

# Website Report for example.com

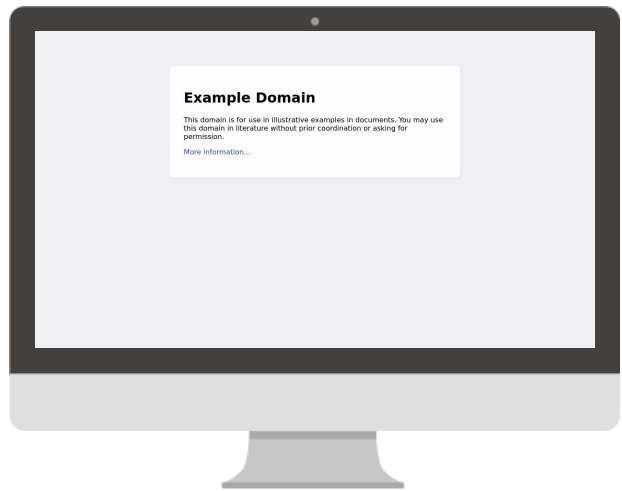
This report grades your website on the strength of a range of important factors such as on-page SEO optimisation, off-page backlinks, social, performance, security and more. The overall grade is on a A+ to F- scale, with most major industry leading websites in the A range. Improving a website's grade is recommended to ensure a better website experience for your users and improved ranking and visibility by search engines.

## Audit Results for example.com



Your page could be better

Recommendations: 24



On-Page SEO



Links



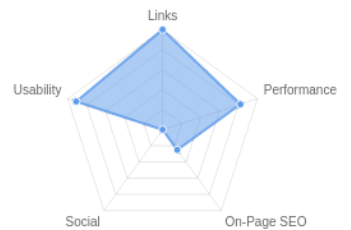
Usability



Performance



Social



## Recommendations

Include a meta description tag

On-Page SEO

High Priority

Implement a redirect to HTTPS on your website

On-Page SEO

Medium Priority

Implement a robots.txt file

On-Page SEO

Medium Priority

Add Canonical Tag

On-Page SEO

Medium Priority

Make greater use of header tags

On-Page SEO

Medium Priority

Use your main keywords across the important HTML tags	On-Page SEO	Low Priority
Increase page text content	On-Page SEO	Low Priority
Make use of HTTP/2+ protocol	Performance	Low Priority
Create and link your Facebook Page	Social	Low Priority
Create and link your X profile	Social	Low Priority
Setup & Install a Facebook Pixel	Social	Low Priority
Add lang attribute	On-Page SEO	Low Priority
Implement an analytics tracking tool	On-Page SEO	Low Priority
Add Schema Markup	On-Page SEO	Low Priority
Please add Facebook Open Graph Tags	Social	Low Priority
Add X Cards	Social	Low Priority
Add a favicon	Usability	Low Priority
Add business address and phone number	Other	Low Priority
Add Local Business Schema	Other	Low Priority
Create Google Business Profile	Other	Low Priority
Create and link associated Instagram profile	Social	Low Priority
Create and link an associated YouTube channel	Social	Low Priority
Create and link an associated LinkedIn profile	Social	Low Priority

# On-Page SEO Results



## Your On-Page SEO could be better

Your page has some level of On-Page SEO optimisation but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

### Title Tag

You have a title tag of optimal length (between 10 and 70 characters).



Example Domain

Length : 14

### Meta Description Tag

Your page appears to be missing a meta description tag.



A meta description is important for search engines to understand the content of your page, and is often shown as the description text blurb in search results.

### SERP Snippet Preview

This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.



```
http://example.com :  
Example Domain
```

### Hreflang Usage

Your page is not making use of Hreflang attributes.



### Language

Your page is not using the lang attribute in it's HTML tag.



The lang attribute tells browsers and search engines the intended language of your page and is strongly recommended to avoid misinterpretation and as part of accessibility guidelines.

### H1 Header Tag Usage

Your page has a H1 Tag.



### H2-H6 Header Tag Usage

Your page is not making use of multiple levels of Header Tags.



HTML header tags are an important way of signalling to search engines the important content topics of your page, and subsequently the keywords it should rank for.

Header Tag	Frequency
H2	0
H3	0
H4	0
H5	0
H6	0

### Keyword Consistency



Your page's main keywords are not distributed well across the important HTML tags.

Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

#### Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
domain	✓	✗	✓	3	
example	✓	✗	✓	1	
illustrative	✗	✗	✗	1	
examples	✗	✗	✗	1	
documents	✗	✗	✗	1	
literature	✗	✗	✗	1	
prior	✗	✗	✗	1	
coordination	✗	✗	✗	1	

### Amount of Content



Your page has a low volume of text content which search engines can interpret as 'thin content'.

Word Count: 29

It has been well researched that higher text content volumes are related to better ranking ability in general.

### Image Alt Attributes



You do not have any images missing Alt attributes on your page.

### Canonical Tag



Your page is not using the Canonical Tag.

The Canonical Tag tells Search Engines the primary URL of a page. Google recommends all pages specify a Canonical.

### Noindex Tag Test

Your page is not using the Noindex Tag which prevents indexing.



### Noindex Header Test

Your page is not using the Noindex Header which prevents indexing.



### SSL Enabled

Your website has SSL enabled.



### HTTPS Redirect

Your page does not redirect to a HTTPS (SSL secure) version.



### Robots.txt

We have not detected or been able to retrieve a robots.txt file successfully.



A robots.txt file is recommended as it can provide important instructions to a search engine for how to most appropriately crawl your website as well as site areas that should be ignored.

### Blocked by Robots.txt

Your page does not appear to be blocked by robots.txt.



### XML Sitemaps



### Analytics

We could not detect an analytics tool installed on your page.



Website analytics tools like Google Analytics assist you in measuring, analysing and ultimately improving traffic to your page.

### Schema.org Structured Data

We have not detected any usage of Schema.org on your page.



Schema.org is a structured data markup for webpages which helps Search Engines understand your site better and provide rich snippets directly in their search results.

# Rankings

## Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country & Language	Position	Total Searches	Estimated Traffic	
f b	 VI	93	16,600,000	34,860	<div style="width: 100%;"></div>
facebook acebook login	 EN	46	9,140,000	19,194	<div style="width: 80%;"></div>
pinterest est	 EN	43	9,140,000	19,194	<div style="width: 80%;"></div>
watch up web	 AR	58	4,090,000	8,589	<div style="width: 40%;"></div>
example	 EN	6	201,000	6,793	<div style="width: 20%;"></div>
example web	 EN	1	18,100	5,502	<div style="width: 10%;"></div>
youtube 1 video	 EN	86	2,240,000	4,704	<div style="width: 15%;"></div>
films 4 web xyz	 EN	37	1,500,000	3,150	<div style="width: 10%;"></div>
example	 HI	9	201,000	3,015	<div style="width: 10%;"></div>
example	 ID	3	18,100	1,761	<div style="width: 5%;"></div>

## Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings



**205,070**

Monthly Traffic  
Volume

## Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords
Position 1	76
Position 2-3	63
Position 4-10	183
Position 11-20	511
Position 21-30	913
Position 31-100	23,594

## Links

### Backlink Summary



You have a very strong level of backlink activity to this page.





**Domain  
Strength**




**Page  
Strength**

 **62.5M**  
Backlinks

 **193k**  
Referring Domains


 **2.4M**  
Nofollow  
Backlinks

 **60M**  
Dofollow  
Backlinks

 **362.1k**  
Edu Backlinks

 **75.4k**  
Gov Backlinks

 **58.2k**  
Subnets

 **115.4k**  
IPs



## Top Backlinks

These are the highest value external pages we have found linking to your site.

Domain strength	Referring Page URL
100	<a href="https://apps.apple.com/cn/app/%E8%9C%82%E9%B8%9F%E4%BB%A3%E6%AD%A5%E8%BD%A6/id1572923967">https://apps.apple.com/cn/app/%E8%9C%82%E9%B8%9F%E4%BB%A3%E6%AD%A5%E8%BD%A6/id1572923967</a>
98	<a href="https://aws.amazon.com/ru/what-is/ssl-certificate/">https://aws.amazon.com/ru/what-is/ssl-certificate/</a>
98	<a href="http://www.west.cn/www/info/52646-1.htm">http://www.west.cn/www/info/52646-1.htm</a>
98	<a href="https://spark.adobe.com/page/CQH6H8e746pTT/">https://spark.adobe.com/page/CQH6H8e746pTT/</a>
96	<a href="https://community.1and1.com/optimizing-ssl-encryption-detecting-removing-mixed-content/?cat=wordpress/">https://community.1and1.com/optimizing-ssl-encryption-detecting-removing-mixed-content/?cat=wordpress/</a>
96	<a href="https://developer.aliyun.com/article/1048364">https://developer.aliyun.com/article/1048364</a>
96	<a href="https://stackoverflow.com/questions/77263155/redirect-nginx-ingress-controller-requests-to-external-domain">https://stackoverflow.com/questions/77263155/redirect-nginx-ingress-controller-requests-to-external-domain</a>
96	<a href="https://developer.atlassian.com/cloud/jira/platform/jira-rest-api-oauth-authentication/">https://developer.atlassian.com/cloud/jira/platform/jira-rest-api-oauth-authentication/</a>
95	<a href="https://www.npmjs.com/package/across-tabs">https://www.npmjs.com/package/across-tabs</a>
94	<a href="https://community.airtable.com/t5/formulas/urgent-concatenate-formula/td-p/135014">https://community.airtable.com/t5/formulas/urgent-concatenate-formula/td-p/135014</a>



## Top Pages by Backlinks

These are the pages on your site with the most the backlinks from other sites.

URL	Backlinks
<a href="http://example.com/">http://example.com/</a>	51,814,152
<a href="http://example.com/dresses">http://example.com/dresses</a>	2,032,245
<a href="http://example.com/arts">http://example.com/arts</a>	1,593,566
<a href="http://example.com/blackhole/">http://example.com/blackhole/</a>	929,873
<a href="http://example.com/ordering_form">http://example.com/ordering_form</a>	661,340
<a href="http://example.com/books">http://example.com/books</a>	564,212
<a href="http://example.com/rss">http://example.com/rss</a>	415,446
<a href="http://example.com/contact-us">http://example.com/contact-us</a>	394,983
<a href="http://example.com/terms-of-use.php">http://example.com/terms-of-use.php</a>	242,683
<a href="http://example.com/faq.php">http://example.com/faq.php</a>	239,726



## Top Anchors by Backlinks



These are the top pieces of Anchor Text we found used to link to your site.

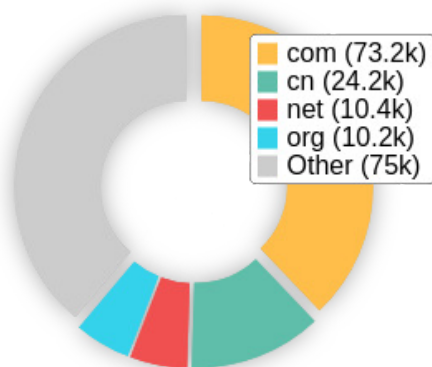
Anchor	Backlinks
Heti Válasz	1,917,366
Login	1,308,948
null	1,005,179
お知らせ	948,653
Do NOT follow this link or you will be banned from the site!	847,193
LinkedIn	814,988
Dribbble	805,940
Dropdown	698,846
MyPress	677,907
My Theme	677,846

## Top Referring Domain Geographies

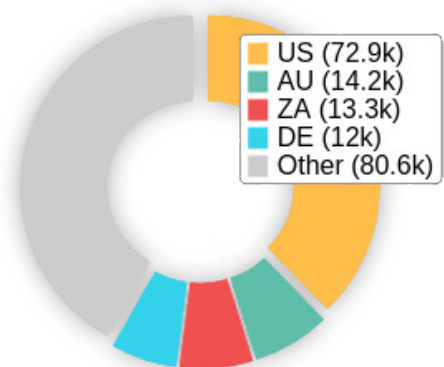


These are the Top Geographies we have found linking to your site.

Top TLDs



Top Countries



## On-Page Link Structure



We found 1 total links. 100% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to those destination pages.

## Friendly Links

Your link URLs appear friendly (easily human or search engine readable).



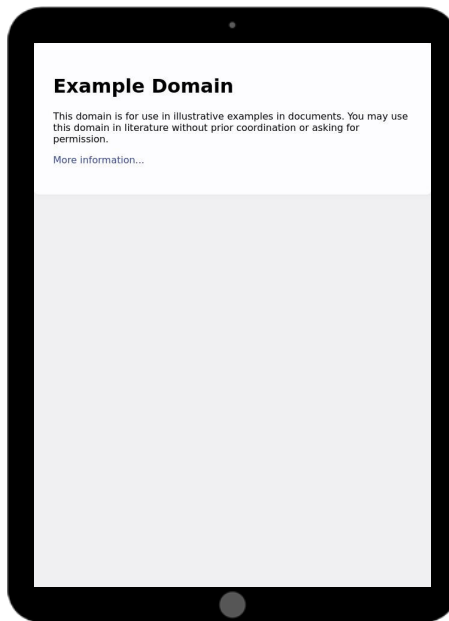


## Your usability is very good!

Your page is highly usable across devices. Usability is important to maximise your available audience and minimise user bounce rates (which can indirectly affect your search engine rankings).

### Device Rendering

This check visually demonstrates how your page renders on different devices. It is important that your page is optimised for mobile and tablet experiences as today the majority of web traffic comes from these sources.

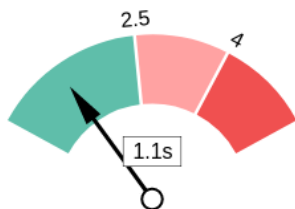


### Google's Core Web Vitals

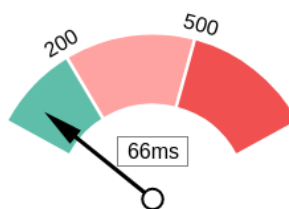
Your page has passed Google's Core Web Vitals assessment.



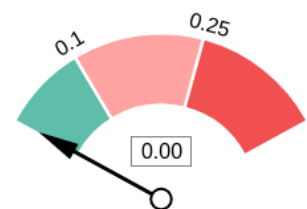
#### Largest Contentful Paint (LCP)



#### Interaction To Next Paint (INP)



#### Cumulative Layout Shift (CLS)



### Use of Mobile Viewports

Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.



## Google's PageSpeed Insights - Mobile



Google is indicating that your page is scoring well on their Mobile PageSpeed Insights evaluation.

Note that this evaluation is being performed from US servers and the results may differ slightly from an evaluation carried out from Google's PageSpeed Web Interface as that reporting localises to the region in which you are running the report.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	0.6 s		
Speed Index	0.6 s		
Largest Contentful Paint	0.6 s		
Time to Interactive	0.6 s		
Total Blocking Time	0 s		
Cumulative Layout Shift	0		

## Google's PageSpeed Insights - Desktop



Google is indicating that your page is scoring well on their Desktop PageSpeed Insights evaluation.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	0.2 s		
Speed Index	0.2 s		
Largest Contentful Paint	0.2 s		
Time to Interactive	0.2 s		
Total Blocking Time	0 s		
Cumulative Layout Shift	0		

## Flash Used?

No Flash content has been identified on your page.



## iFrames Used?

There are no iFrames detected on your page.



### Favicon

We have not identified a favicon on your page.



Favicons are a way to increase brand visibility and make your page more recognisable when browsing amongst multiple browser tabs or bookmarks.

### Email Privacy

No email addresses have been found in plain text on your page.



### Legible Font Sizes

The text on your page appears to be legible across devices.



### Tap Target Sizing

The links and buttons on your page appear to be appropriately sized for a user to easily tap on a touchscreen.



## Performance Results



### Your performance is good

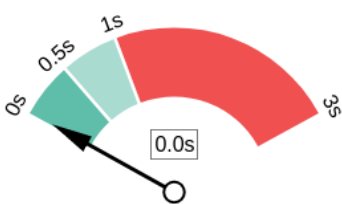
Your page has performed well in our testing meaning it should be reasonably responsive for your users, but there is still room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings).

### Page Speed Info

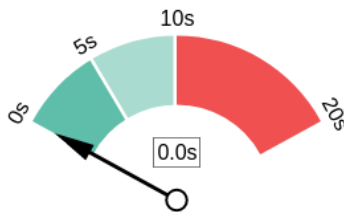
Your page loads in a reasonable amount of time.



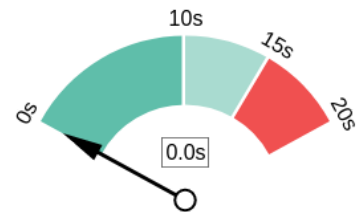
#### Server Response



#### All Page Content Loaded



#### All Page Scripts Complete



### Download Page Size

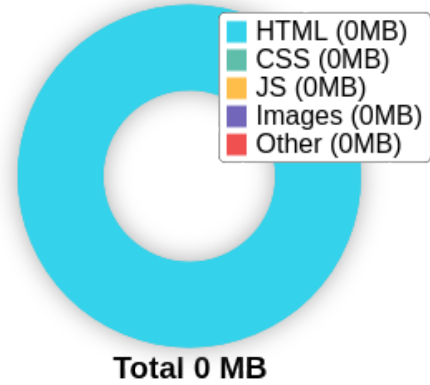
Your page's file size is reasonably low which is good for Page Load Speed and user experience.



### Download Page Size



### Download Page Size Breakdown



### Website Compression (Gzip, Deflate, Brotli)

Your website appears to be using a reasonable level of compression.

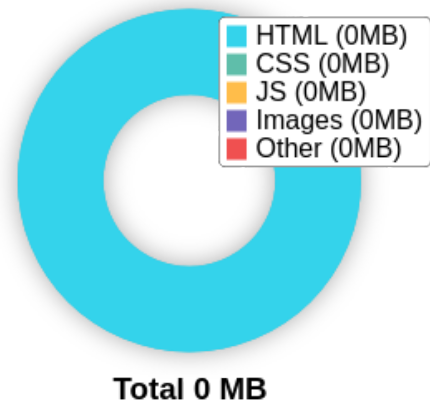


We recommend reviewing server compression settings, as effective compression can represent a significant and relatively easy performance improvement for websites.

### Compression Rates

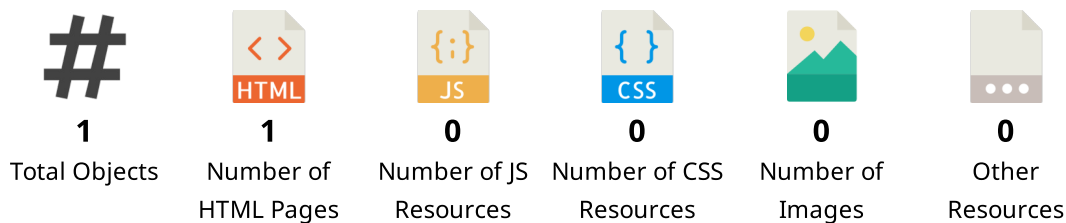


### Raw Page Size Breakdown



### Number of Resources

This check displays the total number of files that need to be retrieved from web servers to load your page.



### Google Accelerated Mobile Pages (AMP)

This page does not appear to have AMP Enabled.



### JavaScript Errors

Your page is not reporting any JavaScript errors.



## HTTP2 Usage

Your website is using an outdated HTTP protocol.

We recommend enabling HTTP/2+ or protocol for your website as it can significantly improve page load speed for users.



## Optimise Images

All of the images on your page appear to be optimised.



## Minification

All your JavaScript and CSS files appear to be minified.



## Deprecated HTML

No deprecated HTML tags have been found within your page.



## Inline Styles

No inline styles have been found within your page's HTML tags.



## Social Results



### Your social needs improvement

You appear to have a weak social presence or level of social activity (or we may just not be able to see your profiles!). Social activity is important for customer communication, brand awareness and as a marketing channel to bring visitors to your website. We recommend that you list all of your profiles on your page for visibility, and begin to build a following on those networks.

## Facebook Page Linked

No associated Facebook Page found as a link on your page.



## Facebook Open Graph Tags

We have not found Facebook Open Graph Tags on your page.

Facebook Open Graph Tags are a type of structured data that can be placed on your page to control what content is shown when a page is shared on Facebook.



## Facebook Pixel

We have not detected a Facebook Pixel on your page.

Facebook's Pixel is a useful piece of analytics code that allows you to retarget visitors if you decide to run Facebook Ads in future.



## X (formerly Twitter) Account Linked

No associated X profile found as a link on your page.



## X Cards

We have not detected X Cards on your page.

X Cards are a type of structured data that can be placed on your page to control what content is shown when a page is shared on X.



### Instagram Linked

No associated Instagram profile found linked on your page



### LinkedIn Page Linked

No associated LinkedIn profile found linked on your page.



### YouTube Channel Linked

No associated YouTube channel found linked on your page.



### YouTube Channel Activity

No associated YouTube channel found linked on your page.



## Local SEO

### Address & Phone Shown on Website

We can't identify one or both of these components on the page. Missing: Phone, Address



### Local Business Schema

No Local Business Schema identified on the page.



### Google Business Profile Identified

No Google Business Profile was identified that links to this website.



### Google Business Profile Completeness

No Google Business Profile was identified that links to this website.



### Google Reviews

No Google Business Profile was identified that links to this website.



## Technology Results

### Technology List

These software or coding libraries have been identified on your page.



Technology

Version

 Azure

 Azure CDN

### Server IP Address

93.184.215.14



### DNS Servers

a.iana-servers.net

b.iana-servers.net



**Web Server**

ECAcc (sac/2537)

*i***Charset**

text/html; charset=UTF-8

*i*

## Child Pages

No Sub-Pages Found