

## Website HealthCheck – Example/Demo:

Company: **Pennakem**  
URL: <http://www.pennakem.com/>



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**Prepared for:**

**Customer Name**  
**Company Name**



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## Website Healthcheck

Your website is an important resource and the lifeblood of your company. With this in mind, your report analyses how well the website is performing and makes important recommendations to enhance its effectiveness.

In terms of overall design, your website contains a number of broken links and these are identified on pages 6-9. These should be checked and fixed, by removing or updating, as soon as possible. This is because they potentially impact the user experience. In addition, it's also important that cross-browser checking is done, as some browsers can tolerate some, while others cannot.

Accessibility was another area where there is room for improvement. We have listed the cases discovered on pages 9-13. In short, it is difficult or impossible for users browsing with iPhones or Android devices to use some parts of the site. Correcting these issues will ensure that the growing number of users choosing to access via mobile devices will have a trouble-free experience.

Compatibility is another related area and pages 14-15 list the examples found. It's important that the compatibility issues discovered in relation to Explorer are fixed, given the number of users who use this type of browser. There are also issues in relation to Flash (not supported on iPhone and iPad) and tags. These should be corrected as a priority to ensure mobile users can browse freely. As regards Flash, we can suggest workarounds to enable iPhone users to use the content.

Pages 16 deals with compliance issues. These points are best checked against your existing standards on copyright, SPAM and Privacy.

Pages 17-19 deal with searching. It's an obvious, but sometimes overlooked, area. We recommend that you avoid broken links as well as use an XML sitemap and well-formed HTML code. The list of examples we have provided will enhance searching and increase the frequency of your website being found. If you have made use of programming errors for SEO purposes, we'll work with you to make sure this capability is retained.

Moving on to pages 20-26, there are a number of areas where you do not comply with W3C standard, which may lead to your website not appearing correctly on some types of devices. and some browsers. You may also find this disadvantages you, as regards search engines.


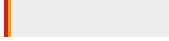
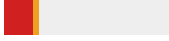
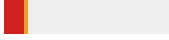
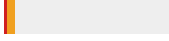
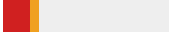
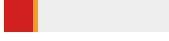
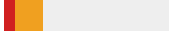
The last section of identified issues is to be found on pages 27-30. These range from mixed case in URLs to unusually long load times on pages. There are also a number of style issues.

Finally, we list some examples of how web pages appear to search engines, to illustrate how improvements could be made to further increase your visibility.

We look forward to discussing these findings with you and we'd be delighted to either apply the changes suggested or leave your internal team to act on the detailed recommendations in the document. We have included a quotation for you to consider, should you decide to engage Naxtech. We appreciate you inviting Naxtech to analyse your website.

## Summary

Site quality report for <http://www.pennakem.com/>

| Category        | Results   |
|-----------------|---|
| Overall Quality |  41 pages with quality issues              |
| Errors          |  1 pages with broken links or other errors |
| Accessibility   |  19 pages with accessibility problems      |
| Compatibility   |  12 pages with browser specific issues     |
| Compliance      |  4 pages with compliance or legal issues   |
| Search          |  19 pages with search engine issues        |
| Standards       |  18 pages have W3C standards issues        |
| Usability       |  21 pages with usability issues           |
| Totals          | 100 pages and images checked  |

## Errors

This section shows site quality issues, including broken links and server mis-configurations.

### Priority URL / Description



**Broken links - Some pages contain links that don't work.**



Server configuration - No issues found.



ASP, ASP.NET and PHP script errors - No issues found.



Internet RFCs - No issues found.



This link is broken. The page could not be found on the target web server. Fixing this depends on how the link became broken: The link has been mistyped and should be fixed The destination page has moved and the link should be updated The destination page no longer exists and the link should be removed A file has been accidentally deleted and should be replaced Some web browsers try to fix common mistakes, so broken links may work in some browsers but not others. For example, a PDF link address like "www.example.com" works in Adobe Reader, but not in the Google Chrome PDF Reader (the link should be "http://www.example.com").

Link: <http://www.pennakem.com/images/index.html>

<http://www.pennakem.com/images/menu.js> line 4

Link: <http://www.pennakem.com/images/about/index.html>

<http://www.pennakem.com/images/menu.js> line 7

Link: <http://www.pennakem.com/images/about/ESHPolicy.html>

<http://www.pennakem.com/images/menu.js> line 8

Link: <http://www.pennakem.com/images/about/iso9001.html>

<http://www.pennakem.com/images/menu.js> line 9

Link: <http://www.pennakem.com/images/products/classification.html>

<http://www.pennakem.com/images/menu.js> line 15

Link: <http://www.pennakem.com/images/products/alpha.html>

<http://www.pennakem.com/images/menu.js> line 16  
Link: <http://www.pennakem.com/images/products/samplerequest.html>  
<http://www.pennakem.com/images/menu.js> line 18  
Link: <http://www.pennakem.com/images/products/literature.html>  
<http://www.pennakem.com/images/menu.js> line 19  
Link: <http://www.pennakem.com/images/products/msds.html>  
<http://www.pennakem.com/images/menu.js> line 20  
Link: <http://www.pennakem.com/images/products/cas.html>  
<http://www.pennakem.com/images/menu.js> line 21  
Link: [http://www.pennakem.com/images/services/manuf\\_services.html](http://www.pennakem.com/images/services/manuf_services.html)  
<http://www.pennakem.com/images/menu.js> line 25  
Link: <http://www.pennakem.com/images/services/development.html>  
<http://www.pennakem.com/images/menu.js> line 26  
Link: [http://www.pennakem.com/images/services/qual\\_services.html](http://www.pennakem.com/images/services/qual_services.html)  
<http://www.pennakem.com/images/menu.js> line 27  
Link: <http://www.pennakem.com/images/news/UpcomingEvents.html>  
<http://www.pennakem.com/images/menu.js> line 31  
Link: <http://www.pennakem.com/images/news/NewsReleases.html>  
<http://www.pennakem.com/images/menu.js> line 32  
Link: <http://www.pennakem.com/images/news/FeaturedArticlesfromPENN.html>  
<http://www.pennakem.com/images/menu.js> line 33  
Link: <http://www.pennakem.com/images/news/Testimonials.html>  
<http://www.pennakem.com/images/menu.js> line 34  
Link: [http://www.pennakem.com/images/contact\\_us/index.html](http://www.pennakem.com/images/contact_us/index.html)  
<http://www.pennakem.com/images/menu.js> line 38  
Link: [http://www.pennakem.com/images/contact\\_us/europe.html](http://www.pennakem.com/images/contact_us/europe.html)  
<http://www.pennakem.com/images/menu.js> line 39  
Link: [http://www.pennakem.com/images/contact\\_us/asia.html](http://www.pennakem.com/images/contact_us/asia.html)  
<http://www.pennakem.com/images/menu.js> line 40  
Link: [http://www.pennakem.com/images/contact\\_us/directions.html](http://www.pennakem.com/images/contact_us/directions.html)

<http://www.pennakem.com/images/menu.js> line 41

Link: [http://www.pennakem.com/images/contact\\_us/webmaster.html](http://www.pennakem.com/images/contact_us/webmaster.html)

<http://www.pennakem.com/images/menu.js> line 42

Link: <http://www.pennakem.com/images/sitemap/index.html>

<http://www.pennakem.com/images/menu.js> line 44

Link: <http://www.pennakem.com/images/JMEditor/JMEMon.html>

<http://www.pennakem.com/images/menu.js> line 48



## Accessibility

This section shows accessibility issues, indicating problems for disabled users.

### Priority URL / Description

- ⊗ **WCAG 1 Priority A - Issues found (disabled users will find it impossible to use some pages).**
- ⊗ **Section 508 - Issues found (disabled users will find it impossible to use some pages).**
- APPLET tags must have an ALT attribute and alternative content. Add an ALT attribute to the applet and place alternative content inside the applet tag.  
Guideline: [WCAG1 A 1.1 Section 508 \(a\) WCAG2 A H35](#)  
<http://www.pennakem.com/JMEEEditor/JMEMon.html> line 90
- Document title must not be blank. For HTML pages change the TITLE tag. For Office documents and PDF documents produced from Office, fill in the Title in Document Properties before saving as PDF.  
Guideline: [WCAG1 AA 13.2 WCAG2 A F25](#)  
[http://www.pennakem.com/pdfs/OTHER/Certification\\_of\\_Registration%202010.pdf](http://www.pennakem.com/pdfs/OTHER/Certification_of_Registration%202010.pdf) line 1
- Each A tag must contain text or an IMG with an ALT tag. Add text to the link, or ALT text if the link contains an image. If there is no link text or the ALT tag is blank, screen readers have nothing to read, so read out the URL instead.  
Guideline: [WCAG1 AA 13.1 WCAG2 A 2.4.4](#)  
<http://www.pennakem.com/about/ESHPolicy.html> line 49  
<http://www.pennakem.com/news/NewsReleases.html> line 42 52
- EMBED tags must have a non-blank ALT tag. Add an ALT attribute with alternative content to the EMBED tag.  
Guideline: [WCAG1 A 1.1 Section 508 \(a\) WCAG2 A H35](#)  
<http://www.pennakem.com/> line 71
- EMBED tags must have an associated NOEMBED tag. Add a NOEMBED tag with alternative content inside the EMBED tag.  
Guideline: [WCAG1 A 1.1 Section 508 \(a\) WCAG2 A H46](#)  
<http://www.pennakem.com/> line 71
- IMG tags must have an ALT attribute. Add an ALT attribute describing each image, which screen readers read aloud.

Spacer images and purely decorative images should use ALT="".

Guideline: [WCAG1 A 1.1 Section 508 \(a\) WCAG2 A F65](#)

<http://www.pennakem.com/> line 38

<http://www.pennakem.com/about/ESHPolicy.html> line 13 49 13

<http://www.pennakem.com/about/index.html> line 18

<http://www.pennakem.com/about/iso9001.html> line 13

● Include a TITLE attribute for MAP elements. Screen readers read out the TITLE before reading the links in the map. This allows non-sighted users to skip links they're not interested in.

Guideline: [WCAG1 AAA 13.6 WCAG2 A 2.4.1](#)

<http://www.pennakem.com/> line 34

● PDFs must be tagged to be accessible by screen readers. If using Word, enable the "Document structure tags" option when exporting, or use the "Make Accessible" plug-in for Adobe Acrobat.

Guideline: [Section 508 \(a\) WCAG2 A 1.3.1](#)

[http://www.pennakem.com/pdfs/OTHER/Certification\\_of\\_Registration%202010.pdf](http://www.pennakem.com/pdfs/OTHER/Certification_of_Registration%202010.pdf) line 1

<http://www.pennakem.com/pdfs/OTHER/MeTHFAGreenAlttoTHF.pdf> line 1

<http://www.pennakem.com/pdfs/OTHER/MeTHFArticlePenn.pdf> line 1

<http://www.pennakem.com/pdfs/OTHER/Pennakem%20Product%20Brochure.pdf> line 1

● Provide a way to skip repetitive navigation links. Without a skip link, screen readers read out the navigation links on every page before reading the page content. This often done by having a "Skip to Content" link at the start of the document hidden by CSS, so it only renders in a screen reader: `<a class="accessible" href="#main">[Skip to Content]</a>`

Guideline: [Section 508 \(o\) WCAG1 AAA 13.6 WCAG2 A 2.4.1](#)

<http://www.pennakem.com/news/NewsReleases.html> line 51

● Some pages have the same title, so the title cannot be used to distinguish pages. Change the TITLE tags so they are unique for each page.

Guideline: [WCAG2 A F25](#)

'Penn A Kem: News' is also used on <http://www.pennakem.com/news/UpcomingEvents.html>

<http://www.pennakem.com/news/FeaturedArticlesfromPENN.html> line 6

'Penn A Kem: News' is also used on <http://www.pennakem.com/news/UpcomingEvents.html>

<http://www.pennakem.com/news/NewsReleases.html> line 6

'Penn A Kem > Products > Alphabetical List' is also used on <http://www.pennakem.com/products/msds.html>

<http://www.pennakem.com/products/alpha.html> line 6

'Penn A Kem' is also used on <http://www.pennakem.com/products/samplerequest.html>

<http://www.pennakem.com/products/literature.html> line 6

This form control has no associated LABEL element. Add a LABEL tag with the FOR attribute set to the id of this control. This allows screen readers to tell the user what each control does.

Guideline: [WCAG2 A F68](#)

<http://www.pennakem.com/> line 48

<http://www.pennakem.com/about/ESHPolicy.html> line 18

<http://www.pennakem.com/about/index.html> line 23

<http://www.pennakem.com/about/iso9001.html> line 18

This page has links to a PDF file, but does not provide a link to download Acrobat Reader. You should include a link to download Acrobat Reader. When a web page requires that an applet, plug-in or other application be present on the client system to interpret page content, the page must provide a link to a plug-in or applet that complies with S1194.21(a) through (l).

Guideline: [Section 508 \(m\)](#)

<http://www.pennakem.com/about/iso9001.html> line 32

<http://www.pennakem.com/products/literature.html> line 29 32 34 36

<http://www.pennakem.com/products/msds.html> line 39 45 54 56 58 ...

[http://www.pennakem.com/services/manuf\\_services.html](http://www.pennakem.com/services/manuf_services.html) line 33

This page has markup errors, causing screen readers to miss content. Fix the errors listed on the Standards tab of this report. Markup errors like missing end tags mean screen readers may skip important content.

Guideline: [WCAG2 A F70](#)

<http://www.pennakem.com/> line 84

<http://www.pennakem.com/about/ESHPolicy.html> line 65 66 50

<http://www.pennakem.com/about/index.html> line 88

<http://www.pennakem.com/about/iso9001.html> line 86

Use the LANG attribute to identify the language of the page. In HTML add a LANG attribute to the HTML tag, and in PDF set the language using Document Properties in Acrobat. This allows screen readers to pronounce words correctly.

Guideline: [WCAG1 AAA 4.3](#) [WCAG2 A 3.1.1](#)

<http://www.pennakem.com/> line 3

<http://www.pennakem.com/about/ESHPolicy.html> line 3

<http://www.pennakem.com/about/index.html> line 3

<http://www.pennakem.com/about/iso9001.html> line 3

- Avoid deprecated features of W3C technologies. For a list of deprecated W3C features check here <http://www.w3.org/TR/WCAG10-HTML-TECHS/>.

Guideline: [WCAG1 AA 11.2](#)

<http://www.pennakem.com/> line 33

<http://www.pennakem.com/about/ESHPolicy.html> line 26

<http://www.pennakem.com/about/index.html> line 31

<http://www.pennakem.com/about/iso9001.html> line 26

- Avoid specifying a new window as the target of a link with target="\_blank". Displaying new windows without warning is very confusing to non-sighted users because some screen readers do not give any indication when new windows appear. If you cannot avoid displaying a new window, insert a warning like the following: "This link will open in a new window".

Guideline: [WCAG1 AA 10.1](#) [WCAG2 AAA F22](#)

<http://www.pennakem.com/about/iso9001.html> line 32

<http://www.pennakem.com/products/cas.html> line 270 271 272 273 274 ...

<http://www.pennakem.com/products/literature.html> line 29 32 34 36 33

<http://www.pennakem.com/products/msds.html> line 39 45 54 56 58 ...

- Create pages that validate to W3C recommendations. This document contains markup errors. To pass this checkpoint you must fix all the HTML Validation errors in the Standards section of the report.

Guideline: [WCAG1 AA 3.2](#)

14 markup errors found on this page.

<http://www.pennakem.com/> line 43

11 markup errors found on this page.

<http://www.pennakem.com/about/ESHPolicy.html> line 29

8 markup errors found on this page.

<http://www.pennakem.com/about/index.html> line 34

8 markup errors found on this page.

<http://www.pennakem.com/about/iso9001.html> line 29

- Each section of content should begin with a heading tag (H1, H2, H3), but this page has no heading tags. Divide the content

with headings so that the top level heading is H1, sub-headings are H2 and so on. Use CSS style rules to change heading font styles if needed.

Guideline: [WCAG1 AA 12.3](#) [WCAG2 AAA 2.4.10](#)

<http://www.pennakem.com/> line 1

<http://www.pennakem.com/about/ESHPolicy.html> line 1

<http://www.pennakem.com/about/index.html> line 1

<http://www.pennakem.com/about/iso9001.html> line 1

- ▶ The FONT element should not be used in accessible documents. Replace the FONT element with a CSS rule.

Guideline: [WCAG1 AA 11.2](#)

[http://www.pennakem.com/contact\\_us/europe.html](http://www.pennakem.com/contact_us/europe.html) line 93 71 39 52

- ▶ Use relative rather than absolute units in CSS property values. Absolute units are CM, MM, IN, PC and PT. When used with fonts PX is also considered an absolute unit, because it isn't relative the user's preferred font size. Low-vision users often use the "large fonts" mode of Windows, which makes each pixel larger than usual. This usually causes problems with pixel based layouts, which also perform badly on handheld and widescreen displays. Percentage values "stretch" according to screen size and work on a large range of display sizes.

Guideline: [WCAG1 AA 3.4](#) [WCAG2 AA 1.4.4](#)

<http://www.pennakem.com/main.css> line 77 85

<http://www.pennakem.com/secondary.css> line 134 14 70 81 163 ...

- ▶ Use relative rather than absolute units in HTML attributes. Use percentages rather than pixels for sizing frames and tables. Low-vision users often use the "large fonts" mode of Windows, which makes each pixel larger than usual. This usually causes problems with pixel based layouts, which also perform badly on handheld and widescreen displays. Percentage values "stretch" according to screen size and work on a large range of display sizes.

Guideline: [WCAG1 AA 3.4](#)

<http://www.pennakem.com/> line 43 45 46 53

<http://www.pennakem.com/about/ESHPolicy.html> line 29 31










<http://www.pennakem.com/about/index.html> line 34

<http://www.pennakem.com/about/iso9001.html> line 29

## Compatibility

This section shows pages that exhibit browser-specific behavior, or trigger browser bugs.

### Priority URL / Description

-  **Internet Explorer - Some pages misbehave in Internet Explorer.**
-  Firefox - No issues found.
-  Safari - No issues found.
-  Opera - No issues found.
-  Browser specific features - No issues found.
  
-  Flash is not supported on iPhone and iPad. Adobe provides Packager for iPhone which turns Flash movies into iPhone apps.  
Guideline: [iPhone/iPad](#)  
<http://www.pennakem.com/background.swf> line 1  
<http://www.pennakem.com/home.swf> line 1  
<http://www.pennakem.com/symbols.swf> line 1  
<http://www.pennakem.com/text.swf> line 1
-  Java is not supported on iPhone and iPad.  
Guideline: [iPhone/iPad](#)  
<http://www.pennakem.com/JMEEditor/JMEMon.html> line 90
-  This page has malformed tags which IE8 and later treat differently from earlier versions of IE. Fix the errors listed on the Standards tab of this report. Markup errors like missing end tags means IE8 and IE9 may not display important content.  
Guideline: [Internet Explorer](#)  
<http://www.pennakem.com/> line 84  
<http://www.pennakem.com/about/ESHPolicy.html> line 65 66 50  
<http://www.pennakem.com/about/index.html> line 88  
<http://www.pennakem.com/about/iso9001.html> line 86
-  Images, scripts and CSS files larger than 25k are not cached on iPhone and iPad.

Guideline: [iPhone/iPad](#)

This file is 36 KB.

<http://www.pennakem.com/images/stm31.js> line 1

- ▶ The CSS star filter no longer works in IE7 or later. Properties inside the \* html {} CSS hack are ignored by IE7 and later. Conditional comments are a fully supported, standards-compliant alternative.

Guideline: [Internet Explorer](#)

<http://www.pennakem.com/secondary.css> line 98

- ▶ Nested tables cause rendering problems on small screen mobile devices.






Guideline: [Android](#) [iPhone/iPad](#)

<http://www.pennakem.com/products/cas.html> line 34

## Compliance

This section shows pages that may violate EU or US law. Note: not all violations can be detected automatically.

### Priority URL / Description

-  US CAN-SPAM Act 2003 - No issues found.
-  **EU Privacy Regulations 2003 - Some pages violate these regulations.**
-  **Copyright Law - Some pages may not be protected by copyright.**
  
-  This page has no copyright statement. Although a copyright notice is no longer required under US law, using one means infringers cannot claim they were unaware of the copyright.  
<http://www.pennakem.com/> line 1  
<http://www.pennakem.com/about/ESHPolicy.html> line 1  
<http://www.pennakem.com/about/index.html> line 1  
<http://www.pennakem.com/about/iso9001.html> line 1
  
-  This page has no privacy policy. If your web server logs visits, then every page reachable by a search engine should have a privacy policy explaining what is logged and how the logs are used.  
Guideline: [EU Privacy Regulations](#)  
<http://www.pennakem.com/> line 1  
<http://www.pennakem.com/about/ESHPolicy.html> line 1  
<http://www.pennakem.com/about/index.html> line 1  
<http://www.pennakem.com/about/iso9001.html> line 1



## Search

This section shows search engine guideline violations, and pages that don't comply with search optimization best practices.

### Priority URL / Description

- ⊗ **Google Search Guidelines - Some pages may rank poorly on Google.**
  - ⊗ **MSN Search Guidelines - Some pages may rank poorly on MSN Live Search.**
  - ⊗ **Yahoo Search Guidelines - Some pages may rank poorly on Yahoo.**
  - ✓ Robots.txt Guidelines - No issues found.
  - ⊗ **Search Best Practices - Some pages could rank higher in search engines.**
- 
- Google and Bing recommend avoiding broken links, but this page has broken links. When a website contains broken links search engine web crawlers may miss important content.  
Guideline: [Google](#) [Bing](#)  
<http://www.pennakem.com/images/about/ESHPolicy.html> line 1  
<http://www.pennakem.com/images/about/index.html> line 1  
<http://www.pennakem.com/images/about/iso9001.html> line 1  
<http://www.pennakem.com/images/index.html> line 1
  - Google and Bing recommend using an XML sitemap to increase coverage of your web pages by search engines. If you specify a sitemap in your robots.txt file, make sure you use a full URL (e.g. use <http://www.example.com/sitemap.xml> and not [www.example.com/sitemap.xml](http://www.example.com/sitemap.xml) or [/sitemap.xml](http://www.example.com/sitemap.xml)).  
Guideline: [Google](#) [Bing](#)  
Sitemap not found at <http://www.pennakem.com/sitemap.xml>  
<http://www.pennakem.com/sitemap.xml> line 1
  - Google and Bing recommend using well-formed HTML code in your webpages. This page has mismatched tags. Fix the critical errors listed on the Standards tab of this report. Markup errors like missing end tags or unclosed comments mean search engine web crawlers may skip important content.  
Guideline: [Google](#) [Bing](#)  
<http://www.pennakem.com/> line 84

<http://www.pennakem.com/about/ESHPolicy.html> line 65 66 50

<http://www.pennakem.com/about/index.html> line 88

<http://www.pennakem.com/about/iso9001.html> line 86

- Google recommends separating keywords in URLs by dashes instead of underscores. Dashes perform better than underscores in Google as keyword separators, and underscores perform better than no separators.

Guideline: [Best Practice](#)

[http://www.pennakem.com/contact\\_us/europe.html](http://www.pennakem.com/contact_us/europe.html) line 1

[http://www.pennakem.com/contact\\_us/index.html](http://www.pennakem.com/contact_us/index.html) line 1

[http://www.pennakem.com/services/manuf\\_services.html](http://www.pennakem.com/services/manuf_services.html) line 1

[http://www.pennakem.com/services/qual\\_services.html](http://www.pennakem.com/services/qual_services.html) line 1

- Text presented in graphics form only cannot be searched.

Guideline: [Google](#)

<http://www.pennakem.com/> line 71 38 68

<http://www.pennakem.com/about/ESHPolicy.html> line 13 49 13

<http://www.pennakem.com/about/index.html> line 18

<http://www.pennakem.com/about/iso9001.html> line 13

- Bing recommends against any of the following characters in the title tag: "<>{}[]()"

Guideline: [Bing](#)

<http://www.pennakem.com/products/alpha.html> line 6

<http://www.pennakem.com/products/classification.html> line 6

<http://www.pennakem.com/products/msds.html> line 6

- This page title is not unique. Assign unique, descriptive TITLE tags and headings to every page.

Guideline: [Best Practice](#) [Bing](#)

'Penn A Kem: News' is also used on <http://www.pennakem.com/news/UpcomingEvents.html>

<http://www.pennakem.com/news/FeaturedArticlesfromPENN.html> line 6

'Penn A Kem: News' is also used on <http://www.pennakem.com/news/UpcomingEvents.html>

<http://www.pennakem.com/news/NewsReleases.html> line 6

'Penn A Kem > Products > Alphabetical List' is also used on <http://www.pennakem.com/products/msds.html>

<http://www.pennakem.com/products/alpha.html> line 6

'Penn A Kem' is also used on <http://www.pennakem.com/products/samplerequest.html>

- 🔍 <http://www.pennakem.com/products/literature.html> line 6  
No meta description tag found. Use a description tag that accurately describes the contents of a web page. A well-written description tag attracts more clicks in search results than an irrelevant or missing description.  
Guideline: [Yahoo](#) [Google](#) [Bing](#)  
<http://www.pennakem.com/> line 1  
<http://www.pennakem.com/about/ESHPolicy.html> line 1  
<http://www.pennakem.com/about/index.html> line 1  
<http://www.pennakem.com/about/iso9001.html> line 1
- No search keywords are set, so keyword optimization rules are not checked. To set keywords use Choose Rules command on the Check menu.  
<http://www.pennakem.com/> line 1

## Standards

This section shows pages that do not comply with W3C standards.

### Priority URL / Description

- ⊗ **W3C HTML/XHTML Validation - Some pages fail validation.**
  - ⊗ **W3C CSS Validation - Some pages fail validation.**
  - ✓ W3C Style Guide - No issues found.
  - ⊗ **W3C Deprecated Features - Issues found.**
- "head" not finished but containing element ended.  
<http://www.pennakem.com/> line 84  
<http://www.pennakem.com/about/ESHPolicy.html> line 66  
<http://www.pennakem.com/about/index.html> line 88  
<http://www.pennakem.com/about/iso9001.html> line 86
  - Character "&" is the first character of a delimiter but occurred as data. This often occurs in text or JavaScript code when a bare angle bracket is used instead of an entity reference.  
<http://www.pennakem.com/about/ESHPolicy.html> line 25
  - Document type does not allow element "body" here.  
<http://www.pennakem.com/> line 31  
<http://www.pennakem.com/about/ESHPolicy.html> line 10  
<http://www.pennakem.com/about/index.html> line 15  
<http://www.pennakem.com/about/iso9001.html> line 10
  - Document type does not allow element "div" here; missing one of "object", "applet", "map", "iframe", "button", "ins", "del" start-tag.  
<http://www.pennakem.com/JMEEditor/JMEMon.html> line 34
  - Document type does not allow element "head" here.  
<http://www.pennakem.com/> line 5  
<http://www.pennakem.com/about/ESHPolicy.html> line 5

- <http://www.pennakem.com/about/index.html> line 5  
<http://www.pennakem.com/about/iso9001.html> line 5  
Document type does not allow element "li" here; missing one of "ul", "ol", "menu", "dir" start-tag.
- [http://www.pennakem.com/services/manuf\\_services.html](http://www.pennakem.com/services/manuf_services.html) line 38 47 48 49 50 ...  
Document type does not allow element "p" here; missing one of "object", "applet", "map", "iframe", "button", "ins", "del" start-tag.  
[http://www.pennakem.com/contact\\_us/index.html](http://www.pennakem.com/contact_us/index.html) line 49 50  
<http://www.pennakem.com/JMEEditor/JMEMon.html> line 33 49 52 53 54 ...  
<http://www.pennakem.com/news/UpcomingEvents.html> line 43
- Document type does not allow element "script" here; assuming missing "head" start-tag.  
<http://www.pennakem.com/> line 4  
<http://www.pennakem.com/about/ESHPolicy.html> line 4  
<http://www.pennakem.com/about/index.html> line 4  
<http://www.pennakem.com/about/iso9001.html> line 4
- Document type does not allow element "ul" here; missing one of "object", "applet", "map", "iframe", "button", "ins", "del" start-tag.  
<http://www.pennakem.com/JMEEditor/JMEMon.html> line 44  
<http://www.pennakem.com/news/UpcomingEvents.html> line 34 38  
[http://www.pennakem.com/services/manuf\\_services.html](http://www.pennakem.com/services/manuf_services.html) line 35
- Element "embed" undefined. Upper case or mixed case element names can trigger this error in XHTML which only recognizes lower-case element names.  
<http://www.pennakem.com/> line 71
- End tag for "div" omitted, but OMITTAG NO was specified. This often occurs in XHTML on tags like IMG, LINK, META and BR when the closing / has been omitted.  
<http://www.pennakem.com/about/ESHPolicy.html> line 65
- End tag for "head" omitted, but OMITTAG NO was specified. This often occurs in XHTML on tags like IMG, LINK, META and BR when the closing / has been omitted.  
<http://www.pennakem.com/> line 84  
<http://www.pennakem.com/about/ESHPolicy.html> line 66  
<http://www.pennakem.com/about/index.html> line 88

- <http://www.pennakem.com/about/iso9001.html> line 86  
End tag for "html" which is not finished. Either tags are not nested properly, or the element must contain other elements. For example, the HEAD element must contain a TITLE element and the TR element must contain a TD element.  
<http://www.pennakem.com/> line 84  
<http://www.pennakem.com/about/ESHPolicy.html> line 66  
<http://www.pennakem.com/about/index.html> line 88  
<http://www.pennakem.com/about/iso9001.html> line 86
- End tag for "input" omitted, but OMITTAG NO was specified. This often occurs in XHTML on tags like IMG, LINK, META and BR when the closing / has been omitted.  
<http://www.pennakem.com/JMEEditor/JMEMon.html> line 50
- End tag for "li" omitted, but OMITTAG NO was specified. This often occurs in XHTML on tags like IMG, LINK, META and BR when the closing / has been omitted.  
[http://www.pennakem.com/services/manuf\\_services.html](http://www.pennakem.com/services/manuf_services.html) line 52
- End tag for "p" omitted, but OMITTAG NO was specified. This often occurs in XHTML on tags like IMG, LINK, META and BR when the closing / has been omitted.  
[http://www.pennakem.com/contact\\_us/index.html](http://www.pennakem.com/contact_us/index.html) line 56  
<http://www.pennakem.com/JMEEditor/JMEMon.html> line 59 ...  
<http://www.pennakem.com/news/UpcomingEvents.html> line 43
- End tag for "td" omitted, but OMITTAG NO was specified. This often occurs in XHTML on tags like IMG, LINK, META and BR when the closing / has been omitted.  
<http://www.pennakem.com/about/ESHPolicy.html> line 50  
<http://www.pennakem.com/JMEEditor/JMEMon.html> line 93  
<http://www.pennakem.com/products/cas.html> line 347 353  
<http://www.pennakem.com/products/classification.html> line 159 162 165
- End tag for "tr" omitted, but OMITTAG NO was specified. This often occurs in XHTML on tags like IMG, LINK, META and BR when the closing / has been omitted.  
<http://www.pennakem.com/JMEEditor/JMEMon.html> line 93
- End tag for element "div" which is not open.  
<http://www.pennakem.com/JMEEditor/JMEMon.html> line 99
- End tag for element "p" which is not open.

- <http://www.pennakem.com/news/NewsReleases.html> line 59
- <http://www.pennakem.com/products/cas.html> line 349
- End tag for element "script" which is not open.
- <http://www.pennakem.com/news/NewsReleases.html> line 80
- End tag for element "ul" which is not open.
- <http://www.pennakem.com/products/cas.html> line 349
- Reference not terminated by REFC delimiter.
- [http://www.pennakem.com/contact\\_us/webmaster.html](http://www.pennakem.com/contact_us/webmaster.html) line 34
- <http://www.pennakem.com/services/development.html> line 32
- [http://www.pennakem.com/services/manuf\\_services.html](http://www.pennakem.com/services/manuf_services.html) line 50
- Reference to external entity in attribute value.
- [http://www.pennakem.com/contact\\_us/webmaster.html](http://www.pennakem.com/contact_us/webmaster.html) line 34
- Required attribute "action" not specified.
- [http://www.pennakem.com/contact\\_us/asia.html](http://www.pennakem.com/contact_us/asia.html) line 26
- <http://www.pennakem.com/JMEEditor/JMEMon.html> line 61
- Required attribute "alt" not specified.
- <http://www.pennakem.com/> line 38
- <http://www.pennakem.com/about/ESHPolicy.html> line 13 49
- <http://www.pennakem.com/about/index.html> line 18
- <http://www.pennakem.com/about/iso9001.html> line 13
- Required attribute "type" not specified.
- <http://www.pennakem.com/JMEEditor/JMEMon.html> line 65
- CSS Validation Error.
- <http://www.pennakem.com/secondary.css> line 120
- There is no attribute "height". Upper case or mixed case attribute names can trigger this error in XHTML which only recognizes lower-case attribute names.
- <http://www.pennakem.com/> line 43 71
- <http://www.pennakem.com/about/ESHPolicy.html> line 29
- <http://www.pennakem.com/about/index.html> line 34
- <http://www.pennakem.com/about/iso9001.html> line 29

- ▶ There is no attribute "onClick". Upper case or mixed case attribute names can trigger this error in XHTML which only recognizes lower-case attribute names.  
<http://www.pennakem.com/JMEEditor/JMEMon.html> line 50
- ▶ There is no attribute "pluginspage". Upper case or mixed case attribute names can trigger this error in XHTML which only recognizes lower-case attribute names.  
<http://www.pennakem.com/> line 71
- ▶ There is no attribute "quality". Upper case or mixed case attribute names can trigger this error in XHTML which only recognizes lower-case attribute names.  
<http://www.pennakem.com/> line 71
- ▶ There is no attribute "src". Upper case or mixed case attribute names can trigger this error in XHTML which only recognizes lower-case attribute names.  
<http://www.pennakem.com/> line 71
- ▶ There is no attribute "type". Upper case or mixed case attribute names can trigger this error in XHTML which only recognizes lower-case attribute names.  
<http://www.pennakem.com/> line 71
- ▶ There is no attribute "width". Upper case or mixed case attribute names can trigger this error in XHTML which only recognizes lower-case attribute names.  
<http://www.pennakem.com/> line 71
- ▶ An unknown entity has been used. This often happens when &param=value is used instead of &amp;param=value in URL query strings. In HTML the ampersand character (&) is reserved for marking character entities so you should never use raw ampersands in HTML - including ampersands inside URLs. For example, any URL that needs an ampersand should look like: <http://www.example.com/file.html?var1=val1&amp;var2=val2&amp;var3=val3>  
Guideline: [HTML Validation Ampersand Problem](#)  
[http://www.pennakem.com/contact\\_us/webmaster.html](http://www.pennakem.com/contact_us/webmaster.html) line 34 ...  
<http://www.pennakem.com/services/development.html> line 32  
[http://www.pennakem.com/services/manuf\\_services.html](http://www.pennakem.com/services/manuf_services.html) line 50
- ▶ APPLET element is deprecated in HTML 4.01. Use the OBJECT tag instead.  
Guideline: [W3C Deprecated](#)  
<http://www.pennakem.com/JMEEditor/JMEMon.html> line 90
- ▶ FONT element is deprecated in HTML 4.01. HTML font tags should be replaced by equivalent CSS rules. For example, you



can set the font on every paragraph by the following CSS rule: p { font-family: Arial; font-size: 14pt; }

Guideline: [W3C Deprecated](#)

[http://www.pennakem.com/contact\\_us/europe.html](http://www.pennakem.com/contact_us/europe.html) line 93 71 39 52

- ⓓ The APPLET NAME attribute is deprecated in XHTML 1.0. Use the ID attribute instead.

Guideline: [W3C Deprecated](#)

<http://www.pennakem.com/JMEEEditor/JMEMon.html> line 90

- ⓓ The DIV ALIGN attribute is deprecated in HTML 4.01. Replace the ALIGN attribute with a CSS text-align attribute.

Guideline: [W3C Deprecated](#)

<http://www.pennakem.com/about/ESHPolicy.html> line 26

<http://www.pennakem.com/about/index.html> line 31

<http://www.pennakem.com/about/iso9001.html> line 26

<http://www.pennakem.com/products/cas.html> line 39 225 228 231 234 ...

- ⓓ The IMG ALIGN attribute is deprecated in HTML 4.01. Replace the ALIGN attribute with a CSS text-align attribute.

Guideline: [W3C Deprecated](#)

<http://www.pennakem.com/news/NewsReleases.html> line 51 47

- ⓓ The IMG BORDER attribute is deprecated in HTML 4.01. Replace the border attribute with a CSS rule. For example: img { border: 1px solid red; }img { border: none; }

Guideline: [W3C Deprecated](#)

<http://www.pennakem.com/> line 33 42 42 42 42 ...

<http://www.pennakem.com/about/ESHPolicy.html> line 26 49 12 26 26 ...

<http://www.pennakem.com/about/index.html> line 31 17 31 31 31 ...

<http://www.pennakem.com/about/iso9001.html> line 26 12 26 26 26 ...

- ⓓ The MAP NAME attribute is deprecated in XHTML 1.0, and is illegal in XHTML 1.1 Strict. To fix this use the ID attribute instead, which works in IE and Opera, but only works in Firefox when the page MIME type is 'application/xml+xhtml' (but this MIME type doesn't work in IE7 and earlier). See Firefox Bug 109445.

Guideline: [W3C Deprecated](#)

<http://www.pennakem.com/> line 34

- ⓓ The P ALIGN attribute is deprecated in HTML 4.01. Replace the ALIGN attribute with a CSS rule. For example: p { text-align: right; }

Guideline: [W3C Deprecated](#)

- <http://www.pennakem.com/about/ESHPolicy.html> line 32 31  
<http://www.pennakem.com/JMEEEditor/JMEMon.html> line 52 53 54 55 56 ...

ⓓ The SCRIPT LANGUAGE attribute is deprecated in HTML 4.01. Replace the language attribute with type="text/javascript"  
Guideline: [W3C Deprecated](#)  
<http://www.pennakem.com/> line 4 40  
<http://www.pennakem.com/about/ESHPolicy.html> line 4 15 54  
<http://www.pennakem.com/about/index.html> line 4 20 75  
<http://www.pennakem.com/about/iso9001.html> line 4 15 73
- ⓓ The TABLE ALIGN attribute is deprecated in HTML 4.01. Replace the ALIGN attribute with a CSS text-align attribute.  
Guideline: [W3C Deprecated](#)  
<http://www.pennakem.com/products/cas.html> line 34
- ⓓ The TD HEIGHT attribute is deprecated in HTML 4.01. Replace the HEIGHT attribute with a CSS height: td { height: 14pt; }  
Guideline: [W3C Deprecated](#)  
<http://www.pennakem.com/about/ESHPolicy.html> line 31  
<http://www.pennakem.com/JMEEEditor/JMEMon.html> line 32  
<http://www.pennakem.com/products/alpha.html> line 35 116  
<http://www.pennakem.com/products/msds.html> line 35 117
- ⓓ The TD WIDTH attribute is deprecated in HTML 4.01. Replace width attributes with CSS rules. For example: td.two-column { width: 50%; }  
Guideline: [W3C Deprecated](#)  
<http://www.pennakem.com/> line 45 46 53  
<http://www.pennakem.com/products/alpha.html> line 35  
<http://www.pennakem.com/products/cas.html> line 36 268  
<http://www.pennakem.com/products/msds.html> line 35

## Usability

This section shows general usability issues, indicating navigation problems for all users.

### Priority URL / Description

- ✘ **Usability.gov Guidelines - Some pages violate these guidelines.**
- ✘ **W3C Best Practices - Some pages are hard to use.**
- ✔ Readability - No issues found.
  
- Have a link labeled 'Home' on every page on the site, except for the home page. Many sites place the organization's logo on the top of every page and link it to the homepage. While many users expect logos are clickable, around 25% will not realize that links to the homepage. Therefore, include a link labeled 'Home' near the top of the page to help those users.
  - <http://www.pennakem.com/about/ESHPolicy.html> line 1
  - <http://www.pennakem.com/about/index.html> line 1
  - <http://www.pennakem.com/about/iso9001.html> line 1
  - <http://www.pennakem.com/products/samplerequest.html> line 1
- Don't use MiXeD case in URLs since they're very hard to type correctly.
 

Guideline: [W3C](#)

  - <http://www.pennakem.com/images/about/ESHPolicy.html> line 1
  - <http://www.pennakem.com/images/news/FeaturedArticlesfromPENN.html> line 1
  - <http://www.pennakem.com/images/news/NewsReleases.html> line 1
  - <http://www.pennakem.com/images/news/UpcomingEvents.html> line 1
- Minimize the time required to download a Web site's pages. Users rate download times up to five seconds as 'good' and over ten seconds as 'poor'. Reduce the download time to 5 seconds or less by reducing the size of the page.
 

This page or file took 23 seconds to load.

  - <http://www.pennakem.com/pdfs/OTHER/MeTHFAGreenAlttoTHF.pdf> line 1

This page or file took 21 seconds to load.

<http://www.pennakem.com/pdfs/OTHER/MeTHFArticlePenn.pdf> line 1

This page or file took 6 seconds to load.

<http://www.pennakem.com/pdfs/OTHER/Pennakem%20Product%20Brochure.pdf> line 1

- ▶ Omitting IMG WIDTH or HEIGHT attributes means page text jumps about as images load. This makes the page very hard to read while it's loading. Add width and height attributes to the img tag matching the image dimensions. Authoring tools like Dreamweaver can automate this process.

<http://www.pennakem.com/> line 42

<http://www.pennakem.com/about/ESHPolicy.html> line 26 13 12 26 26 ...

<http://www.pennakem.com/about/index.html> line 31 18 17 31 31 ...

<http://www.pennakem.com/about/iso9001.html> line 26 13 12 26 26 ...

- ▶ The IMG WIDTH and HEIGHT attributes don't match the actual image size. This means the image will be scaled or distorted. Guideline: [W3C](#)

Image [http://www.pennakem.com/images/topnav\\_left.gif](http://www.pennakem.com/images/topnav_left.gif)

<http://www.pennakem.com/> line 38

Image <http://www.pennakem.com/images/blueband2.gif>

<http://www.pennakem.com/about/ESHPolicy.html> line 49 13

Image <http://www.pennakem.com/images/blueband2.gif>

<http://www.pennakem.com/about/index.html> line 18

Image <http://www.pennakem.com/images/blueband2.gif>

<http://www.pennakem.com/about/iso9001.html> line 13

- ▶ Use text links rather than image links. In general, text links are more easily recognized as clickable. Text links usually download faster, are preferred by users, and should change colors after being selected. It is usually easier to convey a link's destination in text, rather than with the use of an image. Users often find it hard to tell which images are clickable without moving the cursor over them ('minesweeping'). Another benefit to using text links is that users with text-only and deactivated graphical browsers can see the navigation options.

<http://www.pennakem.com/about/ESHPolicy.html> line 49

- ▶ Create data entry fields that are large enough to show all of the entered data without scrolling. One study has shown that search fields should be at least 35-40 characters long to accommodate 95% percent of search terms. Make sure each search field holds at least 35 characters, which should accommodate 95% of search terms.

<http://www.pennakem.com/> line 48

<http://www.pennakem.com/about/ESHPolicy.html> line 18

<http://www.pennakem.com/about/index.html> line 23

<http://www.pennakem.com/about/iso9001.html> line 18

- Use at least a 12-point font on all Web pages. The following are all smaller than 12 point: `<p style="font-size: 11pt;" ><p style="font-size: 11px;" ><p style="font-size: small;" ><font size="2" ><font size="-1" >` For users over age 65, it may be better to use at least fourteen-point fonts. Never use less than nine-point font on a Web site.

<http://www.pennakem.com/main.css> line 77 85

<http://www.pennakem.com/secondary.css> line 14 70 81 163 173 ...

- Use bold text sparingly - for one or two words or a short phrase. Keep runs of bold text to less than 70 characters.

<http://www.pennakem.com/about/ESHPolicy.html> line 34 35 37 38 40 ...

<http://www.pennakem.com/news/NewsReleases.html> line 37 42 57 35 54 ...

- Use link text between 3 and 80 characters so it's long enough to be understood, but avoids line wrapping. A single word text link may not give enough information about the link's destination. A link that is a full sentence is difficult to read quickly, particularly if it wraps to another line.

<http://www.pennakem.com/news/NewsReleases.html> line 54 49 57

- Capitalize the first letter of the first word in lists. Only the first letter of the first word should be capitalized unless the item contains another word that would normally be capitalized.

<http://www.pennakem.com/products/alpha.html> line 59

<http://www.pennakem.com/products/cas.html> line 327

<http://www.pennakem.com/products/classification.html> line 107

<http://www.pennakem.com/products/msds.html> line 59

- This page title is not unique. Each page should have a descriptive and meaningfully different title. Title refers to the text that is in the browser title bar, and are displayed in search engines results pages. If two or more pages have the same title, they cannot be differentiated by users or the Favorites capability of the browser.

'Penn A Kem: News' is also used on <http://www.pennakem.com/news/UpcomingEvents.html>

<http://www.pennakem.com/news/FeaturedArticlesfromPENN.html> line 6

'Penn A Kem: News' is also used on <http://www.pennakem.com/news/UpcomingEvents.html>

<http://www.pennakem.com/news/NewsReleases.html> line 6

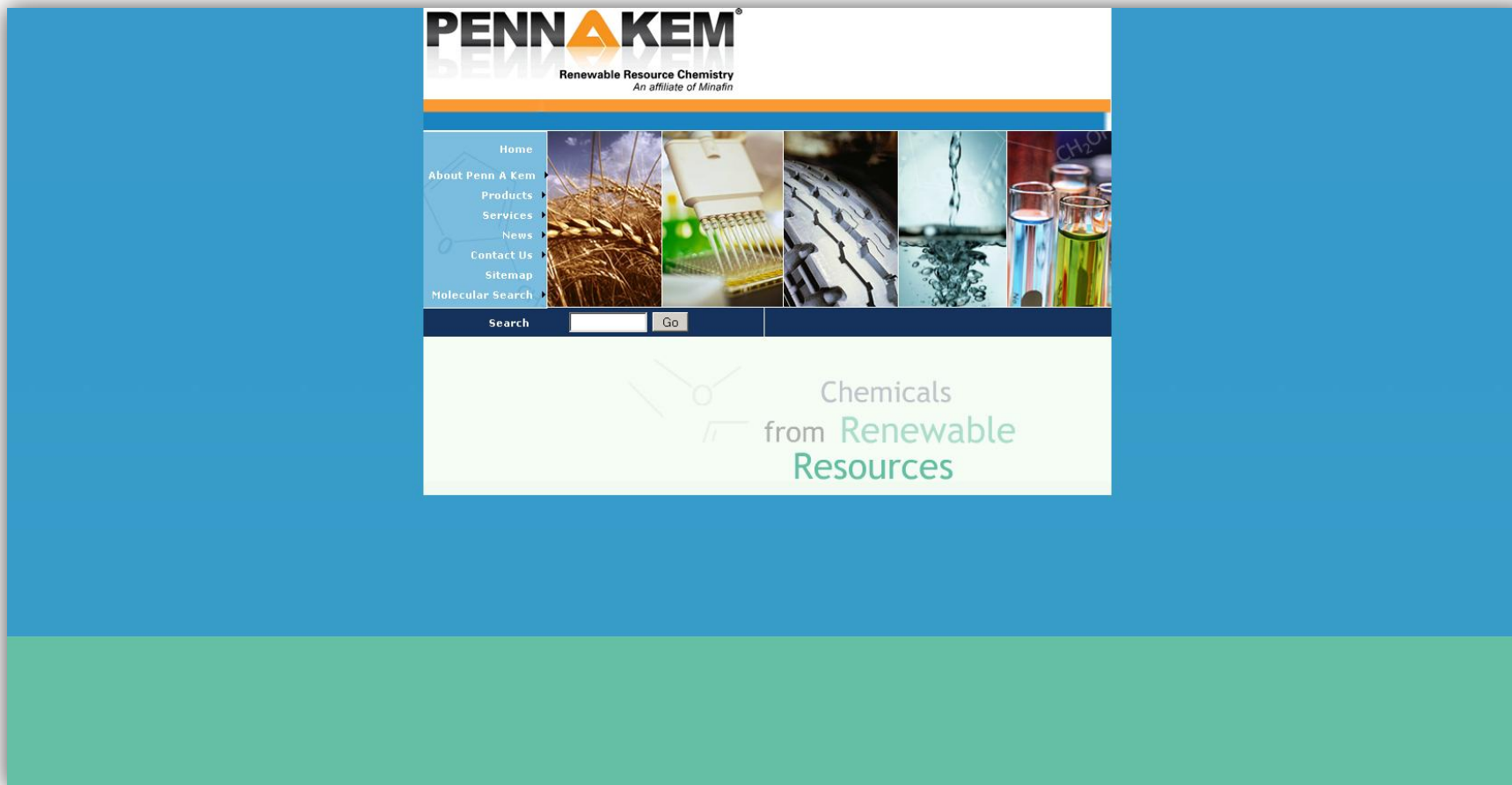
'Penn A Kem > Products > Alphabetical List' is also used on <http://www.pennakem.com/products/msds.html>

<http://www.pennakem.com/products/alpha.html> line 6

'Penn A Kem' is also used on <http://www.pennakem.com/products/samplerequest.html>  
<http://www.pennakem.com/products/literature.html> line 6

## Web View

The URL as it appear to a human:



## Search Engine View

The URL as it appears to Google:

PennAKem  
agriculture imageagriculture imagerubber imagesolvents imageother image  
Search



## The “Servier UK” Example - Results of effective web development and SEO

The following demonstrate the type of results which can be achieved by effectively utilising advanced web development and online marketing techniques.

The website as it appears to a human:



**Website as it appears to a search engine like Google:**

- [Medical Art Gallery](#)
- [Servier Worldwide](#)
- [Clinical Trials](#)
- [News](#)
- [Contact Us](#)
- [Site Map](#)

[home](#) > [disease information](#) > [angina](#) > what is angina disease information

## Angina

- [Angina](#)
- [What is Angina?](#)
- [Symptoms of Angina](#)
- [Causes of Angina](#)
- [How common is Angina](#)
- [How long will I have Angina](#)
- [Treatments for Angina](#)
- [References](#)

### What is Angina (types of angina)?

Angina is chest pain or discomfort resulting from decreased flow of oxygenated blood to the heart. In most cases a symptom and not a disease. [1,4](#)

The heart requires an adequate blood supply to function properly, and oxygenated blood is fed to the heart through and reducing the amount of blood able to flow through them. When the heart is required to pump more blood than

There are three main types of angina:



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## Angina

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### What is Angina (types of angina)?

Angina is chest pain or discomfort resulting from decreased flow of oxygenated blood to the heart. In most cases the lack of blood flow is due to coronary heart disease, which is when the coronary arteries that feed the heart become narrowed. Therefore, angina is technically a symptom and not a disease. [1,4](#)

The heart requires an adequate blood supply to function properly, and oxygenated blood is fed to the heart through the coronary arteries. If you develop coronary heart disease, fatty deposits called plaques, or atherosclerosis, gradually build up inside these arteries, narrowing them and reducing the amount of blood able to flow through them. When the heart is required to pump more blood than usual, for example during exercise, the narrowed arteries cannot supply the heart with enough oxygenated blood quickly enough, and pain develops. [1](#)

There are three types of angina:

1. Stable angina  
 This is the most common type of angina, and pain is usually brought about by physical exertion that results in the heart rate increasing. This type of angina is defined as stable because there is a regular pattern for the pain and similar triggers exist for each attack of angina. Different attacks of stable angina can usually predict how an attack can happen, and these attacks usually only last for a couple of minutes. The pain is usually relieved by rest or by taking angina medication. [1](#)
2. Unstable angina  
 Unstable angina does not follow a regular pattern. A small amount of physical effort such as walking, or even just resting, can result in an attack. In many cases, stable angina can progress to unstable angina, which may be an indication of worsening of coronary heart disease. [1](#) In these cases, you should seek a doctor urgently.
3. Variant angina  
 Variant angina is the least common of the three types of angina and is also called Prinzmetal's angina. This type usually occurs without warning while resting, or at night, and affects women more than men. [1](#)

It's important to note that angina is not a heart attack, but is rather a temporary reduction in adequate flow of blood to the heart. With a heart attack (or myocardial infarction) blood supply is completely cut off by part of the heart being behind permanent damage to the heart muscle. However if you develop angina it indicates that you may be at an increased risk of eventually having a heart attack. [1](#)

#### Disease Information

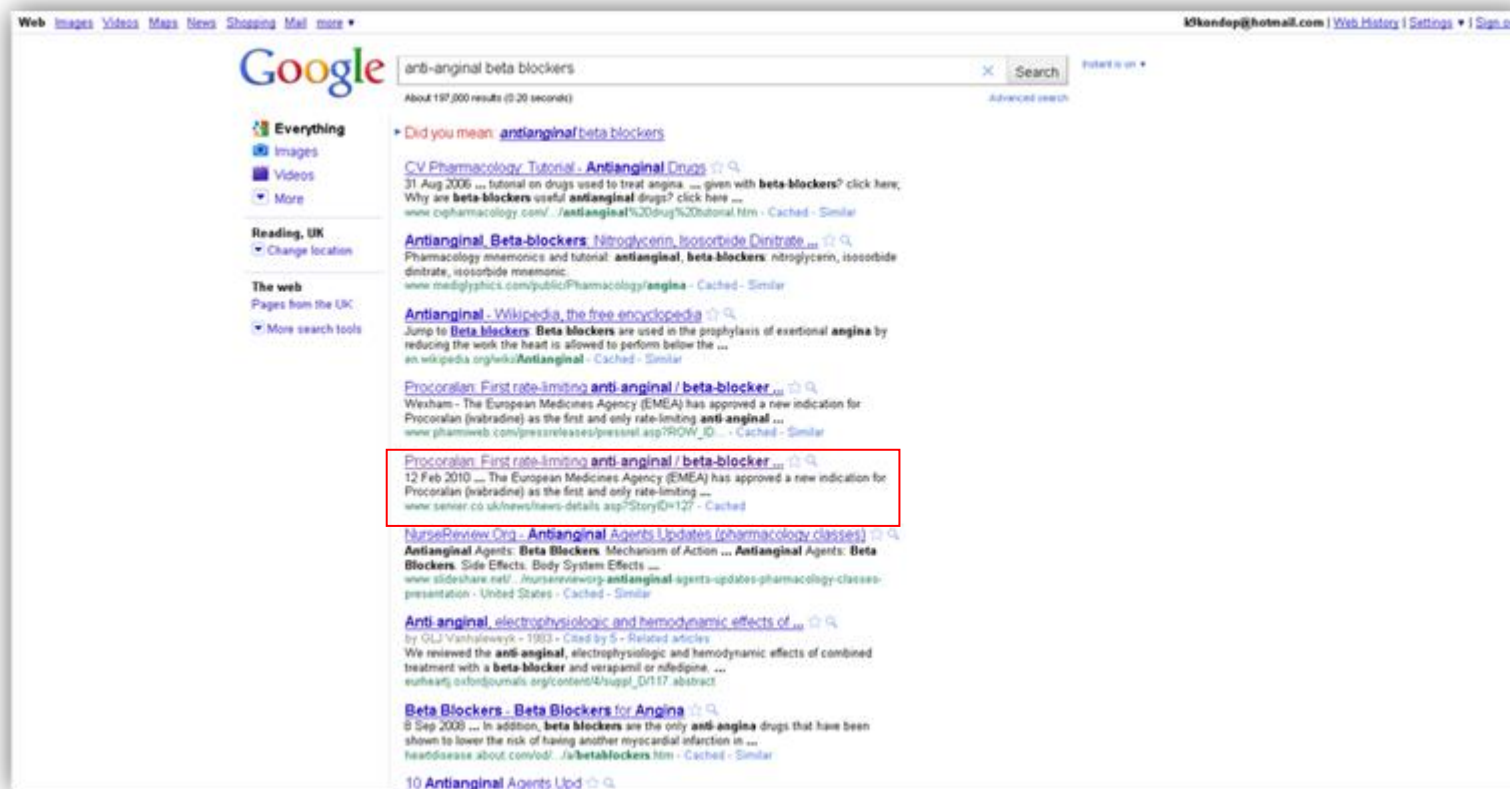
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Term: "what is angina" - <http://www.google.co.uk/search?q=what+is+angina>

