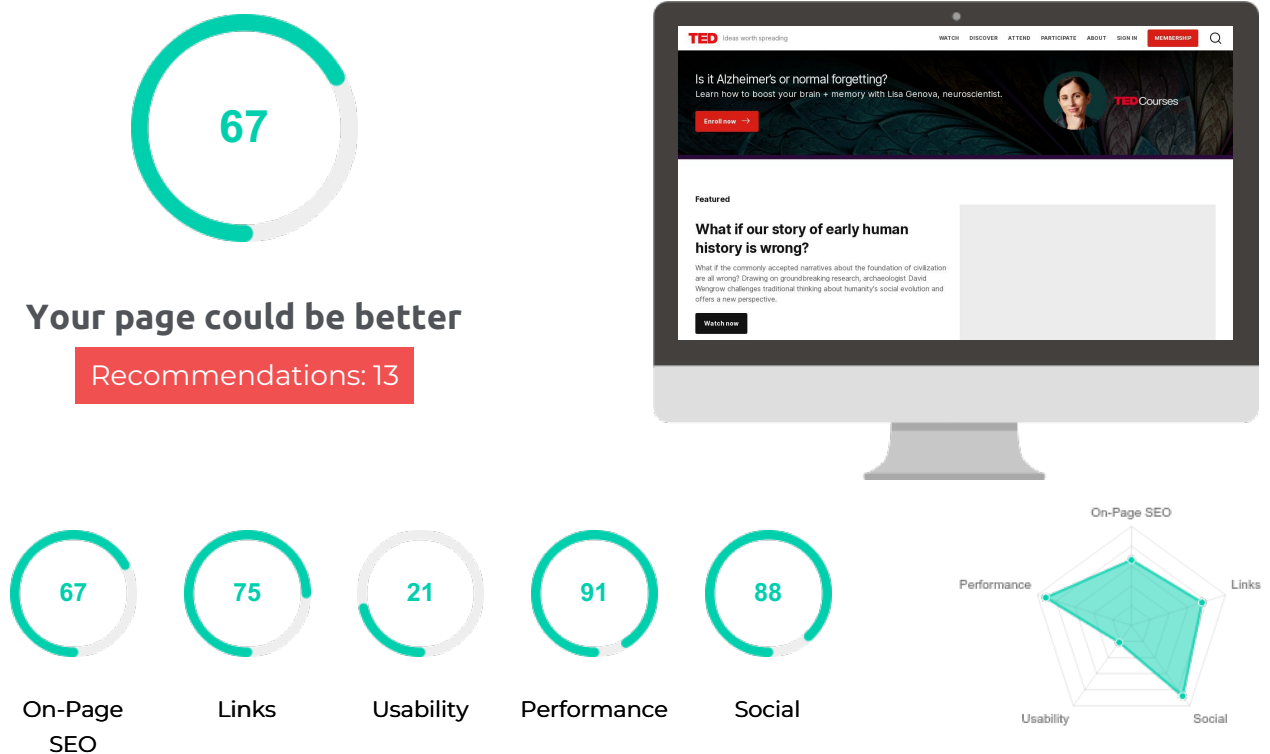# HLABZ.cc

Premium SEO Audit for www.ted.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 www.ted.com

67

Your page could be better

Recommendations: 13

67	75	21	91	88
On-Page SEO	Links	Usability	Performance	Social

On-Page SEO
Performance
Links
Usability
Social

Recommendations

Implement a XML sitemaps file On-Page SEO   Medium Priority

Optimize for Core Web Vitals Usability   Medium Priority

Add H1 Header Tag	On-Page SEO	Medium Priority
Update Link URLs to be more human and Search Engine readable	Links	Low Priority
Use your main keywords across the important HTML tags	On-Page SEO	Low Priority
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Optimize your page for Desktop PageSpeed Insights	Usability	Low Priority
Add Alt attributes to all images	On-Page SEO	Low Priority
Remove inline styles	Performance	Low Priority
Review and Increase Font Sizes across devices	Usability	Low Priority
Add lang attribute	On-Page SEO	Low Priority
Add Schema Markup	On-Page SEO	Low Priority
Setup & Install a Facebook Pixel	Social	Low Priority

On-Page SEO Results

67
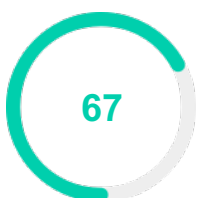
Your On-Page SEO could be better

Your page has some level of On-Page SEO optimization 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).

TED: Ideas Worth Spreading

Length : 26

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).

TED Talks are influential videos from expert speakers on education, business, science, tech and creativity, with subtitles in 100+ languages. Ideas free to stream and download.

Length : 176

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 inceasingly 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 *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.

https://www.ted.com ⋮
TED: Ideas Worth Spreading
TED Talks are influential videos from expert speakers on education, business, science, tech and creativity, with subtitles in 100+ languages. Ideas ...

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 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 *i*

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 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.

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 does not have an H1 Header Tag.

The H1 Header Tag is an important way of signaling to search engines what your content is about, and subsequently the keywords it should rank for.

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	0	
H3	2	
H4	119	
H5	0	
H6	0	

Tag	Value
H3	What if our story of early human history is wrong?
H3	What's next for COVID and monkeypox?
H4	Is it Alzheimer's or normal forgetting?
H4	Featured
H4	The affordable, 3D-printed bionics of the future
H4	The problem with plastics -- and how they're changing the environment
H4	The US can move past immigration prisons -- and towards justice
H4	Why having fun is the secret to a healthier life
H4	How schools can nurture every student's genius
H4	How we're reverse engineering the human brain in the lab
H4	What capitalism gets right -- and governments get wrong
H4	Intelligent floating machines inspired by nature
H4	Newest talks
H4	How dance can unleash your inner joy
H4	The trick to regaining your childlike wonder
H4	How to lead in the new era of employee activism
H4	The affordable, 3D-printed bionics of the future
H4	The shift we need to stop mass surveillance

H4 The most popular talks of all time

H4 What makes Earth so special?

H4 How your brain constructs reality

H4 What makes you happy?

H4 The most popular talks of all time

H4 What makes Earth so special?

H4 How your brain constructs reality

H4 What makes you happy?

H4 Countdown: Take action on climate

H4 How green hydrogen could end the fossil fuel era

H4 The actual cost of preventing climate breakdown

H4 Climate action needs new frontline leadership

H4 A 3-part plan to take on extreme heat waves

H4 The tragedy of air pollution -- and an urgent demand for clean air

H4 The blind spots of the green energy transition

H4 The bad math of the fossil fuel industry

H4 Heard on TED Radio Hour

H4 The story of Marvel's first queer Latina superhero

H4 The power of introverts

H4 What you discover when you really listen

H4 An Olympic champion's mindset for overcoming fear

H4 The new reality of fashion is digital

H4 What if you could sing in your favorite musician's voice?

H4 Art that inspires

H4	Virtual Worlds
H4	Michael Tubbs on politics as a force for good
H4	How to Rethink a Bad Decision
H4	Introducing Body Stuff with Dr. Jen Gunter
H4	How to challenge conventional wisdom -- and change any industry
H4	Introducing: Am I Normal? with Mona Chalabi
H4	About TED

> 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 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	
minutes	✕	✕	✕	97	
seconds	✕	✕	✕	92	
ted	✓	✓	✓	33	
how	✕	✕	✓	28	
posted	✕	✕	✕	18	
next	✕	✕	✓	14	
work	✕	✕	✓	13	
skip	✕	✕	✕	13	

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
seconds posted	✕	✕	✕	18	
next section	✕	✕	✕	11	
seconds posted s ep	✕	✕	✕	11	
sep 2022	✕	✕	✕	11	
posted sep	✕	✕	✕	11	
skip to next	✕	✕	✕	11	
posted sep 2022	✕	✕	✕	11	
posted aug	✕	✕	✕	7	

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: 2160

Numerous studies have shown that there is a relationship between the amount of content on a page (typically measured in word count) and it's 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 311 images on your page and 310 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	svg+xml;base64,PHN2ZyB3aWR0aD0iNDkyIiBoZWlnaHQ9IjE5MiIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=
2	DavidWengrow_2022-embed.jpg?u%5Br%5D=2&u%5Bs%5D=0.5&u%5Ba%5D=0.8&u%5Bt%5D=0.03&quality=80&w=3840
3	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9Ijg4IiBeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=
4	EnzoRomero_2022-embed.jpg?u%5Br%5D=2&u%5Bs%5D=0.5&u%5Ba%5D=0.8&u%5Bt%5D=0.03&quality=80&w=1080
5	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9Ijg4IiBeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=
6	PatriciaVillarrubia-Gomez_2022T-embed.jpg?u%5Br%5D=2&u%5Bs%5D=0.5&u%5Ba%5D=0.8&u%5Bt%5D=0.03&quality=80&w=1080
7	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9Ijg4IiBeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=
8	CesarCuauhtemocGarciaHernandez_2019X-embed.jpg?u%5Br%5D=2&u%5Bs%5D=0.5&u%5Ba%5D=0.8&u%5Bt%5D=0.03&quality=80&w=1080
9	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9Ijg4IiBeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=
10	CatherinePrice_2022-embed.jpg?u%5Br%5D=2&u%5Bs%5D=0.5&u%5Ba%5D=0.8&u%5Bt%5D=0.03&quality=82&w=600
11	yH5BAEAAAAALAAAAAABAAEAAAIBRAA7
12	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9Ijg4IiBeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=
13	TrishMillinesDziko_2019X-embed.jpg?u%5Br%5D=2&u%5Bs%5D=0.5&u%5Ba%5D=0.8&u%5Bt%5D=0.03&quality=82&w=600
14	yH5BAEAAAAALAAAAAABAAEAAAIBRAA7
15	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9Ijg4IiBeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=
16	SergiuPPasca_2022-embed.jpg?u%5Br%5D=2&u%5Bs%5D=0.5&u%5Ba%5D=0.8&u%5Bt%5D=0.03&quality=82&w=600
17	yH5BAEAAAAALAAAAAABAAEAAAIBRAA7
18	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9Ijg4IiBeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=

19	KatherineMangu-Ward_2022-embed.jpg?u%5Br%5D=2&u%5Bs%5D=0.5&u%5Ba%5D=0.8&u%5Bt%5D=0.03&quality=82&w=600
20	yH5BAEAAAAALAAAAAABAAEAAAIBRAA7
21	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9Ij4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=
22	AnickaYi_2022-embed.jpg?u%5Br%5D=2&u%5Bs%5D=0.5&u%5Ba%5D=0.8&u%5Bt%5D=0.03&quality=82&w=600
23	yH5BAEAAAAALAAAAAABAAEAAAIBRAA7
24	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9Ij4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=
25	RyanHeffington_2022-embed.jpg
26	yH5BAEAAAAALAAAAAABAAEAAAIBRAA7
27	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9Ij4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=
28	ZachKing_2021-embed.jpg
29	yH5BAEAAAAALAAAAAABAAEAAAIBRAA7
30	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9Ij4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=
31	MeganReitz_2022X-embed.jpg
32	yH5BAEAAAAALAAAAAABAAEAAAIBRAA7
33	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9Ij4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=
34	EnzoRomero_2022-embed.jpg
35	yH5BAEAAAAALAAAAAABAAEAAAIBRAA7
36	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9Ij4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=
37	AlbertCahn_2022-embed.jpg
38	yH5BAEAAAAALAAAAAABAAEAAAIBRAA7
39	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9Ij4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=
40	StuartSutuCampbell_2022-embed.jpg
41	yH5BAEAAAAALAAAAAABAAEAAAIBRAA7
42	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9Ij4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=

43	VaiteaCowan_2022-embed.jpg
44	yH5BAEAAAAALAAAAAABAAEAAAIBRAA7
45	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9IjI4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=
46	HollyHerndon_2022-embed.jpg
47	yH5BAEAAAAALAAAAAABAAEAAAIBRAA7
48	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9IjI4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=
49	DeanLomax_2022X-embed.jpg
50	yH5BAEAAAAALAAAAAABAAEAAAIBRAA7
51	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9IjI4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=
52	KatherineMangu-Ward_2022-embed.jpg
53	yH5BAEAAAAALAAAAAABAAEAAAIBRAA7
54	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9IjI4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=
55	LeoLanna_LvcasFiat_2022-embed.jpg
56	yH5BAEAAAAALAAAAAABAAEAAAIBRAA7
57	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9IjI4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=
58	SheetalDeCaria_2022X-embed.jpg
59	yH5BAEAAAAALAAAAAABAAEAAAIBRAA7
60	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9IjI4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=
61	HeejaeLim_2022-embed.jpg
62	yH5BAEAAAAALAAAAAABAAEAAAIBRAA7
63	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9IjI4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=
64	MiguelAModestino_2022T-embed.jpg
65	yH5BAEAAAAALAAAAAABAAEAAAIBRAA7
66	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9IjI4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=

67	BrookeBennett_2022X-embed.jpg
68	yH5BAEAAAALAAAAAABAAEAAAIBRAA7
69	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9IjI4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uSSIxLjEiEiLz4=
70	SergiuPPasca_2022-embed.jpg
71	yH5BAEAAAALAAAAAABAAEAAAIBRAA7
72	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9IjI4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uSSIxLjEiEiLz4=
73	JeanetteWinterson_2022-embed.jpg
74	yH5BAEAAAALAAAAAABAAEAAAIBRAA7
75	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9IjI4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uSSIxLjEiEiLz4=
76	MicaelaMantegna_2022-embed.jpg
77	yH5BAEAAAALAAAAAABAAEAAAIBRAA7
78	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9IjI4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uSSIxLjEiEiLz4=
79	Albert-LaszloBarabasi_2019X-embed.jpg
80	yH5BAEAAAALAAAAAABAAEAAAIBRAA7
81	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9IjI4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uSSIxLjEiEiLz4=
82	SleepingWithScience_2020V_E04-embed.jpg
83	yH5BAEAAAALAAAAAABAAEAAAIBRAA7
84	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9IjI4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uSSIxLjEiEiLz4=
85	AdamGrant_2021S-embed.jpg
86	yH5BAEAAAALAAAAAABAAEAAAIBRAA7
87	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9IjI4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uSSIxLjEiEiLz4=
88	SleepingWithScience_2020V_E05-embed.jpg
89	yH5BAEAAAALAAAAAABAAEAAAIBRAA7
90	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9IjI4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uSSIxLjEiEiLz4=

91	BeauLotto_2009G-embed.jpg
92	yH5BAEAAAALAAAAABAAEAAAIBRAA7
93	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9IjI4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=
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264	DebbieLovich_2021S-embed.jpg?u%5Br%5D=2&u%5Bs%5D=0.5&u%5Ba%5D=0.8&u%5Bt%5D=0.03&quality=82&w=600
265	yH5BAEAAAALAAAAAABAAEAAAIBRAA7
266	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9IjI4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=
267	MargaretHeffernan_2019T-embed.jpg?u%5Br%5D=2&u%5Bs%5D=0.5&u%5Ba%5D=0.8&u%5Bt%5D=0.03&quality=82&w=600
268	yH5BAEAAAALAAAAAABAAEAAAIBRAA7
269	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9IjI4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=
270	PattyMcCord_2021S-embed.jpg?u%5Br%5D=2&u%5Bs%5D=0.5&u%5Ba%5D=0.8&u%5Bt%5D=0.03&quality=82&w=600
271	yH5BAEAAAALAAAAAABAAEAAAIBRAA7
272	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9IjI4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=
273	4c7f887bb77d695e37bd0b619601058918de7060_2880x1620.jpg?u%5Br%5D=2&u%5Bs%5D=0.5&u%5Ba%5D=0.8&u%5Bt%5D=0.03&quality=82&w=600
274	yH5BAEAAAALAAAAAABAAEAAAIBRAA7
275	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9IjI4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=
276	MartinDanoesastro_2018S-embed.jpg?u%5Br%5D=2&u%5Bs%5D=0.5&u%5Ba%5D=0.8&u%5Bt%5D=0.03&quality=82&w=600

277	yH5BAEAAAALAAAAABAAEAAAIBRAA7
278	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9IjI4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=
279	JodiAnnBurey_2020X-embed.jpg?u%5Br%5D=2&u%5Bs%5D=0.5&u%5Ba%5D=0.8&u%5Bt%5D=0.03&quality=82&w=600
280	yH5BAEAAAALAAAAABAAEAAAIBRAA7
281	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9IjI4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=
282	BetsyKauffman_2020S-embed.jpg?u%5Br%5D=2&u%5Bs%5D=0.5&u%5Ba%5D=0.8&u%5Bt%5D=0.03&quality=82&w=600
283	yH5BAEAAAALAAAAABAAEAAAIBRAA7
284	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9IjI4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=
285	e02ed13dcc2684221ce59429a722479dd13661fb_2880x1620.jpg?u%5Br%5D=2&u%5Bs%5D=0.5&u%5Ba%5D=0.8&u%5Bt%5D=0.03&quality=82&w=600
286	yH5BAEAAAALAAAAABAAEAAAIBRAA7
287	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9IjI4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=
288	CharlieJaneAnders_2019W-embed.jpg?u%5Br%5D=2&u%5Bs%5D=0.5&u%5Ba%5D=0.8&u%5Bt%5D=0.03&quality=82&w=600
289	yH5BAEAAAALAAAAABAAEAAAIBRAA7
290	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9IjI4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=
291	TimHarford_2011G-embed.jpg?u%5Br%5D=2&u%5Bs%5D=0.5&u%5Ba%5D=0.8&u%5Bt%5D=0.03&quality=82&w=600
292	yH5BAEAAAALAAAAABAAEAAAIBRAA7
293	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9IjI4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=
294	Far_Flung_Thumbnail_Banner_12880x1620_Virtual_Worlds.jpg?u%5Br%5D=2&u%5Bs%5D=0.5&u%5Ba%5D=0.8&u%5Bt%5D=0.03&quality=82&w=600

295	yH5BAEAAAAALAAAAAABAAEAAAIBRAA7
296	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9Ijl4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=
297	04_TED-Interview_S3_Talk-page_Michael-Tubbs_2880x1620.jpg?u%5Br%5D=2&u%5Bs%5D=0.5&u%5Ba%5D=0.8&u%5Bt%5D=0.03&quality=82&w=600
298	yH5BAEAAAAALAAAAAABAAEAAAIBRAA7
299	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9Ijl4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=
300	WL_S4_TED.com_thumbnail_Ep.Rethink+a+Bad+Decision.jpg?u%5Br%5D=2&u%5Bs%5D=0.5&u%5Ba%5D=0.8&u%5Bt%5D=0.03&quality=82&w=600
301	yH5BAEAAAAALAAAAAABAAEAAAIBRAA7
302	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9Ijl4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=
303	BodyStuff_2021V-embed.jpg?u%5Br%5D=2&u%5Bs%5D=0.5&u%5Ba%5D=0.8&u%5Bt%5D=0.03&quality=82&w=600
304	yH5BAEAAAAALAAAAAABAAEAAAIBRAA7
305	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9Ijl4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=
306	TAC_HowToBeABetterHuman_FranklinLeonard_2021V-embed.jpg?u%5Br%5D=2&u%5Bs%5D=0.5&u%5Ba%5D=0.8&u%5Bt%5D=0.03&quality=82&w=600
307	yH5BAEAAAAALAAAAAABAAEAAAIBRAA7
308	svg+xml;base64,PHN2ZyB3aWR0aD0iNTEyIiBoZWlnaHQ9Ijl4OCIgeG1sbnM9Imh0dHA6Ly93d3cudzMub3JnLzIwMDAvc3ZnIiB2ZXJzaW9uPSIxLjEiLz4=
309	Am_I_Normal_Podcast_Generic_2880x1620.jpg?u%5Br%5D=2&u%5Bs%5D=0.5&u%5Ba%5D=0.8&u%5Bt%5D=0.03&quality=82&w=600
310	yH5BAEAAAAALAAAAAABAAEAAAIBRAA7

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://www.ted.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://www.ted.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. Becasue 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 ✓

Your page is using an analytics tool.

Google Analytics

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	
translate	🇮🇩 EN	28	124,000,000	260,400	
translate	🇮🇩 ID	40	124,000,000	260,400	
translation	🇮🇩 EN	49	124,000,000	260,400	
talks talks	🇬🇧 EN	1	673,000	204,592	
youtube còm	🇻🇳 EN	17	37,200,000	159,960	
translate	🇺🇸 EN	15	30,400,000	155,040	
translate	🇺🇸 ES	16	30,400,000	130,720	
link ed	🇺🇸 EN	10	11,100,000	125,430	
translate	🇹🇷 TR	15	20,400,000	104,040	
t translate	🇲🇾 MS	12	11,100,000	83,250	

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

14,223,466
Monthly
Traffic
Volume
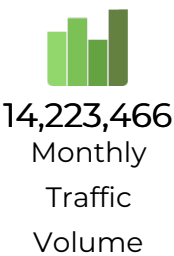
This is an estimate of the Monthly Visitors your site receives as a result of it's Search Engine Rankings. This can be calculated by understanding the full set of keywords your site ranks for multiplied by their monthly search volumes multiplied by the click-through-rate for each of your ranking positions 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	15,514	
Position 2-3	11,412	
Position 4-10	54,722	
Position 11-20	124,327	
Position 21-30	147,617	
Position 31-100	1,183,584	

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

53.9M	639.2k	93
External Backlinks	Referring Domains	Moz Domain Authority
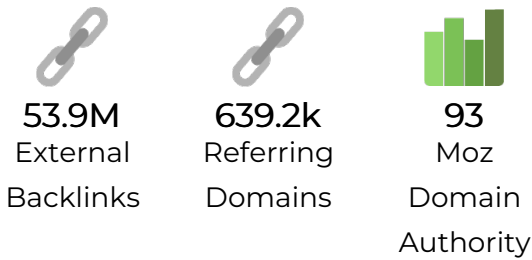
Backlinks are links to your site from another site. Search Engines can see these interconnections and use them as a strong signal of the importance and authority of your page or content. Backlinks are one of the most important ranking factors, and in general, more links from authoritative websites will 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	apps.apple.com/us/app/ted/id376183339
100	apps.apple.com/jp/app/ted/id376183339
100	www.youtube.com/watch?v=1bnzVjOJ6NM
100	www.youtube.com/watch?v=6ul2TSvUDog
100	www.youtube.com/watch?v=dWZP8cUEB7Y
100	www.youtube.com/channel/UC68ONEx5z6anyPaA08tC8ZA
100	www.youtube.com/watch?v=hVimVzgtD6w&list=PLO_OaQZ3Gmd7NYH4lRxIfMyd9FosWsp6-
100	www.youtube.com/watch?v=90AU6D8qEhc
100	apps.apple.com/gb/app/ted/id376183339
100	www.youtube.com/watch?v=xEtXItg9hEE&list=PL831FBCA74153165E

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 168 total links. 10% 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://www.ted.com	Internal	Follow
https://www.ted.com/talks	Internal	Follow
https://www.ted.com/recommends	Internal	Follow
https://www.ted.com/playlists	Internal	Follow
https://www.ted.com/series	Internal	Follow
https://www.ted.com/watch/ted-ed	Internal	Follow
https://www.ted.com/watch/tedx-talks	Internal	Follow
https://www.ted.com/topics	Internal	Follow
https://audiocollective.ted.com	External	Follow
https://ideas.ted.com	External	Follow
https://www.ted.com/newsletter	Internal	Follow

URL	Type	Follow
https://www.ted.com/attend/conferences	Internal	Follow
https://www.ted.com/tedx/events	Internal	Follow
https://www.ted.com/attend/ted-on-screen	Internal	Follow
https://www.ted.com/participate/nominate	Internal	Follow
https://www.ted.com/participate/organize-a-local-tedx-event	Internal	Follow
https://www.ted.com/participate/translate	Internal	Follow
https://www.ted.com/participate/ted-fellows-program	Internal	Follow
https://www.ted.com/about/our-organization	Internal	Follow
https://www.ted.com/about/conferences	Internal	Follow
https://www.ted.com/about/programs-initiatives	Internal	Follow
https://www.ted.com/about/partner-with-ted	Internal	Follow
https://blog.ted.com/	External	Follow
https://auth.ted.com/users/new	External	Follow
https://www.ted.com/membership	Internal	Follow
https://www.ted.com/membership?cta_source=membership_ted&utm_medium=display&utm_source=homepage&utm_campaign=membership-ted&utm_content=09142021-hpbanner2	Internal	Follow
https://courses.ted.com/product/how-to-boost-your-brain-memory?utm_source=ted.com&utm_medium=ted-core-site&utm_campaign=memory-registrations-20220907&utm_content=memory-lisa-spotlight-homepage-banner-wam-0907-0914	External	Follow
https://ted.com/talks/david_wengrow_a_new_understanding_of_human_history_and_the_roots_of_inequality	Internal	Follow
https://www.ted.com/talks/enzo_romero_the_affordable_3d_printed_bionics_of_the_future	Internal	Follow

URL	Type	Follow
https://www.ted.com/talks/patricia_villarrubia_gomez_the_problem_with_plastics_and_how_they_re_changing_the_environment	Internal	Follow
https://www.ted.com/talks/cesar_cuauhtemoc_garcia_hernandez_the_us_can_move_past_immigration_prisons_and_towards_justice	Internal	Follow
https://www.ted.com/talks/catherine_price_why_having_fun_is_the_secret_to_a_healthier_life	Internal	Follow
https://www.ted.com/talks/trish_millines_dziko_how_schools_can_nurture_every_student_s_genius	Internal	Follow
https://www.ted.com/talks/sergiu_p_pasca_how_we_re_reverse_engineering_the_human_brain_in_the_lab	Internal	Follow
https://www.ted.com/talks/katherine_mangu_ward_what_capitalism_gets_right_and_governments_get_wrong	Internal	Follow
https://www.ted.com/talks/anicka_yi_intelligent_floating_machines_inspired_by_nature	Internal	Follow
https://www.ted.com/talks/ryan_heffington_how_dance_can_unleash_your_inner_joy	Internal	Follow
https://www.ted.com/talks/zach_king_the_trick_to_regaining_your_childlike_wonder	Internal	Follow
https://www.ted.com/talks/megan_reitz_how_to_lead_in_the_new_era_of_employee_activism	Internal	Follow
https://www.ted.com/talks/albert_fox_cahn_the_shift_we_need_to_stop_mass_surveillance	Internal	Follow
https://www.ted.com/talks/sutu_everyone_can_participate_in_building_the_metaverse	Internal	Follow
https://www.ted.com/talks/vaitea_cowan_how_green_hydrogen_could_end_the_fossil_fuel_era	Internal	Follow
https://www.ted.com/talks/holly_herndon_what_if_you_could_sing_in_your_favorite_musician_s_voice	Internal	Follow
https://www.ted.com/talks/dean_r_lomax_a_giant_jurassic_sea_dragon_unearthed	Internal	Follow
https://www.ted.com/talks/leo_lanna_and_lvcas_fiat_the_colorful_shapeshifting_wonder_of_the_amazon_s_praying_mantises	Internal	Follow
https://www.ted.com/talks/sheetal_decaria_the_bias_behind_your_undiagnosed_chronic_pain	Internal	Follow
https://www.ted.com/talks/heejae_lim_the_most_powerful_yet_overlooked_resource_in_schools	Internal	Follow

https://www.ted.com/talks/miguel_a_modestino_how_to_transform_the_chemical_industry_one_reaction_at_a_time	Internal	Follow
https://www.ted.com/talks/brooke_bennett_why_the_price_of_insulin_is_a_danger_to_diabetics_aug_2022	Internal	Follow
https://www.ted.com/talks/jeanette_winterson_is_humanity_smart_enough_to_survive_itself	Internal	Follow
https://www.ted.com/talks/micaela_mantegna_how_to_stop_the_metaverse_from_becoming_the_internet_s_bad_sequel	Internal	Follow
https://www.ted.com/session/new?context=ted.www%2Frecommends-onboarding	Internal	Follow
https://www.ted.com/talks/albert_laszlo_barabasi_the_real_relationship_between_your_age_and_your_chance_of_success	Internal	Follow
https://www.ted.com/talks/matt_walker_what_s_the_connection_between_sleep_and_alzheimer_s_disease	Internal	Follow
https://www.ted.com/talks/adam_grant_what_frogs_in_hot_water_can_teach_us_about_thinking_again	Internal	Follow
https://www.ted.com/talks/matt_walker_how_sleep_affects_your_emotions	Internal	Follow
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https://www.ted.com/about/our-organization/our-policies-terms/ted-com-terms-of-use	Internal	Follow
https://www.ted.com/about/our-organization/jobs-at-ted	Internal	Follow
https://www.ted.com/about/our-organization/contact-us/press-and-media-information	Internal	Follow
https://support.ted.com	External	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
50	https://www.ted.com/membership?cta_source=membership_ted&utm_medium=display&utm_source=homepage&utm_campaign=membership-ted&utm_content=09142021-hpbanner2	✕	✕	✕	✓	✓	✕
50	https://ted.com/talks/david_wengrow_a_new_understanding_of_human_history_and_the_roots_of_inequality	✕	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/enzo_romero_the_affordable_3d_printed_bionics_of_the_future	✕	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/patricia_villarrubia_gomez_the_problem_with_plastics_and_how_they_re_changing_the_environment	✕	✓	✓	✓	✓	✕
50	https://www.ted.com/talks/cesar_cuauhtemoc_garcia_hernandez_the_us_can_move_past_immigration_prisons_and_towards_justice	✕	✓	✓	✓	✓	✕
50	https://www.ted.com/talks/catherine_price_why_having_fun_is_the_secret_to_a_healthier_life	✕	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/trish_millines_dziko_how_schools_can_nurture_every_student_s_genius	✕	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/sergiu_p_pasca_how_we_re_reverse_engineering_the_human_brain_in_the_lab	✕	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/katherine_mangu_ward_what_capitalism_gets_right_and_governments_get_wrong	✕	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/anicka_yi_intelligent_floating_machines_inspired_by_nature	✕	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/ryan_heffington_how_dance_can_unleash_your_inner_joy	✕	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/zach_king_the_trick_to_regaining_your_childlike_wonder	✕	✓	✓	✓	✓	✓

50	https://www.ted.com/talks/megan_reitz_how_to_lead_in_the_new_era_of_employee_activism	✕	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/albert_fox_cahn_the_shift_we_need_to_stop_mass_surveillance	✕	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/sutu_everyone_can_participate_in_building_the_metaverse	✕	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/vaitea_cowan_how_green_hydrogen_could_end_the_fossil_fuel_era	✕	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/holly_herndon_what_if_you_could_sing_in_your_favorite_musician_s_voice	✕	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/dean_r_lomax_a_giant_jurassic_sea_dragon_unearthed	✕	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/leo_lanna_and_lvcas_fiat_the_colorful_shapeshifting_wonder_of_the_amazon_s_praying_mantises	✕	✓	✓	✓	✓	✕
50	https://www.ted.com/talks/sheetal_decaria_the_bias_behind_your_undiagnosed_chronic_pain	✕	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/heejae_lim_the_most_powerful_yet_overlooked_resource_in_schools	✕	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/miguel_a_modestino_how_to_transform_the_chemical_industry_one_reaction_at_a_time	✕	✓	✓	✓	✓	✕
50	https://www.ted.com/talks/brooke_bennett_why_the_price_of_insulin_is_a_danger_to_diabetics_aug_2022	✕	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/jeanette_winterson_is_humanity_smart_enough_to_survive_itself	✕	✓	✓	✓	✓	✓

50	https://www.ted.com/talks/micaela_mantegna_how_to_stop_the_metaverse_from_becoming_the_internet_s_bad_sequel	✗	✓	✓	✓	✓	✗
50	https://www.ted.com/session/new?context=ted.www%2Frecommends-onboarding	✓	✗	✗	✓	✓	✓
50	https://www.ted.com/talks/albert_laszlo_barabasi_the_real_relationship_between_your_age_and_your_chance_of_success	✗	✓	✓	✓	✓	✗
50	https://www.ted.com/talks/matt_walker_what_s_the_connection_between_sleep_and_alzheimer_s_disease	✗	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/adam_grant_what_frogs_in_hot_water_can_teach_us_about_thinking_again	✗	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/matt_walker_how_sleep_affects_your_emotions	✗	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/beau_lotto_optical_illusions_show_how_we_see	✗	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/matt_walker_a_walk_through_the_stages_of_sleep	✗	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/matt_walker_hacking_your_memory_with_sleep	✗	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/loretta_j_ross_don_t_call_people_out_call_them_in	✗	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/derek_sivers_how_to_start_a_movement	✗	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/ashweetha_shetty_how_education_helped_me_rewrite_my_life	✗	✓	✓	✓	✓	✓

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50	https://www.ted.com/talks/richard_wilkinson_how_economic_inequality_harms_societies	✕	✓	✓	✓	✓	✓
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50	https://www.ted.com/talks/martin_danoesastro_what_are_you_willing_to_give_up_to_change_the_way_we_work	✕	✓	✓	✓	✓	✕
50	https://www.ted.com/talks/sarah_ellis_and_helen_tupper_the_best_career_path_isn_t_always_a_straight_line	✕	✓	✓	✓	✓	✕
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50	https://www.ted.com/talks/judy_grisel_how_does_alcohol_cause_hangovers	✕	✓	✓	✓	✓	✓
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50	https://www.ted.com/playlists/477/what_makes_earth_so_special	✕	✓	✓	✓	✓	✓
50	https://www.ted.com/playlists/384/how_your_brain_constructs_real	✕	✓	✓	✓	✓	✓
50	https://www.ted.com/playlists/4/what_makes_you_happy	✕	✓	✓	✓	✓	✓

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50	https://www.ted.com/talks/ozawa_bineshi_albert_climate_action_needs_new_frontline_leadership	✗	✓	✓	✓	✓	✓
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50	https://www.ted.com/talks/mounia_akl_how_film_captures_the_space_between_hope_and_despair	✕	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/ayana_jamieson_and_moya_bailey_why_should_you_read_sci_fi_superstar_octavia_e_butler	✕	✓	✓	✓	✓	✕
50	https://www.ted.com/talks/refik_anadol_art_in_the_age_of_machine_intelligence	✕	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/cecilia_aragon_the_creativity_and_community_behind_fanfiction	✕	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/smita_sharma_powerful_photos_that_honor_the_lives_of_overlooked_women	✕	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/sam_hester_how_visual_storytelling_creates_better_health_care	✕	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/wendy_macnaughton_the_art_of_paying_attention	✕	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/oskar_eustis_why_theater_is_essential_to_democracy	✕	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/morra_aarons_mele_3_steps_to_stop_remote_work_burnout	✕	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/douglas_rushkoff_how_to_be_team_human_in_the_digital_future	✕	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/patty_mccord_4_lessons_the_pandemic_taught_us_about_work_life_and_balance	✕	✓	✓	✓	✓	✓

50	https://www.ted.com/talks/linda_hill_how_to_manage_for_collective_creativity	✗	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/jodi_ann_burey_the_myth_of_bringing_your_full_authentic_self_to_work	✗	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/betsy_kauffman_4_tips_to_kickstart_honest_conversations_at_work	✗	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/shawn_achor_the_happy_secret_to_better_work	✗	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/charlie_jane_anders_go_ahead_dream_about_the_future	✗	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/tim_harford_trial_error_and_the_god_complex	✗	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/far_flung_virtual_worlds	✗	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/the_ted_interview_michael_tubbs_on_politics_as_a_force_for_good	✗	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/worklife_with_adam_grant_how_to_rethink_a_bad_decision	✗	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/ted_audio_collective_introducing_body_stuff_with_dr_jen_gunter	✗	✓	✓	✓	✓	✓
50	https://www.ted.com/talks/how_to_be_a_better_human_how_to_challenge_conventional_wisdom_and_change_any_industry	✗	✓	✓	✓	✓	✗
50	https://www.ted.com/talks/ted_audio_collective_introducing_am_i_normal_with_mona_chalabi	✗	✓	✓	✓	✓	✓
50	https://www.ted.com/recommends?exploreCTASource=footer.link	✓	✗	✓	✓	✓	✓

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).

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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.
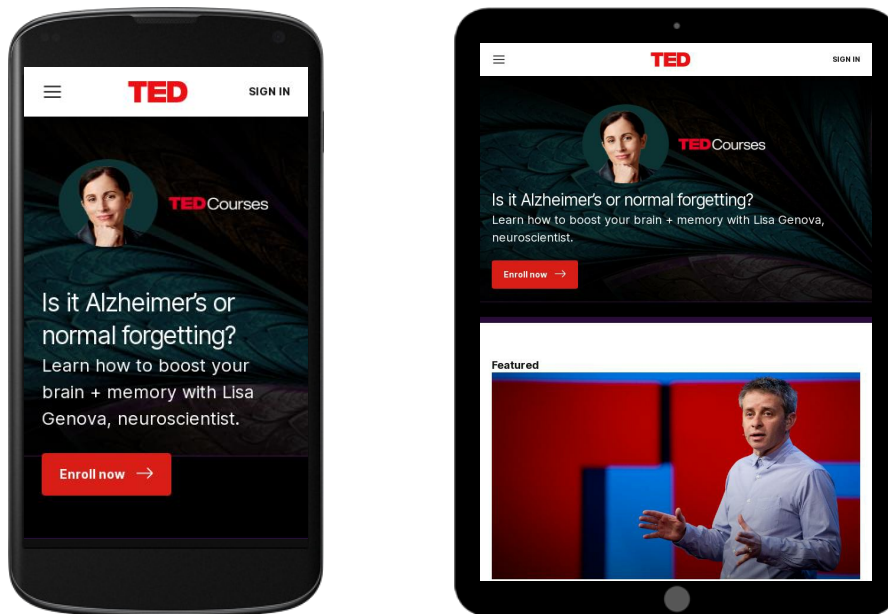
A website can be viewed in a wide variety of resolutions and formats, some dictated by the size of a desktop display, and others by the specific dimensions of a phone or tablet model. Device rendering provides a preview of this rendering on several popular device resolutions to help identify obvious issues. Note, our method will load a website and resize it's 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).
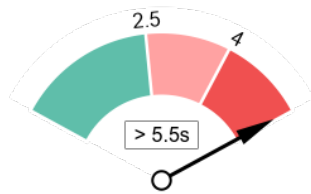
Google's Core Web Vitals

✖

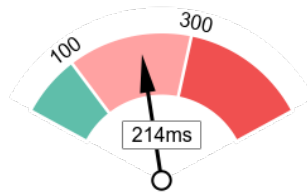Your page has failed Google's Core Web Vitals assessment.

Core Web Vitals are UI metrics created by Google that measure page experience and are becoming increasingly important as a ranking factor.
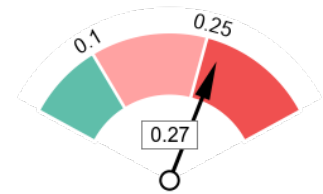
Largest Contentful Paint (LCP)

First Input Delay (FID)

Cumulative Layout Shift (CLS)

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

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.

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Lab Data	Value		Opportunities	Estimated Savings
First Contentful Paint	4.7 s		Serve images in next-gen formats	2.66 s
Speed Index	12.8 s		Reduce unused JavaScript	2.03 s
Largest Contentful Paint	17 s		Efficiently encode images	1.08 s
Time to Interactive	27.9 s		Eliminate render-blocking resources	1.05 s
Total Blocking Time	10.91 s		Properly size images	0.78 s
Cumulative Layout Shift	0.008			

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.

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Lab Data	Value		Opportunities	Estimated Savings
First Contentful Paint	1.1 s		Reduce unused JavaScript	0.67 s
Speed Index	3.8 s		Eliminate render-blocking resources	0.2 s
Largest Contentful Paint	3.3 s		Serve images in next-gen formats	0.16 s
Time to Interactive	5.8 s			
Total Blocking Time	1.7 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 ✔

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

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

❌

There is some text on your page that is small and may not be legible enough for particular users.

We recommend reviewing all text on your page in different devices to ensure that it is of appropriate size.

Font Size	Text Block	Style Location
11px	.text-xxs	https://www.ted.com/_next/static/css/73d203ed05b03bc2b97e.css

Page text legibilty 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

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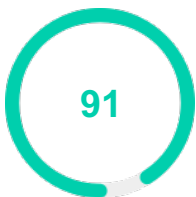
Your performance is very good!

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.
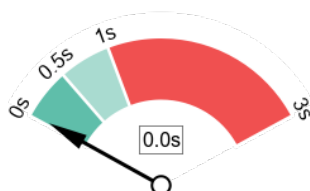
Server Response	All Page Content Loaded	All Page Scripts Complete
0.0s	5.1s	11.6s

Download Page Size

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

Download Page Size

2.9MB

Download Page Size Breakdown

- HTML (0.14MB)
- CSS (0.02MB)
- JS (1.31MB)
- Images (1.33MB)
- Other (0.13MB)

Total 2.93 MB

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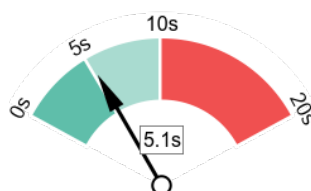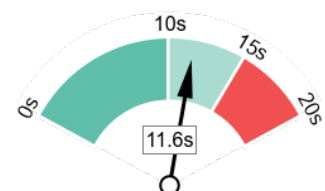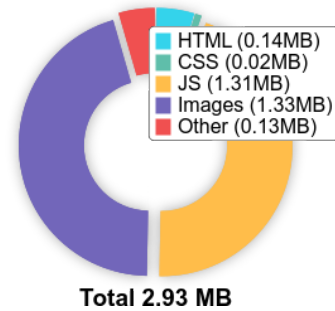 larger than text files, and subsequently make up the bulk of Download File Size, but also represent the largest optimization opportunity. An important distinction here is 'Download' vs 'Raw' file size. Modern web protocols compress files during transfer, meaning files are usually smaller to download than their actual or 'raw' size. So any manual optmizations 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.

Compression Rates

HTML	0.14 MB (78% Compressed)
CSS	0.02 MB (82% Compressed)
JS	1.31 MB (70% Compressed)
Images	1.33 MB (11% Compressed)
Other	0.13 MB (42% Compressed)
Total	**2.93 MB (57% Compressed)**

Raw Page Size Breakdown

- HTML (0.62MB)
- CSS (0.13MB)
- JS (4.38MB)
- Images (1.49MB)
- Other (0.23MB)

Total 6.85 MB
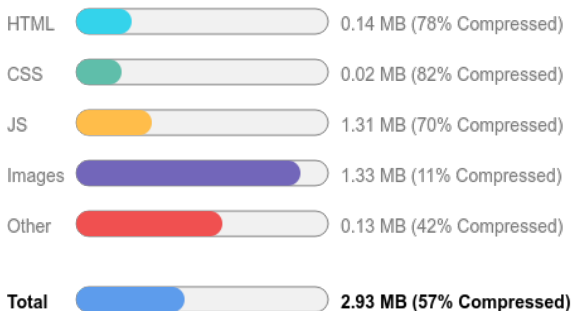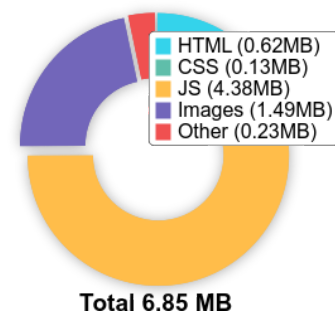
Modern web servers allow website files to be compressed before transfer, often dramatically reducing the Download File Size and Page Load Speed of a page. There are several different compression algorithms used such as GZIP, Deflate and Brotli. Enabling compression can often represent a simple and quick 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.

| **#** 259 Total Objects | 41 Number of HTML Pages | 70 Number of JS Resources | 2 Number of CSS Resources | 66 Number of Images | 80 Other Resources |

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 functons 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 it's 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
19	display:inline-block;max-width:100%;overflow:hidden;position:relative;box-sizing:border-box;margin:0
19	box-sizing:border-box;display:block;max-width:100%
19	max-width:100%;display:block;margin:0;border:none;padding:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%
19	padding-top:56.25%
19	display:block;overflow:hidden;position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;margin:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	padding-top:56.25%
19	display:inline-block;max-width:100%;overflow:hidden;position:relative;box-sizing:border-box;margin:0
19	box-sizing:border-box;display:block;max-width:100%
19	max-width:100%;display:block;margin:0;border:none;padding:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	padding-top:56.25%
19	display:inline-block;max-width:100%;overflow:hidden;position:relative;box-sizing:border-box;margin:0
19	box-sizing:border-box;display:block;max-width:100%
19	max-width:100%;display:block;margin:0;border:none;padding:0

19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	padding-top:56.25%
19	display:inline-block;max-width:100%;overflow:hidden;position:relative;box-sizing:border-box;margin:0
19	box-sizing:border-box;display:block;max-width:100%
19	max-width:100%;display:block;margin:0;border:none;padding:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	padding-top:56.25%
19	display:inline-block;max-width:100%;overflow:hidden;position:relative;box-sizing:border-box;margin:0
19	box-sizing:border-box;display:block;max-width:100%
19	max-width:100%;display:block;margin:0;border:none;padding:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	padding-top:56.25%
19	display:inline-block;max-width:100%;overflow:hidden;position:relative;box-sizing:border-box;margin:0
19	box-sizing:border-box;display:block;max-width:100%
19	max-width:100%;display:block;margin:0;border:none;padding:0

19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	padding-top:56.25%
19	display:inline-block;max-width:100%;overflow:hidden;position:relative;box-sizing:border-box;margin:0
19	box-sizing:border-box;display:block;max-width:100%
19	max-width:100%;display:block;margin:0;border:none;padding:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	padding-top:56.25%
19	display:inline-block;max-width:100%;overflow:hidden;position:relative;box-sizing:border-box;margin:0
19	box-sizing:border-box;display:block;max-width:100%
19	max-width:100%;display:block;margin:0;border:none;padding:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	padding-top:56.25%
19	display:inline-block;max-width:100%;overflow:hidden;position:relative;box-sizing:border-box;margin:0
19	box-sizing:border-box;display:block;max-width:100%
19	max-width:100%;display:block;margin:0;border:none;padding:0

19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	padding-top:56.25%
19	display:inline-block;max-width:100%;overflow:hidden;position:relative;box-sizing:border-box;margin:0
19	box-sizing:border-box;display:block;max-width:100%
19	max-width:100%;display:block;margin:0;border:none;padding:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
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19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	padding-top:56.25%
19	display:inline-block;max-width:100%;overflow:hidden;position:relative;box-sizing:border-box;margin:0
19	box-sizing:border-box;display:block;max-width:100%
19	max-width:100%;display:block;margin:0;border:none;padding:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	padding-top:56.25%
19	display:inline-block;max-width:100%;overflow:hidden;position:relative;box-sizing:border-box;margin:0
19	box-sizing:border-box;display:block;max-width:100%
19	max-width:100%;display:block;margin:0;border:none;padding:0

19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	padding-top:56.25%
19	display:inline-block;max-width:100%;overflow:hidden;position:relative;box-sizing:border-box;margin:0
19	box-sizing:border-box;display:block;max-width:100%
19	max-width:100%;display:block;margin:0;border:none;padding:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	padding-top:56.25%
19	display:inline-block;max-width:100%;overflow:hidden;position:relative;box-sizing:border-box;margin:0
19	box-sizing:border-box;display:block;max-width:100%
19	max-width:100%;display:block;margin:0;border:none;padding:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	padding-top:56.25%
19	display:block;overflow:hidden;position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;margin:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover

19	overflow:hidden;box-sizing:border-box;display:inline-block;position:relative;width:102px;height:56px
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:contain
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:contain
19	padding-top:56.25%
19	display:inline-block;max-width:100%;overflow:hidden;position:relative;box-sizing:border-box;margin:0
19	box-sizing:border-box;display:block;max-width:100%
19	max-width:100%;display:block;margin:0;border:none;padding:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	padding-top:56.25%
19	display:inline-block;max-width:100%;overflow:hidden;position:relative;box-sizing:border-box;margin:0
19	box-sizing:border-box;display:block;max-width:100%
19	max-width:100%;display:block;margin:0;border:none;padding:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	padding-top:56.25%
19	display:inline-block;max-width:100%;overflow:hidden;position:relative;box-sizing:border-box;margin:0
19	box-sizing:border-box;display:block;max-width:100%

19	max-width:100%;display:block;margin:0;border:none;padding:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	padding-top:56.25%
19	display:inline-block;max-width:100%;overflow:hidden;position:relative;box-sizing:border-box;margin:0
19	box-sizing:border-box;display:block;max-width:100%
19	max-width:100%;display:block;margin:0;border:none;padding:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
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19	display:inline-block;max-width:100%;overflow:hidden;position:relative;box-sizing:border-box;margin:0
19	box-sizing:border-box;display:block;max-width:100%
19	max-width:100%;display:block;margin:0;border:none;padding:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	padding-top:56.25%
19	display:inline-block;max-width:100%;overflow:hidden;position:relative;box-sizing:border-box;margin:0
19	box-sizing:border-box;display:block;max-width:100%

19	max-width:100%;display:block;margin:0;border:none;padding:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	padding-top:56.25%
19	display:inline-block;max-width:100%;overflow:hidden;position:relative;box-sizing:border-box;margin:0
19	box-sizing:border-box;display:block;max-width:100%
19	max-width:100%;display:block;margin:0;border:none;padding:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	padding-top:56.25%
19	display:inline-block;max-width:100%;overflow:hidden;position:relative;box-sizing:border-box;margin:0
19	box-sizing:border-box;display:block;max-width:100%
19	max-width:100%;display:block;margin:0;border:none;padding:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	padding-top:56.25%
19	display:inline-block;max-width:100%;overflow:hidden;position:relative;box-sizing:border-box;margin:0
19	box-sizing:border-box;display:block;max-width:100%

19	max-width:100%;display:block;margin:0;border:none;padding:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	padding-top:56.25%
19	display:inline-block;max-width:100%;overflow:hidden;position:relative;box-sizing:border-box;margin:0
19	box-sizing:border-box;display:block;max-width:100%
19	max-width:100%;display:block;margin:0;border:none;padding:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
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19	display:inline-block;max-width:100%;overflow:hidden;position:relative;box-sizing:border-box;margin:0
19	box-sizing:border-box;display:block;max-width:100%
19	max-width:100%;display:block;margin:0;border:none;padding:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	padding-top:56.25%
19	display:inline-block;max-width:100%;overflow:hidden;position:relative;box-sizing:border-box;margin:0
19	box-sizing:border-box;display:block;max-width:100%

19	max-width:100%;display:block;margin:0;border:none;padding:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	padding-top:56.25%
19	display:inline-block;max-width:100%;overflow:hidden;position:relative;box-sizing:border-box;margin:0
19	box-sizing:border-box;display:block;max-width:100%
19	max-width:100%;display:block;margin:0;border:none;padding:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	padding-top:100%
19	display:block;overflow:hidden;position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;margin:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	padding-top:100%
19	display:block;overflow:hidden;position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;margin:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	padding-top:100%

19	display:block;overflow:hidden;position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;margin:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	padding-top:100%
19	display:block;overflow:hidden;position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;margin:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	padding-top:100%
19	display:block;overflow:hidden;position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;margin:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	padding-top:100%
19	display:block;overflow:hidden;position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;margin:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	padding-top:100%
19	display:block;overflow:hidden;position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;margin:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover

19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	padding-top:100%
19	display:block;overflow:hidden;position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;margin:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	width:300px
19	padding-top:56.25%
19	display:inline-block;max-width:100%;overflow:hidden;position:relative;box-sizing:border-box;margin:0
19	box-sizing:border-box;display:block;max-width:100%
19	max-width:100%;display:block;margin:0;border:none;padding:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	padding-top:56.25%
19	display:inline-block;max-width:100%;overflow:hidden;position:relative;box-sizing:border-box;margin:0
19	box-sizing:border-box;display:block;max-width:100%
19	max-width:100%;display:block;margin:0;border:none;padding:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover

19	padding-top:56.25%
19	display:inline-block;max-width:100%;overflow:hidden;position:relative;box-sizing:border-box;margin:0
19	box-sizing:border-box;display:block;max-width:100%
19	max-width:100%;display:block;margin:0;border:none;padding:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	padding-top:56.25%
19	display:inline-block;max-width:100%;overflow:hidden;position:relative;box-sizing:border-box;margin:0
19	box-sizing:border-box;display:block;max-width:100%
19	max-width:100%;display:block;margin:0;border:none;padding:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	padding-top:56.25%
19	display:inline-block;max-width:100%;overflow:hidden;position:relative;box-sizing:border-box;margin:0
19	box-sizing:border-box;display:block;max-width:100%
19	max-width:100%;display:block;margin:0;border:none;padding:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover

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19	max-width:100%;display:block;margin:0;border:none;padding:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover

19	padding-top:56.25%
19	display:inline-block;max-width:100%;overflow:hidden;position:relative;box-sizing:border-box;margin:0
19	box-sizing:border-box;display:block;max-width:100%
19	max-width:100%;display:block;margin:0;border:none;padding:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
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19	display:inline-block;max-width:100%;overflow:hidden;position:relative;box-sizing:border-box;margin:0
19	box-sizing:border-box;display:block;max-width:100%
19	max-width:100%;display:block;margin:0;border:none;padding:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
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19	box-sizing:border-box;display:block;max-width:100%
19	max-width:100%;display:block;margin:0;border:none;padding:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover

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19	max-width:100%;display:block;margin:0;border:none;padding:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
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19	max-width:100%;display:block;margin:0;border:none;padding:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
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19	box-sizing:border-box;display:block;max-width:100%
19	max-width:100%;display:block;margin:0;border:none;padding:0
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover
19	position:absolute;top:0;left:0;bottom:0;right:0;box-sizing:border-box;padding:0;border:none;margin:auto;display:block;width:0;height:0;min-width:100%;max-width:100%;min-height:100%;max-height:100%;object-fit:cover

Social Results

88

Your social is very good!

Congratulations, your social presence is strong and active. Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to your website. We recommend continued use of social campaigns to grow this further.

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:url	https://www.ted.com/
og:image	https://pi.tedcdn.com/r/pl.tedcdn.com/social/ted-logo-fb.png?v=wAff13s?
og:title	TED: Ideas worth spreading
og:description	TED Talks are influential videos from expert speakers on education, business, science, tech and creativity, with subtitles in 100+ languages. Ideas free to stream and download.

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 to retarget these visitors with Facebook messaging in future, or build new 'lookalike' audiences similar to your existing visitors.

In 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.

11,428,633
Followers

Twitter Cards ✓

Your page is using Twitter Cards.

Tag	Content
twitter:card	summary_large_image
twitter:site	@tedtalks
twitter:app:id:iphone	376183339
twitter:app:id:ipad	376183339
twitter:app:id:googleplay	com.ted.android
twitter:app:name:ipad	TED
twitter:app:name:iphone	TED
twitter:app:name:googleplay	TED

Instagram Connected ✓

Your page has a link to an Instagram 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.

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

21,900,000 **2,391,278,728**
Followers   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
Choices	
DoubleClick for Publishers (DFP)	
Google AdSense	
Google Analytics	
Google Optimize	
Google Publisher Tag	
OneTrust	
Sailthru	
Stripe	
Varnish	

Server IP Address

151.101.2.133

DNS Servers

ns-1133.awsdns-13.org
ns-191.awsdns-23.com
ns-1975.awsdns-54.co.uk
ns-882.awsdns-46.net

Charset

text/html; charset=utf-8