



https://wena.my.id

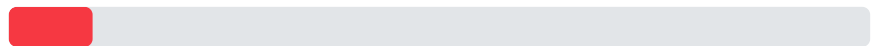
Report generated on Jul 05, 2026



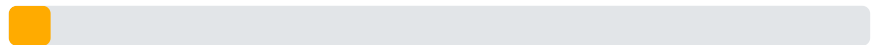
Average SEO score of top 100 sites: 74%

This website received an SEO score of **84 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



3 Warnings



52 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

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



Common SEO issues

4 Failed

1 Warnings

17 Passed

✓ Meta Title Test

This webpage is using a title tag.

Text: Wena Self Photo Studio Tugumulyo | Photobox & Aquabox
Length: 53 characters

! Meta Description Test

This webpage is using a meta description tag with a length of 146 characters. We recommend using well-written and inviting meta descriptions with a length between 150 and 220 characters (spaces included).

Text: Wena Self Photo Studio di Tugumulyo, Musi Rawas. Foto sendiri pakai remote foto, retake sepuasnya, latar estetik, softcopy gratis, dan cetak foto.
Length: 146 characters

i Google Search Results Preview Test

Desktop version

<https://wena.my.id/>

Wena Self Photo Studio Tugumulyo | Photobox & Aquabox

Wena Self Photo Studio di Tugumulyo, Musi Rawas. Foto sendiri pakai remote foto, retake sepuasnya, latar estetik, softcopy gratis, dan cetak foto.

Mobile version

<https://wena.my.id/>

**Wena Self Photo Studio
Tugumulyo | Photobox &...**

Wena Self Photo Studio di Tugumulyo, Musi Rawas. Foto sendiri pakai remote foto, retake sepuasnya, latar estetik, softcopy gratis, dan...



✓ Social Media Meta Tags Test

This webpage is using social media meta tags.

Open Graph Meta Tags

og:type	website
og:url	https://wena.my.id/
og:site_name	Wena Self Photo Studio
og:title	Wena Self Photo Studio Tugumulyo Photobox & Aquabox
og:description	Studio self photo di Tugumulyo untuk solo, couple, bestie, ulang tahun, photobox, dan aquabox. Booking Wena lewat link resmi.
og:image	https://wena.my.id/assets/images/wena-friends-group-clean.webp
og:locale	id_ID

Twitter Card Meta Tags

twitter:card	summary_large_image
twitter:title	Wena Self Photo Studio Tugumulyo Photobox & Aquabox
twitter:description	Studio self photo, photobox, dan aquabox di Tugumulyo, Musi Rawas. Booking Wena lewat link resmi.
twitter:image	https://wena.my.id/assets/images/wena-friends-group-clean.webp

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.

32	foto	18	wena	17	yang	15	studio	13	photo
----	------	----	------	----	------	----	--------	----	-------



✓ 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
foto	✗	✓	✓
wena	✓	✓	✓
yang	✗	✗	✓
studio	✓	✓	✓
photo	✓	✓	✓

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

Wena Self Photo Studio

H2 tags

Studio nyaman buat foto yang tetap terasa seperti kamu.

Galeri yang nunjukin pilihan sesi, bukan sekadar pajangan foto.

Sesi untuk solo, couple, bestie, keluarga, dan hari spesial.

Daftar harga supaya kamu bisa pilih paket sebelum booking.

Pilih paket, amankan jadwal, lalu datang siap foto.

Wena Studio berada di area Tugumulyo, Musi Rawas.

Studio foto Tugumulyo untuk self photo, photobox, dan aquabox.

Jawaban cepat dari highlight FAQ Wena.

Booking dulu, datang lebih tenang, pulang bawa foto kenangan.

Robots.txt Test

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

<https://wena.my.id/robots.txt>

Sitemap Test

This website has a sitemap file.

<https://wena.my.id/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

```

```

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: -->

```

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

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

1 Failed 1 Warnings 18 Passed

✓ HTML Page Size Test

The size of this webpage's HTML is 6.05 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 **270 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 **28.77 Kb** to **6.05 Kb (79% 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 **0.74 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	79.3 %	265.44 Kb
Font	15.5 %	51.82 Kb
Css	2.9 %	9.84 Kb
Html	2.0 %	6.86 Kb
Javascript	0.2 %	605 B
Other	0.0 %	0 B
TOTAL	100%	334.54 Kb

Requests by content type

Content type	Percent	Requests
Image	60.0 %	9
Css	13.3 %	2
Font	13.3 %	2
Html	6.7 %	1
Javascript	6.7 %	1
Other	0.0 %	0
TOTAL	100%	15

Content size by domain

Domain	Percent	Size
wena.my.id	83.9 %	280.70 Kb
fonts.gstatic.com	15.5 %	51.82 Kb
fonts.googleapis.com	0.6 %	2.02 Kb



TOTAL	100%	334.54 Kb
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Requests by domain

Domain	Percent	Requests
wena.my.id	80.0 %	12
fonts.gstatic.com	13.3 %	2
fonts.googleapis.com	6.7 %	1
TOTAL	100%	15



! CDN Usage Test

This webpage is not serving all resources (images, javascript and css) from CDNs!

How to pass this test?

A Content Delivery Network serves static assets from edge locations close to the user, reducing latency, improving cache hit rates, and offloading traffic from the origin server. Fixing this issue means routing your images, JavaScript, CSS, and fonts through a CDN so visitors anywhere in the world get fast, consistent delivery.

Where to make the change

- **Cloud platforms:** Cloudflare, Fastly, AWS CloudFront, Bunny.net, and similar providers offer free or low-cost CDN tiers. Sign up, point your domain through the CDN, and enable caching for static asset paths.
- **WordPress:** use a CDN integration plugin or sign up directly with Cloudflare and update the site's nameservers.
- **Shopify:** Shopify serves storefront assets through its own CDN automatically; the failure usually points at custom assets uploaded outside the platform.
- **Headless or framework sites:** deploying to Vercel, Netlify, or Cloudflare Pages puts the entire site behind a global CDN by default.

Common causes and how to resolve them

- **No CDN at all:** add one. Even a free Cloudflare account in front of an existing host produces measurable speed gains.
- **CDN configured but bypassed for some assets:** ensure all `img`, `script`, `link`, and `font` URLs use the CDN hostname rather than the origin.
- **Cache headers prevent caching:** long-lived assets need `cache-control` headers like `public, max-age=31536000, immutable`. Without them, the CDN cannot cache effectively.
- **Origin-only third-party scripts:** many vendors already serve their scripts via their own CDN. Use the URL the vendor provides rather than self-hosting.

Best practices

- **Use a versioned asset path:** filenames like `app.a3f9.css` let you set far-future cache headers without ever serving stale files. Update the filename when content changes.
- **Enable Brotli at the edge:** most CDNs can compress responses on the fly, including text formats.
- **Pre-warm caches for new launches:** after a major release, request key URLs through every region (or use the CDN's purge-and-prefetch tools) so users do not hit cold caches.

✓ 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 1.1 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 0.0023. 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: Wena Self Photo Studio Pegang remote-nya, bebas bergaya, dan nikmati ruang priv...

Html: `<div class="hero_content">`

Score: 0.0023

Server and security

0 Failed

0 Warnings

7 Passed

✓ URL Canonicalization Test

<https://wena.my.id/> and <https://www.wena.my.id/> 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 "wena.my.id" 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	wena.my.id
Subject Alternative Names (SANs)	wena.my.id
Not Valid Before	Sat, June 27th 2026, 5:13:47 am (UTC)
Not Valid After	Fri, September 25th 2026, 5:13:46 am (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	YR2
Intermediate certificate	
Common Name	YR2
Organization	Let's Encrypt
Location	US
Not Valid Before	Wed, September 3rd 2025, 12:00:00 am (UTC)
Not Valid After	Sat, September 2nd 2028, 11:59:59 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	Root YR
Intermediate certificate	
Common Name	Root YR
Organization	ISRG



Location	US
Not Valid Before	Wed, May 13th 2026, 12:00:00 am (UTC)
Not Valid After	Thu, September 2nd 2032, 11:59:59 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	ISRG Root X1

Root certificate

Common Name	ISRG Root X1
Organization	Internet Security Research Group
Location	US
Not Valid Before	Thu, June 4th 2015, 11:04:38 am (UTC)
Not Valid After	Mon, June 4th 2035, 11:04:38 am (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	ISRG Root X1

✓ 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

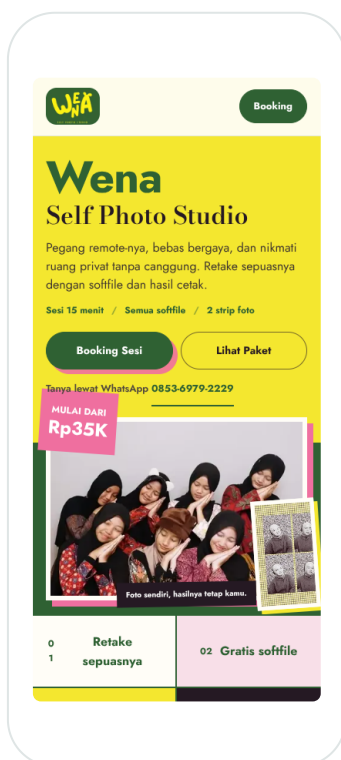
This webpage is using a viewport meta tag.

```
<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://wena.my.id/> 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://wena.my.id/" 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

The robots.txt file does not use the disallow directive. This means that the whole website can be crawled by search engines.

✓ 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.