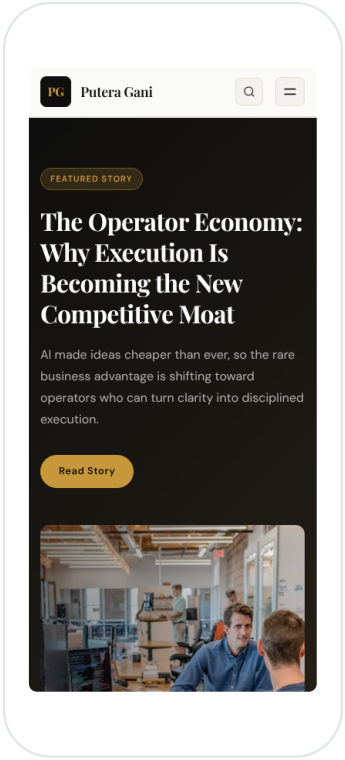
This webpage is using a viewport meta tag.

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

Media Query Responsive Test

This webpage is using CSS media queries, which is the base for responsive design functionalities.

Mobile Snapshot Test



Advanced SEO

0 Failed 0 Warnings 9 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://puteragani.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://puteragani.com/" rel="canonical"/>*

Nofollow Tag Test

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

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 using an SPF record.

> *v=spf1 include:spf.efwd.registrar-servers.com ~all*

Ads.txt Validation Test

This website is using an **Authorized Digital Sellers (ads.txt) file** and its content has a valid format. Since the file is uploaded and maintained by publishers on their own domain, it's not easy for bad players to gain access to it or to change entries. Buyers who want to bid on the publisher's inventory can refer to their ads.txt file and confidently know that the exchange they are dealing with is in fact authorized to directly or indirectly sell the publisher's inventory