

Report for intrepidtravel.com



Score: **86.2 %**



Generated on Thursday, February 2nd 2017 11:01 pm

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 HTML validation errors
- Add text or image anchors to all links
- Fix CSS validation errors
- Add more keyword-rich quality content
- Add your Google+ page link to the website
- Eliminate render-blocking JavaScript and CSS in above-the-fold content
- Leverage browser caching
- Optimize your website for mobile devices
- Fix or remove broken links
- Submit your website to DMOZ directory
- Avoid landing page redirects
- Prioritize visible content
- Redirect IP address to domain name
- Minify JavaScript
- Minify CSS
- Optimize images
- Size tap targets appropriately
- Add printer-friendly CSS

Social Media Indicators



Excellent, your social media presence is strong.

Facebook Mentions	100	Google™+ Mentions	2,860,484	Pinterest Mentions	67,993
LinkedIn Mentions	87	StumbleUpon Views	9,765	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:



Intrepid Travel

Travel Company | Tour Agency
Melbourne, VIC Australia

<https://www.facebook.com/intrepidtravel>

Small groups, big adventures. Our style of travel means you'll stay under the radar, travel the local way, eat the local way and sleep the local way.

Facebook Likes:	352,015	Great, you have many fans liking your page.	
Talking about this:	9,409	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:	Yes	Your Facebook Page account is 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:



Intrepid Travel
[@Intrepid_Travel](#)
 Worldwide

Description:	Small groups, big adventures. Our award-winning leaders take you behind the scenes in more than 100 countries and on every continent. #LiveIntrepid Length: 147 characters.	✓
Tweets:	35,344 - Excellent, you have many tweets.	✓
Followers:	83,184 - Great, you have many followers.	✓
Following:	5,946 - 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:	8 years, 6 months, 4 days, 12 hours	✓
Last Tweet:	1 minute, 55 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:



Intrepid Travel
It's not just about passport stamps for us - we simply love real-life travel experiences.

<https://plus.google.com/+intrepidtravel>

For travellers who want to take a wrong turn every now and then, to be amazed and to see the unseen - Intrepid Travel are your partners in adventure. The romance of the road, the wonder of the unknown, the thrill of discovery - it's what we're all about, and it's what we recreate for travellers on every single trip we run. We can take you on journeys off the beaten path including: - Peru Tours - Cambodia Tours - Vietnam Tours - India Tours - China Tours - Morocco Tours - Antarctica Tours. Also visit us on Facebook & Twitter, or check out our travel blog for more inspiration.

	Followers:	2,664,876	Great, you have many followers following your page.	✓
	Plus Ones:	2,863,437	Excellent, it appears that users like your content.	✓
	Google+ Custom URL:	Yes	Perfect, your Google+ Page has custom url.	✓
	Linking to Google+ Page:	No	Too bad, your homepage is not linking to your Google+ Page.	✗
	Verified Google+ Account:	Yes	Your Google+ Page account is 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](#)

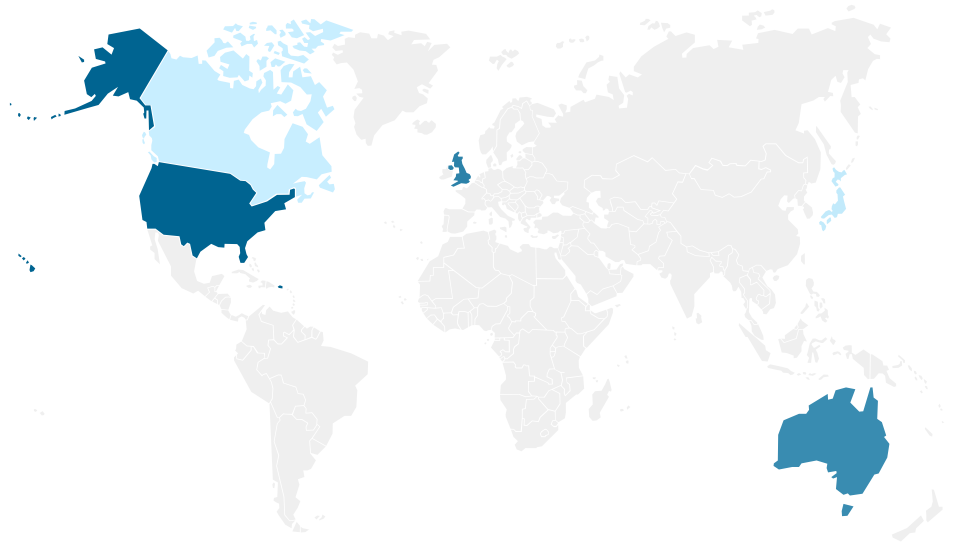
Traffic Rank



56,598 most visited website in the **World** Trend: ▲ up (-9,281)
30,428 most visited website in **United States**

Traffic Rank is provided by [Alexa](#)

Visitors Localization



Low  High

Country	Percent	Domain (ccTLD)	Status
United States	24.1%	intrepidtravel.us	Not available.
United Kingdom	17.5%	intrepidtravel.co.uk	Not available.
Australia	15.8%	intrepidtravel.au	Not available.
Japan	4.9%	intrepidtravel.jp	Not available.
Canada	4.6%	intrepidtravel.ca	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-pateman/60092/>)

Images



Good, most images have ALT attribute.

Number of images: 3

Missing alt tag: 2

List of images with missing ALT attributes:

- /sites/intrepid/themes/intrepid_theme/images/footer-image.png.pagespeed.ce.O...png
- /sites/intrepid/themes/intrepid_theme/images/carbon_neutral_logo_2010_ne.png...png

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:

"Small Group Tours & Travel, Big Adventures | Intrepid Travel US"

Length: 63 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/QATips/good-titles)

Description Metatag



We have found following description:

"A small group style of travel means you'll stay under the radar, travel the local way, eat the local way & sleep the local way. Book an Intrepid tour today."

Length: 156 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



No Keywords Found.

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 **11.00%**

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
	tours	2.56%	29	1	-	-	-	-
	back	2.29%	26	-	-	-	-	-
	travel	2.20%	25	2	2	4	-	-
	2017	1.85%	21	-	-	19	-	-
	{{item	1.85%	21	-	-	-	-	-
	intrepid	1.59%	18	1	1	4	-	-
	name}}	1.59%	18	-	-	-	-	-
	trip	1.32%	15	-	-	1	-	3
	display_title	1.32%	15	-	-	-	-	15
	items	1.32%	15	-	-	-	-	15

	small group	0.62%	7	1	1	-	-	-
	local way	0.62%	7	-	3	-	-	-
	view trip	0.53%	6	-	-	-	-	-
	key west	0.44%	5	-	-	1	-	-
	family tours	0.44%	5	-	-	-	-	-

	small group style	0.26%	3	-	1	-	-	-
	you'll stay under	0.26%	3	-	1	-	-	-
	means you'll stay	0.26%	3	-	1	-	-	-
	travel means you'll	0.26%	3	-	1	-	-	-
	real life experiences	0.26%	3	-	-	2	-	-

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>
 - Real life experiences

- 9 <H2>
 - Small groups, big adventures with Intrepid Travel
 - Our latest offers
 - Last minute deals
 - Latest blog posts
 - Recently Viewed
 - Destinations
 - About
 - Booking Conditions
 - Ask Intrepid

- 9 <H3>
 - Discover real life experiences
 - Just the right balance
 - Connected by travel
 - 10% OFF Croatia Adventure Cruising
 - Save up to \$3,500 on 2017 Arctic voyages
 - Save on 2018 Arctic Earlybirds
 - Legal US Cuba Trip
 - 11th traveler is FREE on your own private departure*
 - Last minute deals - up to 25% OFF

- 22 <H4>
 - Gujarat Adventure
 - South India Revealed
 - Best of Chile & Argentina
 - Real Food Adventure - India
 - Key West & Dry Tortugas Sailing Adventure
 - Everything you need to know about travel in Iran
 - Our ultimate Africa packing guide
 - Good news: India is trying to ban plastic bags
 - An open letter from Intrepid MD James Thornton
 - Perfect Palawan: Our guide to The Philippines'...
 - Travel in Iran: the latest news for US Citizens
 - A journey through Sossusvlei, Namibia
 - Our ultimate guide to: The Grand Canyon
 - Stairway to Hell: climbing the slopes of Mt Bromo
 - Bush tucker basics: 5 native ingredients you...
 - Photoblog: Celebrating Yi Peng in Chiang Mai
 - We ask Europe's top bloggers where to go in 2017
 - {{recentlyViewed.productName}}
 - **EMPTY**
 - Why Intrepid
 - My Booking
 - Private Groups

- 6 <H5>
 - 20 Feb 2017
 - 24 Feb 2017
 - 25 Feb 2017
 - 28 Feb 2017
 - 5 Mar 2017
 - {{recentlyView ed.days |drupal.formatPlural:'1 Day':'@count Days'}}

- 12 <H6>
 - Feb 02, 2017
 - Feb 02, 2017
 - Feb 01, 2017
 - Jan 31, 2017
 - Jan 30, 2017
 - Jan 30, 2017
 - Jan 29, 2017
 - Jan 24, 2017
 - Jan 22, 2017
 - Jan 19, 2017
 - Jan 19, 2017
 - Jan 19, 2017

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-us (English)
Language Attribute: en-us (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: **FAILED** [201 errors, 25 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:

 New Relic

Web Analytics Tools collect and measure information about visitor activity on a website. Well interpreted web traffic data is invaluable in determining a successful 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, <http://intrepidtravel.com/robots.txt>

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

XML Sitemap

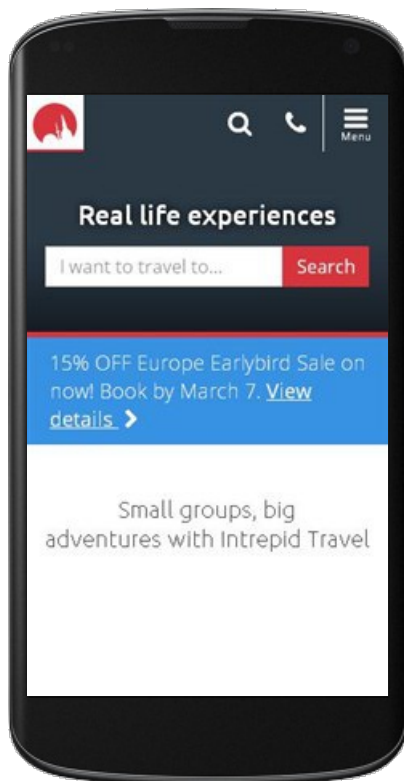


Found following XML sitemap(s):

- <http://www.intrepidtravel.com/za/sitemap.xml>
- <http://www.intrepidtravel.com/en/sitemap.xml>
- <http://www.intrepidtravel.com/ch/sitemap.xml>
- <http://www.intrepidtravel.com/ca/sitemap.xml>
- <http://www.intrepidtravel.com/nz/sitemap.xml>
- <http://www.intrepidtravel.com/au/sitemap.xml>
- <http://www.intrepidtravel.com/us/sitemap.xml>
- <http://www.intrepidtravel.com/ie/sitemap.xml>
- <http://www.intrepidtravel.com/uk/sitemap.xml>
- <http://intrepidtravel.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>)

Mobile Rendering



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: **63%**(Average)

Requests	Hosts	Load time	Html	Images	JavaScript	CSS	Flash	Other	Page Size
153	36	4.13s	183.31 KB	298.76 KB	849.11 KB	434.17 KB	0 B	200.26 KB	1.92 MB

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

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.matcutts.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 `` and 5 others are close to other tap targets.
 - The tap target `<button class="dropdown-toggle">United States</button>` is close to 1 other tap targets.
 - The tap target `Safety` and 1 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://intrepidtravel.com/sites/intrepid/themes/intrepid_theme/images/favicons/favicon-32x32.png.pagespeed.ce.fhGjVSqag_.png
size: 32px by 32px
type: image/png

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.

A404 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



 Could not locate print-friendly 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** [98 error(s)]

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

DMOZ



 Not Listed

DMOZ the Open Directory Project is the most comprehensive human edited directory of the Web, compiled by a vast global community of volunteer editors. (www.dmoz.org/help/geninfo.html)

Domain Age



 Your domain was registered for the first time: 17 years, 28 days, 23 hours 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: 3 years, 10 months, 30 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 **408** links out of which **150** are duplicate links:

Internal Links: relative	Internal Links: absolute	External Links: noFollow	External Links: passing Juice	Other
382 (93.63%)	10 (2.45%)	0 (0.00%)	14 (3.43%)	2

Anchor(s)	Count	Title	URL	Length	Target	Rel	Type
Skip to main content	1	-	Static	13	-	-	Relative
1 800 970 7299	2	-	Static	18	-	-	Telephone
1 800 970 7299	6	-	Static	14	-	-	Relative
Brochures	3	-	Static	13	-	-	Relative
MyBooking	4	-	Static	35	-	-	Relative
Home	2	-	Static	3	-	-	Relative
Destinations	3	-	Static	20	-	-	Relative
Back	26	-	Static	1	-	-	Relative
Africa	3	-	Static	10	-	-	Relative
Benin	1	-	Static	9	-	-	Relative
Botswana	1	-	Static	12	-	-	Relative
Djibouti	1	-	Static	12	-	-	Relative
Egypt	2	-	Static	9	-	-	Relative
Ethiopia	1	-	Static	12	-	-	Relative
Gambia	1	-	Static	10	-	-	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



We found **1** broken link :

Internal Links:

- #main-content

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

IP Canonicalization



✗ No, your site's IP 54.252.91.158 does not redirect to intrepidtravel.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.matcutts.com/blog/seo-advice-url-canonicalization)

URL Canonicalization



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

Warning: Current redirect is "HTTP/1.1 302 Moved Temporarily" but it should be "HTTP/1.1 301 Moved Permanently"

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

Page Speed



✓ Google Page Speed score: **82%**(High)


Requests	Hosts	Load time	Html	Images	JavaScript	CSS	Flash	Other	Page Size
159	36	5.42s	183.17 KB	309.13 KB	848.92 KB	434.17 KB	0 B	199.62 KB	1.93 MB

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

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

Server Information



ISP: Amazon Technologies
Server IP: 54.252.91.158
Server Location:  NEW SOUTH WALES, Sydney

Name Server 1: ns.domainnetwork.se (209.112.113.33)
Name Server 2: ns2.domainnetwork.se (209.112.114.33)
Name Server 3: ns3.domainnetwork.com (69.36.145.33)

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=hXt23AXJJU>)

HTTPS (SSL)



Issued To:
Common Name (CN): www.intrepidtravel.com

Issuer:
Common Name (CN): RapidSSL SHA256 CA
Oranization (O): GeoTrust Inc.

Period of Validity
Begins On: 10/13/2016
Expires On: 10/14/2019

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 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



No contact information available.

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](#)).