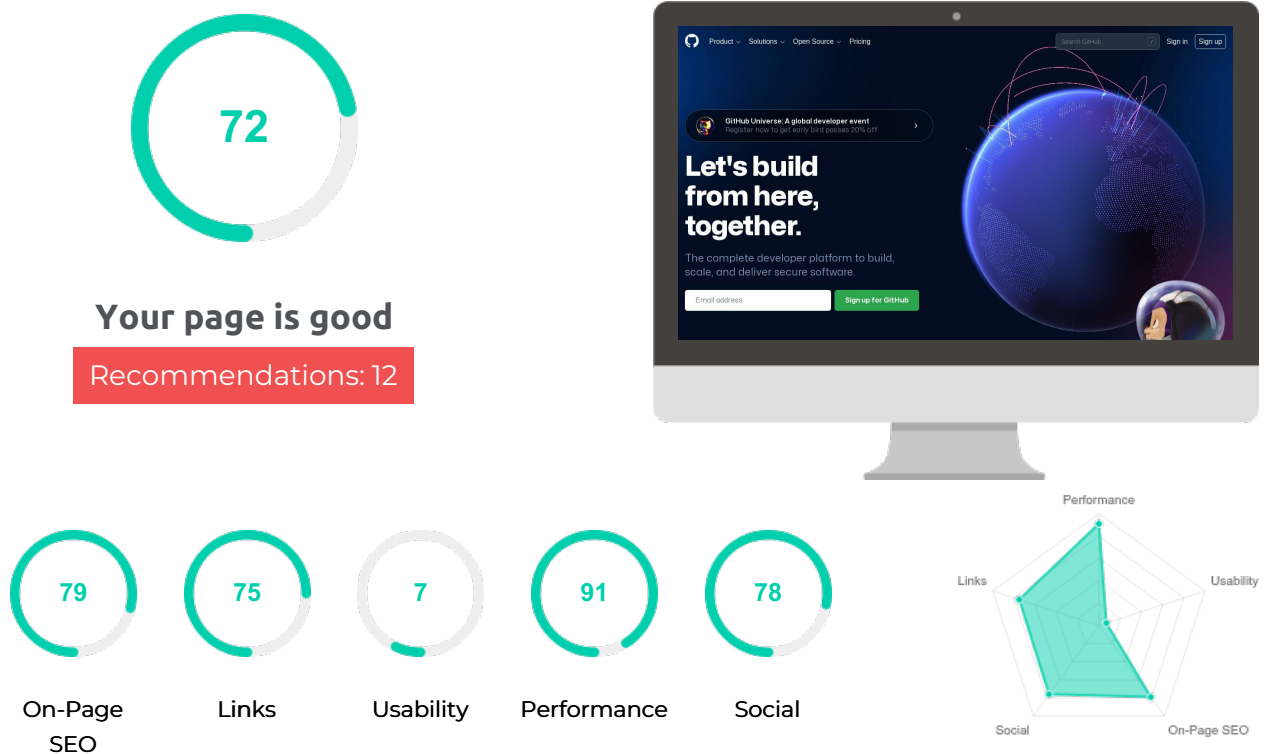


Premium SEO Audit for github.com

HLABZ manages different automatic websites: Blog, Ecom, SAAS,... By doing our work, we have developed a real expertise in the fields of Dev, SEO, Advertising & much more.

This report grades your website based on the strength of various SEO factors such as On Page Optimization, Off Page Links, Social and more. The overall Grade is on a 0 to 100 scale, with most major, industry leading websites in the 100 range. Improving your grade will generally make your website perform better for users and rank better in search engines. There are recommendations for improving your website at the bottom of the report. Feel free to reach out to us if you'd like us to help with improving your website's SEO!

Audit Results for github.com



Recommendations

Implement a XML sitemaps file

On-Page SEO

Medium Priority

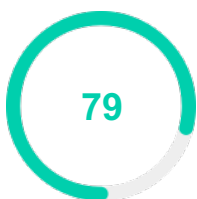
Set a mobile viewport

Usability

Medium Priority

Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Update Link URLs to be more human and Search Engine readable	Links	Low Priority
Add Alt attributes to all images	On-Page SEO	Low Priority
Optimize your page for Desktop PageSpeed Insights	Usability	Low Priority
Implement an analytics tracking tool	On-Page SEO	Low Priority
Setup & Install a Facebook Pixel	Social	Low Priority
Remove inline styles	Performance	Low Priority
Add Schema Markup	On-Page SEO	Low Priority
Create and link associated Instagram profile	Social	Low Priority
Remove clear text Email Addresses	Usability	Low Priority

On-Page SEO Results



Your On-Page SEO is good

Your page is mostly optimized for On-Page SEO performance. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You can continue to improve your page by ensuring HTML Tag Content is completed correctly and text content is well aligned with chosen keywords.

Title Tag

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



GitHub: Where the world builds software · GitHub

Length : 48

The Title Tag is an important HTML element that tells users and Search Engines what the topic of the webpage is and the type of keywords the page should rank for. The Title will appear in the Header Bar of a user's browser. It is also one of the most important (and easiest to improve) On-Page SEO factors.

We recommend setting a keyword rich Title between 10–70 characters. This is often simple to enter into your CMS system.

Meta Description Tag



Your page has a meta description of optimal length (between 70 and 320 characters).

GitHub is where over 83 million developers shape the future of software, together. Contribute to the open source community, manage your Git repositories, review code like a pro, track bugs and features, power your CI/CD and DevOps workflows, and secure code before you commit it.

Length : 279

Meta Description is another important HTML element that explains more descriptively to Search Engines what your page is about. Meta Descriptions are often used as the text snippets used in Search Engine results (though Search Engines are increasingly generating these themselves) and can help further signal to Search Engines what keywords your page should rank for.

Make sure your page has a Meta Description included, and is at an optimum length (between 70 and 320 characters). Make your Meta Description text interesting and easy to comprehend. Use phrases and keywords relevant to the page and user that you would like to rank for.

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.

<https://github.com> ⓘ

GitHub: Where the world builds software · GitHub

GitHub is where over 83 million developers shape the future of software, together.

Contribute to the open source community, manage your Git ...

The SERP Snippet illustrates how your page may be represented in Search Results for a particular query. Typically the page's Title, URL and Meta Description have been the main components shown here, and hence could be carefully controlled, though Search Engines are now increasingly building these snippets themselves dynamically to better represent the page content to their searchers.

It's important that the SERP Snippet is enticing for your searchers to click on, and accurately represents your content to avoid bounces or heavy re-writing, so it's important to consider this when populating your page Title, Meta Description and URL.

Hreflang Usage



Your page is not making use of Hreflang attributes.

Hreflang is an HTML attribute used to specify the language and geographical targeting of a page. It is commonly used together with the alternate attribute in the code of a page to signal to Search Engines a list of alternative language or geographic versions of the current page.

If you have multiple versions of the same page in different languages, it is important to add

Hreflang tags to tell Search Engines about these variations.

Language



Your page is using the lang attribute.

Declared: English

The lang attribute is used to describe the intended language of the current page to user's browsers and Search Engines. Search Engines may use the lang attribute to return language specific search results to a searcher, and in the browser, lang attribute can signal the need to switch to a different language if it is different to the user's own preferred language.

We recommend adding the lang attribute to the HTML tag of every page to avoid any chance of misinterpretation of language. This may require access to the site's frontend HTML code, and may need to be done by a developer.

H1 Header Tag Usage



Your page has a H1 Tag.

Tag Value

H1	Let's build from here, openly instantly automatically securely magically collaboratively together.
----	--

The H1 Header Tag is one of the most important ways of signaling to Search Engines the topic of a page and subsequently the keywords it should rank for. The H1 Tag normally appears as visible text in the largest font size on the page.

We recommend adding a H1 Header Tag near the top of your page content and include important keywords you would like to rank for. You should have one, and only one H1 tag on each page.

H2-H6 Header Tag Usage



Your page is making use multiple levels of Header Tags.

Header Tag Frequency

H2	18	<div></div>
H3	25	<div></div>
H4	5	<div></div>
H5	0	
H6	0	

Tag Value

H2 83+ million

H2 4+ million

H2 200+ million

H2 Build like the best with GitHub Enterprise

H2 Give your code a home in the cloud

H2 Build on what's been built

H2 Ready player two. Scale your team to any size in the cloud.

H2 Put it all on the table, or board, with Projects.

H2 Blazing fast cloud developer environments with Codespaces

H2 GitHub Copilot, your AI code companion

H2 Automate anything with GitHub Actions

H2 Find and fix vulnerabilities before you merge

H2 The home for all developers — including you

H2 Make your contribution

H2 Product

H2 Platform

H2 Support

H2 Company

H3 90%

H3 Record or rewind any change to your code to keep you and your team in sync. Host it all for free with unlimited public and private repositories.

H3 Write less code thanks to the world's largest software package registry. Find the best community-approved projects to accelerate your work, then share it with the world with npm and GitHub Packages.

H3 Better code starts with pull requests—conversations around your code where you can experiment, squash bugs, and build new features.

H3 Code review is built in. Pull requests cover the entire review flow: propose changes, browse code, ask for input, make a suggestion, and sign off in one place.

H3 Know when your pull request is ready to merge when everything's green. Reviews approved? Check. Tests passing? Check. No conflicts? Ship it already.

H3 Manage your team's work at any scale easier than ever with the all-new Projects. Built like a spreadsheet, Projects give you a live canvas to filter, sort, group issues and pull requests, create custom views, and more.

H3 Projects build on the power of GitHub Issues—the most powerful and flexible issue tracker for developers to manage todos, bugs, and features. Together, Issues and Projects ensure your team can focus on coding and shipping.

H3 Keep work moving. Review or merge code, manage projects, issues, browse repos, and more with GitHub Mobile.

H3 Work however you want. Put a GUI on it with GitHub Desktop or stay in the command line with GitHub CLI.

H3 The future of code is in the cloud, not your local copy. Codespaces gives you a complete, configurable dev environment on top of a powerful VM in minutes.

H3 Visual Studio Code, in your browser, full stop. Codespaces brings the world's most popular desktop editor to every repo. Code, build, test, use the terminal, and open pull requests from anywhere.

H3 Customize to your heart's desire. Add your favorite VS Code extensions, create a devcontainer config file, install new themes, and tweak your settings.

H3 GitHub Copilot plugs directly into your editor and suggests lines of code—and entire functions. Focus on building bigger things while GitHub Copilot takes on the repetitive stuff.

H3 Write your own, or import Actions from the open source community, all within our world-class editor. Feeling stuck? Browse the Actions developer docs as you code.

H3 You can have it all. Run actions in any language or operating system, on Linux, macOS, Windows, ARM, and containers. Or all at once with matrix builds.

H3 With 70 million jobs run per month you're in good company with Actions, the number one CI service on the world's largest developer platform.

H3 Speaking of automation, Dependabot keeps your projects up to date with automated pull requests that update all your dependencies. Just review and merge to keep your software secure.

H3 Secure your code as you write it. CodeQL's code scanning automatically reviews every change to your codebase and identifies known vulnerabilities before they ever reach production.

H3 Keep your secrets. We automatically scan repositories for OAuth tokens, API keys, personal tokens, and more. If we find one, we'll notify you and the partner that issued it to invalidate the secret.

H3 Found a vulnerability? Our security advisory remediation tools help developers identify and disclose them responsibly so maintainers can patch them in dedicated, private workspaces.

H3 GitHub Discussions is dedicated space for your community to come together, ask and answer questions, and have open-ended conversations.

H3 Amplify your voice in your own personal README on your profile. Tell the story of your work through your repositories, contributions, and technologies of choice.

H3 That open source code you wrote for your self might just help someone else. Get paid for building what matters to you with GitHub Sponsors.

H3 100% to developers, zero fees

H4 +3 collaborators

H4 Available for iOS and Android

H4 Available for macOS, Windows, and Linux *

H4 11,000+ Actions

H4 Support the projects you depend on, too.

The H2-H6 Header Tags are an important way of organizing the content of your page and signaling to Search Engines the longer tail topics your page should rank for.

We recommend including at least 2 other Header Tag levels on your page (such as H2 and H3) in addition to the H1. It is useful to also include important keywords in these Header Tags.

Keyword Consistency

Your page's main keywords are distributed well across the important HTML tags.



Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
github	✓	✓	✓	36	<div></div>
code	✗	✓	✓	20	<div></div>
projects	✗	✗	✓	10	<div></div>
build	✓	✗	✓	10	<div></div>
actions	✗	✗	✓	9	<div></div>
learn	✗	✗	✗	7	<div></div>
all	✗	✗	✓	7	<div></div>
open	✗	✓	✓	6	<div></div>

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
open source	✗	✓	✓	5	<div></div>
pull requests	✗	✗	✓	4	<div></div>
sign up	✗	✗	✗	4	<div></div>
github copilot	✗	✗	✓	4	<div></div>
github actions	✗	✗	✓	3	<div></div>
up for github	✗	✗	✗	3	<div></div>
days ago	✗	✗	✗	3	<div></div>
github desktop	✗	✗	✓	3	<div></div>

Generally a page should be targeted to rank for particular set of keywords or phrases. These keywords should be used with some consistency in page content (naturally and without stuffing) to maximise ranking potential for those keywords. This means these keywords should be present across the most important HTML tags of the page, and used with some frequency in the general page text content. The keyword consistency check illustrates the keywords we have identified appearing most frequently in these areas.

If the keywords and phrases identified don't match your intended ranking keywords, and do not show a level of consistency, you should consider amending your page content.

Amount of Content



Your page has a good level of textual content, which will assist in it's ranking potential.

Word Count: 1435

Numerous studies have shown that there is a relationship between the amount of content on

a page (typically measured in word count) and its ranking potential - generally longer content (in number of words) will rank higher. Obviously content also needs to be topically relevant, keyword rich and highly readable for the visitor. Note, we assess any selectable text on the page at load time, not hidden content.

It is recommended to have atleast 500 words of content on a page to give it some ranking potential. However, this is a general recommendation and needs to be applied on a case by case basis. It may not be relevant for particular pages like 'contact us' pages for example.

Image Alt Attributes



You have images on your page that are missing Alt attributes.

We found 128 images on your page and 16 of them are missing the attribute.

Alt attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results.

#	Image link
1	pull-request-icon.svg
2	north-star.svg
3	enterprise-city-w-logos.jpg?width=1376
4	issues-stack-3.png?width=1200
5	issues-stack-2.png?width=1200
6	issues-stack-1.png?width=1200
7	copilot-grid.png
8	matrix-workflow-spinner.svg
9	matrix-workflow-spinner.svg
10	matrix-workflow-spinner.svg
11	matrix-workflow-success.svg
12	matrix-workflow-success.svg
13	matrix-workflow-success.svg
14	heart.svg
15	heart.svg
16	heart.svg

Alternate Image Text or Alt Text is descriptive text that is displayed in place of an image if it can't be loaded, as well as a label on an image when it is moused over in the browser. Additionally, Alt Text is a way to describe to Search Engines what the content of an image is. Image SEO is not widely known, but having your image rank for image searches is an overlooked way of gaining traffic and backlinks to your site.

We recommend adding useful and keyword rich Alt Text for pages's main images, in particular those that could have ranking potential. This should be considered on a case-by-case basis. Often there may be imagery such as UI components or tracking pixels where it may not be

useful to add Alt Text, though we have tried to filter a number of these out in our analysis.

Canonical Tag



Your page is using the Canonical Tag.

<https://github.com/>

The Canonical Tag tells Search Engines the primary URL of a page. URLs can have multiple versions due to things like parameters being passed or www and non-www versions, resulting in potential duplicate content.

Google recommends all pages specify a Canonical for this reason.

Noindex Tag Test



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

A critical part of a page's ranking potential is ensuring that it can actually be accessed by Search Engines. The Noindex Tag, when used on pages, tells Search Engines to ignore a page, and can destroy out it's ranking ability. Sometimes these tags are added intentionally for low value pages, but sometimes they are left over unintentionally from a theme or template that has been used on the site, or forgotten to be removed by a developer when a website moves from design and testing to live usage.

If you want the page to rank and it's using a Noindex Tag, you will need to remove the tag from your page's HTML entirely. This may require access to the frontend HTML code, and may need to be done by a developer. If you are using a CMS, you may have an option enabled to prevent indexing of the page, which should be turned off.

Noindex Header Test



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

A critical part of a page's ranking potential is ensuring that it can actually be accessed by Search Engines. The Noindex Header is another Noindexing method that tells Search Engines to ignore a page, and can destroy out it's ranking ability. Sometimes these tags are added intentionally for low value pages, but sometimes they are left over unintentionally from a theme or template that has been used on the site, or forgotten to be removed by a developer when a website moves from design and testing to live usage.

If you want the page to rank and it's using a Noindex Header, you will need to remove the Noindex Header from your page. This may require access to the backend code, and may need to be done by a developer. If you are using a CMS, you may have an option enabled to prevent indexing of the page, which should be turned off.

SSL Enabled



Your website has SSL enabled.

SSL, or Secure Socket Layer, is a security technology that encrypts data between your website and a visitor. It ensures that the transfer of sensitive data like passwords and credit cards are done securely. Using SSL on all pages is a modern standard, and Search Engines have made it a ranking signal in recent years.

SSL can often be switched on quite simply in systems like Wordpress, Wix etc. Often in more custom websites though, it may require the help of a technical resource to install and configure this on your website. After installation, test that your website loads successfully at a `HTTPS://` location.

HTTPS Redirect

Your page successfully redirects to a HTTPS (SSL secure) version.

SSL is a security technology which ensures sensitive data like passwords and credit cards are sent securely between your website and visitors. If you have SSL enabled, it is also very important to ensure that your page is actually forcing usage of HTTPS by redirecting from a non-secure HTTP version to secure HTTPS version. Not doing this means users and Search Engines may continue to access insecure versions, which can also reduce your ranking ability. Often systems like Wix or Shopify will make it easy to enable, and redirect to SSL versions. If you have Wordpress, or a custom built site, you may require a developer's involvement to ensure that pages are being redirected to their new HTTPS versions. This can be done within a site's configuration or htaccess rules.

Robots.txt

Your website appears to have a robots.txt file.

`http://github.com/robots.txt`

Robots.txt is a text file that provides instructions to Search Engine crawlers on how to crawl your site, including types of pages to access or not access. It is often the gatekeeper of your site, and normally the first thing a Search Engine bot will access.

We recommend always having a robots file in place for your site. These can be automatically created using a utility, Wordpress plugin, or your CMS's robots.txt creation process.

Blocked by Robots.txt

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

The robots.txt file includes important instructions to Search Engines on how to crawl a site, including instructions to ignore particular pages (effectively 'blocking' them). Sometimes these instructions are added intentionally for low value pages, but sometimes they are left over by mistake when a website goes live, or can be written incorrectly excluding more pages than desired.

If you want the page to rank and it's blocked by a rule in robots.txt, you may need to review your robots rules to understand why it's being blocked, and remove the rule. Because robots.txt instructions are a type of code, this may require the help of a developer.

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.

A Sitemap is an XML data file on your site that lists all of your site's pages that are available for crawling together with other useful information like last update times and crawling priority. Sitemap files help Search Engines find all your pages to give them the highest chance of being indexed and ranked.

We recommend always having a Sitemaps file in place for your site. Sitemaps can be created manually using a utility, Wordpress plugin, or your CMS's Sitemap creation process.

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.

Web Analytics Tools like Google Analytics allow you to analyze your website's performance and understand your visitors better.

We recommend using an analytics tool on your site. Analytics tracking code can be installed manually into page code with the help of a developer or enabled as a feature of your CMS.

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.

Schema.org Structured Data Markup is a collection of data tags that can be added to your site to allow Search Engines to more easily interpret the content and use it to enhance Search Results. For example there are tags for providing information about your Local Business such as address and phone number, or adding product information on e-commerce pages so that these products can be displayed in shopping aggregators like Google Shopping.

It is a good idea to start incorporating some relevant Schema.org tags into your site to improve interpretation and display by Search Engines.

Rankings

Top Keyword Rankings

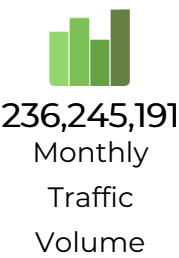
This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country	Position	Total Searches	Estimated Traffic	
xweather	 EN	4	185,000,000	12,191,500	<div></div>
nbqa	 EN	1	24,900,000	7,569,600	<div></div>
youtubedr	 DE	2	37,200,000	6,026,400	<div></div>
ideep	 EN	1	13,600,000	4,134,400	<div></div>
uyou	 MS	1	13,600,000	4,134,400	<div></div>
cricbuzz	 HI	9	226,000,000	3,390,000	<div></div>
gmail logger	 EN	1	11,100,000	3,374,400	<div></div>
netfl0	 PT	2	11,100,000	1,798,200	<div></div>
uigmapgoogle maps	 ES	1	5,000,000	1,520,000	<div></div>
uigmapgoogle-maps	 ES	1	5,000,000	1,520,000	<div></div>

The goal of Search Engine Optimization is to improve the ranking of your website for Search Terms to ultimately drive more clicks and traffic to your site. The Top Keyword Rankings check shows you the keywords that your site is currently ranking for, ordered by the ones that are likely driving the most traffic to your site due to a combination of high Search Volume and high ranking. Note, this data is a snapshot and may be several weeks old in some cases.

Total Traffic From Search






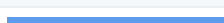
This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings



This is an estimate of the Monthly Visitors your site receives as a result of it's Search Engine Rankings. This can be calculated by understanding the full set of keywords your site ranks for multiplied by their monthly search volumes multiplied by the click-through-rate for each of your ranking positions against those keywords.

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	280,759	
Position 2-3	624,312	
Position 4-10	1,917,645	
Position 11-20	2,971,714	
Position 21-30	2,764,897	
Position 31-100	11,267,776	

Keyword Positions shows the breakdown of number of ranking keywords by their position. Generally the higher a ranking position for a Search Term, the more traffic the site will receive. It has been researched that top 3 positions account for as many as 60% of clicks, so moving up to higher positions is very valuable and a useful goal of SEO Optimization.

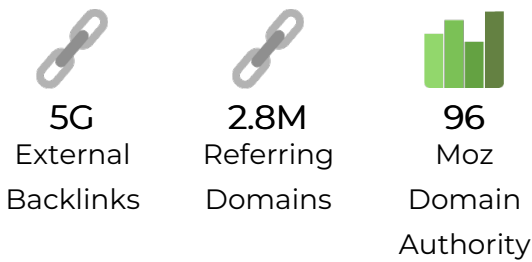
Links

Number of Backlinks



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

Backlink data provided by [MOZ](#)



Backlinks are links to your site from another site. Search Engines can see these interconnections and use them as a strong signal of the importance and authority of your page or content. Backlinks are one of the most important ranking factors, and in general, more links from authoritative websites will improve the ranking ability of your site. Building Backlinks can be a difficult and time consuming activity, though the rewards are large when done successfully.

We recommend having a strategy in place for Building Backlinks to your site. Some common methods including adding your site to relevant online directories, asking other sites to link to you, performing outreach and guest blogging on other websites and creating 'lead magnet' content that encourages linking.

Top Backlinks



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

Domain Authority	URL
100	www.youtube.com/playlist?list=PL0lo9MOBetEHhfG9vJzVCTiDYcbhAiEqL
100	apps.apple.com/us/app/track-that-ip-server-locator/id923188139
100	www.youtube.com/watch?v=ztaWfi0Aaqk
100	apps.apple.com/us/app/mangahouse/id1515652070
100	www.youtube.com/channel/UCaaDoK93LXzhQCP9oKcd4iA
100	discussions.apple.com/docs/DOC-6963
100	apps.apple.com/cn/app/tika/id1537908216
99	mvp.microsoft.com/
99	www.microsoft.com/en-us/microsoft-cloud
99	azure.microsoft.com/en-us/solutions/devops/

Backlinks from higher authority websites generally deliver the highest value to your site. This report provides a sample list of backlinks to your site from higher value sites.

On-Page Link Structure



We found 106 total links. 35% 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.

Anchor	Type	Follow/Nofollow
https://github.com/	Internal	Follow
https://github.com/signup?ref_cta=Sign+up&ref_loc=header+logged+out&ref_page=%2F&source=header-home	Internal	Follow
https://github.com/features/actions	Internal	Follow
https://github.com/features/packages	Internal	Follow
https://github.com/features/security	Internal	Follow
https://github.com/features/codespaces	Internal	Follow
https://github.com/features/copilot	Internal	Follow
https://github.com/features/code-review	Internal	Follow
https://github.com/features/issues	Internal	Follow
https://github.com/features/discussions	Internal	Follow
https://github.com/features	Internal	Follow

https://docs.github.com	External	Follow
https://skills.github.com/	External	Follow
https://github.blog/changelog	External	Follow
https://github.com/enterprise	Internal	Follow
https://github.com/team	Internal	Follow
https://github.com/pricing	Internal	Follow
https://resources.github.com/ci-cd/	External	Follow
https://resources.github.com/devops/	External	Follow
https://resources.github.com/devops/fundamentals/devs-ecops/	External	Follow
https://github.com/customer-stories	Internal	Follow
https://resources.github.com/	External	Follow
https://github.com/sponsors	Internal	Follow
https://github.com/readme	Internal	Follow
https://github.com/topics	Internal	Follow
https://github.com/trending	Internal	Follow
https://github.com/collections	Internal	Follow
https://github.com/login	Internal	Follow
https://githubuniverse.com	External	Follow
https://github.com/organizations/enterprise_plan?ref_cta=Start%20a%2520free%2520trial&ref_loc=billboard&ref_page=%2F	Internal	Follow
https://github.com/enterprise/contact?ref_page=/&ref_cta=Contact%20Sales&ref_loc=billboard%20launchpad	Internal	Follow
https://github.com/join?ref_cta=Sign+up&ref_loc=homepage+sticky+nav&ref_page=%2F&source=homepage-sticky-nav	Internal	Follow
https://github.com/signup	Internal	Follow
https://github.com/jasonetco/octocat-classifier.git	Internal	Follow
https://www.npmjs.com	External	Follow
https://github.com/account/organizations/new	Internal	Follow
https://github.com/mobile	Internal	Follow
https://apps.apple.com/app/github/id1477376905?ls=1	External	Follow
https://play.google.com/store/apps/details?id=com.github.b.android	External	Follow
https://desktop.github.com/	External	Follow
https://cli.github.com/	External	Follow

https://github.com/marketplace/actions	Internal	Follow
https://docs.github.com/github/managing-security-vulnerabilities/configuring-dependabot-security-updates	External	Follow
https://github.com/signup?ref_cta=Sign+up+for+GitHub&ref_loc=footer+launchpad&ref_page=%2F	Internal	Follow
https://github.com/enterprise/contact?ref_page=/&ref_cta=Contact%20Sales&ref_loc=footer%20launchpad	Internal	Follow
https://github.com/tensorflow/tensorflow	Internal	Follow
https://github.com/gatsbyjs/gatsby	Internal	Follow
https://github.com/home-assistant/core	Internal	Follow
https://github.com/rust-lang/rust	Internal	Follow
https://github.com/flutter/flutter	Internal	Follow
https://github.com/kubernetes/kubernetes	Internal	Follow
https://github.com/apple/swift	Internal	Follow
https://github.com/ansible/ansible	Internal	Follow
https://github.com/hashicorp/terraform	Internal	Follow
https://github.com/ohmyzsh/ohmyzsh	Internal	Follow
https://github.com/facebook/react	Internal	Follow
https://github.com/npm/cli	Internal	Follow
https://github.com	Internal	Follow
https://github.com/security	Internal	Follow
https://github.com/customer-stories?type=enterprise	Internal	Follow
https://resources.github.com	External	Follow
https://github.com/github/roadmap	Internal	Follow
https://partner.github.com	External	Follow
https://atom.io	External	Follow
https://www.electronjs.org	External	Follow
https://github.community	External	Follow
https://services.github.com/	External	Follow
https://www.githubstatus.com/	External	Follow
https://support.github.com?tags=dotcom-footer	External	Follow
https://github.com/about	Internal	Follow
https://github.blog	External	Follow

https://github.com/about/careers	Internal	Follow
https://github.com/about/press	Internal	Follow
https://github.com/about/diversity	Internal	Follow
https://socialimpact.github.com/	External	Follow
https://shop.github.com	External	Follow
https://twitter.com/github	External	Follow
https://www.facebook.com/GitHub	External	Follow
https://www.linkedin.com/company/github	External	Follow
https://www.youtube.com/github	External	Follow
https://www.twitch.tv/github	External	Follow
https://www.tiktok.com/@github	External	Follow
https://github.com/github	Internal	Follow
https://docs.github.com/en/github/site-policy/github-terms-of-service	External	Follow
https://docs.github.com/en/github/site-policy/github-privacy-statement	External	Follow
https://github.com/github/site-policy/pull/582	Internal	Follow
https://github.com/site-map	Internal	Follow
https://github.com/git-guides	Internal	Follow

On-Page Link Structuring is a complex SEO topic with a variety of opinions covering how frequently you should link to external vs internal pages, and in which cases to use nofollow links.

We provide an informational breakdown on on the page's links for your review. As some general principles, it useful to have a strong proportion of links to internal pages to pass value, as well as explicitly using 'Nofollow' links for any external links that may be to lower quality sites where you don't intend to pass value.

Friendly Links



Some of your link URLs do not appear friendly to humans or search engines.

We would recommend making URLs as readable as possible by reducing length, file names, code strings and special characters.

Line	Link	Underscores	Parameters	Symbols	File Names	Path Depth	Length
109	https://github.com/signup?ref_cta=Sign+up&ref_loc=header+logged+out&ref_page=%2F&source=header-home	×	×	×	✓	✓	×
843	https://github.com/organizations/enterprise_plan?ref_cta=Start%2520a%2520free%2520trial&ref_loc=billboard&ref_page=%2F	×	×	×	✓	✓	×
850	https://github.com/enterprise/contact?ref_page=/&ref_cta=Contact%20Sales&ref_loc=billboard%20launchpad	×	×	×	✓	✓	×
926	https://github.com/join?ref_cta=Sign+up&ref_loc=homepage+sticky+nav&ref_page=%2F&source=homepage-sticky-nav	×	×	×	✓	✓	×
2744	https://github.com/signup?ref_cta=Sign+up+for+GitHub&ref_loc=footer+launchpad&ref_page=%2F	×	×	×	✓	✓	✓
2748	https://github.com/enterprise/contact?ref_page=/&ref_cta=Contact%20Sales&ref_loc=footer%20launchpad	×	×	×	✓	✓	×
2918	https://github.com/customer-stories?type=enterprise	✓	×	✓	✓	✓	✓

In general, website URLs should be simple and human readable or 'friendly'. This aids in human recognition of the page in the address bar that is being viewed, makes manually typing a page easier, as well as making the content slightly more recognizable by Search Engines.

You should aim to use short human readable URLs, with words separated by hyphens, and remove file names, special characters, code strings and multiple levels of sub-folders. Most modern CMS systems will provide options to create friendly URLs. In some systems where a website is older or a collection of files this may be more challenging to reconfigure, but can still be achieved.

Usability

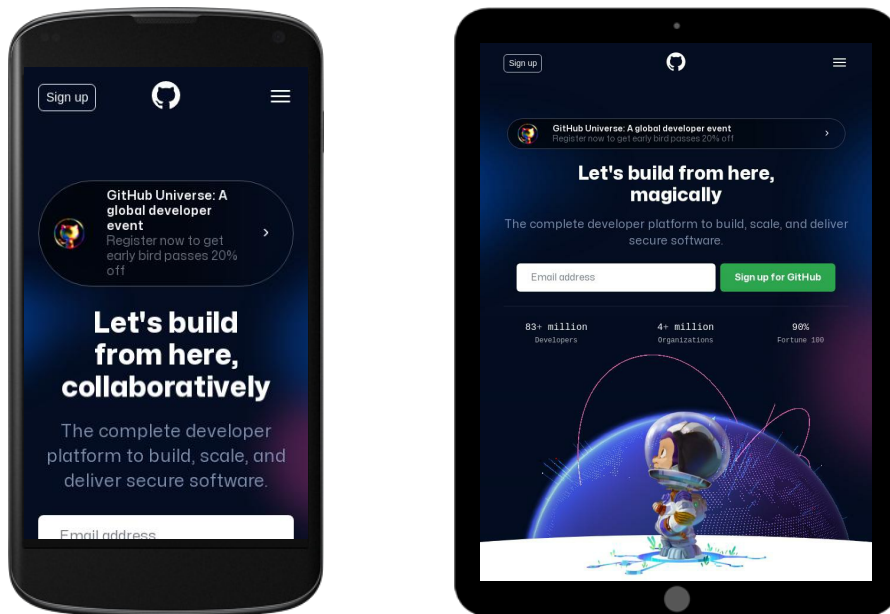


Your usability needs improvement

Your page has usability issues 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

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.



A website can be viewed in a wide variety of resolutions and formats, some dictated by the size of a desktop display, and others by the specific dimensions of a phone or tablet model. Device rendering provides a preview of this rendering on several popular device resolutions to help identify obvious issues. Note, our method will load a website and resize its portlet to several dimensions, as opposed to loading the site multiple times directly in different devices. In general a website should be designed and tested to be responsive across a large variety of desktop and mobile device resolutions, as well as being able to transition smoothly (for example when resizing a browser or flipping a tablet from vertical to horizontal).

Google's Core Web Vitals



Google is indicating that they do not have 'sufficient real-world speed data for this page' in order to make a Core Web Vitals assessment. This can occur for smaller websites or those that are not crawl-able by Google.

Core Web Vitals are UI Metrics designed by Google that measure the overall quality of user experience on your site. They assess things such as the appearance of content, interactivity of the page and visual stability from the moment of page load. Core Web Vitals are gathered from real world usage data of a website (hence some smaller websites that haven't been well sampled, may not return an appropriate result). Google has made Core Web Vitals a ranking

factor for pages that is increasing in importance.

To improve your Core Web Vitals scores, you may need to read Google's documentation on the topic and follow the recommendations provided in the Google's PageSpeed Insights assessment.

Use of Mobile Viewports



Your page either does not have a meta viewport specified, or it is configured incorrectly.

Viewports are important to ensure that your page content sizes appropriately for different devices, in particular mobile and tablet.

The Viewport is a Meta Tag within the page's HTML which gives the browser instructions for how to control the page's dimensions and scaling. Setting the Viewport is particularly important for mobile and tablet device responsiveness, as without it, the page can appear incorrectly sized and require zooming or scrolling to view content.

Make sure you include one Meta Viewport tag in the Head section of page HTML.

Google's PageSpeed Insights - Mobile



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

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.

0

PageSpeed Insights is a tool from Google that evaluates a website performance in both mobile and desktop, providing suggestions for how to improve it. Google has indicated that performance is becoming a larger ranking factor, so understanding Google's own analysis of your site is valuable. Also irrespective of SEO rankings, it has been well researched that pages that load faster perform better in user bounce rate and conversions.

We recommend reviewing and implementing some of Google's listed opportunities to improve your site.

Google's PageSpeed Insights - Desktop



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

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	0.8 s		
Speed Index	2.3 s	Eliminate render-blocking resources	0.36 s
Largest Contentful Paint	1.6 s	Reduce unused CSS	0.16 s
Time to Interactive	34.6 s	Reduce unused JavaScript	0.16 s
Total Blocking Time	24.34 s		
Cumulative Layout Shift	0		

PageSpeed Insights is a tool from Google that evaluates a website performance in both mobile and desktop, providing suggestions for how to improve it. Google has indicated that performance is becoming a larger ranking factor, so understanding Google's own analysis of your site is valuable. Also irrespective of SEO rankings, it has been well researched that pages that load faster perform better in user bounce rate and conversions.

We recommend reviewing and implementing some of Google's listed opportunities to improve your site.

Flash Used?



No Flash content has been identified on your page.

Flash is an old embedded website technology that was frequently used in heavily animated features such as games and videos. However flash was not supported by all mobile devices and was not easily read by search engines. Improvements to HTML and CSS and increased speed of modern web browsers have made it possible to implement many similar features with standard web technologies.

Flash is not recommended to be used on modern websites

iFrames Used?



There are no iFrames detected on your page.

iFrames are a HTML tag that allow you to embed other webpages inside your page in a small frame. They generally represent an older coding practice and are discouraged now as they can complicate navigation, particularly in mobile, and are harder for search engines to index. However, some coding libraries like Google Tag Manager may still rely on iFrames as part of their internal functionality to load external pages and code files, so you may need to evaluate on a case by case basis whether they can be removed.

We recommend removing any iframes if they don't serve a critical purpose, or could be replaced with more natural navigation.

Favicon



Your page has specified a favicon.

A favicon is a small 16×16 pixel icon that serves as branding for your website. Its main purpose is to help visitors locate your page easier when they have multiple tabs open. It adds legitimacy to your site and helps boost your online branding as well as trust from potential consumers.

Either use an online Favicon builder tool, or a graphic designer to build your Favicon, and load them into your website or CMS.

Email Privacy



Email addresses have been found in plain text.

We recommend removing any plain text email addresses and replacing them with images or contact forms. Plain text email addresses can be susceptible to scrapers and email spammers.

Line	Email
1278	eslint@7.8.1

Email addresses shown in clear text on your website can be easily scraped by bots, leading to inclusion in spam mailing lists.

We recommend removing any plain text email addresses and replacing them with contact forms, images, or less obvious text like 'email at website'.

Legible Font Sizes



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

Page text legibility is important from an accessibility perspective, and also to ensure your users can comfortably spend time on your site. In particular it's important to review text legibility on mobile and tablet devices where the text may naturally be smaller or different lighting could make it more challenging.

We recommend reviewing the legibility of all your text, including small navigational and footer items 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.

Tap Target Sizing refers to the size of buttons, links and other navigational elements on the page. On touch screen devices in particular these elements can't be too small or too close together or they will impede navigation and frustrate users.

We recommend reviewing the Tap Target Sizing of your of all your text to ensure they're easily clickable, including less considered items like footer elements.

Performance Results



Your performance is very good!

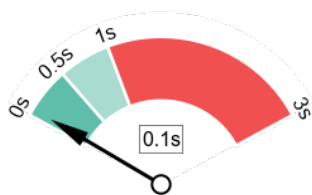
Congratulations, your page has performed very well in our testing meaning it should be reasonably fast and responsive for users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). Continue to monitor your performance over time to ensure there are no periodic fluctuations.

Page Speed Info

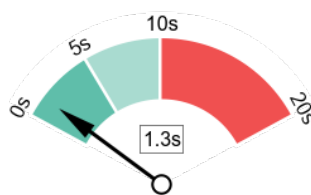
Your page's server response time is reasonably low which is good for load speed and user experience.



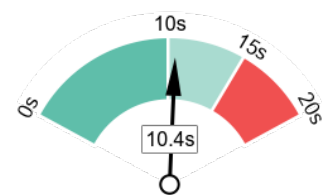
Server Response



All Page Content Loaded



All Page Scripts Complete



Download Page Size

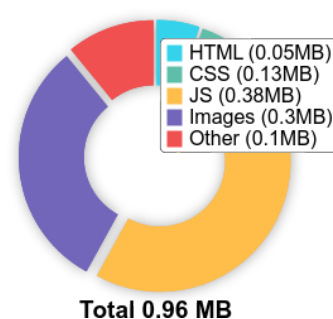
Your page's file size is reasonably low which is good for Page Load Speed and user experience.



Download Page Size



Download Page Size Breakdown



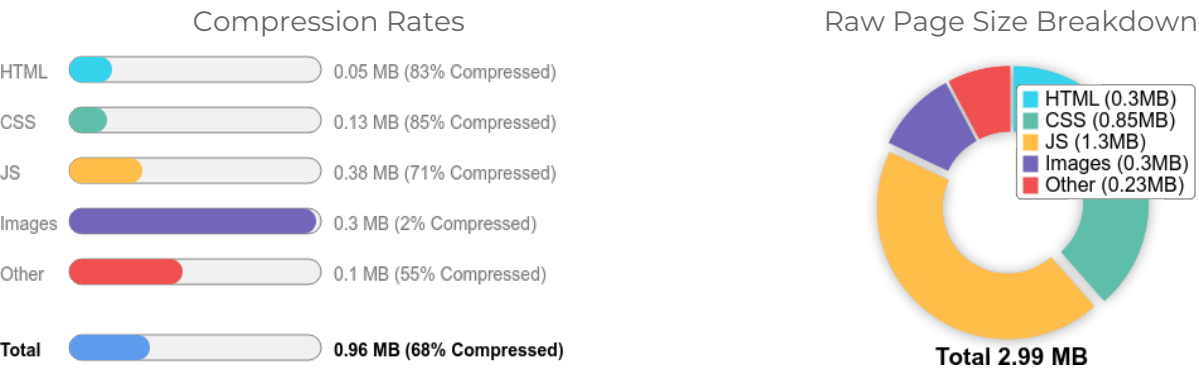
Download Page Size refers to the total volume of file content that needs to be downloaded by the browser to view a particular webpage. This consists of files such as HTML, CSS, Javascript and Images, though can include a number of other file formats. Generally media files like images and videos are significantly larger than text files, and subsequently make up the bulk of Download File Size, but also represent the largest optimization opportunity. An important distinction here is 'Download' vs 'Raw' file size. Modern web protocols compress files during transfer, meaning files are usually smaller to download than their actual or 'raw' size. So any manual optimizations you perform would be on the 'raw' file. Download Page Size is one of the biggest contributors to Page Load Speed, which can directly affect rankings, user experience and conversions.

It is important to ensure your Download File Size is as small as possible. 5MB is a good metric to strive for, though modern websites are gradually increasing in size.

Website Compression (Gzip, Deflate, Brotli)



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



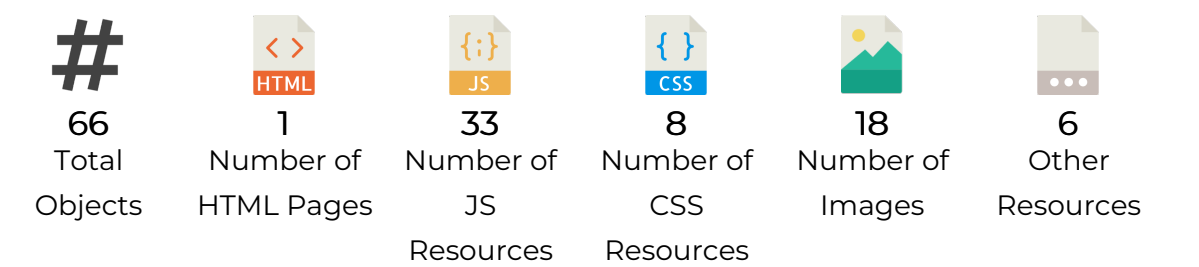
Modern web servers allow website files to be compressed before transfer, often dramatically reducing the Download File Size and Page Load Speed of a page. There are several different compression algorithms used such as GZIP, Deflate and Brotli. Enabling compression can often represent a simple and quick win to performance, and most new web servers will have this enabled by default.

You should ensure that compression is enabled and working effectively on your web server. Sometimes compression may only be partially enabled for particular file types, so it is important to understand whether your server is configured as efficiently as possible. This may require the help of a developer to investigate.

Number of Resources



This check displays the total number of files that need to be retrieved from web servers to load your page. As a general rule, having more files to retrieve increases the number of server requests and can subsequently increase page load time. It is a good idea to removing unnecessary files or consolidate files like styles and scripts where possible.



Google Accelerated Mobile Pages (AMP)



This page does not appear to have AMP Enabled.

AMP Indicator	
AMP Related Doctype Declaration	✗
AMP Runtime	✗
AMP CSS Boilerplate	✗
Embedded Inline Custom CSS	✗
AMP Images	✗
AMP HTML Canonical Link	✓

JavaScript Errors



Your page is not reporting any JavaScript errors.

JavaScript is embedded code on a webpage that can perform any number of functions such as modifying page elements dynamically, or making calls to retrieve information live without refreshing the page. JavaScript is a staple of the modern web and used on almost every modern website. However, with increasing usage and complexity, Javascript can fail on a page due to coding problems. Sometimes failures can interrupt proper execution of a page and break other functions, and so Javascript errors should generally be examined to understand the cause and what its impacts are .

HTTP2 Usage



Your website is using the recommended HTTP/2+ protocol.

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



Your page appears to be using inline styles.

Inline styles are an older coding practice and discouraged in favor of using CSS style sheets, due to their ability to degrade page load performance and unnecessarily complicate HTML Code.

Line	Style
158	word-wrap: break-word;
164	width: 0%;
831	height: 1.2em
832	animation-delay: 0ms
833	animation-delay: 1500ms
834	animation-delay: 3000ms
835	animation-delay: 4500ms
836	animation-delay: 6000ms
837	animation-delay: 7500ms
838	animation-delay: 9000ms
850	height: 3rem
863	border-top: 1px solid rgba(255,255,255,0.1)

912	margin: auto; transform: scale(0.8)
923	margin: auto; z-index: -1; min-width: 100%; min-height: 100%;
928	bottom: -4rem;
941	bottom: -1px;
949	margin-bottom: 25%; box-shadow: 0 0 50px 30px #fff
950	max-width: 310px;
951	max-width: 380px;
1059	font-size: 0;
1175	border-bottom-right-radius: 0.375rem;
1224	width: 117.31%; margin: 0 -8.65%; top: 50%; transform: translateY(-50%);
1322	width: 150%; margin: 0 -25%; top: 50%; transform: translateY(-50%);
1407	padding: 8% 0 10.5%
1426	padding: 5% 0 14.5%
1472	transform: scaleX(-1);
1481	padding-top: 0 !important;
1497	width: 20px
1609	bottom: 30%; left: 10%;
1614	bottom: 15%; left: 5%;
1619	bottom: 0%; left: 0%;
1686	max-width: 490px;
1690	border-radius: 1.75rem;
1735	width: 12px; height: 12px; opacity: .4;
1736	width: 12px; height: 12px; opacity: .4;
1737	width: 12px; height: 12px; opacity: .4;
1882	padding: 6.5rem 0 0;
1899	right: -0.26rem
1905	margin-left: -4.6875rem;
1907	right: -0.26rem
1913	right: -0.26rem
1918	padding-left: 0 !important; padding-right: 0 !important;

1947 height: 1rem; border-radius: 0 0 0 1rem; border-bottom: 2px solid #424d65; border-left: 2px solid #424d65;

1948 width: 1rem; height: 10rem; margin-top: 0.875rem; border-radius: 0 16px 0 0; border-top: 2px solid #424d65; border-right: 2px solid #424d65;

1949 background-color: #040d21

1955 background-color: #040d21; border-radius: inherit;

1956 width: 42px; height: 42px;

2321 max-width: 706px; font-size: 0;

2359 max-width: 276px

2360 top: 10%;

2393 max-width: 706px;

240 border-top-left-radius: 0 !important;
8

2409 width: 22%;

2429 border-top-left-radius: 0 !important;

2430 width: 27%;

244 left: 9.75%; top: 9.5%; width: 5.5%; height: 80.25%;
0

2447 left: 9.75%; top: 9.5%; width: 5.5%; height: 80.25%;

2469 width: 164px; height: 164px;

2512 padding-top: 0 !important

2520 margin-left: -2.3125rem;

2637 transform: scaleX(-1);

2640 margin-left: -2.3125rem;

2720 min-width: 10px

2829 transform: scaleY(-1);

2876 -webkit-box-orient: vertical; min-height: 3em;

288 -webkit-box-orient: vertical; min-height: 3em;
8

2900 -webkit-box-orient: vertical; min-height: 3em;

2915 -webkit-box-orient: vertical; min-height: 3em;

2927 -webkit-box-orient: vertical; min-height: 3em;

2939 -webkit-box-orient: vertical; min-height: 3em;

2954 -webkit-box-orient: vertical; min-height: 3em;

2966 -webkit-box-orient: vertical; min-height: 3em;

2978 -webkit-box-orient: vertical; min-height: 3em;

2993 -webkit-box-orient: vertical; min-height: 3em;

3005 -webkit-box-orient: vertical; min-height: 3em;

3017 -webkit-box-orient: vertical; min-height: 3em;

3276 display: none; outline: none;

3277 width:360px;

Social Results



Your social is good

You have a reasonably good social presence. Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to your website. We recommend that you have all of your profiles listed on your page, and work to build a larger following on those networks.

Facebook Connected



Your page has a link to a Facebook Page.

Having Social Profiles, linking to these from your website and encouraging users to visit them is beneficial on a few levels. You help to build trust in your business through social proof, and can nurture follower relationships through those platforms. Additionally, having a Google+ profile can help in Search by providing Google more information about your business.

Setup Social Profiles if you do not have them. Add links to your profiles on your site, either manually in-page, or through a Search Bar widget, or your CMS's Search Bar Feature.

Facebook Open Graph Tags



Your page is using Facebook Open Graph Tags.

Tag	Content
og:image	https://github.githubassets.com/images/modules/site/social-cards/github-social.png
og:image:alt	GitHub is where over 83 million developers shape the future of software, together. Contribute to the open source community, manage your Git repositories, review code like a pro, track bugs and feat...
og:site_name	GitHub
og:type	object
og:title	GitHub: Where the world builds software
og:url	https://github.com/
og:description	GitHub is where over 83 million developers shape the future of software, together. Contribute to the open source community, manage your Git repositories, review code like a pro, track bugs and feat...
og:image:type	image/png
og:image:width	1200
og:image:height	620

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.

Facebook Pixel is a useful piece of analytics code offered by Facebook, that allows Facebook to capture and analyse visitor information from your site. This allows you to retarget these visitors with Facebook messaging in future, or build new 'lookalike' audiences similar to your existing visitors.

It can be a good idea to install a Facebook Pixel if you intend to do any Facebook related marketing in the future in order to prepare audience data.

Twitter Connected



Your page has a link to a Twitter profile.

Having Social Profiles, linking to these from your website and encouraging users to visit them is beneficial on a few levels. You help to build trust in your business through social proof, and can nurture follower relationships through those platforms. Additionally, having a Google+ profile can help in Search by providing Google more information about your business.

Setup Social Profiles if you do not have them. Add links to your profiles on your site, either manually in-page, or through a Search Bar widget, or your CMS's Search Bar Feature.

Twitter Activity



You have a strong following on Twitter.



2,372,588
Followers

Twitter Cards



Your page is using Twitter Cards.

Tag	Content
twitter:image:src	https://github.githubassets.com/images/modules/site/social-cards/github-social.png
twitter:site	@github
twitter:card	summary_large_image
twitter:title	GitHub: Where the world builds software
twitter:description	GitHub is where over 83 million developers shape the future of software, together. Contribute to the open source community, manage your Git repositories, review code like a pro, track bugs and feat...

Instagram Connected



No associated Instagram profile found linked on your page

Having Social Profiles, linking to these from your website and encouraging users to visit them is beneficial on a few levels. You help to build trust in your business through social proof, and can nurture follower relationships through those platforms. Additionally, having a Google+ profile can help in Search by providing Google more information about your business.

Setup Social Profiles if you do not have them. Add links to your profiles on your site, either manually in-page, or through a Search Bar widget, or your CMS's Search Bar Feature.

YouTube Connected



Your page has a link to a YouTube channel.

Having Social Profiles, linking to these from your website and encouraging users to visit them is beneficial on a few levels. You help to build trust in your business through social proof, and can nurture follower relationships through those platforms. Additionally, having a Google+ profile can help in Search by providing Google more information about your business.

Setup Social Profiles if you do not have them. Add links to your profiles on your site, either manually in-page, or through a Search Bar widget, or your CMS's Search Bar Feature.

YouTube Activity



You have a good number of YouTube channel subscribers



225,000
Followers



10,080,197
View Count

LinkedIn Connected



Your page has a link to a LinkedIn profile.




Having Social Profiles, linking to these from your website and encouraging users to visit them is beneficial on a few levels. You help to build trust in your business through social proof, and can nurture follower relationships through those platforms. Additionally, having a Google+ profile can help in Search by providing Google more information about your business.

Setup Social Profiles if you do not have them. Add links to your profiles on your site, either manually in-page, or through a Search Bar widget, or your CMS's Search Bar Feature.

Technology Results

Technology List

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

Technology	Version
 GitHub Pages	
 Ruby	
 Ruby on Rails	

Server IP Address

192.30.255.113

DNS Servers

dns1.p08.nsone.net
dns2.p08.nsone.net
dns3.p08.nsone.net
dns4.p08.nsone.net
ns-1283.awsdns-32.org
ns-1707.awsdns-21.co.uk
ns-421.awsdns-52.com
ns-520.awsdns-01.net

Web Server

GitHub.com

Charset

text/html; charset=utf-8

i

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