SEO ToolBox

SEO Report for http://netflix.com

80 / 100	**37 / 48**	**9 / 48**	**2 / 48**
SEO SCORE	PASSED CHECKS	FAILED CHECKS	WARNINGS

COMMON SEO ISSUES

Meta Title Test	✔	The meta title of your page has a length of 52 characters. Most search engines will truncate meta titles to 70 characters.
	→	Netflix - Watch TV Shows Online, Watch Movies Online
Meta Description Test	✔	The meta description of your page has a length of 120 characters. Most search engines will truncate meta descriptions to 160 characters.
	→	Watch Netflix movies & TV shows online or stream right to your smart TV, game console, PC, Mac, mobile, tablet and more.
Google Search Results Preview Test	ⓘ	**Netflix - Watch TV Shows Online, Watch Movies Online** https://www.netflix.com Watch Netflix movies & TV shows online or stream right to your smart TV, game console, PC, Mac, mobile, tablet and more.
Most Common Keywords Test	ⓘ	There is likely no optimal keyword density (search engine algorithms have evolved beyond keyword density metrics as a significant ranking factor). It can be useful, however, to note which keywords appear most often on your page and if they reflect the intended topic of your page. More importantly, the keywords on your page should appear within natural sounding and grammatically correct copy.
	→	netflix - 17 times
	→	watch - 15 times
	→	free - 7 times
	→	days - 7 times
	→	anytime - 6 times
Keywords Usage Test	✔	Congratulations! You are using your keywords in your meta-tags, which help search engines to properly identify the topic of your page.
	→	Keyword(s) included in Title tag
	→	Keyword(s) included in Meta-Description tag

Keywords Cloud Test	ⓘ access account added address android anime anytime apple asked award cancel cancellation cards center charged chevron chromecast commercial computer connected connection consoles contracts cost costs create data days device devices discover documentaries does download downloading downloads email ends enjoy enter extra favorite favorites fees fixed flexible free frequently game gift including instantly internet laptop media month monthly movies netflix number offers offline online originals paying personal phone plans players playstation price questions ready reminder save service shows sign single smart smartphone smartphones start stranger stream streaming tablet tablets things thousands trial unlimited variety want watch week wide windows winning xbox
Heading Tags Test	⚠ Your page contains too many H1 tags. H1 tags should re-inforce the intended topic of your page to search engines - too many tags may make the topic less clear, or look like spam tactics. Consider using less than 5 H1 tags. **H1 headings** → All of Netflix. → Free for 30 days. → Enjoy on your TV. → Download your shows to watch on the go. → Watch everywhere. → Frequently Asked Questions **H2 headings** → Watch on Smart TVs, Playstation, Xbox, Chromecast, Apple TV, Blu-ray players, and more. → Save your data and watch all your favorites offline. → Stream unlimited movies and TV shows on your phone, tablet, laptop, and TV without paying more.
Robots.txt Test	✔ Congratulations! Your site uses a "robots.txt" file: https://www.netflix.com/robots.txt

Sitemap Test	❌ Your website lacks a sitemap file. Sitemaps can help robots index your content more thoroughly and quickly. Read more on Google's guidelines for implementing the sitemap protocol.

HOW TO FIX

In order to pass this test you must create a sitemap.xml file for your website. Some of the best practices are listed below:

- It is strongly recommended that you place your sitemap at the root directory of your website: **http://yourwebsite.com/sitemap.xml** But in some situations, you may want to produce different sitemaps for different paths on your site (e.g., security permission issues)
- Sitemaps should be no larger than 10MB (10,485,760 bytes) and can contain a maximum of 50,000 URLs. This means that if your site contains more than 50,000 URLs or your sitemap is bigger than 10MB, you must create multiple sitemap files and use a **Sitemap index file**
- All URLs listed in the sitemap must reside on the same host as the sitemap. For instance, if the sitemap is located at **http://www.yourwebsite.com/sitemap.xml**, it can't include URLs from **http://subdomain.yourwebsite.com**
- Once you have created your sitemap, let search engines know about it by submitting directly to them, pinging them, or adding the sitemap location to your **robots.txt** file
- Sitemaps can be compressed using gzip, reducing bandwidth consumption

sitemap.xml example:

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
<url>
 <loc>http://www.yourwebsite.com</loc>
 <lastmod>2013-01-01</lastmod>
 <changefreq>weekly</changefreq>
 <priority>0.9</priority>
</url>
<url>
 <loc>http://www.yourwebsite.com/articles/100</loc>
 <changefreq>weekly</changefreq>
</url>
<url>
 <loc>http://www.yourwebsite.com/articles/101</loc>
 <lastmod>2013-01-02</lastmod>
 <changefreq>weekly</changefreq>
</url>
<url>
 <loc>http://www.yourwebsite.com/articles/102</loc>
 <lastmod>2013-01-02T13:00:12+00:00</lastmod>
 <priority>0.5</priority>
</url>
</urlset>
```

SEO Friendly URL Test	✔️ Congratulations! All links from your webpage are SEO friendly.

Image Alt Test	❌ Your webpage is using "img" tags with empty or missing "alt" attribute.
	HOW TO FIX
	In order to pass this test you must add an **alt** attribute to every **<img>** tag used into your webpage.
	An image with an alternate text specified is inserted using the following HTML line:
	`<img src="image.png" alt="text_to_describe_your_image">`
	Remember that the point of alt text is to provide the same functional information that a visual user would see. Search engines, users who disabled images in their browsers and other agents who are unable to see the images on your webpage can read the alt attributes assigned to the image since they cannot view it.
	Learn more about optimizing images for SEO.
Inline CSS Test	❌ Your webpage is using inline CSS styles!
	HOW TO FIX
	It is a good practice to move all the inline CSS rules into an external file in order to make your page "lighter" in weight and decrease the code to text ratio.
	• check the HTML code of your page and identify all style attributes
	• for each style attribute found you must properly move all declarations in the external CSS file and remove the style attribute
	For example:

	`<!--this HTML code with inline CSS rule:-->`
	`<p style="color:red; font-size: 12px">some text here</p>`
	
	`<!--would became:-->`
	`<p>some text here</p>`
	
	`<!--and the rule added into your CSS file:-->`
	`p{color:red; font-size: 12px}`

Deprecated HTML Tags Test	✔ Congratulations! Your page does not use HTML deprecated tags.

Google Analytics Test	❌ A Google Analytics script is not detected on this page. While there are several tools available to monitor your site's visitors and traffic sources, Google Analytics is a free, commonly recommended program to help diagnose potential SEO issues.
	
	HOW TO FIX
	
	In order to pass this test you must create an account on Google Analytics site and insert into your page a small javascript tracking code.
	
	Example:
	
	<pre>\<!-- Google Analytics -->
	\<script>
	(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
	(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
	m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(
	a,m)
	})(window,document,'script','//www.google-analytics.com/analytics.js','ga');
	
	ga('create', 'UA-XXXX-Y', 'auto');
	ga('send', 'pageview');
	
	\</script>
	\<!-- End Google Analytics --></pre>
	Note that you have to change the 'UA-XXXX-Y' with the proper id which you'll find in your analytics account.

Favicon Test	✅ Congratulations! Your website appears to have a favicon.
JS Error Test	✅ Congratulations! There are no severe JavaScript errors on your webpage.
Social Media Test	❌ Your website is not connected with social media using the API's provided by Facebook, Google +, Twitter, Pinterest, or using addthis.com **HOW TO FIX** In order to pass this test you must connect your website with at least one major social network. To do that, you must insert into your page some social networks plugins: Facebook Like Button, Facebook Share Button, Facebook Comments, Twitter Button, Google +1 Button, Pinterest Button or AddThis Widget

SPEED OPTIMIZATIONS

HTML Page Size Test	❌ The size of your webpage's HTML is **76.41 Kb**, and is greater than the average size of **33 Kb**. This can lead to slower loading times, lost visitors, and decreased revenue. Good steps to reduce HTML size include: using HTML compression, CSS layouts, external style sheets, and moving javascript to external files. **HOW TO FIX** In order to resolve this problem you are advised to: • use gzip compression • move all CSS style rules into a single, external and minified CSS file • minify all JS files and, if possible, try combining them into a single external JS file • use CSS layouts
HTML Compression/GZIP Test	✔ Congratulations! Your webpage is successfully compressed using **gzip compression** on your code. Your HTML is compressed from **368.9 Kb** to **76.41 Kb** (**79% size savings**). This helps ensure a faster loading webpage and improved user experience.
Site Loading Speed Test	✔ Your website loading time is around **1.72 seconds** and this is under the average loading speed which is **5 seconds**.
Page Objects Test	❌ Your page uses more than **20 http requests**, which can slow down page loading and negatively impact user experience. HTML Pages: 5; CSS Files: 2; Scripts: 5; Images: 10; Flash Files: 0;
Page Cache Test (Server Side Caching)	✔ Congratulations, you have a caching mechanism on your website. Caching helps speed page loading times as well as reduces server load.
Flash Test	✔ Congratulations! Your website does not include flash objects (an outdated technology that was sometimes used to deliver rich multimedia content). Flash content does not work well on mobile devices, and is difficult for crawlers to interpret.
CDN Usage Test	✔ Your webpage is serving all images, javascript and css resources from CDNs.
Image Caching Test	✔ Your webpage is not using uncached images from your domain.
JavaScript Caching Test	✔ Your webpage is not using uncached JavaScript resources from your domain.
CSS Caching Test	✔ Your webpage is not using uncached CSS resources from your domain.
JavaScript Minification Test	✔ Congratulations! Your website's JavaScript files are minified!
CSS Minification Test	✔ Congratulations! Your webpage's CSS resources are minified.

Nested Tables Test	✔ Congratulations, your page does not use nested tables. This speeds up page loading time and optimizes the user experience.
Frameset Test	✔ Congratulations! Your webpage does not use frames.
Doctype Test	✔ Congratulations! Your website has a doctype declaration: → <!DOCTYPE html>
URL Redirects Test	⚠ Your URL performed 1 redirects! While redirects are typically not advisable (as they can affect search engine indexing issues and adversely affect site loading time), one redirect may be acceptable, particularly if the URL is redirecting from a non-www version to its www version, or vice-versa. → from: http://netflix.com/ to: https://www.netflix.com/

SERVER AND SECURITY

URL Canonicalization Test	✔ https://www.netflix.com and https://netflix.com resolve to the same URL.
HTTPS Test	✔ Your website is successfully using HTTPS, a secure communication protocol over the Internet. → Security state: secure → Certificate issuer: DigiCert SHA2 Secure Server CA → Valid until: Feb 07, 2020
Safe Browsing Test	✔ This site is not currently listed as suspicious (no malware or phishing activity found).
Server Signature Test	✔ Congratulations, your server signature is off.
Directory Browsing Test	✔ Congratulations! Your server has disabled directory browsing.
Plaintext Emails Test	✔ Congratulations! Your webpage does not include email addresses in plaintext.

MOBILE USABILITY

Media Query Responsive Test	✔ Congratulations, your website uses media query technique, which is the base for responsive design functionalities.

Mobile Snapshot Test	
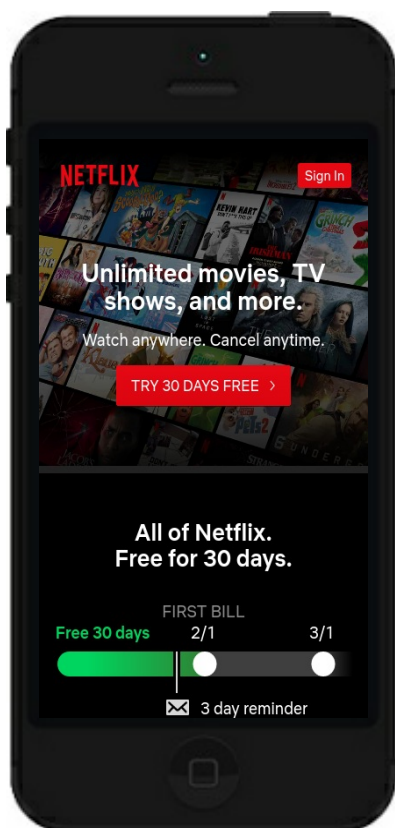
Structured Data Test	❌ Your webpage doesn't take the advantages of HTML Microdata specifications in order to markup structured data. View Google's guide for getting started with microdata.

HOW TO FIX

HTML5 Microdata is an easy way to add semantic markup to your web pages. Search engines rely on this markup to improve the display of search results, making it easier for people to find the right web pages.

Here is a simple example of how to use HTML5 microdata in your contact web page:

```
<div itemscope itemtype="http://schema.org/Person">
  <span itemprop="name">Joe Doe</span>
  <span itemprop="company">The Example Company</span>
  <span itemprop="tel">604-555-1234</span>
  <a itemprop="email" href="mailto:joe.doe@example.com">joe.doe.com</a>
</div>
```

Custom 404 Error Page Test	❌ Your website is not using a custom 404 error page. Default 404 error pages result in a poor experience - it can mislead users into thinking an entire site is down or broken, greatly increases the chance they leave your site entirely, and looks unprofessional. By creating a custom 404 error page, you can improve your website's user experience by letting users know that only a specific page is missing/broken (and not your entire site), providing them helpful links, the opportunity to report bugs, and potentially track the source of broken links in your site. **HOW TO FIX** Creating a custom 404 error page can be relatively simple or more complicated, depending on what technologies were used to build your website (your web server, framework used, etc). Learn more about the basics of creating a custom 404 error page. On your custom error page, you should provide relevant information to keep the user's attention so they remain on your website. Some steps to achieve this goal include: • Adding links to your most important pages (your best articles articles/content, latest posts, etc.) • If you have an e-commerce business, you can display special offers, product recommendations, discounts, etc. • Include a search box or a sitemap link to help users find the information they wanted. • Use simple language (non-technical) to explain what went wrong. • Add a contact form or provide an email address to allow users to get in touch with you for further help. You can also use your custom 404 error page to track the source of broken links in your site.
Noindex Tag Test	✔️ Your webpage does not use the noindex meta tag. This means that your webpage will be read and indexed by search engines.
Canonical Tag Test	✔️ Your webpage does not use the canonical link tag.
Nofollow Tag Test	✔️ Your webpage does not use the nofollow meta tag. This means that search engines will crawl all links from your webpage.
Disallow Directive Test	✔️ Your robots.txt file disallow the search engines access to some parts of your website. You are advised to check carefully if the access to these resources or pages must be blocked. → Disallow: / → Disallow: /accountstatus → Disallow: /aui/inbound → Disallow: /authenticate → Disallow: /autologin → Disallow: /clearcookies → Disallow: /companies → Disallow: /dvdterms → Disallow: /editpayment → Disallow: /emailunsubscribe → Disallow: /error → Disallow: /eula → Disallow: /geooverride → Disallow: /help

- → Disallow: /imagelibrary
- → Disallow: /learnmorelayer
- → Disallow: /learnmorelayertv
- → Disallow: /login
- → Disallow: /loginhelp
- → Disallow: /loginhelp/lookup
- → Disallow: /loginhelpsucess
- → Disallow: /password
- → Disallow: /logout
- → Disallow: /mcd
- → Disallow: /modernizr
- → Disallow: /n/
- → Disallow: /notamember
- → Disallow: /notfound
- → Disallow: /notices
- → Disallow: /nrdapp
- → Disallow: /optout
- → Disallow: /overviewblockseeother
- → Disallow: /popup/codewhatisthis
- → Disallow: /popupdetails
- → Disallow: /popupprivacypolicy
- → Disallow: /privacypolicychanges
- → Disallow: /registration
- → Disallow: /rememberme
- → Disallow: /signout
- → Disallow: /signurl
- → Disallow: /subscriptioncancel
- → Disallow: /tastesurvey
- → Disallow: /termsofusechanges
- → Disallow: /tvsignup
- → Disallow: /upcomingevents
- → Disallow: /verifyidentity
- → Disallow: /whysecure
- → Disallow: /arabic
- → Disallow: /chinese
- → Disallow: /korean
- → Disallow: /airtel
- → Disallow: /anan
- → Disallow: /bouyguestelecom
- → Disallow: /britishairways
- → Disallow: /brutus
- → Disallow: /comhem
- → Disallow: /courts
- → Disallow: /csl
- → Disallow: /elisa
- → Disallow: /entertain
- → Disallow: /firetv
- → Disallow: /freemonth
- → Disallow: /kpn
- → Disallow: /lg
- → Disallow: /maxis
- → Disallow: /meo
- → Disallow: /orangefrance
- → Disallow: /panasonic
- → Disallow: /playstation
- → Disallow: /proximus
- → Disallow: /qantas
- → Disallow: /samsung
- → Disallow: /sony
- → Disallow: /talktalk
- → Disallow: /tdc

→ Disallow: /telenor
→ Disallow: /telfort
→ Disallow: /tim
→ Disallow: /virginaustralia
→ Disallow: /vodafone
→ Disallow: /vodafonedemobilelaunch
→ Disallow: /xboxone
→ Disallow: /xfinity
→ Disallow: /xs4all
→ Disallow: /ziggo
→ Disallow: /accountaccess
→ Disallow: /activate
→ Disallow: /app
→ Disallow: /billingactivity
→ Disallow: /browse
→ Disallow: /browse/*
→ Disallow: /cancelplan
→ Disallow: /changeplan
→ Disallow: /devicemanagement
→ Disallow: /donottest
→ Disallow: /editprofiles
→ Disallow: /email
→ Disallow: /emailpreferences
→ Disallow: /entrytrap
→ Disallow: /hdtoggle
→ Disallow: /languagepreferences
→ Disallow: /managedevices
→ Disallow: /manageprofiles
→ Disallow: /moviesyouveseen
→ Disallow: /mylistorder
→ Disallow: /newwatchinstantlyrss
→ Disallow: /newwatchinstantlyrss/*
→ Disallow: /payment
→ Disallow: /phonenumber
→ Disallow: /pin
→ Disallow: /profiles
→ Disallow: /profiles/*
→ Disallow: /profilesgate
→ Disallow: /search
→ Disallow: /search/*
→ Disallow: /viewingactivity
→ Disallow: /wiviewingactivity
→ Disallow: /youraccount
→ Disallow: /youraccountpayment

SPF Records Test	✔ Congratulations! Your DNS server is using an SPF record.
	→ v=spf1 include:_spf_ipv4.netflix.com include:_spf.google.com include:amazonses.com -all