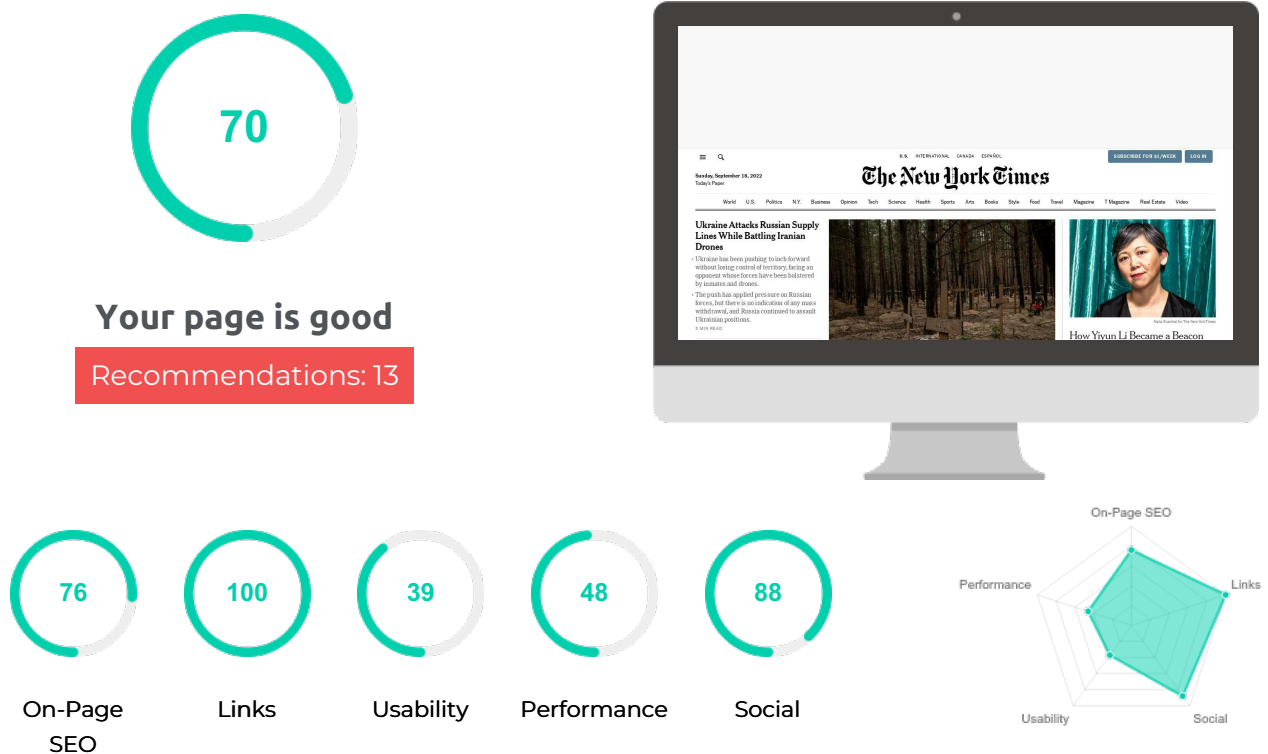


# Premium SEO Audit for nytimes.com

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 nytimes.com



## Recommendations

**Reduce your total page file size**

Performance

Medium Priority

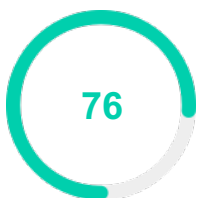
**Add H1 Header Tag**

On-Page SEO

Medium Priority

<b>Add Canonical Tag</b>	On-Page SEO	Medium Priority
<b>Use your main keywords across the important HTML tags</b>	On-Page SEO	Low Priority
<b>Optimize your page for Mobile PageSpeed Insights</b>	Usability	Low Priority
<b>Optimize your page for Desktop PageSpeed Insights</b>	Usability	Low Priority
<b>Add lang attribute</b>	On-Page SEO	Low Priority
<b>Resolve JavaScript errors</b>	Performance	Low Priority
<b>Remove iFrames</b>	Usability	Low Priority
<b>Review and Increase Font Sizes across devices</b>	Usability	Low Priority
<b>Setup &amp; Install a Facebook Pixel</b>	Social	Low Priority
<b>Remove inline styles</b>	Performance	Low Priority
<b>Improve the size of tap targets</b>	Usability	Low Priority

## On-Page SEO Results



### Your On-Page SEO is good

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

### Title Tag

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



The New York Times - Breaking News, US News, World News and Videos

Length : 66

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).

Live news, investigations, opinion, photos and video by the journalists of The New York Times from more than 150 countries around the world. Subscribe for coverage of U.S. and international news, politics, business, technology, science, health, arts, sports and more.

Length : 267

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.nytimes.com> :

### The New York Times - Breaking News, US News, World News and Videos

Live news, investigations, opinion, photos and video by the journalists of The New York Times from more than 150 countries around the world. ...

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

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

## Hreflang Usage



Your page is not making use of Hreflang attributes.

Hreflang is an HTML attribute used to specify the language and geographical targeting of a

page. It is commonly used together with the alternate attribute in the code of a page to signal to Search Engines a list of alternative language or geographic versions of the current page. If you have multiple versions of the same page in different languages, it is important to add Hreflang tags to tell Search Engines about these variations.

## Language



Your page is 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	9	<div></div>
H3	83	<div></div>
H4	0	
H5	1	<div></div>
H6	0	

Tag Value

H2 Tracking the Coronavirus ›

H2 How the Jets Stunned the Browns, 31-30

H2 How the Jets Stunned the Browns, 31-30

H2 How the Jets Stunned the Browns, 31-30

H2 How the Jets Stunned the Browns, 31-30

H2 How the Jets Stunned the Browns, 31-30

H2 How the Jets Stunned the Browns, 31-30

H2 How the Jets Stunned the Browns, 31-30

H2 Site Information Navigation

H3 Ukraine Attacks Russian Supply Lines While Battling Iranian Drones

H3 The Offense of the Mass Grave

H3 Russian Trolls Helped Fracture the Women's March

H3 After Texas Sent Him to Washington, One Migrant Launches a New Life

H3 Las Vegas Aces Win First W.N.B.A. Championship

H3 A Mother's Descent That Ended With Her Children's Drownings

H3 A Welsh Community Reflects on Its Bond With the Queen

H3 It's not just princes and presidents. The guest list for the queen's funeral also includes everyday heroes.

H3 President Biden paid homage to Queen Elizabeth, calling the monarch "decent, honorable."

H3 Hurricane Fiona Knocks Out Power in Puerto Rico, Governor Says

H3 Typhoon Nanmadol brought torrential rain and the risk of destructive landslides to Japan's southernmost main island.

H3 Clearview AI, Used to Find Criminals, Now in Public Defenders' Hands

H3 U.S. hot spots ›

H3 Global hot spots ›

H3 How Yiyun Li Became a Beacon for Readers in Mourning

H3 As Roger Federer retires, we examine his case to be called the greatest in men's tennis.

H3 If you saved this writer and his sister on a cold, rainy night in 1988, he'd like to thank you.

H3 Ezra Klein

H3 What Joe Biden Knows That No One Expected Him To

H3 Tim McDonnell

H3 Humans Have a Long History of Making 'Very Bad Decisions' to Save Animals

H3 Charles M. Blow

H3 The Return of Combat Joe

H3 Tish Harrison Warren

H3 Our Memory Is Flawed. Luckily, God's Isn't .

H3 Maureen Dowd

H3 How Low Can They Go?

H3 Alec Wilkinson

H3 Math Is the Great Secret

H3 Ross Douthat

H3 The Quality That Sustained Queen Elizabeth Is Hobbling Putin

H3 Letters From Our Readers

H3 Our Assumptions About the Maternal Instinct

H3 Alexandra Horowitz

H3 When Your Dog Is a Teenager

H3 Rumi Hara

H3 When You Return to the Place You Were Born and Realize You Don't Fit In

H3 The Editorial Board

H3 It Is Long Past Time to Help New York's Hasidic Children

H3 Tobias Read

H3 A New Form of Climate Obstruction Puts Pension Funds at Risk

H3 Pamela Paul

H3 When Diversity Isn't the Right Kind of Diversity

H3 Jamelle Bouie

H3 What the Martha's Vineyard Stunt Says About the Trump Wannabes

H3 John McWhorter

H3 Trying to Prove You're Not a Racist

H3 Paul Krugman

H3 What Ukraine Needs From Us

H3 Advertisement

H3 The Sunday Read

H3 Read the On Politics Newsletter

H3 Read the Canada Letter Newsletter

H3 Listen to 'The Argument'

H3 Biden Calls Trump 'Irresponsible' Over Mar-a-Lago Documents

H3 Virginia Reverses School Protections for Transgender Students

H3 'The Phantom of the Opera' Producer Discusses Its Closure

H3 As Judge Pursues Roger Maris, He's Chasing a Triple Crown as Well

H3 Wegmans Discontinues Self-Checkout App, Citing Losses

H3 Trump Rally Plays Music Resembling QAnon Song, and Crowds React

H3 Virginia Dwan, Behind-the-Scenes Force in the Art World, Dies at 90

H3 Canelo Alvarez and Gennadiy Golovkin End One of Boxing's Fun Rivalries

H3 'The Woman King' With Viola Davis Has a Surprising \$19 Million Opening

H3 European Union Signals a Move Away From Wood Energy

H3 Advertisement

H3 Flu Season Is Coming. Are You Prepared?

H3 How to Nurse a Vulnerability Hangover

H3 What Parents Should Know About the Enterovirus Spike

H3 How Family and Friends Helped Get Me Through the Pandemic

H3 Can You Prevent or Treat Monkeypox Scars?

H3 Their Sport Is on the Verge of Extinction. These Runners Won't Give Up.

H3 In Toronto, Films by Women About Women

H3 When the Water Cooler Is a Perk

H3 Five Horror Movies to Stream Now

H3 Checking in With Black Queer Artists

H3 Advertisement

H3 Spelling Bee

H3 The Crossword

H3 Wordle — New!

H3 Chess Replay

H3 Letter Boxed

H3 Tiles

H3 Advertisement

H5 Opinion

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	
read	×	×	✓	57	<div></div>
min	×	×	✓	53	<div></div>
new	✓	✓	✓	21	<div></div>
times	✓	✓	×	14	<div></div>
york	✓	✓	✓	13	<div></div>
how	×	×	✓	7	<div></div>
main	×	×	✓	6	<div></div>
from	×	✓	✓	6	<div></div>

### Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
min read	×	×	×	53	<div></div>
new york times	✓	✓	×	13	<div></div>
new york	✓	✓	✓	13	<div></div>
york times	✓	✓	×	13	<div></div>
continue reading	×	×	×	5	<div></div>
reading the main	×	×	×	5	<div></div>
main story	×	×	×	5	<div></div>
advertisement continue reading	×	×	×	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: 1656

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

It is recommended to have at least 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 not using the Canonical Tag.

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.

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://nytimes.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



Your website appears to have an XML sitemap.

More Sitemaps were found, but not tested.

<https://www.nytimes.com/sitemaps/new/news.xml.gz>

<https://www.nytimes.com/sitemaps/new/sitemap.xml.gz>

<https://www.nytimes.com/sitemaps/new/collections.xml.gz>

<https://www.nytimes.com/sitemaps/new/video.xml.gz>

<https://www.nytimes.com/sitemaps/new/cooking.xml.gz>

<https://www.nytimes.com/sitemaps/new/recipe-collects.xml.gz>

<https://www.nytimes.com/sitemaps/new/regions.xml>

<https://www.nytimes.com/sitemaps/new/best-sellers.xml>

<https://www.nytimes.com/elections/2018/sitemap>

More Sitemaps were found, but not tested.

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



You are using JSON-LD Schema on your page.

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

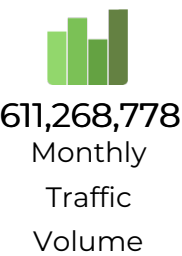
This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country	Position	Total Searches	Estimated Traffic	
wordle	EN	1	68,000,000	20,672,000	<div></div>
wordle	ES	1	68,000,000	20,672,000	<div></div>
wordle's	EN	1	68,000,000	20,672,000	<div></div>
wordles	EN	1	68,000,000	20,672,000	<div></div>
wordles	ES	1	68,000,000	20,672,000	<div></div>
worlde	EN	1	68,000,000	20,672,000	<div></div>
worldle	EN	2	68,000,000	11,016,000	<div></div>
wordling	EN	3	68,000,000	6,616,400	<div></div>
wordle	EN	1	20,400,000	6,201,600	<div></div>
wordles	EN	1	20,400,000	6,201,600	<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	227,942	
Position 2-3	596,300	
Position 4-10	2,555,939	■
Position 11-20	3,776,977	■
Position 21-30	4,048,895	■
Position 31-100	31,757,822	■

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.

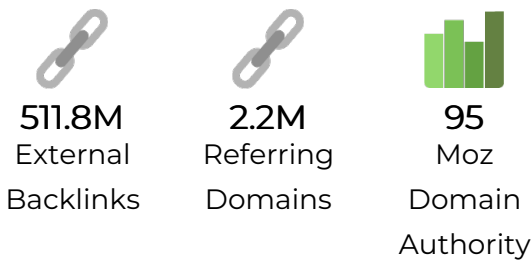
## Links

### 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	<a href="https://www.youtube.com/watch?v=Pq8O0A0HjBE">www.youtube.com/watch?v=Pq8O0A0HjBE</a>
100	<a href="https://www.youtube.com/watch?v=tqIdaMHnBbU">www.youtube.com/watch?v=tqIdaMHnBbU</a>
100	<a href="https://discussions.apple.com/thread/7428757">discussions.apple.com/thread/7428757</a>
100	<a href="https://www.apple.com/uk/newsroom/2010/07/28Apple-Updates-Safari-5/">www.apple.com/uk/newsroom/2010/07/28Apple-Updates-Safari-5/</a>
100	<a href="https://itunes.apple.com/pt/app/fotoskin/id828889220?mt=8">itunes.apple.com/pt/app/fotoskin/id828889220?mt=8</a>
100	<a href="https://opensource.apple.com/source/WebCore/WebCore-4523.12/ChangeLog-2007-10-14">opensource.apple.com/source/WebCore/WebCore-4523.12/ChangeLog-2007-10-14</a>
100	<a href="https://opensource.apple.com/source/WebCore/WebCore-7534.48.3/ChangeLog-2007-10-14">opensource.apple.com/source/WebCore/WebCore-7534.48.3/ChangeLog-2007-10-14</a>
100	<a href="https://opensource.apple.com/source/WebCore/WebCore-7536.28.10/ChangeLog-2007-10-14">opensource.apple.com/source/WebCore/WebCore-7536.28.10/ChangeLog-2007-10-14</a>
100	<a href="https://opensource.apple.com/source/WebCore/WebCore-7537.73.13/ChangeLog-2007-10-14">opensource.apple.com/source/WebCore/WebCore-7537.73.13/ChangeLog-2007-10-14</a>
100	<a href="https://opensource.apple.com/source/WebCore/WebCore-5525.18.1/ChangeLog-2007-10-14">opensource.apple.com/source/WebCore/WebCore-5525.18.1/ChangeLog-2007-10-14</a>

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 0 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.

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



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

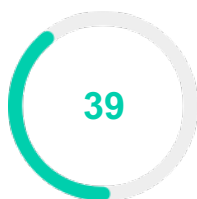
In general, website URLs should be simple and human readable or 'friendly'. This aids in human recognition of the page in the address bar that is being viewed, makes manually typing a page easier, as well as making the content slightly more recognizable by Search Engines.

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

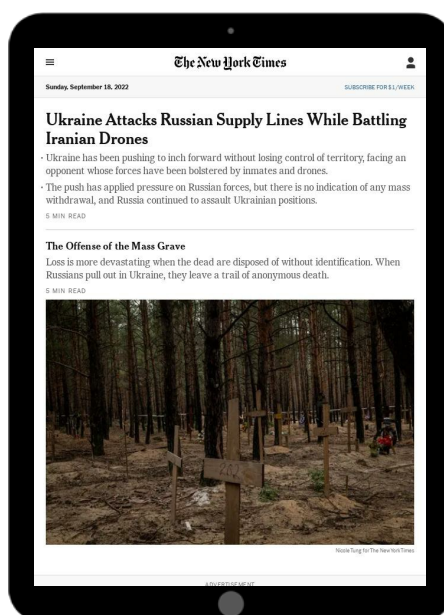


### Your usability could be better

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.



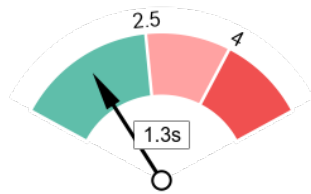
A website can be viewed in a wide variety of resolutions and formats, some dictated by the size of a desktop display, and others by the specific dimensions of a phone or tablet model. Device rendering provides a preview of this rendering on several popular device resolutions to help identify obvious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

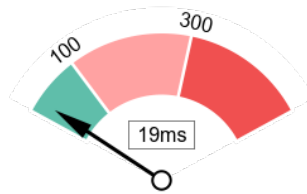
Your page has passed Google's Core Web Vitals assessment.



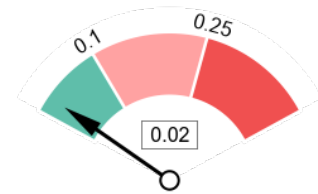
Largest Contentful Paint (LCP)



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.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	5.1 s		
Speed Index	17.2 s	Serve images in next-gen formats	4.09 s
Largest Contentful Paint	5.6 s	Reduce unused JavaScript	3.29 s
Time to Interactive	39.1 s	Efficiently encode images	2.1 s
Total Blocking Time	10.72 s	Defer offscreen images	1.59 s
Cumulative Layout Shift	0.033	Avoid multiple page redirects	1.11 s
		Eliminate render-blocking resources	1.02 s
		Reduce unused CSS	0.76 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	1.2 s		
Speed Index	5.6 s	Reduce unused JavaScript	1 s
Largest Contentful Paint	6.2 s	Defer offscreen images	0.51 s
Time to Interactive	8.7 s	Avoid multiple page redirects	0.34 s
Total Blocking Time	2.75 s	Reduce unused CSS	0.32 s
Cumulative Layout Shift	0.194	Eliminate render-blocking resources	0.29 s
		Serve images in next-gen formats	0.24 s
		Properly size images	0.2 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
10px	.css-10hcmox	https://www.nytimes.com/
11px	html, body, div, span, applet, object, iframe, h1, h2, h3, h4, h5, h6, p, block quote, pre, a, abbr, acronym, address, big, cite, code, del, dfn, em, img, ins, , kbd, q, s, samp, small, strike, strong, sub, sup, tt, var, b, u, i, center, dl, dt, dd, ol, ul, li, fieldset, form, label, legend, table, caption, tbody, tfoot, thead, tr, th, td, article, aside, canvas, details, embed, figure, figcaption, footer, header, hgroup, menu, nav, output, ruby, section, summary, time, mark, audio, video	https://www.nytimes.com/vi-assets/static-assets/global-f449cfd9976ad673ef2b7ab5098b85be.css
10px	.css-52tq3p	https://www.nytimes.com/
11px	.css-12kq0ez	https://www.nytimes.com/
10px	.css-1e4k3i	https://www.nytimes.com/
11px	.css-1esztn	https://www.nytimes.com/
11px	.css-1f8er69	https://www.nytimes.com/

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



Some of the links or buttons on your page may be too small for a user to easily tap on a touchscreen.

Consider making these tap targets larger to provide a better user experience.

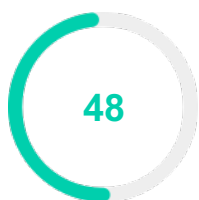
Element Label	CSS Selector	HTML Block
Ard Su How to Nurse a Vulnerability Hangover 5 MIN READ	div.css-o8apx3 > div.css-66sq6i > div.css-1e408s2 > a.css-9mylee	<a class="css-9mylee" href="https://www.nytimes.com/2022/09/16/well/mind/vulnerability-hangover-shame-..." data-uri="nyt://article/160baef8-d1d4-5f6e-b3af-125451479ff7" data-story="nyt://article/160baef8-d1d4-5f6e-b3af-125451479ff7" aria-hidden="false">
Help	nav.css-15uy5yv > ul.css-13o0c9t > li.css-a7htku > a.css-jq1cx6	<a data-testid="footer-link" class="css-jq1cx6" href="https://help.nytimes.com/hc/en-us">
Site Map	nav.css-15uy5yv > ul.css-13o0c9t > li.css-a7htku > a.css-jq1cx6	<a data-testid="footer-link" class="css-jq1cx6" href="/sitemap/">
Contact Us	nav.css-15uy5yv > ul.css-13o0c9t > li.css-a7htku > a.css-jq1cx6	<a data-testid="footer-link" class="css-jq1cx6" href="https://help.nytimes.com/hc/en-us/articles/115015385887-Contact-Us">
Accessibility	nav.css-15uy5yv > ul.css-13o0c9t > li.css-a7htku > a.css-jq1cx6	<a data-testid="footer-link" class="css-jq1cx6" href="https://help.nytimes.com/hc/en-us/articles/115015727108-Accessibility">
T Brand Studio	nav.css-15uy5yv > ul.css-13o0c9t > li.css-a7htku > a.css-jq1cx6	<a data-testid="footer-link" class="css-jq1cx6" href="https://www.tbrandstudio.com/">
Terms of Sale	nav.css-15uy5yv > ul.css-13o0c9t > li.css-a7htku > a.css-jq1cx6	<a data-testid="footer-link" class="css-jq1cx6" href="https://help.nytimes.com/hc/en-us/articles/115014893968-Terms-of-sale">
Canada	nav.css-15uy5yv > ul.css-13o0c9t > li.mobileOnly > a.css-jq1cx6	<a data-testid="footer-link" class="css-jq1cx6" href="https://www.nytimes.com/ca/?action=click&region=Footer&pgtype=Homepage">
Work with us	nav.css-15uy5yv > ul.css-13o0c9t > li.css-a7htku > a.css-jq1cx6	<a data-testid="footer-link" class="css-jq1cx6" href="https://www.nytimes.com/careers/">

Element Label	tku > a.css-jq1cx6 CSS Selector	HTML Block
Site Map	nav.css-15uy5y v > ul.css-13o0 c9t > li.css-a7h tku > a.css-jq1cx6	<a data-testid="footer-link" class="css-jq1cx6" href="/sitemap/">
International	nav.css-15uy5y v > ul.css-13o0 c9t > li.mobile Only > a.css-jq1cx6	<a data-testid="footer-link" class="css-jq1cx6" href="https://www.nytimes.com/international/?action=click&region=Footer&pgtype=H...">
Accessibility	nav.css-15uy5y v > ul.css-13o0 c9t > li.css-a7h tku > a.css-jq1cx6	<a data-testid="footer-link" class="css-jq1cx6" href="https://help.nytimes.com/hc/en-us/articles/115015727108-Accessibility">
Work with us	nav.css-15uy5y v > ul.css-13o0 c9t > li.css-a7h tku > a.css-jq1cx6	<a data-testid="footer-link" class="css-jq1cx6" href="https://www.nytimes.com/careers/">

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 could be better

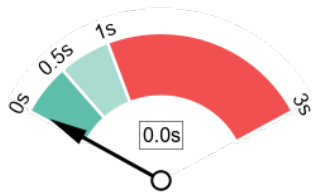
Your page's performance has some issues and room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

### Page Speed Info

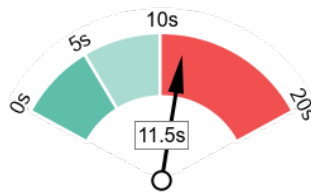
Your page's server response time is reasonably low which is good for load speed and user experience.



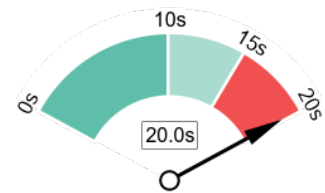
### Server Response



### All Page Content Loaded



### All Page Scripts Complete



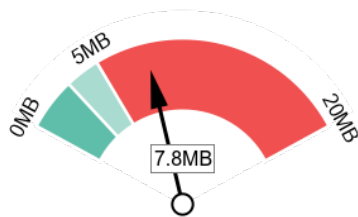
## Download Page Size



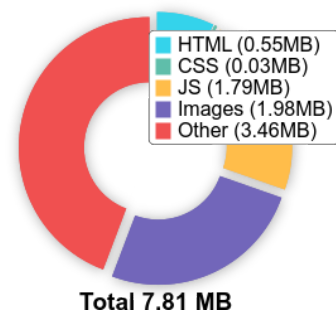
Your page's file size is quite large which, regardless of other optimizations, can reduce load speed and impact user experience.

A general rule is to keep your page under 5MB in total file size.

### 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.

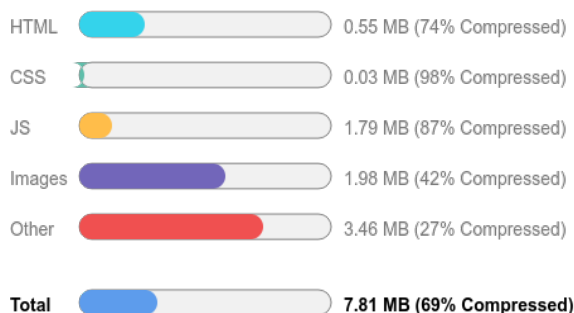
It is important to ensure your Download File Size is as small as possible. 5MB is a good metric to strive for, though modern websites are gradually increasing in size.

## Website Compression (Gzip, Deflate, Brotli)

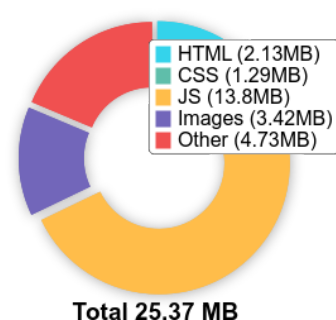


Your website appears to be using a reasonable level of compression.

### Compression Rates



### Raw Page Size Breakdown



Modern web servers allow website files to be compressed before transfer, often dramatically



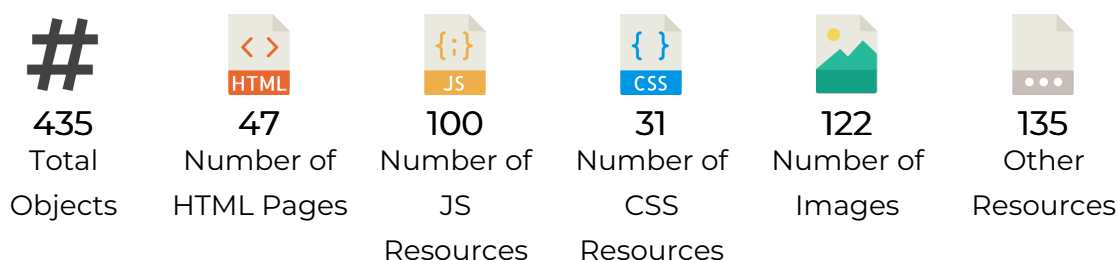
reducing the Download File Size and Page Load Speed of a page. There are several different compression algorithms used such as GZIP, Deflate and Brotli. Enabling compression can often represent a simple and quick win to performance, and most new web servers will have this enabled by default.

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 reporting JavaScript errors during load.

This could indicate that some required functionality on your page is failing or scripts may have coding problems.

Access to XMLHttpRequest at 'https://prebid.media.net/rtb/prebid?cid=8CU4WQK98' from origin 'https://www.nytimes.com' has been blocked by CORS policy: No 'Access-Control-Allow-Origin' header is present on the requested resource.

Access to XMLHttpRequest at 'https://prebid.media.net/rtb/prebid?cid=8CU4WQK98' from origin 'https://www.nytimes.com' has been blocked by CORS policy: No 'Access-Control-Allow-Origin' header is present on the requested resource.

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**

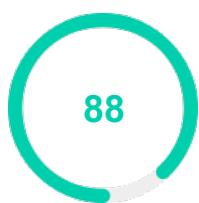
Your page appears to be using inline styles.

✗

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
132	width: 1px !important; height: 1px !important; position: absolute !important; left: -10000px !important; top: -1000px !important;
142	visibility:hidden
193	max-width: 1200px; margin: auto;
195	max-width: 1200px; margin: auto;
197	grid-template-columns: 2fr 2fr 160px
349	display:none;visibility:hidden

## Social Results



**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	<a href="https://www.nytimes.com">https://www.nytimes.com</a>
og:type	website
og:title	The New York Times - Breaking News, US News, World News and Videos
og:description	Live news, investigations, opinion, photos and video by the journalists of The New York Times from more than 150 countries around the world. Subscribe for coverage of U.S. and international news, politics, business, technology, science, health, arts, sports and more.
og:image	<a href="https://static01.nyt.com/newsgraphics/images/icons/defaultPromoCrop.png">https://static01.nyt.com/newsgraphics/images/icons/defaultPromoCrop.png</a>

## Facebook Pixel



We have not detected a Facebook Pixel on your page.

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

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

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

## Twitter Connected



Your page has a link to a Twitter profile.

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

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

## Twitter Activity



You have a strong following on Twitter.



**54,315,781**

Followers

## Twitter Cards



Your page is using Twitter Cards.

Tag

Content

twitter:site

@nytimes

## 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



**4,150,000**  
Followers



**1,388,455,195**  
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
 Amazon Advertising	
 Chartbeat	
 DoubleClick Ad Exchange (AdX)	
Fastly	
 Google AdSense	
Google Analytics	
 Google Publisher Tag	
Google Tag Manager	
 Nginx	
 React	
Svelte	
 YouTube	
 Zipkin	

## Server IP Address

151.101.1.164

## DNS Servers

dns1.p06.nsone.net  
dns2.p06.nsone.net  
dns3.p06.nsone.net  
dns4.p06.nsone.net  
ns-1328.awsdns-38.org  
ns-1652.awsdns-14.co.uk  
ns-244.awsdns-30.com  
ns-635.awsdns-15.net

## Web Server

nginx

## Charset

text/html; charset=utf-8