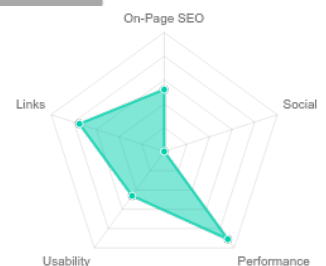
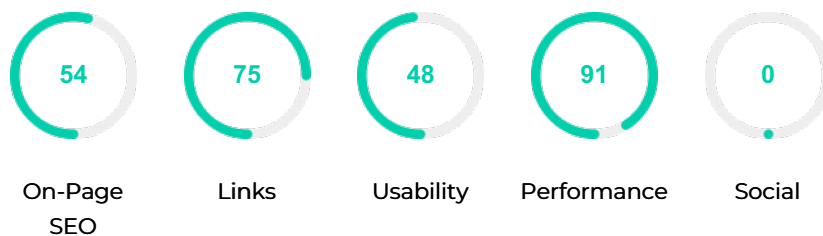
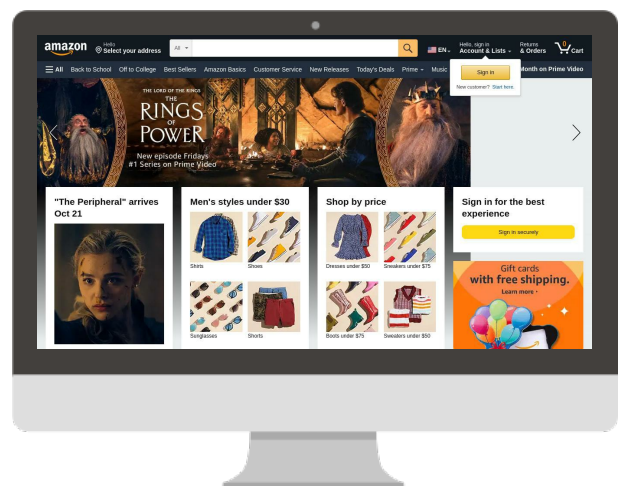
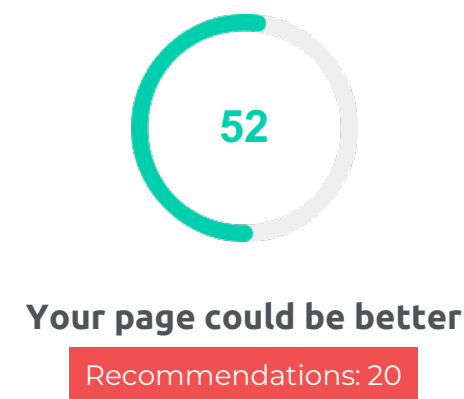


Premium SEO Audit for amazon.com

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 amazon.com



Recommendations

Implement a XML sitemaps file

On-Page SEO

Medium Priority

Shorten meta description (to between 70 and 320 characters)

On-Page SEO

Medium Priority

Add H1 Header Tag	On-Page SEO	Medium Priority
Make greater use of header tags	On-Page SEO	Medium Priority
Reduce length of title tag (to between 10 and 70 characters)	On-Page SEO	Medium Priority
Optimize your page for Desktop PageSpeed Insights	Usability	Low Priority
Update Link URLs to be more human and Search Engine readable	Links	Low Priority
Create and link your Facebook Page	Social	Low Priority
Create and link your Twitter profile	Social	Low Priority
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Implement an analytics tracking tool	On-Page SEO	Low Priority
Remove iFrames	Usability	Low Priority
Add Schema Markup	On-Page SEO	Low Priority
Add Twitter Cards	Social	Low Priority
Review and Increase Font Sizes across devices	Usability	Low Priority
Setup & Install a Facebook Pixel	Social	Low Priority
Create and link associated Instagram profile	Social	Low Priority
Create and link an associated YouTube channel	Social	Low Priority
Create and link an associated LinkedIn profile	Social	Low Priority

On-Page SEO Results



Your On-Page SEO could be better

Your page has some level of On-Page SEO 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, but ideally it should be shortened to between 10 and 70 characters (including spaces).

Amazon.com: Online Shopping for Electronics, Apparel, Computers, Books, DVDs & more

Length : 87

Title tags are very important for search engines to correctly understand and categorize your content.

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 tag however, your meta description should ideally be between 70 and 320 characters (including spaces).

Free delivery on millions of items with Prime. Low prices across earth's biggest selection of books, music, DVDs, electronics, computers, software, apparel & accessories, shoes, jewelry, tools & hardware, housewares, furniture, sporting goods, beauty & personal care, groceries & just about anything else.

Length : 321

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

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

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

SERP Snippet Preview



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

<https://www.amazon.com> ⓘ

Amazon.com: Online Shopping for Electronics, Apparel, ...

Free delivery on millions of items with Prime. Low prices across earth's biggest selection of books, music, DVDs, electronics, computers, software, ...

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



Your page is not making use of Hreflang attributes.

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

If you have multiple versions of the same page in different languages, it is important to add Hreflang tags to tell Search Engines about these variations.

Language



Your page is using the lang attribute.

Declared: en-us

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 not making use of multiple levels of Header Tags.

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

Header Tag	Frequency
H2	8
H3	0
H4	0
H5	0
H6	0

Tag	Value
H2	Soft dresses
H2	Bargain tech accessories
H2	Customers' most-loved
H2	Best Sellers in Outlet
H2	Small space solutions
H2	Save on pre-owned Amazon devices
H2	Live plants & planters
H2	Easy, elevated t-shirts

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

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

Keyword Consistency



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

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
amazon	✓	✗	✓	48	<div></div>
home	✗	✓	✓	29	<div></div>
deal	✗	✓	✓	20	<div></div>
decor	✗	✗	✗	18	<div></div>
shop	✗	✓	✓	14	<div></div>
white	✗	✗	✗	13	<div></div>
under	✗	✗	✓	12	<div></div>
blanket	✗	✗	✗	12	<div></div>

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
throw blanket	✗	✗	✗	7	<div></div>
best sellers	✗	✗	✓	6	<div></div>
home decor	✗	✗	✗	6	<div></div>
deal up	✗	✗	✗	6	<div></div>
living room	✗	✗	✗	6	<div></div>
under deal	✗	✗	✗	5	<div></div>
faux fur	✗	✗	✗	4	<div></div>
blanket -	✗	✗	✗	4	<div></div>

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

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

Amount of Content



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

Word Count: 2085

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

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.amazon.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://amazon.com/robots.txt>

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

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

Blocked by Robots.txt



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

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

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

XML Sitemaps



We have not detected or been able to retrieve a XML sitemaps file successfully.

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

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

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

Analytics



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

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

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

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

Schema.org Structured Data



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

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

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

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

Rankings

Top Keyword Rankings

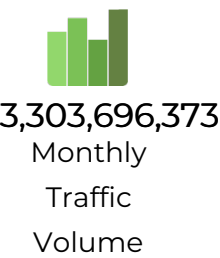
This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country	Position	Total Searches	Estimated Traffic	
faces book	EN	1	151,000,000	45,904,000	<div></div>
amazon	EN	1	124,000,000	37,696,000	<div></div>
amazon	ES	1	124,000,000	28,648,960	<div></div>
face to the book	EN	3	151,000,000	14,692,300	<div></div>
amazon in prime	EN	1	24,900,000	7,569,600	<div></div>
prime amazon	ES	1	24,900,000	7,569,600	<div></div>
the prime amazon	EN	1	24,900,000	7,569,600	<div></div>
with amazon prime	EN	1	24,900,000	7,569,600	<div></div>
amazon	HI	2	37,200,000	6,026,400	<div></div>
ju tu be	EN	2	37,200,000	6,026,400	<div></div>

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

Total Traffic From Search



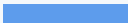



This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings



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

Keyword Positions

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

Position	Keywords	
Position 1	10,642,602	
Position 2-3	13,833,358	
Position 4-10	25,406,771	
Position 11-20	27,283,045	
Position 21-30	17,838,458	
Position 31-100	42,534,794	

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

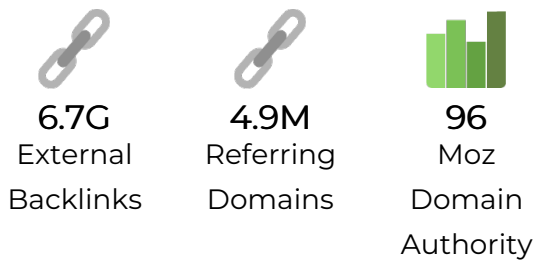
Links

Number of Backlinks



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

Backlink data provided by [MOZ](#)



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

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

Top Backlinks



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

Domain Authority	URL
100	apps.apple.com/us/app/amazon-shopping/id297606951
100	www.google.com/safebrowsing/static/faq.html
100	www.youtube.com/watch?v=YxNRQ5U-3g4
100	www.google.com/tools/firefox/safebrowsing/faq.html
100	www.youtube.com/user/hsaymynameify
100	www.youtube.com/watch?v=fwZ3XzM6nlk
100	www.youtube.com/watch?v=DSxGg89zbos
100	www.youtube.com/watch?v=1y4LIY-on3k
100	www.youtube.com/watch?v=XLMIWOjx1hQ
100	apps.apple.com/ca/app/amazon/id297606951

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 30 total links. 0% 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.amazon.com/ref=nav_bb_logo	Internal	Follow
https://www.amazon.com/gp/site-directory/ref=nav_bb_sad	Internal	Follow
https://www.amazon.com/gp/css/homepage.html/ref=nav_bb_av_bb_ya	Internal	Follow
https://www.amazon.com/gp/help/customer/display.html/ref=nav_bb_help	Internal	Follow
https://www.amazon.com/gp/cart/view.html/ref=nav_bb_cart	Internal	Follow

https://www.amazon.com/access	Internal	Follow
https://www.amazon.com/b/ref=ods_gw_xpl_us_en_d_fb?node=2102313011	Internal	Follow
https://www.amazon.com/s?i=fashion-womens&bbn=16334314011&rh=n%3A7141123011%2Cn%3A16334314011%2Cn%3A7147440011%2Cn%3A1040660%2Cn%3A1045024%2Cp_89%3ADaily+Ritual&dc&qid=1595545753&rnid=2528832011&ref=af_gw_spb_topcatcard_sum_DR_dress	Internal	Follow
https://www.amazon.com/Low-Price-With-Free-Shipping/bbp?category=/electronics&ref_=bbp_bb_a77114_in_db_w_ur_en_US&ingressAsins=B078YTRYL3,B078YTJ6MJ	Internal	Follow
https://www.amazon.com/gp/browse.html?node=19277531011&ref_=af_gw_quadtopcard_f_july_xcat_cml_1	Internal	Follow
https://www.amazon.com/gp/browse.html?node=19781749011&ref_=af_gw_quadtopcard_f_july_xcat_cml_2	Internal	Follow
https://www.amazon.com/gp/browse.html?node=20853252011&ref_=af_gw_quadtopcard_f_july_xcat_cml_3	Internal	Follow
https://www.amazon.com/gp/browse.html?node=20853249011&ref_=af_gw_quadtopcard_f_july_xcat_cml_4	Internal	Follow
https://www.amazon.com/gp/browse.html?node=20850246011&ref_=af_gw_quadtopcard_f_july_xcat_cml	Internal	Follow
https://www.amazon.com/b/ref=OUT_BS_DSC_D_EN_US?node=17900676011	Internal	Follow
https://www.amazon.com/gp/browse.html?node=21385226011&ref_=0824_smallspaces	Internal	Follow
https://www.amazon.com/gp/browse.html?node=8497978011&ref_=ods_gw_refurb_d_xpl_evrgn	Internal	Follow
https://www.amazon.com/gp/browse.html?node=20933248011&ref_=0713_plantsandplanters	Internal	Follow
https://www.amazon.com/stores/page/2712FB81-2E38-404F-ADE3-2858C4903F3A?channel=SB_gway&ref=sb_w_i_ctcdx_tshrt	Internal	Follow
https://www.amazon.com/ref=nav_bb_footer_logo	Internal	Follow
https://www.amazon.com/gp/help/customer/display.html?ie=UTF8&nodeId=508088&ref_=footer_cou	Internal	Follow
https://www.amazon.com/gp/help/customer/display.html?ie=UTF8&nodeId=468496&ref_=footer_privacy	Internal	Follow
https://www.amazon.com/interestbasedads/ref=footer_i_ba	Internal	Follow

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

We provide an informational breakdown on on the page's links for your review. As some

general principles, it useful to have a strong proportion of links to internal pages to pass value, as well as explicitly using 'Nofollow' links for any external links that may be to lower quality sites where you don't intend to pass value.

Friendly Links



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

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

Line	Link	Underscores	Parameters	Symbols	File Names	Path Depth	Length
84	https://www.amazon.com/ref=nav_bb_log o	✗	✓	✓	✓	✓	✓
84	https://www.amazon.com/gp/site-director y/ref=nav_bb_sad	✗	✓	✓	✓	✓	✓
85	https://www.amazon.com/gp/css/homepa ge.html/ref=nav_bb_ya	✗	✓	✓	✓	✓	✓
85	https://www.amazon.com/gp/help/custom er/display.html/ref=nav_bb_help	✗	✓	✓	✓	✗	✓
85	https://www.amazon.com/gp/cart/view.ht ml/ref=nav_bb_cart	✗	✓	✓	✓	✓	✓
92	https://www.amazon.com/b/ref=ods_gw_x pl_us_en_d_fb?node=2102313011	✗	✗	✓	✓	✓	✓

97	https://www.amazon.com/s?i=fashion-womens&bbn=16334314011&rh=n%3A7141123011%2Cn%3A16334314011%2Cn%3A7147440011%2Cn%3A1040660%2Cn%3A1045024%2Cp_89%3ADaily+Ritual&dc&qid=1595545753&rnid=2528832011&ref=af_gw_spb_topcatcard_sum_DR_dress	×	×	×	✓	✓	×
102	https://www.amazon.com/Low-Price-With-Free-Shipping/bbp?category=/electronics&ref_=bbp_bb_a77114_in_db_w_ur_en_US&ingressAsins=B078YTRYL3,B078YTJ6MJ	×	×	×	✓	✓	×
114	https://www.amazon.com/gp/browse.html?node=19277531011&ref_=af_gw_quadtopcard_f_july_xcat_cml_1	×	×	×	×	✓	✓
114	https://www.amazon.com/gp/browse.html?node=19781749011&ref_=af_gw_quadtopcard_f_july_xcat_cml_2	×	×	×	×	✓	✓
114	https://www.amazon.com/gp/browse.html?node=20853252011&ref_=af_gw_quadtopcard_f_july_xcat_cml_3	×	×	×	×	✓	✓
114	https://www.amazon.com/gp/browse.html?node=20853249011&ref_=af_gw_quadtopcard_f_july_xcat_cml_4	×	×	×	×	✓	✓
114	https://www.amazon.com/gp/browse.html?node=20850246011&ref_=af_gw_quadtopcard_f_july_xcat_cml	×	×	×	×	✓	✓
114	https://www.amazon.com/b/ref=OUT_BS_DSC_D_EN_US?node=17900676011	×	×	✓	✓	✓	✓
117	https://www.amazon.com/gp/browse.html?node=21385226011&ref_=0824_smallspaces	×	×	×	×	✓	✓
121	https://www.amazon.com/gp/browse.html?node=8497978011&ref_=ods_gw_refurb_d_xpl_evrgn	×	×	×	×	✓	✓
125	https://www.amazon.com/gp/browse.html?node=20933248011&ref_=0713_plantsandplanters	×	×	×	×	✓	✓
129	https://www.amazon.com/stores/page/2712FB81-2E38-404F-ADE3-2858C4903F3A?channel=SB_gway&ref=sb_w_i_ctcdx_tshrt	×	×	×	✓	✓	×

142	https://www.amazon.com/ref=nav_bb_footer_logo	✗	✓	✓	✓	✓	✓
142	https://www.amazon.com/gp/help/customer/display.html?ie=UTF8&nodeId=508088&ref=footer_cou	✗	✗	✗	✗	✓	✓
143	https://www.amazon.com/gp/help/customer/display.html?ie=UTF8&nodeId=468496&ref=footer_privacy	✗	✗	✗	✗	✓	✗
144	https://www.amazon.com/interestbasedads/ref=footer_iba	✗	✓	✓	✓	✓	✓

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



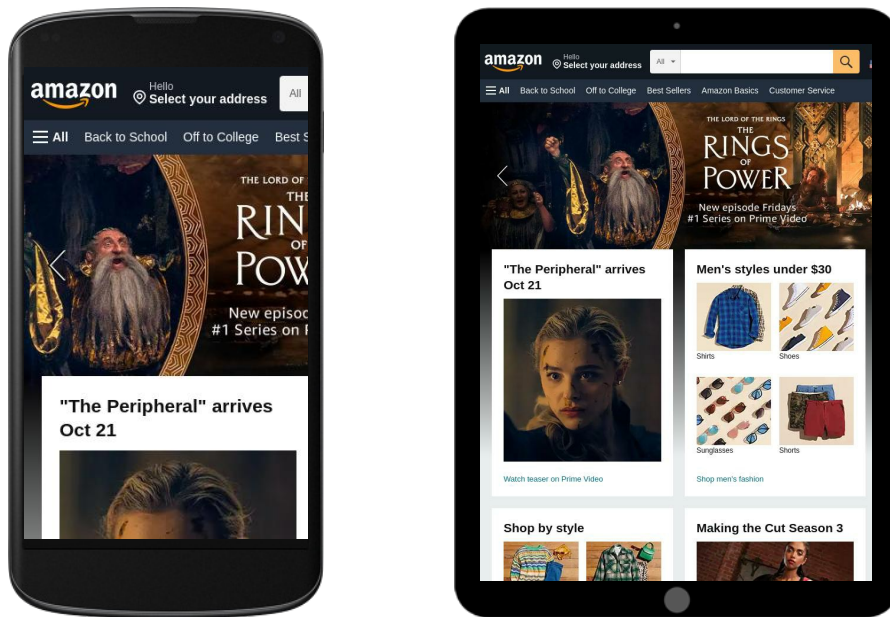
Your usability could be better

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

Device Rendering



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

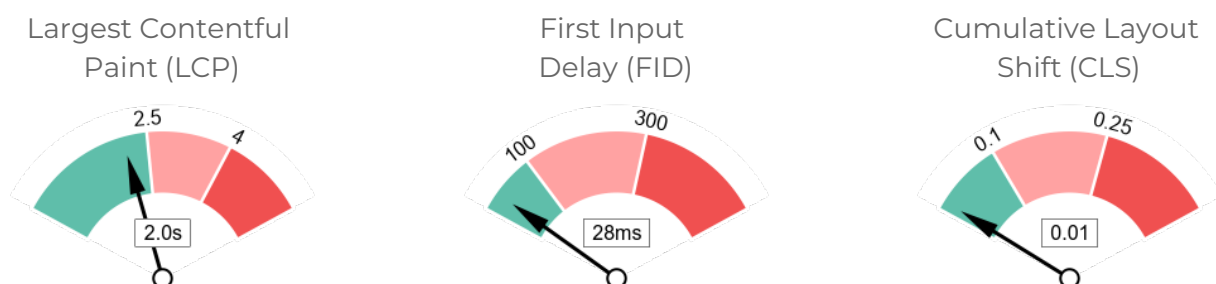


A website can be viewed in a wide variety of resolutions and formats, some dictated by the size of a desktop display, and others by the specific dimensions of a phone or tablet model. Device rendering provides a preview of this rendering on several popular device resolutions to help identify obvious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

Google's Core Web Vitals



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



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

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.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	4 s	Serve images in next-gen formats	1.35 s
Speed Index	9.8 s	Properly size images	1.2 s
Largest Contentful Paint	4.3 s	Avoid multiple page redirects	1.11 s
Time to Interactive	11.6 s	Reduce unused JavaScript	0.6 s
Total Blocking Time	0.69 s	Reduce initial server response time	0.51 s
Cumulative Layout Shift	0	Defer offscreen images	0.15 s

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

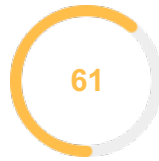
We recommend reviewing and implementing some of Google's listed opportunities to improve your site.

Google's PageSpeed Insights - Desktop



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

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



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	1 s	Defer offscreen images	1.04 s
Speed Index	4.1 s	Reduce initial server response time	0.83 s
Largest Contentful Paint	1.4 s	Serve images in next-gen formats	0.52 s
Time to Interactive	5.9 s	Reduce unused JavaScript	0.4 s
Total Blocking Time	0.38 s	Properly size images	0.37 s
Cumulative Layout Shift	0.015	Avoid multiple page redirects	0.34 s

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?



Your page appears to be using iFrames.

iFrames are discouraged as they can complicate navigation of content in mobile and have historically been harder to index for search engines.

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	#nav -ftr-h oriz . nav-a , .nav -ftr-h oriz . nav-a	https://images-na.ssl-images-amazon.com/images/I/31QBBD0RiML_RC%7C41H4XraWzVL.css,415s1z68gSL.css_.css?AUIClients/NavMobileAssets-all
------	--	---

11px	#nav -ftr-c opyri ght	https://images-na.ssl-images-amazon.com/images/I/31QBBD0RiML_RC%7C41H4XraWzVL.css,415s1z68gSL.css_.css?AUIClients/NavMobileAssets-all
------	--------------------------------	---

11px	.a-siz e-mi ni	https://images-na.ssl-images-amazon.com/images/I/11OrJUma5UL_RC%7C01rXIRztLnL.css,41I7gAYVFpL.css,31J+zs+mpwL.css,11+5Zkv0+pL.css,01NtHviPbnL.css,0131vqwP5UL.css,310ooOGCdhL.css,11o2wHvvdBL.css,01i9N7e-hBL.css,1180jeqVbNL.css,11ADf9L1OdL.css,01ldKcBuAdL.css,019pz6QNNQ6L.css,01wLsDqViEL.css,11f4gsSI6ZL.css,017oxx82kUL.css,41tu2pCE83L.css,01B-YPN7k2L.css,21oG72d3W-L.css,21av6WXnr dL.css,11hcDsGAR1L.css,21AL21bGWYL.css,01Zit5mIZtL.css,01CFUgsA-YL.css,31F3v+E yntL.css,013ZbRX2A7L.css,112j6WRt7cL.css,219k7gEqxTL.css,11VvAxw559L.css,01dAcT nyByL.css,11Dg5X2FOfL.css,21m6nqVwQ7L.css,11XldXvWmcL.css,01vd5lqeZUL.css,21 Ho6cJWf-L.css,11pA-LAYEML.css,11FImvIW68L.css,11Ty7A6HeXL.css,01890+Vwk8L.cs s,01ltaseCFPL.css,11e15SJms1L.css,01cbS3UK11L.css,21NT16wTRyL.css,01INc4pyFRL.cs s_.css?AUIClients/AmazonUI#mobile.us.not-trident
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11px	#nav -ftr-g ototo p .na v-b	https://images-na.ssl-images-amazon.com/images/I/31QBBD0RiML_RC%7C41H4XraWzVL.css,415s1z68gSL.css_.css?AUIClients/NavMobileAssets-all
------	---	---

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

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

Tap Target Sizing



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

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

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

Performance Results



Your performance is very good!

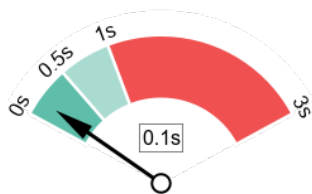
Congratulations, your page has performed very well in our testing meaning it should be reasonably fast and responsive for users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). Continue to monitor your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

Page Speed Info

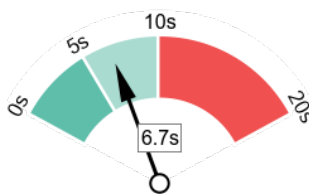
Your page's server response time is reasonably low which is good for load speed and user experience.



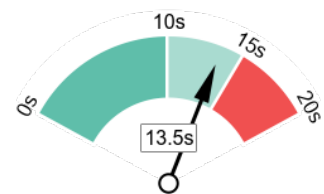
Server Response



All Page Content Loaded



All Page Scripts Complete

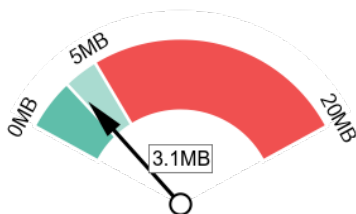


Download Page Size

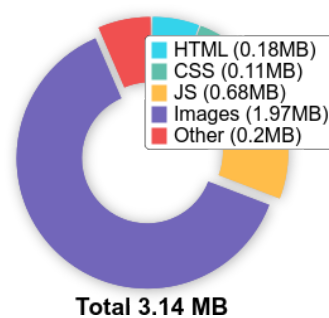
Your page's file size is reasonably low which is good for Page Load Speed and user experience.



Download Page Size



Download Page Size Breakdown



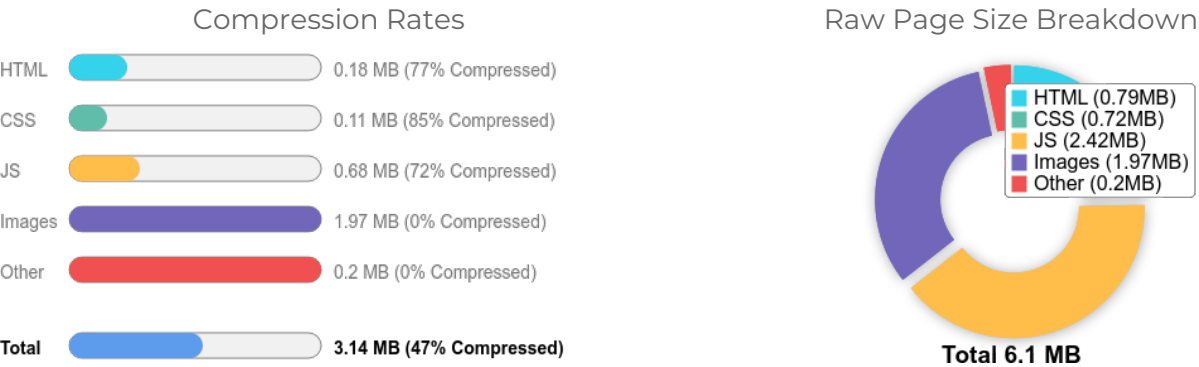
Download Page Size refers to the total volume of file content that needs to be downloaded by the browser to view a particular webpage. This consists of files such as HTML, CSS, Javascript and Images, though can include a number of other file formats. Generally media files like images and videos are significantly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

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

Website Compression (Gzip, Deflate, Brotli)



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



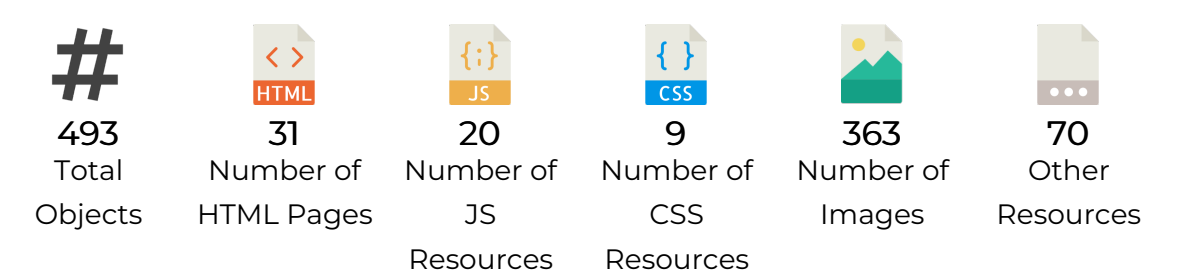
Modern web servers allow website files to be compressed before transfer, often dramatically reducing the Download File Size and Page Load Speed of a page. There are several different compression algorithms used such as GZIP, Deflate and Brotli. Enabling compression can often represent a simple and quick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

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

Number of Resources



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



Google Accelerated Mobile Pages (AMP)



This page does not appear to have AMP Enabled.

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

JavaScript Errors



Your page is not reporting any JavaScript errors.

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

HTTP2 Usage



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

Optimize Images



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

Minification



All your JavaScript and CSS files appear to be minified.

Deprecated HTML



No deprecated HTML tags have been found within your page.

Inline Styles



Your page appears to be using inline styles.

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

Line	Style
271	display:none;visibility:hidden;
318	display:none
534	display:none
542	display: block;
1229	position:absolute;left:0%;top:0%;width:200%;height:50%
1274	line-height:1.3em !important;max-height:2.6em
1281	width: 300px; overflow:hidden;
1293	line-height:1.3em !important;max-height:2.6em
1293	line-height:1.3em !important;max-height:1.3em
1293	line-height:1.3em !important;max-height:1.3em
1293	line-height:1.3em !important;max-height:1.3em
1293	line-height:1.3em !important;max-height:1.3em

1293 line-height:1.3em !important;max-height:1.3em

1301 height:230px

1301 background-color:#CC0C39;color:#ffffff

1301 background-color:#ffffff;color:#CC0C39

1301 line-height:1.3em !important;max-height:1.3em

1308 line-height:1.3em !important;max-height:2.6em

1308 line-height:1.3em !important;max-height:1.3em

1308 line-height:1.3em !important;max-height:1.3em

1308 line-height:1.3em !important;max-height:1.3em

1308 line-height:1.3em !important;max-height:1.3em

1308 line-height:1.3em !important;max-height:1.3em

1465 background-color:#CC0C39;color:#ffffff

1465 background-color:#ffffff;color:#CC0C39

1465 background-color:#CC0C39;color:#ffffff

1465 background-color:#ffffff;color:#CC0C39

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1465	background-color:#CC0C39;color:#ffffff
1465	background-color:#ffffff;color:#CC0C39
1465	background-color:#CC0C39;color:#ffffff
1465	background-color:#ffffff;color:#CC0C39
1473	line-height:1.3em !important;max-height:2.6em
1473	line-height:1.3em !important;max-height:1.3em
1473	line-height:1.3em !important;max-height:1.3em
1473	line-height:1.3em !important;max-height:1.3em
1473	line-height:1.3em !important;max-height:1.3em
1473	line-height:1.3em !important;max-height:1.3em
1484	line-height:1.3em !important;max-height:2.6em
1487	line-height:1.3em !important;max-height:2.6em
1651	max-width: 970px; display:block; margin-left:auto; line-height: 0px; margin-right:auto;background:none;
1658	line-height:1.3em !important;max-height:2.6em
1662	line-height:1.3em !important;max-height:2.6em
1692	line-height:1.3em !important;max-height:2.6em
1695	line-height:1.3em !important;max-height:2.6em

1696 line-height:1.3em !important;max-height:2.6em

1697 line-height:1.3em !important;max-height:2.6em

1698 line-height:1.3em !important;max-height:2.6em

1705 line-height:1.3em !important;max-height:2.6em

1705 line-height:1.3em !important;max-height:1.3em

1705 line-height:1.3em !important;max-height:1.3em

1705 line-height:1.3em !important;max-height:1.3em

1705 line-height:1.3em !important;max-height:1.3em

1705 line-height:1.3em !important;max-height:1.3em

1710 width: 300px; overflow: hidden;

1754 clear: both;

1754 display: none;

1754 display: none;

1767 display: table-row;

1920 display:none

1929 display:none

1939 width: 4%

1940 width: 4%

1941 width: 4%

1942 width: 4%

1943 width: 4%

1944 width: 4%

1948 width: 4%

1949 width: 4%

1950 width: 4%

1951 width: 4%

1952 width: 4%

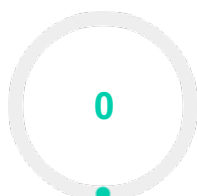
1953 width: 4%

1957 width: 4%

1958 width: 4%

1959	width: 4%
1960	width: 4%
1961	width: 4%
1962	width: 4%
1966	width: 4%
1967	width: 4%
1969	width: 4%
1970	width: 4%
1971	width: 4%
1972	width: 4%
1976	width: 4%
1977	width: 4%
1978	width: 4%
1980	width: 4%
1981	width: 4%
1983	width: 4%
1990	width: 4%
1991	width: 4%
1992	width: 4%
1993	width: 4%
2009	height:1px; position: absolute; left: -1000000px; top: -1000000px;
2015	display:none
2025	display:none;visibility:hidden;
2237	display:none;visibility:hidden;

Social Results



Your social needs improvement

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

Facebook Connected

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



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

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

Facebook Open Graph Tags



Your page is using Facebook Open Graph Tags.

Tag	Content
og:image	http://g-ec2.images-amazon.com/images/G/01/social/api-share/amazon_logo_500500._V323939215_.png
og:description	Free delivery on millions of items with Prime. Low prices across earth's biggest selection of books, music, DVDs, electronics, computers, software, apparel & accessories, shoes, jewelry, tools & hardware, housewares, furniture, sporting goods, beauty & personal care, groceries & just about anything else.

Facebook Pixel



We have not detected a Facebook Pixel on your page.

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

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

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

Twitter Connected



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

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

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

Twitter Activity



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

Twitter Cards



We have not detected Twitter Cards on your page.

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

Instagram Connected



No associated Instagram profile found linked on your page

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YouTube Connected



No associated YouTube channel found linked on your page.

YouTube Activity



No associated YouTube channel found linked on your page.

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LinkedIn Connected



No associated LinkedIn profile found linked on your page.




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Technology Results

Technology List

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

Technology	Version
 Amazon Cloudfront	
 Amazon Web Services	
 jQuery	

Server IP Address

176.32.103.205

DNS Servers

ns1.p31.dynect.net
ns4.p31.dynect.net
pdns1.ultradns.net
ns2.p31.dynect.net
ns3.p31.dynect.net
pdns6.ultradns.co.uk

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