



Review of Theoluokos.com

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Introduction

This report provides a review of the key factors that influence the SEO and usability of your website.

The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.

Our reports provide actionable advice to improve a site's business objectives.

Please contact us for more information.

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Good Pard to solve

To Improve

 □ □ □ Little tough to solve

Errors Easy to solve

Not Important No action necessary

Search Engine Optimization



Oluokos Signature - Life-changing Luxury Vacations in Africa

Length: 60 character(s)

Ideally, your title tag should contain between 10 and 70 characters (spaces included).

Make sure your title is explicit and contains your most important keywords.

Be sure that each page has a unique title.



Savor life-changing luxury vacations in Africa for groups to Kenya, Tanzania, DR Congo, Uganda and Rwanda. Book soon with Oluokos Signature in

Length: 142 character(s)

Meta descriptions contains between 100 and 300 characters (spaces included).

It allow you to influence how your web pages are described and displayed in search results.

Ensure that all of your web pages have a unique meta description that is explicit and contains your most important keywords (these appear in bold when they match part or all of the user's search query).

A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize click-through rate.

Meta Keywords

No Keywords

Meta Keywords are a specific type of meta tag that appear in the HTML code of a Web page and help tell search engines what the topic of the page is.

However, google can't use meta keywords.





Oluokos Signature - Life-changing Luxury Vacations in Africa theoluokos.com/

Savor life-changing luxury vacations in Africa for groups to Kenya, Tanzania, DR Congo, Uganda and Rwanda. Book soon with Oluokos Signature in

This is an example of what your Title Tag and Meta Description will look like in Google search results.

While Title Tags & Meta Descriptions are used to build the search result listings, the search engines may create their own if they are missing, not well written, or not relevant to the content on the page.

Title Tags and Meta Descriptions are cut short if they are too long, so it's important to stay within the suggested character limits.





<H1> <H2> <H3> <H4> <H5> <H6>
1 39 12 28 1 2

<H1> Oluokos Signature </H1>

<H2> GoBetterWithOluokos! </H2>

<H2> Where would you like to go? </H2>

< H2> Welcome for a different journey. Democratic Republic of Congo is known for its breadth of biodiversity and natural richness, which includes the largest area of primary rainforest in Africa. A journey to the heart of DR Congo is off the trodden path somewhat, but this often results in a friendly welcome and some heart-warming interactions with the local host communities. From the mountain gorillas. <H2> Well dubbed that the concept of the safari holiday experience started in Kenya. This could be true remembering that even the word 'safari' itself even stems from the Swahili dialect for 'journey' that is well known from the East African Coast. With all these in mind. Kenva safari holidavs are no traditional journevs. with <H2> From the sweeping plains of the Serengeti and the Ngorongoro Crater in the north, Tanzania still retains its combined charm of the wilderness and idyllic coastal beaches. Home to Mount Kilimanjaro, Africa's highest mountain that needs no introduction, and looms proudly with brightly snow-capped peaks. The alluring spice island of Zanzibar and < H2> Uganda offers a combination to some of the best parts of African wildlife safaris, and in our opinion, Uganda deserves the best wildlife planning for the best holiday experiences in the future. From the world's longest river, the Nile to the peaks of the snow-capped Rwenzori Mountains and from the it wildlife filled savananas to the it forests that < H2> Set in the heart of Africa, landlocked Rwanda has gone from strength to strength in recent years, and smiling towards a bright future having one of the fastest-growing economies on African soil. Compared to other East African countries. Rwanda holidavs offer something entirely different, whether relaxing on the mainland beaches of Lake Kivu. <H2> Lubumbashi city and its environs offer a wealth of opportunities for your indulgence into the beautiful miombo woodland and the savanna grassland settings. Its expansive metropolis boasts numerous leisure, educative and entertainment venues that range from accommodation, fitness, museums, a zoo and nature parks, numerous lakes and rivers < H2> At Oluokos, creating effortless African holiday experiences is our cup of coffee! In Africa, our luxury safaris are packed with transformative moments that resonate deeply with you, fulfilling your holiday dreams and ideals. Luxurv safaris are not always about expensive lodges with champagne and gold taps, nor is it iust about exclusive < H2> As an individual or a group, tailor-made luxury safari comes deep within your ideals and we customize it to match your ultimate fulfillment. Our customized luxury safari service focuses on your personal goals, those opportunities to really see and do what you wish for, not what is detailed on our promotional materials. We find our <H2> If you are particularly interested in one species or would like to find out more about conservation and tracking, we can organize a safari with a wildlife specialist, zoologist, conservationist, or researcher, where you can spend your safari learning in depth the ways of the wildlife in Africa. You can take a day to do this, or even a week <H2> Do you have a few hours to spare while in Nairobi, Lubumbashi, Kampala or Kisumu? Allow our experts to share with you the inside out of our destinations in Eastern and Central Africa. From the most popular tourist attractions next door to the long day trips out of the major cities. Please, speak with our destination experts today. </H2> <H2> Your African holiday experience isn't complete without accommodation. At Oluokos, we have hand-picked the most luxurious properties situated in cities, the protected wildlife areas, jungles and on beaches. Whether your taste is for a quaint city hotel or a private homestay on the coastline, our experienced accommodation experts will work hard <H2> While planning to visit Africa, away from your flight ticket the most question is how to connect upon your arrival from one point to another. While it may look so easy, logistical support and services are very essential to make vour safari as memorable as possible. Be it a transfer from the airport to the hotel or a deatiled transfer further <H2> Follow us and stay informed on the latest development about the Great Upemba and Kundelungu Expedition and news from the Katanga region in the DR Congo. </H2>

< H2> We make positive changes through tourism. Join our maiden trip to the Upemba and Kundelungu National Parks in the DR Congo. < H2>

<H2> Reviews from Our Clients </H2>

<H2> Get Updates & More </H2>

<H2> In need of more thoughtful travel plans and upadates? Let us brighten your inbox with deals, new trips and great holiday tales from Africa </H2>

<H2> In need of more thoughtful travel plans and upadates? Let us brighten your inbox with deals, new trips and great holiday tales from Africa

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<H2> Our User Agreement </H2>
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<H2> LET'S TALK 27/7 </H2>
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<H4> Wilnat Safaris </H4>
<H4> Sara Lee </H4>
<H4> Nia Gibson </H4>
<H5> Limited Space Available </H5>
<H6> Kundelungu & Upemba in Katanga, DR Congo </H6>
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Use your keywords in the headings and make sure the first level (H1) includes your most important keywords. Never duplicate your title tag content in your header tag.

While it is important to ensure every page has an H1 tag, never include more than one per page. Instead, use multiple H2 - H6 tags.







This Keyword Cloud provides an insight into the frequency of keyword usage within the page.

It's important to carry out keyword research to get an understanding of the keywords that your audience is using. There are a number of keyword research tools available online to help you choose which keywords to target.



Keywords	Freq	Title	Desc	<h></h>
luxury	24	~	~	~
oluokos	19	*	*	~
kenya	18	×	✓	~
destinations	18	×	×	~
congo	18	×	✓	~
safaris	17	×	×	~
safari	16	×	×	~
holiday	13	×	×	~
signature	13	✓	✓	~
inspiring	12	×	×	~
city	12	×	×	~
african	11	×	×	~
uganda	11	×	✓	~
national	10	×	×	~
have	10	×	×	-

This table highlights the importance of being consistent with your use of keywords.

To improve the chance of ranking well in search results for a specific keyword, make sure you include it in some or all of the following: page URL, page content, title tag, meta description, header tags, image alt attributes, internal link anchor text and backlink anchor text.





We found 55 images on this web page **X** 1 ALT attributes are empty or missing.

http://traveler.ku/wp-content/uploads/2022/03/ico_email_subscribe-3.png

Alternative text is used to describe images to give the search engine crawlers (and the visually impaired).

Also, more information to help them understand images, which can help them to appear in Google Images search results.



HTML to Text Ratio is: 4.46%

Text content size 19441 bytes Total HTML size 436237 bytes

Code to text ratio represents the percentage of actual text on a web page compared to the percentage of HTML code, and it is used by search engines to calculate the relevancy of a web page.

A higher code to text ratio will increase your chances of getting a better rank in search engine results.



Wow! It's GZIP Enabled.

✓ Your webpage is compressed from 426 KB to 60 KB (85.9 % size savings)

Gzip is a method of compressing files (making them smaller) for faster network transfers.

It allows to reduce the size of web pages and any other typical web files to about 30% or less of its original size before it transfer.



// IP Canonicalization

No your domain IP 51.89.100.135 does not redirect to theoluokos.com

To check this for your website, enter your IP address in the browser and see if your site loads with the IP address.

Ideally, the IP should redirect to your website's URL or to a page from your website hosting provider.

If it does not redirect, you should do an htaccess 301 redirect to make sure the IP does not get indexed.

URL Rewrite

Good, all URLs look clean and friendly

Your site's URLs contain unnecessary elements that make them look complicated.

A URL must be easy to read and remember for users. Search engines need URLs to be clean and include your page's most important keywords.

Clean URLs are also useful when shared on social media as they explain the page's content.

Underscores in the URLs

Oh no, you are using underscores (these_are_underscores) in your URLs

000

Great, you are not using ?underscores (these_are_underscores) in your URLs.

While Google treats hyphens as word separators, it does not for underscores.



Great, a redirect is in place to redirect traffic from your non-preferred domain.

Redirecting requests from a non-preferred domain is important because search engines consider URLs with and without "www" as two different websites.



Good, you have XML Sitemap file! http://theoluokos.com/sitemap.xml

A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.

You can check for errors in your robots.txt file using Google Search Console (formerly Webmaster Tools) by selecting 'Robots.txt Tester' under 'Crawl'. This also allows you to test individual pages to make sure that Googlebot has the appropriate access.



Good, you have Robots.txt file! http://theoluokos.com/robots.txt

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.

We recommend that you generate an XML sitemap for your website and submit it to both Google Search Console and Bing Webmaster Tools. It is also good practice to specify your sitemap's location in your robots.txt file.





Perfect, no embedded objects has been detected on this page

Embedded Objects such as Flash. It should only be used for specific enhancements.

Although Flash content often looks nicer, it cannot be properly indexed by search engines.

Avoid full Flash websites to maximize SEO.



Perfect, no Iframe content has been detected on this page

Frames can cause problems on your web page because search engines will not crawl or index the content within them.

Avoid frames whenever possible and use a NoFrames tag if you must use them.

O Domain Registration

Exactly how many years and months

Domain Age: 3 Years, 21 Days

Created Date: 12th-Dec-2020

Updated Date: 13th-Dec-2023

Expiry Date: 12th-Dec-2024

Domain age matters to a certain extent and newer domains generally struggle to get indexed and rank high in search results for their first few months (depending on other associated ranking factors). Consider buying a second-hand domain name.

Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.



Indexed pages in search engines

160 Page(s)

This is the number of pages that we have discovered on your website.

A low number can indicate that bots are unable to discover your webpages, which is a common cause of a bad site architecture & internal linking, or you're unknowingly preventing bots and search engines from crawling & indexing your pages.



Number of backlinks to your website



Backlinks are links that point to your website from other websites. They are like letters of recommendation for your site. Since this factor is crucial to SEO, you should have a strategy to improve the quantity and quality of backlinks.



Usability



http://theoluokos.com
Length: 10 characters

Keep your URLs short and avoid long domain names when possible.

A descriptive URL is better recognized by search engines.

A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g., http://www.mysite.com/en/products).



Great, your website has a favicon.

Favicons improve a brand's visibility.

As a favicon is especially important for users bookmarking your website, make sure it is consistent with your brand.

Custom 404 Page Great, your website has a custom 404 error page.

When a visitor encounters a 404 File Not Found error on your site, you're on the verge of losing the visitor that you've worked so hard to obtain through the search engines and third party links.

Creating your custom 404 error page allows you to minimize the number of visitors lost that way.



Two of the main reasons for an increase in page size are images and JavaScript files.

Page size affects the speed of your website; try to keep your page size below 2 Mb.

Tip: Use images with a small size and optimize their download with gzip.



3.42 second(s)

Site speed is an important factor for ranking high in Google search results and enriching the user experience.

Resources: Check out Google's developer tutorials for tips on how to to make your website run faster.



Good, you have declared your language Declared Language: EN-GB

Make sure your declared language is the same as the language detected by Google

Also, define the language of the content in each page's HTML code.



Domain Availability

Domains (TLD)	Status
theoluokos.net	Available
theoluokos.org	Already Registered
theoluokos.biz	Already Registered
theoluokos.us	Available
theoluokos.info	Already Registered

Register the various extensions of your domain to protect your brand from cybersquatters.

Typo Availability

Domains (TLD)	Status
rheoluokos.com	Available
fheoluokos.com	Available
gheoluokos.com	Available
hheoluokos.com	Available
yheoluokos.com	Available

Register the various typos of your domain to protect your brand from cybersquatters.





Email address has been found in plain text!

We don't recommend adding plain text/linked email addresses to your webpages.

As malicious bots scrape the web in search of email addresses to spam. Instead, consider using a contact form.



The website is not blacklisted and looks safe to use.

Safe Browsing to identify unsafe websites and notify users and webmasters so they can protect themselves from harm.



Mobile



Awesome! This page is mobile-friendly! Your mobile friendly score is 80/100

Mobile Friendliness refers to the usability aspects of your mobile website, which Google uses as a ranking signal in mobile search results.

Mobile Compatibility Perfect, no embedded objects detected.

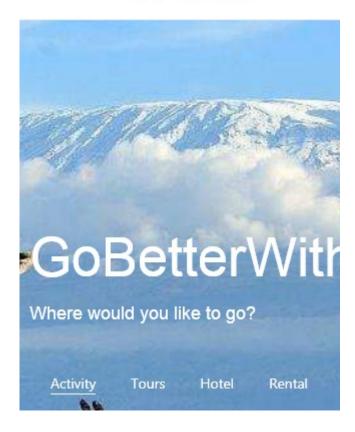
Embedded Objects such as Flash, Silverlight or Java. It should only be used for specific enhancements.

But avoid using Embedded Objects, so your content can be accessed on all devices.









The number of people using the Mobile Web is huge; over 75 percent of consumers have access to smartphones. ??

Your website should look nice on the most popular mobile devices.

Tip: Use an analytics tool to track mobile usage of your website.



Technologies



Server IP	Server Location	Service Provider
51.195.65.146	Not Available	Not Available

Your server's IP address has little impact on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors.

Search engines take the geolocation of a server into account as well as the server speed.



Tips for authoring fast-loading HTML pages:

- * Too bad, your website has too many CSS files.
- X Too bad, your website has too many JavaScript files.
- Perfect, your website doesn't use nested tables.
- * Too bad, your website is using inline styles.

Website speed has a huge impact on performance, affecting user experience, conversion rates and even rankings.

???By reducing page load-times, users are less likely to get distracted and the search engines are more likely to reward you by ranking your pages higher in the SERPs.

Conversion rates are far higher for websites that load faster than their slower competitors.



Perfect, We detect an analytics tool installed on this website.

Web analytics let you measure visitor activity on your website.

You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.





Your Web Page doctype is HTML 5

The Doctype is used to instruct web browsers about the document type being used.

For example, what version of HTML the page is written in.

Declaring a doctype helps web browsers to render content correctly.

W3C Validity

W3C not validated

W3Cis a consortium that sets web standards.

Using valid markup that contains no errors is important because syntax errors can make your page difficult for search engines to index.

Run the W3C validation service whenever changes are made to your website's code.

Encoding

Great, language/character encoding is specified: UTF-8

Specifying language/character encoding can prevent problems with the rendering of special characters.



Social



Your social media status







Social data refers to data individuals create that is knowingly and voluntarily shared by them.

Cost and overhead previously rendered this semi-public form of communication unfeasible.

But advances in social networking technology from 2004-2010 has made broader concepts of sharing possible.

Visitors

Traffic Rank

No Global Rank

000

A low rank means that your website gets a lot of visitors.

Your Alexa Rank is a good estimate of the worldwide traffic to your website, although it is not 100 percent accurate.

Visitors Localization

Your website is popular on following countries:

Popularity at	None
Regional Rank	None

We recommend that you book the domain names for the countries where your ??website is popular.

This will prevent potential competitors from registering these domains and taking advantage of your reputation in such countries.

Estimated Worth \$60 USD

Just a estimated worth of your website based on Alexa Rank.

Link Analysis



We found a total of 98 links including both internal & external links of your site

Anchor	Туре	Follow
No Anchor Text	Internal Links	Dofollow
EUR	Internal Links	Dofollow
AUD	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Home	Internal Links	Dofollow
Our History	Internal Links	Dofollow
Why Us	Internal Links	Dofollow
Our Expertise	Internal Links	Dofollow
Our Team	Internal Links	Dofollow
Careers at Oluokos	Internal Links	Dofollow
Referral Program	Internal Links	Dofollow
African Travel Tips	Internal Links	Dofollow
Sustainability	Internal Links	Dofollow
Beyond Parks Initiative	Internal Links	Dofollow
Travels By Oluokos	Internal Links	Dofollow
In the Media	Internal Links	Dofollow
Why Visit Africa	Internal Links	Dofollow
Our Mission	Internal Links	Dofollow
Our Commitment	Internal Links	Dofollow
Our Communities	Internal Links	Dofollow
Aderema Hills	Internal Links	Dofollow
Low-impact Travel	Internal Links	Dofollow
Responsible Operations	Internal Links	Dofollow
Explore	Internal Links	Dofollow
Authentic	Internal Links	Dofollow
Curiosity	Internal Links	Dofollow
Comfort	Internal Links	Dofollow
Luxury	Internal Links	Dofollow
Premier	Internal Links	Dofollow
Kenya	Internal Links	Dofollow
Kisumu City	Internal Links	Dofollow
Western Kenya	Internal Links	Dofollow
Tanzania	Internal Links	Dofollow
Uganda	Internal Links	Dofollow
Rwanda	Internal Links	Dofollow
Democratic Republic of Congo	Internal Links	Dofollow
Special Moments	Internal Links	Dofollow
Special Interests	Internal Links	Dofollow
Walking and Trekking	Internal Links	Dofollow
Emerging Destinations	Internal Links	Dofollow
Customized Holidays	Internal Links	Dofollow
Safaris, Conservation and Volunteering	Internal Links	Dofollow
_	Internal Links	Dofollow
Bird Watching Py Air Safaria		
By Air Safaris Walking Safari	Internal Links Internal Links	Dofollow Dofollow
Walking Safari	Internal Links Internal Links	Dofollow
Photography Safari		
Speciality Species	Internal Links	Dofollow



Gorillas and Primates	Internal Links	Dofollow
Eastern Uganda	Internal Links	Dofollow
Aderema Hills	Internal Links	Dofollow
Oluokos Fair Acres	Internal Links	Dofollow
6 Inspiring African Destinations	Internal Links	Dofollow
Contact Us	Internal Links	Dofollow
DR Congo	Internal Links	Dofollow
Please, read more aout the DR Congo	Internal Links	Dofollow
Kenya Luxury Safari Deals	Internal Links	Dofollow
Tanzania Luxury Safari Deals	Internal Links	Dofollow
Uganda Luxury Safari Deals	Internal Links	Dofollow
Rwanda Luxury Safari Deals	Internal Links	Dofollow
PLEASE READ MORE	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
3 Hotels	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
17 Activities	Internal Links	Dofollow
5 Tours	Internal Links	Dofollow
1 Hotel	Internal Links	Dofollow
6 Tours	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
13 Activities	Internal Links	Dofollow
5 Tours	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Our User Agreement	Internal Links	Dofollow
Privacy & Cookies Policy	Internal Links	Dofollow
Twitter	Internal Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
Oluokos Signature Ltd 5 Google reviews	External Links	Dofollow
Oluokos Signature	External Links	Dofollow
Myv Yandika	External Links	Dofollow
No Anchor Text	External Links	Dofollow
Oluokos Signature	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
Pinterest	External Links	Dofollow
Instagram	External Links	Dofollow



While there's no exact limit to the number of links you should include on a page, best practice is to avoid exceeding 200 links.

Links pass value from one page to another, but the amount of value that can be passed is split between all of the links on a page. This means that adding unnecessary links will dilute the potential value attributed to your other links.

Using the Nofollow attribute prevents value from being passed to the linking page, but it's worth noting that these links are still taken into account when calculating the value that is passed through each link, so Nofollow links can also dilute pagerank.





Broken links were found on this web page

https://theoluokos.com/our-mission

https://www.theoluokos.com/our-commitment

https://theoluokos.com/our-communities

https://theoluokos.com/low-impact-tourism

https://www.theoluokos.com/responsible-operations

https://www.theoluokos.com/our-style-authentic

https://theoluokos.com/our-style-curiosity

https://www.theoluokos.com/our-style-comfort

https://www.theoluokos.com/our-style-luxury

https://www.theoluokos.com/our-style-premier

https://www.theoluokos.com/oluokos-special-moments

https://www.theoluokos.com/oluokos-special-interests

https://www.theoluokos.com/oluokos-walking-and-trekking

https://theoluokos.com/oluokos-emerging-destinations

https://theoluokos.com/oluokos-customized-holidays

https://theoluokos.com/oluokos-safaris-conservation-and-volunteering

https://www.theoluokos.com/our-specialility/bird-watwaching

https://www.theoluokos.com/our-specialility/by-air-safaris

https://www.theoluokos.com/our-specialility/photography-safari

https://www.theoluokos.com/our-speciality/speciality-species

https://www.theoluokos.com/our-speciality/gorillas-and-primates

https://www.theoluokos.com/st_location/aderema-hills

 $https://www.theoluokos.com/st_location/oluokos-fair-acres\\$

 $https://www.theoluokos.com/st_location/top-17-reasons-why-tanzania-safaris$

 $https://www.theoluokos.com/st_location/top-9-inspiring-uganda-destinations$

https://www.theoluokos.com/social-login/twitter

Broken links send users to non-existing web pages. They are bad for your site's usability, reputation and SEO. If you find broken links in the future, take the time to replace or remove each one.

