# Website Report for example.com

This report grades your website on the strength of a range of important factors such as on-page SEO optimization, 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

D+

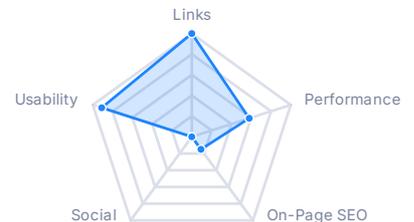## Your page could be better

Recommendations: 27
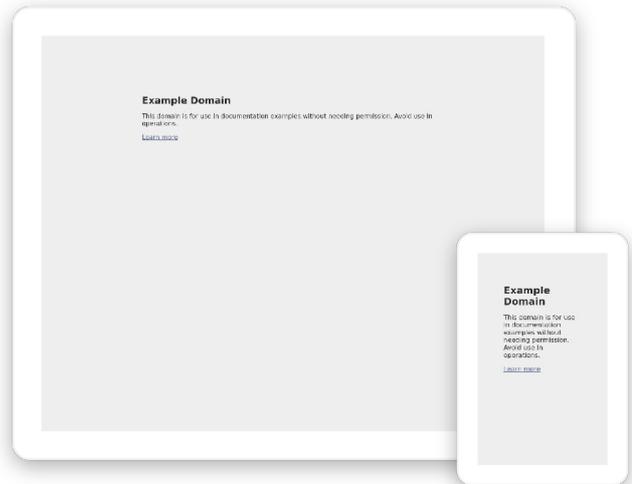
F	A+	A+	B-	F
On-Page SEO	Links	Usability	Performance	Social

Links

Performance

Usability

On-Page SEO

Social

Recommendations

Add a Meta Description Tag	On-Page SEO	High Priority
Implement a Redirect to HTTPS	On-Page SEO	Medium Priority
Implement a XML Sitemaps File	On-Page SEO	Medium Priority
Implement a robots.txt File	On-Page SEO	Medium Priority
Increase length of Title Tag	On-Page SEO	Medium Priority
Add Canonical Tag	On-Page SEO	Medium Priority

Make greater use of Header Tags	On-Page SEO	Medium Priority
Make better use of Website Compression	Performance	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
Implement an Analytics Tracking Tool	On-Page SEO	Low Priority
Add Schema Markup	On-Page SEO	Low Priority
Add Facebook Open Graph Tags	Social	Low Priority
Add X Cards	Social	Low Priority
Add a Favicon	Usability	Low Priority
Install a Facebook Pixel	Social	Low Priority
Create and link an 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
Implement a llms.txt File	On-Page SEO	Low Priority
Add Business Address and Phone Number	Other	Low Priority
Add Local Business Schema	Other	Low Priority
Add Identity Schema	Other	Low Priority
Create Google Business Profile	Other	Low Priority

On-Page SEO Results

F

Your On-Page SEO needs improvement

Your page is not well optimized from an On-Page SEO perspective. 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, but ideally it should be between 50 and 60 characters in length (including spaces).

Example Domain

Length : 14

Title Tags are very important for search engines to correctly understand and categorize your content.
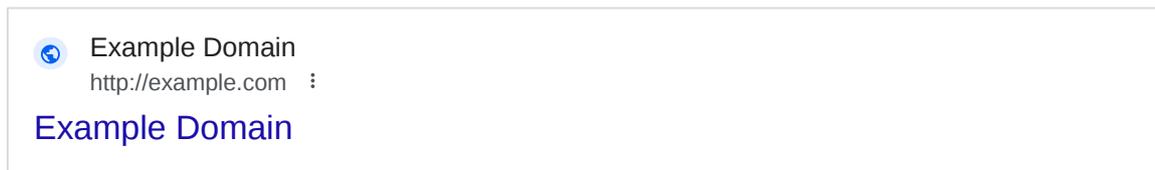
Meta Description Tag ✗

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 *i*

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.

🌐 Example Domain
http://example.com ⋮

Example Domain

Hreflang Usage *i*

Your page is not making use of Hreflang attributes.

Language ✓

Your page is using the Lang Attribute.

Declared: English

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 signaling 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	✔	✖	✔	2	▬▬▬▬▬▬
example	✔	✖	✔	1	▬▬
documentation	✖	✖	✖	1	▬▬
examples	✖	✖	✖	1	▬▬
needing	✖	✖	✖	1	▬▬
permission	✖	✖	✖	1	▬▬
avoid	✖	✖	✖	1	▬▬
operations	✖	✖	✖	1	▬▬

Amount of Content

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

Word Count: 19

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.

Llms.txt ✗

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

XML Sitemaps ✗

We have not detected or been able to retrieve a XML Sitemaps File successfully.

Sitemaps are recommended to ensure that search engines can intelligently crawl all of your pages.

Analytics ✗

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

Website analytics tools like Google Analytics assist you in measuring, analyzing 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.

Identity Schema ❌

No Organization or Person Schema identified on the page.

The absence of Organization or Person Schema can make it harder for Search Engines and LLMs to identify the ownership of a website and confidently answer brand, company or person queries.

Rendered Content (LLM Readability) ✓

Your page has a low level of rendered content which tends to make it more readable for LLMs.

Rendering Percentage: 3%

Rankings

Traffic From Search

This shows the Estimated Traffic Volume your page receives in a month from Google Searches.

956.1K	73	21.3K
Google Organic	Paid	AI Overviews

Top Organic Keyword Rankings

This shows the top 10 Keywords driving traffic from Google Organic Searches. The list is ordered by the keywords that drive the most traffic to your page (have the highest Estimated Traffic Volume).

KEYWORD	COUNTRY	POSITION	TOTAL SEARCHES	ESTIMATED TRAFFIC	
ig login	🇮🇳	41	68,000,000	142,800	▬▬▬▬▬▬▬
example org website	🇮🇳	1	135,000	41,040	▬▬
example	🇮🇳	3	301,000	29,287	▬
example e	🇮🇳	3	301,000	29,287	▬
example org website	🔴	1	60,500	18,392	▬
example	🇵🇭	2	110,000	17,820	▬
com	🇮🇳	6	368,000	12,438	•
website login	🇩🇪	6	368,000	12,438	•
examples example	🇮🇳	6	301,000	10,174	•
example	🇺🇸	4	110,000	7,249	•

Top Paid Keyword Rankings

This shows the Top 10 Paid Keywords driving traffic to your site. These are keywords that are being paid for with Google Pay-Per-Click (PPC).

KEYWORD	COUNTRY	POSITION	TOTAL SEARCHES	ESTIMATED TRAFFIC	
ramada wyndham	🇹🇷	1	1,000	71	▬▬▬▬▬
accident lawyers chicago	🇩🇪	3	90	2	‖

Top AI Overview Citations

This shows the top searches for which an AI Overview is displayed with a citation link to your site.

KEYWORD	COUNTRY	POSITION	TOTAL SEARCHES	ESTIMATED TRAFFIC	
example org website		2	60,500	9,801	
example org website		5	135,000	6,332	
example		1	3,600	1,094	
internet domain examples		1	2,400	730	
example org website		2	1,900	308	
example website		1	720	219	
example		4	1,300	86	
example com email		1	260	79	
site example		2	390	63	
example		6	1,600	54	

Organic Keyword Positions

This shows you a summary of the positions for your Organic 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	162	
Position 2-3	151	
Position 4-10	411	
Position 11-20	1,684	
Position 21-30	3,850	
Position 31-100	64,418	

Links

Backlink Summary

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

98

Domain
Strength

100

Page
Strength

🔗

90.7M

Total Backlinks

↗

306.5K

Referring Domains

9.1M

Nofollow
Backlinks

81.7M

Dofollow
Backlinks

1.7M

Edu
Backlinks

333K

Gov
Backlinks

142.5K

IPs

60.9K

Subnets

Top Backlinks

i

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

DOMAIN STRENGTH	REFERRING PAGE URL
100	https://www.adobe.com/devnet-docs/etk_deprecated/tools/AppSec/xdomain.html
97	http://aaronparecki.com/articles/2012/09/01/1/some-enhancements-to-markdown
96	http://www.west.cn/www/info/52646-1.htm
96	https://manpages.debian.org/trixie/wget/wget.1.en.html
96	https://developer.aliyun.com/article/1048364
96	https://help.ahrefs.com/ja/articles/9147867-ahrefs%E3%81%AEgsc%E3%83%87%E3%83%BC%E3%82%BF%E3%81%AB%E9%96%A2%E3%81%99%E3%82%8B%E4%B8%80%E8%88%AC%E7%9A%84%E3%81%AA%E5%95%8F%E9%A1%8C%E3%81%AE%E3%83%88%E3%83%A9%E3%83%96%E3%83%AB%E3%82%B7%E3%83%A5%E3%83%BC%E3%83%86%E3%82%A3%E3%83%B3%E3%82%B0
95	https://www.nsw.gov.au/nsw-government/onecx-program/content-guidance/cms-components-guide/editable-component-blocks/contact-information
95	https://huggingface.co/MathNER/models
95	https://community.airtable.com/formulas-10/urgent-concatenate-formula-33382
94	https://aftermarket.com/blog/a-beginners-guide-to-domain-names

Top Pages by Backlinks

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

URL	BACKLINKS	
https://example.com/	31,435,783	
http://www.example.com/	18,711,342	
http://example.com/	18,604,052	
https://www.example.com/privacy?hl=de	6,266,421	
https://www.example.com/	4,319,185	

Top Anchors by Backlinks

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

ANCHOR	BACKLINKS	
cookie policy.	24,898,018	
Link	5,141,004	
https://www.example.com/privacy?hl=de	1,589,825	
link	815,399	
Financial Journey	782,458	
Your Site Name	566,330	
politique de cookies	531,485	
http://www.example.com	513,474	
Welcome	484,236	

Top Referring Domain Geographies

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

Top TLDs

306.5K Referring Domains

com	124.2K	
org	10.9K	
net	9.6K	
io	7.9K	
Other	154K	

Top Countries

306.5K Referring Domains

US	121K	
DE	16.4K	
NL	8.2K	
FR	6.2K	
Other	154.8K	

On-Page Link Structure

i

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.

On-Page Links

1
Total

- Internal Links — 0
- External Links: Follow — 1
- External Links: Nofollow — 0

Friendly Links ✓

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

Usability

A+

Your usability is very good!

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

Device Rendering

i

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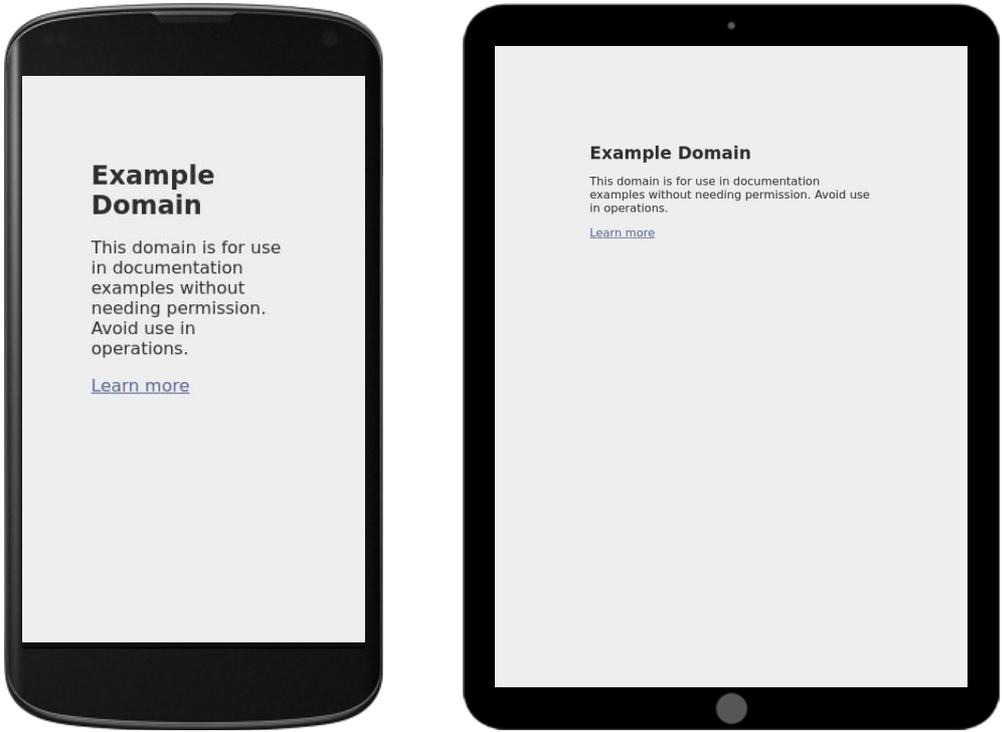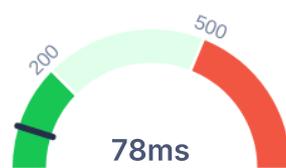

Google's Core Web Vitals ✓

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

Largest Contentful Paint (LCP)	Interaction To Next Paint (INP)	Cumulative Layout Shift (CLS)
0.9s	78ms	0.00

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 localizes to the region in which you are running the report.

100

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.

100

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 recognizable 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

B-

Your performance could be better

Your page's performance has some issues and 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). We recommend addressing the highlighted factors below.

Website Load Speed ✓

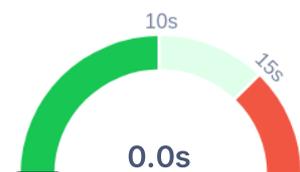Your page loads in a reasonable amount of time.

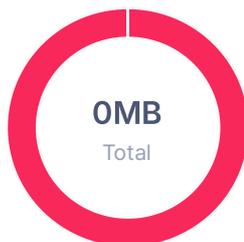| Server Response	All Page Content Loaded	All Page Scripts Complete
0.5s / 1s	5s / 10s	10s / 15s
0.0s	0.1s	0.0s

Website Download Size ✓

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

Download Page Size

5MB

0.00MB

Download Page Size Breakdown

0MB
Total

- HTML   0MB
- CSS   0MB
- JS   0MB
- Images   0MB
- Other   0MB

Compression Usage (Gzip, Deflate, Brotli) ✕

This site does not appear to well compressed.

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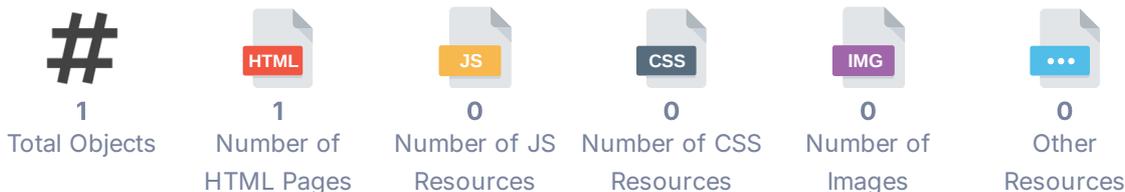
Compression Rate

66% 33%

0%

Compression Rates

HTML   **0%** compressed of 0.00MB

Total   **0% compressed of 0.00MB**

Resources Breakdown *i*

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

#	HTML	JS	CSS	IMG	•••
1	1	0	0	0	0
Total Objects	Number of HTML Pages	Number of JS Resources	Number of CSS Resources	Number of Images	Other Resources

Google Accelerated Mobile Pages (AMP) *i*

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+ Protocol for your website as it can significantly improve page load speed for users.

Optimize Images ✓

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

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

F   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 *i*

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 *i*

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

Google Reviews *i*

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

Technology Results

Technology List *i*

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

TECHNOLOGY	VERSION
Cloudflare	

Server IP Address

104.18.26.120

DNS Servers

elliott.ns.cloudflare.com
hera.ns.cloudflare.com

Web Server

cloudflare

Charset

text/html

DMARC Record

This site appears to have a valid DMARC record in place.

v=DMARC1;p=reject;sp=reject;adkim=s;aspf=s

SPF Record

This site appears to have an SPF record.

v=spf1 -all