Report for **axiatraders.com**

Score: **93 %**

Generated on Thursday, June 1st 2017 6:56 am

This report provides analysis of the key factors that influence the SEO, performance, security and the usability of your website.

The score is based on a **100** points scale that represents your website's overall architecture, configuration and design. The algorithm is based on various criteria, including search engine data, website structure, site performance, and others.

A score lower than **40** means that there is a lot of areas to improve. A score above **70** is a good mark and it means that your website is probably well optimized.

Legend

	High score		Medium score		Low score		Info only
	social		backlinks		visitors		accessibility
	SEO-content		technology		validity		usability
	SEO		mobile		performance		SEO-Authority
	security						

Top Priorities

- Fix CSS validation errors
- Add more pages to your website
- Engage your followers on Google+

Social Media Indicators

Excellent, your social media presence is strong.

Facebook Mentions	2,041	**Twitter Recent Mentions**	26
Google™+ Mentions	1		
Delicious Bookmarks	0	**Pinterest Mentions**	0
LinkedIn Mentions	560		
StumbleUpon Views	0	**Reddit Mentions**	0

High level of social activity increases domain authority and ability to rank higher, helps search engines to find and index new content in real-time, provides indicators for content authenticity and readers engagement.

Note: This data relates only to the websites URL and does not include specific brand pages.

Facebook

We have located following Facebook Page:

Axiatraders
Media | News Company
https://www.facebook.com/Axiatraders-1684374321867267/
We stand in place of a multiplatform company that sells traffic and makes advertisement campaigns and more…

Facebook Likes:	2,058	Great, you have many fans liking your page.	✔
Talking about this:	2,030	Excellent, it appears that people are engaged with your content.	✔
Facebook Page Vanity URL:	Yes	Perfect, your Facebook Page has vanity url.	✔
Linking to Facebook Page:	Yes	Good, your homepage is linking to your Facebook Page.	✔
Verified Facebook Account:	No	Your Facebook Page account is not verified.	✘

Facebook is the largest and most popular social networking website. A well utilized Facebook page can increase your visibility online, improve your real-time search engine optimization, and provide your visitors with a venue to connect and promote your brand.
https://www.facebook.com/business/build

Twitter™

We have located following Twitter™ account:

Michael Muesch
@axiatraders_com
Essen, Germany

Description:	We stand in place of a multiplatform company that sells traffic and makes advertisement campaigns and more… **Length:** 107 characters.	✔
Tweets:	23 - Not too many tweets.	✘
Followers:	4,186 - Great, you have many followers.	✔
Following:	390 - Good, you are following some users.	✔
Page Link:	Yes, your homepage is linking to your Twitter™ account.	✔
Verified:	No, your account has not been verified by Twitter™	✘
Account Age:	1 month, 8 days, 2 hours, 8 minutes	▬
Last Tweet:	1 hour, 17 minutes, 20 seconds ago.	✔

Twitter is a very popular social networking and micro-blogging service that when utilized correctly can significantly increase your brand awareness, promote your products and services, boost traffic to your website and help to connect with visitors. https://twitter.com/about

Google+

We have located following Google+ Page:

Axia Traders
We stand in place of a multiplatform company that sells traffic and makes advertisement campaigns and more…
https://plus.google.com/101856113470480463559

	Followers:	690	Great, you have many followers following your page.	✔
	Plus Ones:	0	Not good, users are not engaging with your content.	✘
	Google+ Custom URL:	No	You can claim your Google+ custom URL.	✘
	Linking to Google+ Page:	Yes	Good, your homepage is linking to your Google+ Page.	✔
	Verified Google+ Account:	No	Your Google+ Page account is not verified.	✘

Google+ is a popular interest-based social network. A well utilized Google+ account can help drive organic site visits and improve brand recognition. About Google+ pages
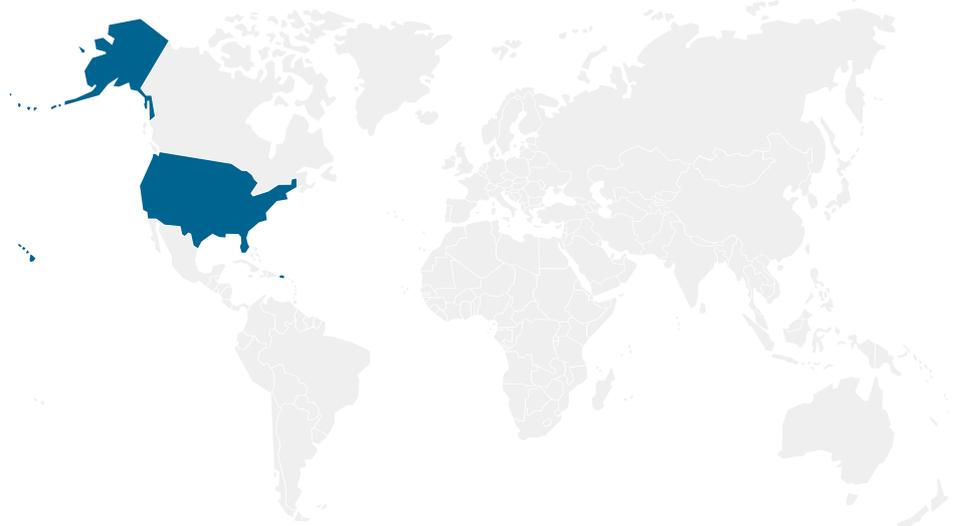
Traffic Rank

826,809 most visited website in the **World**

Traffic Rank is provided by Alexa

Visitors Localization

Country	Percent	Domain (ccTLD)	Status
🇺🇸 United States	100.0%	axiatraders.us	Not available.

Registering country code top level domains (ccTLD) can prevent potential competitors from taking advantage of your primary domain reputation. It is also one of the ways to improve country specific SEO and performance. (http://www.searchenginejournal.com/seo-without-boarders-a-guide-to-international-seo-nick-paterman/60092/)

Images

Good, most images have ALT attribute.

Number of images: 12
Missing alt tag: 1

List of images with missing ALT attributes:

- https://d5nxst8fruw4z.cloudfront.net/atrk.gif?account=Cc40p1IWhd1070

The "alt" attribute provides a text equivalent for the image. If the browser cannot display an image the alt description will be given in its place. Furthermore, some visitors cannot see images as they might be blind in which the alt tag provides a valuable image description. Finally, search engines utilize the alt attribute for image search indexing. (www.w3.org/QA/Tips/altAttribute)

Title

We have found following title:

"Self-Serve Mobile DSP Advertising Campaign Platform UK"

Length: 54 characters

The <TITLE> element provides a short piece of text describing the document. The title is very important as it shows in the window title bars, bookmarks and search results. Title should be between 60 to 80 characters long. (www.w3.org/QA/Tips/good-titles)

Description Metatag

We have found following description:

"AXIA TRADERS, a Self-Serve Mobile Advertising platform helps you launch your mobile advertising campaign. We are the world's largest RTB DSP advertising firm. "

Length: 159 characters

The description attribute should provide a concise explanation of a Web page's content. Also, the description is often displayed on search engine results and can affect page ranking. (en.wikipedia.org/wiki/Meta_element#The_description_attribute)

Keywords Metatag

We have found **4** keywords:

- Self Serve Mobile Advertising
- Self Serve Mobile DSP
- Mobile Advertising Platform
- Mobile Advertising Campaign

Length: 110 characters

The keywords attribute was utilized by search engines to provide more accurate search results. Due to the over usage and spamming the keywords attribute has been phased out and is no longer relevant. Google doesn't use the "keywords" meta tag in web search ranking. (googlewebmastercentral.blogspot.se/2009/09/google-does-not-use-keywords-meta-tag.html)

Text to HTML Ratio

The Text to HTML ratio is **23.25%**

Original content is by far the single most important element to search engines. Low Text to HTML ratio indicates little content for search engines to index. We consider it to be good practice to have a Text to HTML ratio of at least 10% and ideal above 20%

Keyword Density & Consistency

Consistent	Keywords	Density	Count	Title	Description	H1-H6	ALT	Bold
✔	mobile	3.84%	33	1	2	6	10	-
✔	advertising	2.56%	22	1	3	4	10	-
✔	platform	2.10%	18	1	1	2	10	-
—	campaigns	1.86%	16	-	-	1	-	-
—	self	1.40%	12	-	-	2	10	-
✖	help	1.40%	12	-	-	-	-	-
—	serve	1.28%	11	-	-	1	10	-
—	revolutionary	1.16%	10	-	-	1	9	-
✖	use	1.16%	10	-	-	-	-	-
—	network	1.05%	9	-	-	4	-	-
	- -							
—	mobile advertising	1.98%	17	-	2	4	-	-
—	advertising platform	1.63%	14	-	1	2	-	-
—	self serve	1.28%	11	-	-	1	-	-
—	serve mobile	1.28%	11	-	-	1	-	-
—	revolutionary self	1.16%	10	-	-	1	-	-
	- -							
—	mobile advertising platform	1.51%	13	-	1	2	-	-
—	serve mobile advertising	1.28%	11	-	-	1	-	-
—	self serve mobile	1.28%	11	-	-	1	-	-
—	revolutionary self serve	1.16%	10	-	-	1	-	-
—	mobile advertising campaign	0.23%	2	-	1	1	-	-

> Keywords density and consistency are notable factors for optimal page SEO. Preferred keywords should have higher keywords density indicating their importance. Optimally, preferred keywords should also be consistently utilized in multiple essential areas of the page such as title, description meta tag, h1 through h6 headings, alt image attributes, backlinks and internal links anchor text. Keyword density of above 5% is a good indication that the word or phrase appears too many time in the content. (more information)

Frames

No frames detected.

> It is not recommended to use frames or iframes because they can cause problems for search engines. It is best to avoid frames and inline frames whenever possible (searchenginewatch.com/article/2064573/Search-Engines-and-Frames). If frames must be utilized consider <noframes> tag. (www.w3schools.com/tags/tag_noframes.asp).

Flash

No flash detected.

Flash and other reach-media technologies should primarily be utilized for decorative purposes. This makes your site more search engine friendly and improves accessibility (support.google.com/webmasters/bin/answer.py?hl=en&answer=72746#1).

Headings

- **1** <H1>
  - A Revolutionary Self Serve Mobile Advertising Platform

- **1** <H2>
  - WHAT OUR MOBILE ADVERTISING PLATFORM HAS TO OFFER:

- **14** <H3>
  - Launch your new mobile advertising campaign
  - ADVERTISERS
  - PUBLISHERS
  - ABOUT US
  - WHY CHOOSE ADIVITY FOR YOUR MOBILE ADVERTISING?
  - URGENT COVERAGE
  - AUDIENCE COVERAGE
  - OUR PRODUCTIVITY
  - SELF-SERVIE DASHBOARD
  - GLOBAL REACH
  - ADVANCED TRAGETING FEATURES
  - PUBLISHER DASHBOARD
  - PREMIUM CAMPAIGNS
  - CONTACT US

- **22** <H4>
  - 3,000,000 PLACEMENTS
  - 1 BILLION DAILY IMPRESSION
  - REACH 99.7% OF MOBILE USERS
  - CPM AND CPC BIDDING
  - GLOBAL AND LOCAL
  - APPS AND WEBSITES
  - SELF SERVICE AND MANAGED SERVICE
  - ISP AND CARRIER
  - WIFI CONNECTIONS
  - OS AND DEVICES
  - BLACK AND WHITE LIST
  - OPEN INVENTORY
  - AUDIENCE RETARGETING
  - VIDEO ADS
  - CREATIVE SIZES
  - CPM Adnetwork
  - CPA Network
  - Mobile Adnetwork
  - Permission Network
  - Vertical Network
  - CPM Adnetwork
  - CPA Network

- **0** <H5>

- **0** <H6>

The <h1> to <h6> tags are used to define HTML headings. The <h1> tag should hold the title describing the content of a specific page therefore only one h1 tag is needed per page. There can be any number of h2 - h6 tags but they should be added in order of importance (www.w3schools.com/tags/tag_hn.asp).

Doctype

✅ HTML 5

The <!DOCTYPE> declaration tells the web browser about what version of HTML the page is written in. It is good practice to always add the <!DOCTYPE> declaration to the HTML documents, so that the browser knows what type of document to expect. (www.w3schools.com/tags/tag_DOCTYPE.asp)

Character Encoding

✅ UTF-8 (Unicode)
Covers: Worldwide

To display an HTML page correctly, the browser must know what character-set to use (en.wikipedia.org/wiki/Character_encodings_in_HTML).

Language

✅ Declared Language: en (English)
Language Attribute: en (English)

The HTML "lang" attributes and language metatag define the base language to be used for displaying text and characters on a Website. www.mcanerin.com/en/articles/meta-language.asp

W3C Markup Validation

✅ Status: PASSED [0 errors, 3 warning(s)]

It is good practice to use valid HTML/XHTML markup as it ensures that the search engines can read the website correctly as well as it improves cross browser compatibility (W3C Markup Validation Service).

Deprecated HTML elements

✅ Good, no deprecated elements found.

A deprecated element is one that has been outdated by newer constructs. Deprecated elements may become obsolete in future versions of HTML so it is recommended not to use them. (webdesign.about.com/od/htmltags/a/bltags_deprctag.htm)

Nested HTML Tables

✅ Great, no nested tables detected.

In general it is not recommended to use nested tables or to utilize tables for page layout. Nested tables are known to cause performance issues due to increased HTML size and rendering time. It is better to use CSS layout instead.

Web Analytics

✅ Yes, we have detected following web analytics tools:
- Google™ Analytics
- Alexa Certified Site Metrics

> Web Analytics Tools collect and measure information about visitor activity on a website. Well interpreted web traffic data is invaluable in determining a successfully web strategy and assessing the effectiveness of a website. At a minimum, we recommend to utilize at least one web analytics tool.

robots.txt

✅ Yes, https://axiatraders.com/robots.txt
Your robots.txt file is blocking search engines access to parts of the website.

> A robots.txt file restricts access to your site by search engine robots that crawl the web. (www.robotstxt.org/robotstxt.html)

XML Sitemap

✅ Found following XML sitemap(s):
- https://axiatraders.com/sitemap.xml

> Sitemaps inform search engines about pages available for crawling. In its simplest form, a Sitemap is an XML file that lists URLs for a site along with additional metadata about each URL. XML sitemap should help search engines to crawl the site more intelligently. (http://www.sitemaps.org/protocol.html)

Accessibility Check

❌ WCAG 2.0 (AA) Conformance Test: FAILED [82 error(s)]

- Header nesting - header following h1 is incorrect.
  [Line 123, Col 17] `<h1 class="mbr-section-title display-2 h1realway">A Revolutionary Self Serve Mobile Advertising Plat ...`
  Modify the header levels so only an `h1` *or* `h2` *follows* `h1`*.*

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 123, Col 17] `<h1 class="mbr-section-title display-2 h1realway">A Revolutionary Self Serve Mobile Advertising Plat ...`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 140, Col 21] `<h4 class="card-title">3,000,000<br>PLACEMENTS</h4>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 142, Col 21] `<p class="card-text">Massive inventory <br>of apps /sites to advertise <br>on</p>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 153, Col 25] `<h4 class="card-title">1 BILLION DAILY <br>IMPRESSION</h4>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 155, Col 25] `<p class="card-text">Potential to have your <br>Banner, Video and JS ads <br>seen 1 billion times ea ...`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 166, Col 25] `<h4 class="card-title">REACH 99.7% OF <br>MOBILE USERS</h4>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger

text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 168, Col 25] `<p class="card-text">If they have a mobile <br>device, you can reach <br>them.</p>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- Header nesting - header following h2 is incorrect.
  [Line 205, Col 17] `<h2 class="mbr-section-title display-2">WHAT OUR MOBILE ADVERTISING PLATFORM HAS TO <br>OFFER:</h2>`
  Modify the header levels so only an h3 or any header less than h3 follows h2.

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 205, Col 17] `<h2 class="mbr-section-title display-2">WHAT OUR MOBILE ADVERTISING PLATFORM HAS TO <br>OFFER:</h2>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 222, Col 25] `<h4 class="card-title">CPM AND CPC BIDDING</h4>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 224, Col 25] `<p class="card-text">Choose between CPM and CPC bidding, used in conjunction with bid optimization, ...`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 235, Col 25] `<h4 class="card-title">GLOBAL AND LOCAL</h4>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 237, Col 25] `<p class="card-text">You have the ability to reach a global audience or use our hyper local targetin ...`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 248, Col 25] `<h4 class="card-title">APPS AND WEBSITES</h4>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 250, Col 25] `<p class="card-text">Display your ads across over 5 million mobile applications and mobile websites. ...`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 261, Col 25] `<h4 class="card-title">SELF SERVICE AND MANAGED SERVICE</h4>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 263, Col 25] `<p class="card-text">Take control of your campaign, choose your own placements, bids and budgets. If ...`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 284, Col 25] `<h4 class="card-title">ISP AND CARRIER</h4>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 286, Col 25] `<p class="card-text">Advanced ISP and carrier identification allows you target or exclude specific c ...`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 297, Col 25] `<h4 class="card-title">WIFI CONNECTIONS</h4>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-

contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 299, Col 25] `<p class="card-text">You can target or exclude users who are on a wifi connection. This is very help ...`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 310, Col 25] `<h4 class="card-title">OS AND DEVICES</h4>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 312, Col 25] `<p class="card-text">Target Android, IOS and Windows operating systems. As well as, specific devices ...`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 323, Col 25] `<h4 class="card-title">BLACK AND WHITE LIST</h4>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 325, Col 25] `<p class="card-text">Blacklist low performing placements and whitelist successful placements to crea ...`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 346, Col 25] `<h4 class="card-title">OPEN INVENTORY</h4>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 348, Col 25] `<p class="card-text">View all available mobile websites and mobile applications you can advertise on ...`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 359, Col 25] `<h4 class="card-title">AUDIENCE RETARGETING</h4>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 361, Col 25] `<p class="card-text">Create an audience based on impressions, clicks or conversion and add them to a ...`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 372, Col 25] `<h4 class="card-title">VIDEO ADS</h4>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 374, Col 25] `<p class="card-text">Reach your audience with our easy to use mobile video advertising platform</p>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 385, Col 25] `<h4 class="card-title">CREATIVE SIZES</h4>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 387, Col 25] `<p class="card-text">Advertise in all popular mobile advertising sizes, such as: 320×50, 300×250, ...`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 413, Col 5] `<p>Axiatraders is a company full of professionals who have skills and knowledge to specialize in ach ...`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger

text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 414, Col 5] `<p>Our only target is not the purchase and utilization of these channels but also we work hand in ha ...`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 416, Col 5] `<h4 style="color:#5A5656;">CPM Adnetwork</h4>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 417, Col 5] `<p>It offers lots of ideas per month and also works with more than 400 advertisers and thousands of ...`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 419, Col 5] `<h4 style="color:#5A5656;">CPA Network</h4>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 420, Col 5] `<p>It provides access to many companies all over the world making it simple to millions of monthly c ...`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 422, Col 5] `<h4 style="color:#5A5656;">Mobile Adnetwork</h4>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 423, Col 5] `<p>It gives access to millions of ideas on a monthly basis and cooperates with more than 400 adverti ...`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 425, Col 5] `<h4 style="color:#5A5656;">Permission Network</h4>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 426, Col 5] `<p>This mostly applies to many clients who makes use of our extensive base of email marketing, which ...`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 428, Col 5] `<h4 style="color:#5A5656;">Vertical Network</h4>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 429, Col 5] `<p>Conversions of users during holidays, shopping etc. is supported by the use of this type of adver ...`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 451, Col 5] `<p>As a publisher, you have a great opportunity to earn money immediately with the help of our CPA a ...`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 454, Col 5] `<h4 style="color:#5A5656;">CPM Adnetwork</h4>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 455, Col 5] `<p>Our network is known globally and contains direct publishers with several websites and applicatio ...`

Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 460, Col 5] `<h4 style="color:#5A5656;">CPA Network</h4>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 461, Col 5] `<p>This is our partnership network that specializes in CPL, CPA, CPI and other campaigns. There will ...`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 474, Col 17] `<h3 class="mbr-section-title display-2">ABOUT US</h3>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 486, Col 5] `<p>As advertisers and publishers we believe that:</p>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 487, Col 5] `<p>- We can link with consumers any place in the world.</p>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 488, Col 5] `<p>- Many people nowadays are becoming smarter thus doing online shopping and you can no longer pred ...`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 489, Col 5] `<p>- Affiliate marketing channel that has unique publishers can help you link with and influence any ...`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 492, Col 5] `<p>We have a strong believe that affiliate marketing has no borders at all. You can have access to o ...`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 514, Col 17] `<h3 class="mbr-section-title display-2">WHY CHOOSE ADIVITY FOR YOUR MOBILE ADVERTISING?</h3>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 532, Col 19] `<h3 class="mbr-section-title display-2">URGENT COVERAGE</h3>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 535, Col 21] `<p>Our services can help you trade, analyze and optimize ad marketing for any of your products pract ...`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 560, Col 19] `<h3 class="mbr-section-title display-2">AUDIENCE COVERAGE</h3>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 563, Col 21] `<p>Worldwide brands can be served by our campaigns. We provide high-quality mobile inventory of serv ...`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.

[Line 594, Col 19] `<h3 class="mbr-section-title display-2">OUR PRODUCTIVITY</h3>`

Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 597, Col 21] `<p>Make use of us to help you boost your business. We are experienced in the advertisement field and ...`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 621, Col 19] `<h3 class="mbr-section-title display-2">SELF-SERVIE DASHBOARD</h3>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 623, Col 21] `<p>You can either generate your campaigns by your own or get help from a manager with the knowledge ...`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 639, Col 19] `<h3 class="mbr-section-title display-2">GLOBAL REACH</h3>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 641, Col 21] `<p>You can receive the traffic from more than 177 countries.</p>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 657, Col 19] `<h3 class="mbr-section-title display-2">ADVANCED TRAGETING FEATURES</h3>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 659, Col 21] `<p>Manage your campaigns as well as get users that you need by the use of comfortable control panel. ...`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 675, Col 19] `<h3 class="mbr-section-title display-2">PUBLISHER DASHBOARD</h3>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 677, Col 21] `<p>Get help from a specialist to control your campaigns or you can do it yourself.</p>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 693, Col 19] `<h3 class="mbr-section-title display-2">PREMIUM CAMPAIGNS</h3>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 695, Col 21] `<p>Website or in the application are some of the places where leading advertisers and brands are dis ...`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- Label text is empty.
  [Line 749, Col 56] `<input type="text" name="spam" tabindex="-1" value="">`
  Add text to the `label` *element.*

- input element, type of "text", missing an associated label.
  [Line 749, Col 56] `<input type="text" name="spam" tabindex="-1" value="">`
  Add a `label` *element that surrounds the control's* `label`. *Set the* `for` *attribute on the* `label` *element to the same value as the* `id` *attribute of the control. And/or add a* `title` *attribute to the* `input` *element. And/or create a* `label` *element that contains the* `input` *element.*

- input element, type of "text", has no text in label.
  [Line 749, Col 56] `<input type="text" name="spam" tabindex="-1" value="">`
  Add text to the `input` *element's associated label that describes the purpose or function of the control.*

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 795, Col 17] `<p><strong>Address</strong><br> 83 Clerkenwell Rd<br> London EC1R 5AR, UK</p>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 795, Col 20] `<strong>Address</strong>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 800, Col 17] `<p><strong>Contacts</strong><br> Phone: +44 20 7099 9380</p>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 800, Col 20] `<strong>Contacts</strong>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
  [Line 805, Col 20] `<strong>Links</strong>`
  Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head

Following Web accessibility standards while developing a website can help users with specific needs, such as visually impaired, motor/mobility, auditory, seizures, as well as cognitively and intellectually impaired disabilities. Some of these fixes include general seo applications like Alt tags, Form labels, fixing empty links and adding alternative text. To read more about accessibility guidelines follow this link Web Content Accessibility Guidelines (WCAG) Overview.
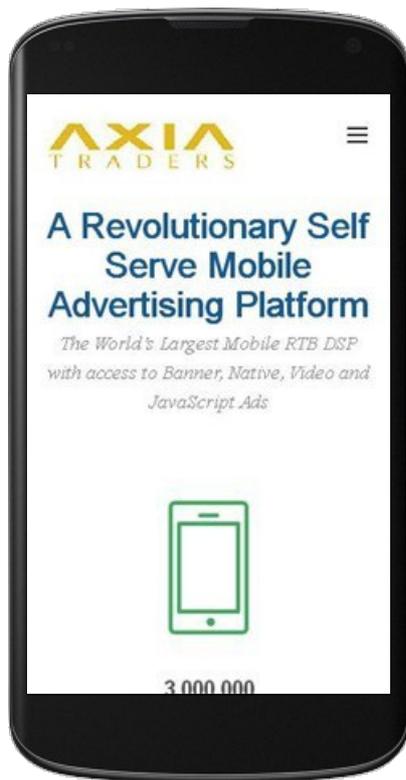
Mobile internet usage has been exceeding PC's since 2014 and growing so it is critical for pages to render correctly on mobile devices.

Mobile Optimization

Google Mobile Page Speed score: **97%** (High)

Requests	Hosts	Load time	Html	Images	JavaScript	CSS	Flash	Other	Page Size
30	5	2.00s	52.48 KB	300.62 KB	268.61 KB	209.73 KB	0 B	84.07 KB	915.5 KB

Recommendation	Impact	Details
✔ Avoid landing page redirects	None	
✔ Enable compression	Low	
✔ Leverage browser caching	Low	
✔ Reduce server response time	None	
✔ Minify CSS	None	
✔ Minify HTML	Low	
✔ Minify JavaScript	None	
✔ Eliminate render-blocking JavaScript and CSS in above-the-fold content	None	
✔ Optimize images	Low	
✔ Prioritize visible content	None	

Mobile PageSpeed analyzes webpages and evaluates its performance while providing suggestions on reducing page load times. Google is incorporating website speed in search ranking (http://www.mattcutts.com/blog/site-speed)

Mobile Experience

Mobile User Experience: **92%** (High)

✔ **Avoid plugins -** Your page does not appear to use plugins, which would prevent content from being usable on many platforms.

✔ **Configure the viewport -** Your page specifies a viewport matching the device's size, which allows it to render properly on all devices.

✔ **Size content to viewport -** The contents of your page fit within the viewport.

✔ **Size tap targets appropriately -** Some of the links/buttons on your webpage may be too small for a user to easily tap on a touchscreen. Consider making these tap targets larger to provide a better user experience.The following tap targets are close to other nearby tap targets and may need additional spacing around them. show more
- The tap target Twitter and 3 others are close to other tap targets.

✔ **Use legible font sizes -** The text on your page is legible.

▬ **Mobile Page Speed -** Your page speed is **average** on mobile devices.

Mobile users have now become a critical part of online visits. Making the website mobile friendly is no longer an option but rather necessity. (https://developers.google.com/webmasters/smartphone-sites/)

Favicon

✓

file: http://axiatraders.com/assets/images/favicon.ico
size: 16px by 16px
type: image/x-icon

The Favicon is a small icon associated with a website. The Favicon is important because it is displayed next to the website's URL in the address bar of the browser as well as in bookmarks and shortcuts. (en.wikipedia.org/wiki/Favicon)

Custom 404 Error Page

✓ Yes, custom 404 error page detected.

A 404 is a standard http response code for a resource that cannot be located on the server. Webservers usually return a "404 Not Found" error page for non-existing pages. Unfortunately, these default error pages are very generic and a not very user friendly, therefore, using a custom 404 error page is highly recommended.

Process of returning http status code "200 OK" for a non-existent page or redirecting users to another url is called soft 404. Soft 404 errors are problematic for search engines and are not advisable. (https://support.google.com/webmasters/answer/181708)

Printability

ⓘ Great, you are using print-friendly CSS:
  - axiatraders.comassets/bootstrap/css/bootstrap.min.css
  - axiatraders.comassets/web/assets/mobirise-icons/mobirise-icons.min.css
  - axiatraders.comassets/theme/css/style.min.css
  - axiatraders.comassets/mobirise/css/mbr-additional.css
  - axiatraders.comassets/et-line-font-plugin/style.min.css
  - axiatraders.comassets/animate.css/animate.min.css
  - axiatraders.comassets/socicon/css/styles.min.css

Print-friendly pages are designed to fit on an 8.5"x11" or A4 sheet and usually include only the content of the page, along with source information. (webdesign.about.com/od/printerfriendly/a/aa041403a.htm)

W3C CSS Validation

✗ Status: FAILED [121 error(s)]

It is recommended to use valid CSS to ensure that the website displays correctly. (W3C CSS Validation Service).

Indexed Pages

ⓘ Estimated number of pages indexed by Google™: **about 10**

The higher number of indexed pages the more content search engines can index, which increases overall value of the website. (en.wikipedia.org/wiki/Search_engine_indexing)

Domain Age

✓ Your domain was registerd for the first time: 4 years, 5 months, 15 days ago.

Age of the domain is one of the many signals that search engines utilize for ranking. Brand new domains generally have more difficult time to rank high for the first few months. (http://www.coconutheadphones.com/does-domain-agematter)

Domain Expiration

✓ Your domain expires in: 1 year, 6 months, 15 days.

Domain expiration far in to the future is considered a good practice as it promotes confidence in your website, decreases chances of losing domain and in certain cases might help with search engine ranking. (http://www.hover.com/blog/three-reasons-to-renew-your-domain-names-for-five-years)

Links

✓ We found a total of **14** links out of which **1** is a duplicate link:

Internal Links: relative	Internal Links: absolute	External Links: noFollow	External Links: passing Juice	Other
10 (71.43%)	0 (0.00%)	0 (0.00%)	4 (28.57%)	0

	Anchor(s)	Count	Title	URL	Length	Target	Rel	Type
✓	IMAGE (A Revolutionary Self Serv...rm)	1	Axiatraders	Static	1	-	-	Relative
✓	HOME	1	HOME	Static	10	-	-	Relative
✓	PLATFORM	1	PLATFORM	Static	10	-	-	Relative
✓	ADVERTISERS	1	ADVERTISERS	Static	11	-	-	Relative
✓	PUBLISHERS	1	PUBLISHERS	Static	11	-	-	Relative
✓	ABOUT	1	ABOUT	Static	10	-	-	Relative
✓	CONTACT	2	CONTACT	Static	8	-	-	Relative
✓	Learn More	1	learn more	Static	10	-	-	Relative
✓	Twitter	1	Twitter	Static	35	_blank	-	External
✓	Facebook	1	Facebook	Static	54	_blank	-	External
✓	Linkedin	1	Linkedin	Static	53	_blank	-	External
✓	Google+	1	Google+	Static	45	_blank	-	External
✓	Top	1	-	Static	2	-	-	Relative

Hyperlinks are an integral part of any website and properly linked content has great impact on the SEO. It is a good practice to keep number of unique links below 100, URLs preferably as short and concise as possible and utilize nofollow attribute to control PageRank flow passed through links.

Broken Links

✓ Good, No broken links found.

Broken or dead links can negatively impact user experience, search engine crawl rate and website traffic.

IP Canonicalization

No, your site's IP 84.200.84.184 does not redirect to axiatraders.com.

> Some web spiders index websites using IP as well as domain name which can cause duplicate content if there is no IP Canonicalization. (www.mattcutts.com/blog/seo-advice-url-canonicalization)

URL Canonicalization

Yes, both the www.axiatraders.com and axiatraders.com resolve to the same URL.

> Domain name with WWW and without can be considered as different pages causing duplicate content for search engines. (www.mattcutts.com/blog/seo-advice-url-canonicalization)

Page Speed

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Server Information 🔒

ℹ️

ISP: Accelerated IT Services GmbH

Server IP: 84.200.84.184

Server Location: 🇩🇪 HESSE, Waldbrunn

Name Server 1: ns1.changeip.com (107.167.16.11)

Name Server 2: ns2.changeip.com (204.188.233.2)

Name Server 3: ns3.changeip.com (70.39.76.107)

Name Server 4: ns4.changeip.com (45.58.132.19)

Name Server 5: ns5.changeip.com (178.62.239.55)

Name Server 6: ns6.changeip.com (106.186.27.84)

Name Server 7: ns7.changeip.com (103.6.87.137)

> Your server's IP address and location have minor impact on the country specific SEO. It is recommend to host the website in the country where the number of vistors is desired to be the highest. Search engines take the geolocation of a server into account. (http://www.youtube.com/watch?v=hXt23AXlJJU)

HTTPS (SSL) 🔒

✅

Issued To:

Common Name (CN): axiatraders.com

Issuer:

Common Name (CN): AlphaSSL CA- SHA256 - G2

Oranization (O): GlobalSign nv-sa

Period of Validity

Begins On: 02/09/2017

Expires On: 02/10/2018

> Google™ is now treating HTTPS as a ranking signal. HTTPS is a secure web protocol that allows for encrypted communication between website and the client. HTTPS protocol requires your website to have an SSL certificate, which can be purchased from a Certificate Authority (CA) or SSL vendor. (http://googleonlinesecurity.blogspot.in/2014/08/https-as-ranking-signal_6.html).

Safe Browsing 🔒

✅ Yes

> Safe Browsing is a service provided by Google that enables applications to check URLs against Google's constantly updated lists of suspected phishing and malware pages. (http://www.google.com/safebrowsing/diagnostic?site=)

Spam Blacklist 🔒

✅ Good, your IP *84.200.84.184* is not blacklisted.

> Spammer directories provide lists of IPs from which spam distribution is reported. Emails sent from the blocked IPs are subject to closer scrutiny and are much less likely to be delivered. For email campaigns it is recommended to utilize professional email services to ensure that your website IP is not blocked. (www.stopforumspam.com)

Email Address Obfuscation 🔒

✅ Great, this webpage does not contain email addresses displayed in plain text.

> It is recommended to obfuscate email addresses posted in public. This prevents email addresses from being automatically harvested by spam bots which helps to decrease number of unsolicited emails.

Directory Browsing 🔒

✅ Great, your server has directory browsing disabled.

> Protect Webserver directories from unwanted browsing. To enhance security, directory browsing should be disabled unless you have a specific reason to enable it. If you enable directory browsing, make sure that you only enable it on the particular directory or directories that you want to share. (http://technet.microsoft.com/en-us/library/cc731109)

Whois Privacy 🔒

ℹ️ **Registrant:**

Name:	Michael Muesch
Address:	Rahmdorne 25, Essen, 45329, DE
Phone:	+49.4927678676
Email:	m.muesch@aol.de

Administrative Contact:

Name:	Michael Muesch
Address:	Rahmdorne 25, Essen, 45329, DE
Phone:	+49.4927678676
Email:	m.muesch@aol.de

Technical Contact:

Name:	Michael Muesch
Address:	Rahmdorne 25, Essen, 45329, DE
Phone:	+49.4927678676
Email:	m.muesch@aol.de

> Whois Privacy is a service that prevents domain owner contact information from being displayed in the publicly available Whois records. This can help to cut down on unwanted spam but utilizing Whois privacy should be evaluated against business model and branding strategy.

Server Signature 🔒

✅ Good, your server does not provide version information.

> Attackers can utilize server signature versioning information to their advantage therefore it is recommended to disable it when possible. (Disable server signature for Apache or IIS).