

ANALYSIS REPORT

<http://www.ebay.in/>



SUMMARY

OVERVIEW

○ ○ ○

65



6 Critical

14 Warning

30 Valid

SCORE DETAILS

63

SEO

62

PERFORMANCE

71

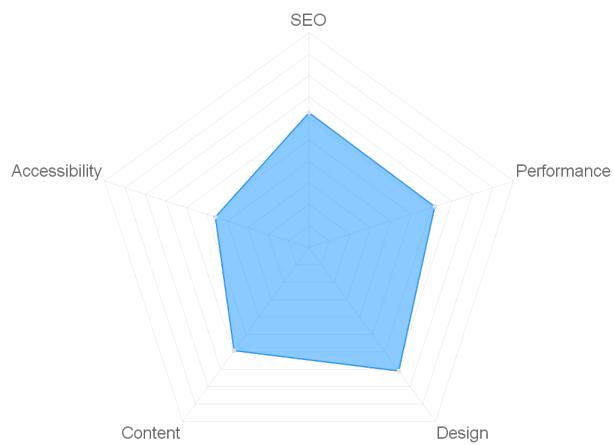
DESIGN

59

CONTENT

46

ACCESSIBILITY



TASKS_LIST

- Text/Code ratio is too low.
- There are links with underscores.
- H1 Title is missing or empty.
- There are too many H3 titles in the page.
- Hx titles are not optimized.
- You should add alternative description on your images.
- DNSSEC is not enabled.
- Reverse(s) DNS exists.
- Different languages are defined.
- Keywords used in Page Title does not appear in most used keywords in body.
- Meta description is too long.
- Open Graph is not used.
- The twitter card is not defined.
- The website does not allow page caching.
- There are too much scripts in the page, you should use external files.
- There are inline CSS in the page.
- Sitemap is not defined in the Robots.txt file.
- The page is not linked to Google Plus.
- HTTPS is not enabled
- There is no shortcut icon defined.
- There are double links in the page.
- Website is not ipv6 ready.
- Content-Security-Policy is missing.
- There is no form input in the page.

INDEXATION OVERVIEW

Electronics, Cars, Fashion, Collectibles, Coupons and...

<http://www.ebayin/>

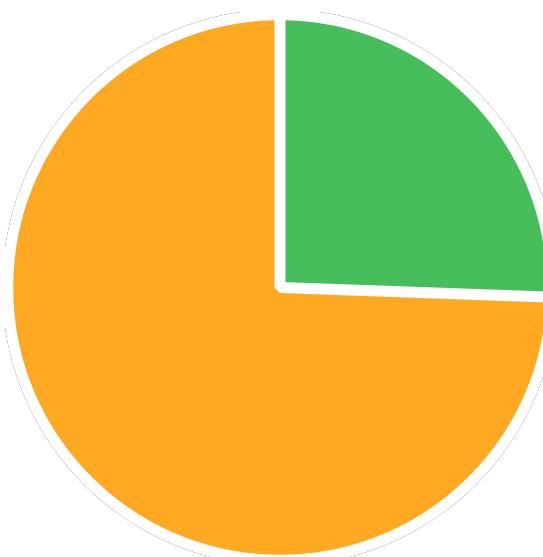
Buy and sell electronics, cars, fashion apparel, collectibles, sporting goods, digital cameras, baby items, coupons, and everything else on eBay the...

Electronics, Cars, Fashion, Collectibles,
Coupons and More...

<http://www.ebayin/>

Buy and sell electronics, cars, fashion apparel, collectibles, sporting goods, digital cameras, baby items, coupons, and...

LINK JUICE OVERVIEW



- Internal links
- External links
- Nofollow link

HEADER INFORMATION

PAGE TITLE

The page title is optimized.

81 characters

Electronics, Cars, Fashion, Collectibles, Coupons and More Online Shopping | eBay

Between 55 and 65 characters (spaces included) are advised. The title of the page should contain the main keywords and the name of your company/brand. Don't only write a list of keywords, but human-readable sentences describing the page content. Each title should be unique and specific. Avoid stopwords as possible (my, the, a, etc.). If the title is longer than 65 characters, it won't be entirely displayed on Search Engine Result Pages. The title tag must appear at the top of the head tag, just after the meta charset tag.

META DESCRIPTION

Meta description is too long.

181 characters.

Buy and sell electronics, cars, fashion apparel, collectibles, sporting goods, digital cameras, baby items, coupons, and everything else on eBay, the world's online marketplace

Between 140 and 170 characters (spaces included) are advised. The meta description tag is read by search engines and is displayed in SERPs. This tag describes the page content without being a straight forward list of keywords and must contain the most important keywords of the page. Ensure that each of your web pages has a unique meta description. The meta description tag should appear after the title tag inside the head tag.

META ATTRIBUTES

TYPE	META	CONTENT
name	robots	NOODP
name	apple-itunes-app	app-id=364203371
name	keywords	ebay, electronics, cars, clothing, apparel, collectibles, sporting goods, digital cameras, antiques, tickets, jewelry, online shopping, auction, online auction
name	google-site-verification	FhX5RgxqM_mmLafBKHOJAlShteGrwq52kR5wmIcg
name	y_key	9d67cbc37e38b26c
name	description	Buy and sell electronics, cars, fashion apparel, collectibles, sporting goods, digital cameras, baby items, coupons, and everything else on eBay, the world's online marketplace
name	msvalidate_01	34E98E6F27109BE1A9DCF19658EEEE33
name	viewport	width=1000
property	fb:app_id	102628213125203
http-equiv	content-type	text/html; charset=utf-8
http-equiv	x-ua-compatible	IE=Edge

Meta tags are used to place metadata in a HTML page. They provide search engine with a certain quantity of information facilitating the analyze and the indexation of your website in search engines, index and social networks.

Meta Tags should be placed after title and the metaDescription after your HTML code.

INDEXATION

META ROBOTS

The Meta Robots tag enables the indexation by search engines.

NOODP

The meta robots tag states when search engines should explore, index or follow your page. This tag can be responsible for the absence of your website in search engines index.

The "noindex" value prevents the page from being indexed and the "nofollow" value prevents the links from being tracked by search engines robots.

The tag should be placed after the title tag and the meta description in the head tag of your HTML document.

ROBOTS.TXT

A robots.txt file has been found.

```
### BEGIN FILE ###
#
# allow-all
#
#
# The use of robots or other automated means to access the eBay site
# without the express permission of eBay is strictly prohibited.
# Notwithstanding the foregoing, eBay may permit automated access to
# access certain eBay pages but solely for the limited purpose of
# including content in publicly available search engines. Any other
# use of robots or failure to obey the robots exclusion standards set
# forth at is strictly
# prohibited.
# v3
#

User-agent: *
Disallow: /help/confidence/
Disallow: /help/policies/
Disallow: /disney/
Disallow: *rt=nc
Disallow: /ebayadvsearch/

### END FILE ###
```

The meta robots tag states when search engines should explore, index or follow your page. This tag can be responsible for the absence of your website in search engines index.

The "noindex" value prevents the page from being indexed and the "nofollow" value prevents the links from being tracked by search engines robots.

The tag should be placed after the title tag and the meta description in the head tag of your HTML document.

SITEMAP

Sitemap is not defined in the Robots.txt file.

0 sitemap(s) have been defined..

Sitemap are files providing search engines with an ordered organization of the linking structure of your website. These files help you to define the importance you attach to each page, their updating frequency and their URL. More importantly, it is the list of all the available pages on your website that search engines should crawled.

Written in XML file, a sitemap must not contain more than 50 000 URLs.

DUPLICATE CONTENT

WWW REDIRECTION 301

ebay.in redirects to www.ebay.in

To redirect your web pages to http://www or http:// (with or without www) to avoid duplicate content is essential. Your website has to be reachable through a single address.

The redirection should be a 301 redirection (the page is moved permanently to another location) rather than a 302 redirection (the page is moved temporary to another location).

LINK CANONICAL

Canonical Url is defined.

http://www.ebay.in

The attribute link rel="canonical" enables you to avoid duplicate content. A canonical URL corresponds to the favorite version of a set of pages with a similar content (example: a product sheet found in two different categories and thus in two different links).

Determine the URL you would like to present to users and indicate it in your tag.

MULTIMEDIA

ALTERNATIVE TEXT

You should add alternative description on your images.

8/130 images have an optimized alternative text.

SRC	ALT
http://ir.ebaystatic.com/rtm/203/RTMS/Image/Summer_GEC_65_6x402_21march2017.jpg	Get Extra Discount
http://ir.ebaystatic.com/rtm/203/RTMS/Image/BuyMoreSaveMore_300x130_2may2017_1.gif	Buy More Save More
https://securepics.ebaystatic.com/aw/pics/in/aboutebay/single.gif	
http://p.ebaystatic.com/aw/pics/in/deal/single.gif	
https://securepics.ebaystatic.com/aw/pics/in/aboutebay/single.gif	
http://i2.ebayimg.com/images/g/XUAAAOSwtfhYnT-o-s-I500.jpg	
http://i3.ebayimg.com/images/g/-xQAAOSwFV9X07II/s-l200.jpg	
http://i.ebayimg.com/images/g/3~8AAOSwepjXWXo3/s-l200.jpg	
http://i.ebayimg.com/images/g/zIUAAOSwDmBY470D/s-l200.jpg	

http://i.ebayimg.com/images/g/BCQAAOSwhDdXDkfp/s-l500.jpg
http://i2.ebayimg.com/images/g/RKUAAOSwnLdWtb-m-s-l200.jpg
http://i1.ebayimg.com/images/g/xGgAAOSw5cNYW3AP/s-l200.jpg
http://i.ebayimg.com/images/g/sewAAOSwnHZYWnZP/s-l200.jpg
http://i.ebayimg.com/images/g/XV8AAOSwwE5WWB9a/s-l500.jpg
http://i1.ebayimg.com/images/g/D40AAOSwkNZUpTN~s-l200.jpg
http://i.ebayimg.com/images/g/j5UAAOSwE6VXjeWR/s-l200.jpg
http://i1.ebayimg.com/images/g/vC8AAOSwkZhWSaN3/s-l200.jpg
http://i3.ebayimg.com/images/g/tlgAAOSwZAtjZ8L/s-l500.jpg
http://i1.ebayimg.com/images/g/C7MAAOsw7XBY8NPo/s-l200.jpg
http://i2.ebayimg.com/images/g/6VMAAOswuLZY62ga/s-l200.jpg
http://i2.ebayimg.com/images/g/Q2sAAOSwo4pYgrF/s-l200.jpg
http://i2.ebayimg.com/images/g/6sYAAOSnbZYHLqa/s-l500.jpg
http://i1.ebayimg.com/images/g/9UIAAOSwA3dYltPs/s-l200.jpg
http://i3.ebayimg.com/images/g/q2YAAOSwx2dYlto7/s-l200.jpg
http://i1.ebayimg.com/images/g/dyEAAOSw7XBY8P20/s-l200.jpg
http://i1.ebayimg.com/images/g/YY0AAOSwaB5Xwa4R/s-l500.jpg
http://i3.ebayimg.com/images/g/hx4AAOxyhXRTNk2t/s-l200.jpg
http://i3.ebayimg.com/images/g/T4UAAOSw4YdYyTz/s-l200.jpg
http://i2.ebayimg.com/images/g/k30AAOSw3ydVwyn/s-l200.jpg
http://i1.ebayimg.com/images/g/dzYAAOSwZeVY8cA1/s-l500.jpg
http://i2.ebayimg.com/images/g/PhAAAOswmCVY-a-t/s-l200.jpg

http://i2.ebayimg.com/images/g/hzAAAOSwA29Y4khv/s-l200.jpg
http://i2.ebayimg.com/images/g/mWYAAOSwVm5Y-FoU/s-l200.jpg
http://i2.ebayimg.com/images/g/FNwAAOSwoI5YwlFz/s-l500.jpg
http://i1.ebayimg.com/images/g/hKEAAOSwXYtY4kL7/s-l200.jpg
http://i3.ebayimg.com/images/g/4qsAAOSw2gxYVvqo/s-l200.jpg
http://i3.ebayimg.com/images/g/hOgAAOSw32lY0m7d/s-l200.jpg
http://i2.ebayimg.com/images/g/snwAAOSwtjZXWXou/s-l500.jpg
http://i3.ebayimg.com/images/g/QuwAAOSwfVpYwAMG/s-l200.jpg
http://i1.ebayimg.com/images/g/0RsAAOSwmglY31Ue/s-l200.jpg
http://i3.ebayimg.com/images/g/VL4AAOSw5cNYND14/s-l200.jpg
http://i3.ebayimg.com/images/g/g2YAAOSwTM5YtVu6/s-l500.jpg
http://i.ebayimg.com/images/g/oo0AAOSwax5Y1kTL/s-l200.jpg
http://i2.ebayimg.com/images/g/GNAAAOSw4A5Y0jWY/s-l200.jpg
http://i.ebayimg.com/images/g/tcMAAOswhcjWHjIZ/s-l200.jpg
http://i2.ebayimg.com/images/g/3cgAAOSwEzxYbf1Q/s-l500.jpg

http://i3.ebayimg.com/images/g/7J8AAOSwuxFYtr4a/s-l200.jpg
http://i.ebayimg.com/images/g/EOUAAOSw6kxH186/s-l200.jpg
http://i3.ebayimg.com/images/g/TCMAAOsw4CFY04ee/s-l200.jpg
http://i.ebayimg.com/images/g/o1wAAOSwCU1Y3xUd/s-l500.jpg
http://i3.ebayimg.com/images/g/A38AAOSww3tY7ggn/s-l200.jpg
http://i2.ebayimg.com/images/g/AbgAAOSwj4hY-bT6/s-l200.jpg
http://i1.ebayimg.com/images/g/GTMAAOswIWVY-brT/s-l200.jpg
http://i1.ebayimg.com/images/g/bjwAAOSwWiBY~rak/s-l500.jpg
http://i3.ebayimg.com/images/g/guYAAOSwHHFY-gQf/s-l200.jpg
http://i.ebayimg.com/images/g/t-QAAOSwt5hYZfz0/s-l200.jpg
http://i1.ebayimg.com/images/g/jOAAAOSw3v5YprhW/s-l200.jpg
http://i1.ebayimg.com/images/g/laQAAOSwSypZAFFM/s-l500.jpg
http://i2.ebayimg.com/images/g/kjsAAOSwo4pYQAiR/s-l200.jpg
http://i.ebayimg.com/images/g/BV4AAOSwT6pV3cwX/s-l200.jpg
http://i3.ebayimg.com/images/g/0XAAOSwA3dYQCZp/s-l200.jpg
http://i.ebayimg.com/images/g/lScAAOSw~CFY5d~P/s-l500.jpg
http://i1.ebayimg.com/images/g/LkYAAOSwGIRxbQPm/s-l200.jpg
http://i2.ebayimg.com/images/g/9TIAAOswLnBX3pQ/s-l200.jpg
http://i1.ebayimg.com/images/g/gEMAAOSwuxFY3V7S/s-l200.jpg
http://i3.ebayimg.com/images/g/R1kAAOSwB-1YtqZ0/s-l500.jpg
http://i2.ebayimg.com/images/g/mGAAAOSwWxNYuFu/s-l200.jpg
http://i3.ebayimg.com/images/g/7kUAAOSw32lYvkww/s-l200.jpg
http://i1.ebayimg.com/images/g/q4UAAOSwB-1YrBCJ/s-l200.jpg
http://i.ebayimg.com/images/g/wfEAAOSw1KxXMd1W/s-l200.jpg
http://i2.ebayimg.com/images/g/ZgsAAOSwdGFYqopQ/s-l200.jpg
http://i2.ebayimg.com/images/g/PhAAAOswmCVY-a/s-l200.jpg
http://i1.ebayimg.com/images/g/aOYAAOxyUgtTNkwT/s-l200.jpg
http://i2.ebayimg.com/images/g/qvEAAOSwzgBY4RGl/s-l200.jpg
http://i3.ebayimg.com/images/g/3LEAAOSwWxNYusIP/s-l200.jpg
http://i3.ebayimg.com/images/g/448AAOSw49Y8e0f/s-l200.jpg
http://i3.ebayimg.com/images/g/jR4AAOSwzgBYySs3/s-l200.jpg
http://i1.ebayimg.com/images/g/fWgAAOSwSlBYw-a/s-l200.jpg
http://i1.ebayimg.com/images/g/lBQAAOSwT-FZDEue/s-l200.jpg
http://i3.ebayimg.com/images/g/jLIAAOsw5UZY9jm/s-l200.jpg
http://i.ebayimg.com/images/g/MTQAAOSw3v5YpwEJ/s-l200.jpg
http://i2.ebayimg.com/images/g/iJwAAOSwX61ZAawI/s-l200.jpg
http://i3.ebayimg.com/images/g/np0AAOSw42jZCedN/s-l200.jpg
http://i2.ebayimg.com/images/g/8WMMAAOsw4A5YwruV/s-l200.jpg

http://i3.ebayimg.com/images/g/ZfEAAOSwnH1WbpBu/s-l200.jpg
http://i3.ebayimg.com/images/g/OqEAAOSw~otWerxt/s-l200.jpg
http://i2.ebayimg.com/images/g/oowAAOSwqYBWolWB/s-l200.jpg
http://i1.ebayimg.com/images/g/qmYAAOSwCGVYBORM/s-l200.jpg
http://i1.ebayimg.com/images/g/hFQAAOSwOgdYyShN/s-l200.png
http://i3.ebayimg.com/images/g/UEIAAOswdjNZCvaQ/s-l200.jpg
http://i1.ebayimg.com/images/g/1ZEEAOswiDFYRUi6/s-l200.jpg
http://i1.ebayimg.com/images/g/alcAAOSwepjXUoTl/s-l200.jpg
http://i1.ebayimg.com/images/g/M04AAOSw53NY-d~0/s-l200.jpg
http://i2.ebayimg.com/images/g/jp8AAOSw3ZRY-f2e/s-l200.jpg
http://p.ebaystatic.com/aw/social/avatar.png merc_fash
http://i2.ebayimg.com/images/g/2MwAAOSw1DtXEloK/s-l300.jpg
http://i.ebayimg.com/images/g/nAMAAOSw2GIXKzuh/s-l200.jpg
http://i1.ebayimg.com/images/g/~NIAAOswrXdXKzID/s-l200.jpg
http://p.ebaystatic.com/aw/social/avatar.png fashioncurator2014
http://i3.ebayimg.com/images/g/if0AAOSwv-NWWoP9/s-l300.jpg
http://i.ebayimg.com/images/g/tKgAAOSwZd1VXd4-/s-l200.jpg
http://i3.ebayimg.com/images/g/l~cAAOSwyQtV2gOG/s-l200.jpg
http://p.ebaystatic.com/aw/social/avatar.png in_technology
http://i3.ebayimg.com/images/g/g2YAAOSwTM5YtVu/s-l300.jpg
http://i.ebayimg.com/images/g/oo0AAOSwax5Y1kTL/s-l200.jpg
http://i2.ebayimg.com/images/g/GNAAAOsw4A5Y0jWY/s-l200.jpg
http://p.ebaystatic.com/aw/social/avatar.png merc_fash
http://i1.ebayimg.com/images/g/G1wAAOSw65FXvCZ/s-l300.jpg
http://i2.ebayimg.com/images/g/KfcAAOSwKfvXkbNm/s-l200.jpg
http://i3.ebayimg.com/images/g/73MAAOsw-itXsgzM/s-l200.jpg
http://p.ebaystatic.com/aw/social/avatar.png in_technology
http://i2.ebayimg.com/images/g/f0sAAOSwjDZYbcAO/s-l300.jpg
http://i.ebayimg.com/images/g/iA4AAOSwiDFYQlj-/s-l200.jpg
http://i.ebayimg.com/images/g/TbUAAOSwImRYmyDA/s-l200.jpg
http://p.ebaystatic.com/aw/social/avatar.png merc_fash
http://i3.ebayimg.com/images/g/JV4AAOSwhQhYy4i6/s-l300.jpg
http://i1.ebayimg.com/images/g/4igAAOSw5cNYgfTf/s-l200.jpg
http://i.ebayimg.com/images/g/uUsAAOSwNRdx7jKH/s-l200.jpg
http://p.ebaystatic.com/aw/social/avatar.png in_technology
http://i1.ebayimg.com/images/g/laQAAOSwSypZAFFM/s-l300.jpg
http://i2.ebayimg.com/images/g/kjsAAOSwo4pYQAiR/s-l200.jpg
http://i.ebayimg.com/images/g/BV4AAOSwT6pV3cwX/s-l200.jpg
http://p.ebaystatic.com/aw/social/avatar.png in_technology
http://i1.ebayimg.com/images/g/dzYAAOSwZeVY8cA1/s-l300.jpg
http://i2.ebayimg.com/images/g/PhAAAOswmCVY-a-t/s-l200.jpg
http://i2.ebayimg.com/images/g/hzAAAOSwA29Y4khv/s-l200.jpg

<http://p.ebaystatic.com/aw/social/avatar.png> in_technology
<http://i3.ebayimg.com/images/g/B9IAAOswDNdVj813s-l300.jpg>
<http://i3.ebayimg.com/images/g/LIQAAOSwImRYmwk6s-l200.jpg>
<http://i1.ebayimg.com/images/g/54EAAOSwtZXUoW9s-l200.jpg>

The alt attribute gives information to search engines about the description of your image (an alternative text).

The alt attribute must be defined, so that robots get information about the description of the image in order to index it in image search engines.

It can be helpful for impaired people and will be displayed in case of problem with image loading.

Place your keywords wisely because this tag is another key to boost your SEO. The length of the textual alternative must be less than 80 characters.

NETWORKING

NUMBER OF LINKS

The number of link tags is proper.

There are 309 links in your page.

N	HREF
0	#mainContent
1	http://srx.main.ebayrtm.com/clk?RtmClk&lid=2557350&m=707869&pg=2057337&aii=4500323436991954608&u=1H4sIAAAAAAAAFP2zc9T8E2sVDCwUDAwtDIzszIwVPANDIewMjA05%2BXKzEyxNTE1MDA2MjYxNrOONLQONTzsODlAgBu2Bn00AAAAA%3D%3D&i=-9999&g=e745c52d15b0aa6696b7f7ffebd707&uf=0
2	http://srx.main.ebayrtm.com/clk?RtmClk&lid=2558250&m=708338&pg=2057337&aii=4500323436991954607&u=1H4sIAAAAAAAAFP2zc9T8E2sVDCwUDAwtDI1szIwVPANDIewMjA05%2BXKzEyxNTE1MDA2MjYxNrOONLQONTzsAEoAAFOfrf84AAAA&i=-9999&g=e745c52d15b0aa6696b7f7ffebd707&uf=0
3	http://www.ebay.in/cIn/in_lifestyle/gifts-for-your-mum/400661462014
4	http://www.ebay.in/cIn/in_lifestyle/gifts-for-your-mum/400661462014
5	http://www.ebay.in/cIn/in_lifestyle/gifts-for-your-mum/400661462014
6	http://www.ebay.in/cIn/in_lifestyle/gifts-for-your-mum/400661462014
7	http://www.ebay.in/cIn/in_lifestyle/gifts-for-your-mum/400661462014
8	http://www.ebay.in/cIn/in_lifestyle/gifts-for-your-mum/400661462014
9	http://www.ebay.in/cIn/in_lifestyle/gifts-for-your-mum/400661462014
10	http://www.ebay.in/cIn/in_lifestyle/gifts-for-your-mum/400661462014
11	http://www.ebay.in/cIn/in_lifestyle/gifts-for-your-mum/400661462014
12	http://www.ebay.in/cIn/in_lifestyle/how-to-stay-cool-in-summers/400689213014
13	http://www.ebay.in/cIn/in_lifestyle/how-to-stay-cool-in-summers/400689213014
14	http://www.ebay.in/cIn/in_lifestyle/how-to-stay-cool-in-summers/400689213014
15	http://www.ebay.in/cIn/in_lifestyle/how-to-stay-cool-in-summers/400689213014
16	http://www.ebay.in/cIn/in_lifestyle/how-to-stay-cool-in-summers/400689213014
17	http://www.ebay.in/cIn/in_lifestyle/how-to-stay-cool-in-summers/400689213014
18	http://www.ebay.in/cIn/in_lifestyle/how-to-stay-cool-in-summers/400689213014
19	http://www.ebay.in/cIn/in_lifestyle/how-to-stay-cool-in-summers/400689213014
20	http://www.ebay.in/cIn/in_lifestyle/how-to-stay-cool-in-summers/400689213014
21	http://www.ebay.in/cIn/in_lifestyle/goodbye-city-life/400656049014
22	http://www.ebay.in/cIn/in_lifestyle/goodbye-city-life/400656049014
23	http://www.ebay.in/cIn/in_lifestyle/goodbye-city-life/400656049014
24	http://www.ebay.in/cIn/in_lifestyle/goodbye-city-life/400656049014
25	http://www.ebay.in/cIn/in_lifestyle/goodbye-city-life/400656049014
26	http://www.ebay.in/cIn/in_lifestyle/goodbye-city-life/400656049014

27 http://www.ebay.in/cln/in_lifestyle/goodbye-city-life/400656049014
28 http://www.ebay.in/cln/in_lifestyle/goodbye-city-life/400656049014
29 http://www.ebay.in/cln/in_lifestyle/goodbye-city-life/400656049014
30 http://www.ebay.in/cln/in_lifestyle/kitchen-is-where-the-cool-is/400654141014
31 http://www.ebay.in/cln/in_lifestyle/kitchen-is-where-the-cool-is/400654141014
32 http://www.ebay.in/cln/in_lifestyle/kitchen-is-where-the-cool-is/400654141014
33 http://www.ebay.in/cln/in_lifestyle/kitchen-is-where-the-cool-is/400654141014
34 http://www.ebay.in/cln/in_lifestyle/kitchen-is-where-the-cool-is/400654141014
35 http://www.ebay.in/cln/in_lifestyle/kitchen-is-where-the-cool-is/400654141014
36 http://www.ebay.in/cln/in_lifestyle/kitchen-is-where-the-cool-is/400654141014
37 http://www.ebay.in/cln/in_lifestyle/kitchen-is-where-the-cool-is/400654141014
38 http://www.ebay.in/cln/in_lifestyle/kitchen-is-where-the-cool-is/400654141014
39 http://www.ebay.in/cln/in_lifestyle/just-like-old-times/400692818014
40 http://www.ebay.in/cln/in_lifestyle/just-like-old-times/400692818014
41 http://www.ebay.in/cln/in_lifestyle/just-like-old-times/400692818014
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47 http://www.ebay.in/cln/in_lifestyle/just-like-old-times/400692818014
48 http://www.ebay.in/cln/in_technology/drop-the-heat/400891394018
49 http://www.ebay.in/cln/in_technology/drop-the-heat/400891394018
50 http://www.ebay.in/cln/in_technology/drop-the-heat/400891394018
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56 http://www.ebay.in/cln/in_technology/drop-the-heat/400891394018
57 http://www.ebay.in/cln/in_technology/looking-for-a-phone-/372009226018
58 http://www.ebay.in/cln/in_technology/looking-for-a-phone-/372009226018
59 http://www.ebay.in/cln/in_technology/looking-for-a-phone-/372009226018
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65 http://www.ebay.in/cln/in_technology/looking-for-a-phone-/372009226018
66 http://www.ebay.in/cln/in_lifestyle/summer-fashion-unlocked/400658155014
67 http://www.ebay.in/cln/in_lifestyle/summer-fashion-unlocked/400658155014
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69 http://www.ebay.in/cln/in_lifestyle/summer-fashion-unlocked/400658155014
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74 http://www.ebay.in/cln/in_lifestyle/summer-fashion-unlocked/400658155014
75 http://www.ebay.in/cln/in_lifestyle/fruity-or-spice-/400657227014
76 http://www.ebay.in/cln/in_lifestyle/fruity-or-spice-/400657227014
77 http://www.ebay.in/cln/in_lifestyle/fruity-or-spice-/400657227014
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82 http://www.ebay.in/cln/in_lifestyle/fruity-or-spice-/400657227014
83 http://www.ebay.in/cln/in_lifestyle/fruity-or-spice-/400657227014
84 http://www.ebay.in/cln/in_technology/laptops-in-vogue/372013631018
85 http://www.ebay.in/cln/in_technology/laptops-in-vogue/372013631018

86 https://www.ebay.in/cln/in_lifestyle/summer-fashion-unlocked/400658155014

147 http://deals.ebay.in
148 http://www.ebay.in/rpp/deals/6009298246_Accu_Chek_Active_100_50_2_Test_Strips_?_trksid=p2057337.m2592&_trkparms=
149 http://www.ebay.in/rpp/deals/6009298247_Xiaomi_In_Ear_Headphones_Black_Color?_trksid=p2057337.m2592&_trkparms=
150 http://www.ebay.in/rpp/deals/6009298248_Apple_iPhone_6_64GB_Gold?_trksid=p2057337.m2592&_trkparms=
151 http://www.ebay.in/rpp/deals/6009298249_Orient_Orina_48__Celing_Fan?_trksid=p2057337.m2592&_trkparms=
152 http://www.ebay.in/rpp/deals/6009298250_Designer_Glass_Horse_Printed_T_Shirts_For_Men_Graphic_Tee?_trksid=p2057337.m2592&_trkparms=
153 http://www.ebay.in/rpp/deals/6009298251_HP_Pavillion_15_AU123CL?_trksid=p2057337.m2592&_trkparms=
154 http://www.ebay.in/rpp/deals/6009298252_Sony_40W650D_Imported?_trksid=p2057337.m2592&_trkparms=
155 http://www.ebay.in/rpp/deals/6009298253_Google_Chromecast_2?_trksid=p2057337.m2592&_trkparms=
156 http://www.ebay.in/rpp/deals/6009298254_SanDisk_16_GB_Ultra_Dual_OTG_Pen_Drive?_trksid=p2057337.m2592&_trkparms=
157 http://www.ebay.in/rpp/deals/6009298255_Curren_8192_Fashion_Military_Sports?_trksid=p2057337.m2592&_trkparms=
158 http://www.ebay.in/rpp/deals/6009298256_Nikon_D3300_with_18_55mm_Kit?_trksid=p2057337.m2592&_trkparms=
159 http://www.ebay.in/rpp/deals/6009298257_Wireless_Ultra_Sleek_Slim_Mouse?_trksid=p2057337.m2592&_trkparms=
160 http://www.ebay.in/rpp/deals/6009298258_Warmland_Microfibre_orthopedic_Pillow_for_Neck_Pain___17_x27_?_trksid=p2057337.m2592&_trkparms=
161 http://www.ebay.in/rpp/deals/6009298259_Tupperware_Aquasafe_Waterbottles_1_Ltr_4_Pcs?_trksid=p2057337.m2592&_trkparms=
162 http://www.ebay.in/rpp/deals/6009298260_Sony_Playstation_4_Console_1_TB_Slim?_trksid=p2057337.m2592&_trkparms=
163 http://www.ebay.in/rpp/deals/6009298261_Polycotton_Double_Bed_Sheets_With_2_Pillow_Covers?_trksid=p2057337.m2592&_trkparms=
164 http://www.ebay.in/rpp/deals/6008456159_STK_Explorer_WiFi_1080P_HD_Waterproof_Action_Camera_Kit___Black?_trksid=p2057337.m2592&_trkparms=
165 http://www.ebay.in/rpp/deals/6008455201_SPELLBOUND___From_Ancient_Gods_to_Modern_Merlins_A_Time_Tour_of_Myth___Magi?_trksid=p2057337.m2592&_trkparms=
166 http://www.ebay.in/rpp/deals/6009324099_Apple_iPhone_6_128GB_Space_Grey_Imported?_trksid=p2057337.m2592&_trkparms=
167 http://www.ebay.in/rpp/deals/6009324101_Apple_iPhone_6_32Gb_Space_Grey?_trksid=p2057337.m2592&_trkparms=
168 http://www.ebay.in/rpp/deals/6009330705_Vivo_Y66_3GB___32GB_Moonlight_Selfie___Gold?_trksid=p2057337.m2592&_trkparms=
169 http://www.ebay.in/rpp/deals/6009324107_Micromax_Q381_2?_trksid=p2057337.m2592&_trkparms=
170 http://www.ebay.in/rpp/deals/6009324177_Sony_Xperia_X_Dual_64GB___3GB_Black_Imported?_trksid=p2057337.m2592&_trkparms=
171 http://www.ebay.in/rpp/deals/6009324141_Acer_Liquid_Z630S_Black?_trksid=p2057337.m2592&_trkparms=
172 http://www.ebay.in/rpp/deals/6009324136_Videocon_Dost_2_V1RA_Dual_Sim_1000_mAh?_trksid=p2057337.m2592&_trkparms=
173 http://www.ebay.in/cln
174 http://www.ebay.in/usr/merc_fash
175 http://www.ebay.in/cln/merc_fash/no-more-wardrobe-blues/265563983016
176 http://www.ebay.in/usr/merc_fash
177 http://www.ebay.in/cln/merc_fash/no-more-wardrobe-blues/265563983016
178 http://www.ebay.in/cln/merc_fash/no-more-wardrobe-blues/265563983016
179 http://www.ebay.in/cln/merc_fash/no-more-wardrobe-blues/265563983016
180 http://www.ebay.in/usr/fashioncurator2014
181 http://www.ebay.in/cln/fashioncurator2014/flaunt-your-style/154968592018
182 http://www.ebay.in/usr/fashioncurator2014
183 http://www.ebay.in/cln/fashioncurator2014/flaunt-your-style/154968592018
184 http://www.ebay.in/cln/fashioncurator2014/flaunt-your-style/154968592018
185 http://www.ebay.in/cln/fashioncurator2014/flaunt-your-style/154968592018
186 http://www.ebay.in/usr/in_technology
187 http://www.ebay.in/cln/in_technology/laptops-in-vogue/372013631018
188 http://www.ebay.in/usr/in_technology
189 http://www.ebay.in/cln/in_technology/laptops-in-vogue/372013631018
190 http://www.ebay.in/cln/in_technology/laptops-in-vogue/372013631018
191 http://www.ebay.in/cln/in_technology/laptops-in-vogue/372013631018
192 http://www.ebay.in/usr/merc_fash
193 http://www.ebay.in/cln/merc_fash/look-like-a-pataka/336789194016
194 http://www.ebay.in/usr/merc_fash
195 http://www.ebay.in/cln/merc_fash/look-like-a-pataka/336789194016
196 http://www.ebay.in/cln/merc_fash/look-like-a-pataka/336789194016
197 http://www.ebay.in/cln/merc_fash/look-like-a-pataka/336789194016
198 http://www.ebay.in/usr/in_technology
199 http://www.ebay.in/cln/in_technology/laptops-in-vogue/372013631018

199 http://www.ebay.in/in_technology/it-s-the-store-age/31102220010
200 http://www.ebay.in/usr/in_technology
201 http://www.ebay.in/cln/in_technology/it-s-the-store-age/311022200018
202 http://www.ebay.in/cln/in_technology/it-s-the-store-age/311022200018
203 http://www.ebay.in/cln/in_technology/it-s-the-store-age/311022200018
204 http://www.ebay.in/usr/merc_fash
205 http://www.ebay.in/cln/merc_fash/hot-fashion-trends/389673589016
206 http://www.ebay.in/usr/merc_fash
207 http://www.ebay.in/cln/merc_fash/hot-fashion-trends/389673589016
208 http://www.ebay.in/cln/merc_fash/hot-fashion-trends/389673589016
209 http://www.ebay.in/cln/merc_fash/hot-fashion-trends/389673589016
210 http://www.ebay.in/usr/in_technology
211 http://www.ebay.in/cln/in_technology/only-gets-louder/365813688018
212 http://www.ebay.in/usr/in_technology
213 http://www.ebay.in/cln/in_technology/only-gets-louder/365813688018
214 http://www.ebay.in/cln/in_technology/only-gets-louder/365813688018
215 http://www.ebay.in/cln/in_technology/only-gets-louder/365813688018
216 http://www.ebay.in/usr/in_technology
217 http://www.ebay.in/cln/in_technology/looking-for-a-phone-/372009226018
218 http://www.ebay.in/usr/in_technology
219 http://www.ebay.in/cln/in_technology/looking-for-a-phone-/372009226018
220 http://www.ebay.in/cln/in_technology/looking-for-a-phone-/372009226018
221 http://www.ebay.in/cln/in_technology/looking-for-a-phone-/372009226018
222 http://www.ebay.in/usr/in_technology
223 http://www.ebay.in/cln/in_technology/get-stumped/378773180018
224 http://www.ebay.in/usr/in_technology
225 http://www.ebay.in/cln/in_technology/get-stumped/378773180018
226 http://www.ebay.in/cln/in_technology/get-stumped/378773180018
227 http://www.ebay.in/cln/in_technology/get-stumped/378773180018
228 http://www.ebay.in/cln
229 http://www.ebay.in/sch/allcategories/all-categories
230 http://pages.ebay.in/help/buy.html
231 http://pages.ebay.in/aboutebay/eBay_Guarantee.html
232 http://pages.ebay.in/charity/index.html
233 http://geb.ebay.in/g/ImportHubHome
234 http://my.ebay.in/wishlistsearch/
235 http://anywhere.ebay.in/mobile/
236 http://sell.ebay.in/sell
237 http://sellercentre.ebay.in
238 http://ebaylearningcentre.in
239 http://pages.ebay.in/seller_tools/index.html
240 http://pages.ebay.in/affiliates/affiliate-offers.html
241 http://pages.ebay.in/storefronts/open-store.html
242 http://www.ebay.in/globaltrade/
243 http://pages.ebay.in/help/sell/top-rated-new.html
244 http://pages.ebay.in/help/policies/overview.html
245 http://pages.ebay.in/help/policies/seller-protection.html
246 https://www.stubhub.in
247 https://www.facebook.com/ebaydotin
248 https://twitter.com/ebayindia
249 http://pages.ebay.in/aboutebay.html
250 http://pages.ebay.in/advertising/
251 http://jobs.ebaycareers.com/
252 http://developer.ebay.com/businessbenefits/aboutus/
253 http://pages.ebay.in/community/aboutebay/news/index.html
254 http://www.ebay.in/payback/
255 http://pages.ebay.in/help/confidence/programs-vero.html
256 http://pages.ebay.in/sitemap.html
257 https://ocsnext.ebay.in/ocs/home
258 http://pages.ebay.in/ebayexplained/index.html
259 http://pages.ebay.in/help/confidence/overview.html

260 http://pages.ebay.in/securitycentre/index.html
261 http://community.ebay.in
262 http://www2.ebay.com/aw/marketing-in.shtml
263 http://community.ebay.in/t5/Discussion-Boards/ct-p/1100000001
264 http://community.ebay.in/t5/Groups/ct-p/Groups
265 http://community.ebay.in/t5/Answer-Centre/ct-p/AnsCenter
266 http://www.ebay.in
267 http://www.ebay.com.au
268 http://www.ebay.at
269 http://www.ebay.be
270 http://www.ebay.ca
271 http://www.ebay.cn
272 http://www.ebay.fr
273 http://www.ebay.de
274 http://www.ebay.com.hk
275 http://www.ebay.ie
276 http://www.ebay.it
277 http://www.ebay.co.jp
278 http://global.gmarket.co.kr/Home/Main
279 http://www.ebay.com.my
280 http://www.ebay.nl
281 http://www.ebay.ph
282 http://www.ebay.pl
283 http://www.ebay.com.sg
284 http://www.ebay.es
285 http://www.ebay.se
286 http://www.ebay.ch
287 http://www.ebay.com.tw
288 http://www.ebay.co.th
289 http://www.gittigidiyor.com
290 http://www.ebay.co.uk
291 http://www.ebay.com
292 http://www.ebay.vn
293 http://pages.ebay.in/aboutebay.html
294 http://www2.ebay.com/aw/marketing-in.shtml
295 http://community.ebay.in
296 http://pages.ebay.in/securitycentre/index.html
297 http://eguarantee.ebay.in/eg/RaiseClaim
298 http://sellercentre.ebay.in
299 http://pages.ebay.in/affiliates/affiliate-offers.html
300 http://pages.ebay.in/help/policies/overview.html
301 http://pages.ebay.in/advertising/
302 https://ocsnext.ebay.in/ocs/home
303 http://pages.ebay.in/sitemap.html
304 http://pages.ebay.in/help/policies/user-agreement.html
305 http://pages.ebay.in/help/policies/privacy-policy.html

306 http://pages.ebay.in/help/account/cookies-web-beacons.html
307 http://cgi6.ebay.in/ws/eBayISAPI.dll?AdChoiceLandingPage&partner=0
308 https://signin.ebay.in/ws/eBayISAPI.dll?SignIn&ru=http%3A%2F%2Fwww.ebay.in%2F

Too many links in a page decrease the importance of each of them.

The excessive use of links can be similar to spam indexing for search engines and you would lose efficiency.

More than 100 links must be avoided. If you can't avoid it, spread your links over several pages.

LINK JUICE

There are more internal links than external links.

25.6% of your links are external links, whether 79/309 links.

The link juice is related to the ratio between internal links and external links. It is used to detect if the site is a gateway aiming at redirecting the user towards another website.

This ratio must be lower than 50%. The more you will add links in a page, the less each link will receive link juice

LINKS WITHOUT underscores

There are links with underscores.

5.7% of your internal links not contain underscores (_), whether 13/230 links..

The use of underscores "_" in a link is not recommended. They are not recognized by search engines as keyword separators.

In order to structure your URL, you should replace them by hyphens "-". Search engines would be able to distinguish each keyword thanks to the hyphen.

For example: <http://www.mywebsite.com/shoes-summer> will be associated to the keywords : shoes and summer while http://www.mywebsite.com/shoes_summer will be associated to the single keyword summershoes.

FOLLOW LINKS

There are not too many links in the page.

100% of your links are followed by search engines, whether 309/309 links.

Links involving the rel="nofollow" attribute are not tracked by search engines. In other words, the search engine will not visit the page targeted by this link.

Each link, whether it is follow or nofollow, impact the spread of the link juice of the page. Therefore, if your page contains too many nofollow links, the link juice assigned to the follow link of your page will be decreased.

Thus nofollow links must be used only for pages that don't need to be indexed.

RELIABLE LINKS

Links are reliable.

100 % are reliable links, whether 309/309 links.

A valid link is a link that can be properly read by a search engine. Javascript links are not valid.

A Valid link is a link with a href attribute pointing towards a page, a URL or an anchor.

The Javascript links must be avoided and be replaced by scripts.

PERFORMANCE

PERFORMANCE OVERVIEW

 FILE SIZE
24.55 kb

 COMPRESSION RATE
84%

 EXECUTION TIME
255 ms

PERFORMANCE SCORE



DOWNLOAD OPTIMIZATION

PAGE WEIGHT

The page weight is proper.

24.55 kb to download to get your HTML page.

The webpage loading speed and the page display are criteria taken into account by search engines in the SEO. Users flee slow loadings.

Your webpages should not go over 50ko (without considering images and other media. This only concerns the weight of the HTML page).

EXECUTION TIME

Execution time does not exceed 0.5 seconds.

255 ms

The execution time is the time your server needs to generate the webpage. The time is not related to the internet connection but depends on the server configuration and the associated code. Optimize your server configuration as well as your code to reduce this time.

PAGE CACHING

The website does not allow page caching.

cache is configured.

Caching your webpages will decrease their loading time by storing them temporarily on the user's device. The caching delay must be set depending on the page updating frequency.

COMPRESSION

Server uses file compression.

84% of compression ratio gzip.

The real weight of your page is of 182.15 kb.

Compressing your webpages enables you to optimize their loading time by decreasing the amount of data to be downloaded. This feature must be activated on the web server (gzip). The server compresses the page while sending to the customer, then the browser decompresses the page in order to display it.

LOADING OPTIMIZATION

SCRIPTS LOCATION

There is no script in the header.

0 scripts are not in the footer

Your scripts should be located at the end of your document (just before the body end tag), so that the page render starts before the scripts interpretation. Setting scripts at the end of your document improves the loading time of the page in the browser.

INTEGRATED SCRIPTS

There are too much scripts in the page, you should use external files.

19.33 kb scripts are directly integrated in the page

It is better to include Javascript in a separate file to optimize the loading time of the page. Besides, if scripts are common to several webpages, they will be downloading only one time.

INLINE CSS

There are inline CSS in the page.

The inline CSS are styles contained in the style attribute =": This technique is not recommended because it weighs down your page and slows down the page render. Rather use CSS classes that enables the reuse of styles.

STYLE TAGS

There are a few CSS code in the page.

76 b of CSS styles integrated on your page

Avoid integrating your styles directly into the HTML file (style), it considerably increases the weight of the page and doesn't enable the share of these styles in all pages. The use of a style attribute is tolerated for only few lines (tolerated up to 2ko).

DESIGN

DESIGN OVERVIEW



DOCTYPE
HTML5



CHARSET
utf-8



SSL

Disabled



SERVER IP
66.211.185.77



DESIGN QUALITY
Correct



SECURITY
Low

STANDARDIZATION

DOCTYPE	<p>The website doctype is HTML5.</p> <p>HTML5</p> <p><i>A doctype is a compulsory directive at the beginning of SGML and XML documents specifying rules of its syntax.</i></p> <p><i>Without doctype, the reading of the document is not optimized, which can lead to unwanted behaviors. A doctype includes the name of the Document type Definition (DTD) that defined the syntax rules used in your page.</i></p>
CHARSET	<p>Charset is valid.</p> <p>Header : utf-8 Meta : utf-8</p> <p><i>It is important to define the set of characters used in order to minimize display problems in your texts.</i></p> <p><i>The set of characters Unicode with the UTF-8 encoding is advised and enables you to manage all the languages and it is supported by all web browsers.</i></p>

LAYOUT QUALITY

TABLE DESIGN	<p>Page does not use design with tables.</p> <p><i>Tables have a semantic meaning. They are used to present data, values and other sequential information.</i></p> <p><i>This obsolete layout technique weighs down the code and slows down the rendering. It highlights a limited optimized design needing an updating.</i></p> <p><i>A "div" structure is recommended for your web design instead of a table.</i></p>
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COMMENTED HTML CODE	<p>There is no HTML code in HTML comments. 0 b of HTML code commented</p> <p><i>HTML code commented is useless because it weighs down your web page and lengthens the loading time. It describes an unfinished integration you should remove it from the page.</i></p>
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FRAMES AND IFRAMES

No frame or iframe has been found in the page.

HTML Frame tags enable the display of several HTML pages in the same browser window.

Frames are not advised because their content is unreadable by search engines and can create problems of accessibility.

FLASH

No flash content has been found in the page.

Flash animations have become obsolete and have been replaced by CSS3 and HTML5 animations.

Flash animations are no longer taken into account by mobile devices and flash contents websites are not indexed by search engines.

SERVER CONFIGURATION

ENVIRONMENT

Server Technology is hidden.

Server : (Hidden)

Technology : (Hidden)

It is highly recommended to hide information related to technologies installed on your web server to ensure protection against the risk of hacking. Avoid disclosing too much information because it reveals known security breaches of the displayed version.

IPV6 COMPATIBILITY

Website is not ipv6 ready.

IPv4 : 66.211.185.77 - Reverse : ebay.com.au

IPv4 : 66.211.181.235 - Reverse : benl.ebay.be

IPv4 : 66.135.211.132 - Reverse : benl.ebay.be

IPv4 : 66.211.181.20 - Reverse : ebay.es

IPv4 : 66.135.201.153 - Reverse : 66.135.201.153

The IPv6 protocol is a new version of the IP protocol which is the main protocol of routing packets used on the Internet. The IPv6 protocol will soon replace the IPv4 protocol. Your web server must be prepared for this change.

DNS**DNSSEC is not enabled.****Reverse(s) DNS exists.**

host : ebay.in
class : IN
ttl : 468
type: A
ip : 66.211.185.77

host : ebay.in
class : IN
ttl : 468
type: A
ip : 66.211.181.235

host : ebay.in
class : IN
ttl : 468
type: A
ip : 66.135.211.132

host : ebay.in
class : IN
ttl : 468
type: A
ip : 66.211.181.20

host : ebay.in
class : IN
ttl : 468
type: A
ip : 66.135.201.153

A DNS server is used to obtain the IP address corresponding to a domain name. DNSSEC enables to secure the authenticity of the DNS response in order to avoid Cache Poisoning attempts.

SECURITY

SCANNABLE EMAIL ADDRESS**No email address has been found in the page.**

You should replace email addresses by images or javascripts.

These email addresses can be automatically detected by robots in order to spam you.

X-XSS-PROTECTION

X-Xss-Protection header has been defined and is enabled.

1; mode=block

Recent browsers (Internet Explorer, Google Chrome et Safari) have integrated filters in order to detect possible attacks. However, this feature can be disabled.

Add the "X-XSS-Protection" in the HTTP header with "1; mode=block" as value (1 to indicate the activation, and mode=block to indicate that the entire page must be blocked if a problem occurs). It will force the execution of these filters.

CONTENT SECURITY HEADER

Content-Security-Policy is missing.

(Missing)

Implementing a content security policy explains to the web browser which servers are allowed to deliver resources on the page. If the browser makes a request to an unauthorized server, the user will be warned.

HTTPS

HTTPS is not enabled

Https (HyperText Transfer Protocol Secure) is a secure communication protocol (SSL). It numbers communications between visitor and websites.

Https is generally used for online financial transactions or for the consultation of private data, but also for websites that do not collect sensitive customer information. Search engines consider that moving on to https guarantees your credibility.

CONTENT

CONTENT OVERVIEW

A word cloud visualization where the size and color of each word represent its frequency and importance in the analyzed text. The most prominent words include 'products', 'ebay', 'collection', 'summer', 'cool', 'kitchen', 'deals', 'fashion', 'step', 'shop', 'louder', 'named', 'now', 'categories', 'laptops', 'apple', 'sony', 'mobiles', 'old', 'like', 'words', 'phone?', 'beauty', 'items', 'all', 'get', 'best', 'expand', 'in_lifestyle', 'gets', 'your', 'goodies', 'and', 'black', 'only', 'created', 'summers', 'just', 'home', 'mum', 'fruity', 'vogue', 'looking', and 'step'.

CONTENT METRICS

RATIO TEXT/CODE

6.79 of text in the page



QUANTITY OF KEYWORDS

1655 keywords



KEYWORD REPETITION

532 1655 keywords



CONTENT PERFORMANCE

RATIO TEXT/CODE

Text/Code ratio is too low.

6.79 % of your page content is text type.

The text/code ratio corresponds to the quantity of text compared to the quantity of HTML code in the page. It is used to estimate the richness of the page content.

The higher the ratio is, the higher the credibility of the page is. A 15%-ratio minimum is recommended.

Improving your text/code ratio will decrease the loading time of your page.

Don't forget to ease your code by cancelling comments or useless code.(div succession, line break, white spaces...).

SEMANTIC

TITLES

H1 Title is missing or empty.

There are too many H3 titles in the page.

Hx titles are not optimized.

H1	H2	H3	H4	H5	H6
0	4	40	0	0	0

TYPE CONTENT

h2	Today's Featured Collections
h2	Daily Deals
h2	Today's Trending Collections
h2	Additional site navigation
h3	Gifts For Your Mum
h3	Gifts For Your Mum
h3	How To Stay Cool in Summers
h3	How To Stay Cool in Summers
h3	Goodbye City Life
h3	Goodbye City Life
h3	Kitchen is Where The Cool is
h3	Kitchen is Where The Cool is
h3	Just Like Old Times
h3	Just Like Old Times
h3	Drop The Heat
h3	Drop The Heat
h3	Looking For a Phone?
h3	Looking For a Phone?
h3	Summer Fashion Unlocked
h3	Summer Fashion Unlocked
h3	Fruity or Spice?
h3	Fruity or Spice?
h3	Laptops in Vogue
h3	Laptops in Vogue
h3	Pictures Say a 1000 Words
h3	Pictures Say a 1000 Words

h3 Shop Global Pay Local
h3 Shop Global Pay Local
h3 Reboxed Goodies
h3 Reboxed Goodies
h3 Only Gets Louder
h3 Only Gets Louder
h3 Beauty Starts at Home
h3 Beauty Starts at Home
h3 Step in to the Best
h3 Step in to the Best
h3 Buy
h3 Sell
h3 eBay companies
h3 Stay Connected
h3 About eBay
h3 Help & Contact
h3 Community
h3 eBay Sites

H1 to h6 titles are used to organize the structure of the page content in relation to their importance.

Each HTML document can contain a main title (h1) and less important subtitles (h2, h3) and so on (h4, h5 and h6)... Ensure that the logical order is respected. are essential in an efficient SEO strategy. Use these tags to integrate your strategic keywords.

MICRODATA

Website uses Microdata

Microdata appeared with HTML5 to offer semantic content in HTML documents. These data are then used by search engines in their results pages.

For example, they are used to identify in a page features such as blogs reviews, comments, videos...

KEYWORDS

Keywords used in Page Title does not appear in most used keywords in body.

3 of 10 title keywords appear in main keywords of your page

The title tag must contain the main keywords used in the redaction of your page. The theme of the page in question must be clearly described.

If not, either your title is not representative of your page, or keywords of your page are not properly optimized.

Avoid default titles such as "no title", "new document", "homepage"... As well as generic titles that don't reveal your keywords such as "Welcome on my website!"

KEYWORDS DENSITY

The page has enough keywords.

1655 exploitable keywords and 1655 single keywords.

Expressions of 1 keyword

N	KEYWORD	OCCURRENCES	DENSITY	DENSITY WEIGHTED
1	products a ^{x91}	94	17.67%	4.25%
2	named a ^{x91}	91	17.11%	4.16%
3	collection a ^{x91}	91	17.11%	4.16%
4	shop a ^{x39} h3 ^{x2} h2 ^{x1}	41	7.71%	2.45%
5	now a ^{x32}	32	6.02%	1.46%
6	eBay a ^{x16} h3 ^{x3} title ^{x1} h1 ^{x1}	23	4.32%	2.35%
7	categories a ^{x1}	21	3.95%	0.66%
8	fashion h3 ^{x2} a ^{x16} title ^{x1}	18	3.38%	1.74%
9	more a ^{x5} title ^{x1}	17	3.2%	1.17%
10	items	16	3.01%	0.49%
11	home h3 ^{x2} a ^{x14}	16	3.01%	1.07%
12	laptops h3 ^{x2} a ^{x15}	16	3.01%	1.08%
13	only h3 ^{x2} a ^{x10}	15	2.82%	0.98%
14	your h3 ^{x2} a ^{x10}	15	2.82%	0.98%
15	cool h3 ^{x4} a ^{x12}	14	2.63%	1.34%
16	deals h2 ^{x1} a ^{x12}	13	2.44%	0.82%
17	all a ^{x8}	13	2.44%	0.52%
18	louder h3 ^{x2} a ^{x10}	11	2.07%	0.85%
19	top a ^{x2}	11	2.07%	0.37%
20	in_technology a ^{x5}	11	2.07%	0.41%
21	expand a ^{x11}	11	2.07%	0.5%
22	like h3 ^{x2} a ^{x10}	10	1.88%	0.82%
23	in_lifestyle	10	1.88%	0.3%
24	looking h3 ^{x2} a ^{x10}	10	1.88%	0.82%
25	phone? h3 ^{x2} a ^{x10}	10	1.88%	0.82%
26	beauty h3 ^{x2} a ^{x10}	10	1.88%	0.82%
27	gets h3 ^{x2} a ^{x10}	10	1.88%	0.82%
28	vogue h3 ^{x2} a ^{x10}	10	1.88%	0.82%
29	you	10	1.88%	0.3%
30	summer h3 ^{x2} a ^{x6}	9	1.69%	0.73%
31	created	9	1.69%	0.27%
32	best h3 ^{x2} a ^{x6}	8	1.5%	0.7%
33	stay h3 ^{x3} a ^{x6}	8	1.5%	0.88%
34	kitchen h3 ^{x2} a ^{x7}	8	1.5%	0.72%
35	apple a ^{x8}	8	1.5%	0.37%
36	mobiles a ^{x8}	8	1.5%	0.37%
37	Sony a ^{x7}	7	1.32%	0.32%
38	and title ^{x1}	7	1.32%	0.79%
39	black a ^{x7}	7	1.32%	0.32%
40	words h3 ^{x2} a ^{x6}	7	1.32%	0.67%
41	just h3 ^{x2} a ^{x6}	7	1.32%	0.67%
42	summers h3 ^{x2} a ^{x6}	7	1.32%	0.67%
43	get a ^{x4}	7	1.32%	0.27%
44	accessories a ^{x7}	7	1.32%	0.32%
45	mum h3 ^{x2} a ^{x6}	7	1.32%	0.67%
46	goodies h3 ^{x2} a ^{x6}	7	1.32%	0.67%
47	fruity h3 ^{x2} a ^{x6}	6	1.13%	0.64%
48	old h3 ^{x2} a ^{x6}	6	1.13%	0.64%
49	times h3 ^{x2} a ^{x6}	6	1.13%	0.64%
50	step h3 ^{x2} a ^{x6}	6	1.13%	0.64%

Expressions of 2 keywords

N	KEYWORD	OCCURRENCES	DENSITY	DENSITY WEIGHTED
1	of products a ^{x91}	92	14.29%	5.01%
2	collection of a ^{x91}	91	14.13%	4.97%
3	products named a ^{x91}	91	14.13%	4.97%
4	shop now a ^{x32}	32	4.97%	1.75%
5	by in_lifestyle	10	1.55%	0.36%
6	gets louder h3 ^{x2} a ^{x10}	10	1.55%	0.98%
7	only gets h3 ^{x2} a ^{x10}	10	1.55%	0.98%
8	more categories	10	1.55%	0.36%
9	in vogue h3 ^{x2} a ^{x10}	10	1.55%	0.98%
10	looking for h3 ^{x2} a ^{x10}	10	1.55%	0.98%

Expressions of 3 keywords

N	KEYWORD	OCCURRENCES	DENSITY	DENSITY WEIGHTED
1	of products named a ^{x91}	91	19.08%	7.18%
2	collection of products a ^{x91}	91	19.08%	7.18%
3	looking for a h3 ^{x2} a ^{x10}	10	2.1%	1.42%
4	laptops in vogue h3 ^{x2} a ^{x10}	10	2.1%	1.42%
5	for a phone? h3 ^{x2} a ^{x10}	10	2.1%	1.42%
6	only gets louder h3 ^{x2} a ^{x10}	10	2.1%	1.42%
7	products named laptops a ^{x7}	7	1.47%	0.55%
8	named laptops in a ^{x7}	7	1.47%	0.55%
9	products named only a ^{x7}	7	1.47%	0.55%
10	products named looking a ^{x7}	7	1.47%	0.55%

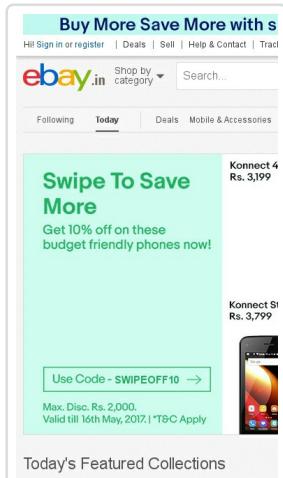
The keyword density refers to the number of times a same word appears on a web page. The keyword density value takes into account the context and semantics related to keywords (text in bold, h1, links....).

Ensure that you do not over-optimize your keywords and to not repeat them too many times. High quality texts are better: Think visitors and not only search engines.

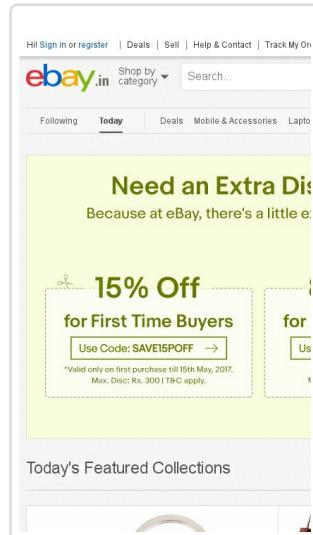
ACCESSIBILITY

ACCESSIBILITY OVERVIEW

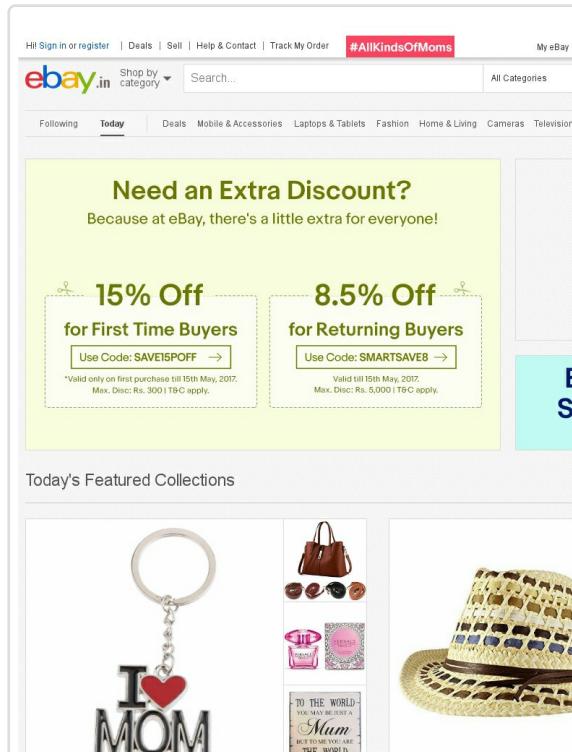
IPHONE 6



IPHONE 6 PLUS



IPAD



ACCESSIBILITY

URL REWRITING

URLs are clean.

URL rewriting enables you to insert your keywords by renaming dynamically your URLs. It enables to create an easily readable URL by replacing the variable of dynamic websites by easier addresses. It will also ease your website crawl by search engines that will identify the topic of the page.

For example, it enables to rewrite an URL such as <http://www.car.com/page.php?id=2&category=3> in a readable URL such as <http://www.car.com/convertible-gasoline-2009>.

DOMAIN LENGTH

The domain name length is proper.

ebay.in

7 characters.

Short and easy to understand URLs to transmit your information are the key of a good user experience. A long domain name has less chance to be memorized by the user.

USABILITY

NOSCRIPT TAG

A noscript tag has been defined.

The noscript tag is used to display a message when the Javascript is not activated in the browser of the user, warning him or her about an altered or impossible use of the website.

This tag can be used in the head tag and in the body tag.

BGSOUND

There is no Bgsound tag in the page.

The bgsound HTML tag (background sound) is a feature defined by Internet explorer to connect a background sound to a page. This feature is obsolete: use the audio tag to share audio content rather than bgsound tag.

INPUT LABEL

There is no form input in the page.

The bgsound HTML tag (background sound) is a feature defined by Internet explorer to connect a background sound to a page. This feature is obsolete: use the audio tag to share audio content rather than bgsound tag.

FAVICON

There is no shortcut icon defined.

A favicon is a file containing one icon associated with a particular website on a browser. The icon can appear in the brewer's address bar, in the history and next to the page's name in a list of bookmarks. The use of a favicon has several advantages for the website: it builds the brand image, gives credibility and allows to be better recognized and found by the user. Choose the simplest and most readable illustration (avoid animations). Your image displaying in small size, it has to be easy to identify.

INTERNATIONALIZATION

LANGUAGE

Different languages are defined.

Lang attribute of the HTML document : en
Lang attribute of the HTTP header : en-US

The language has to be defined in your page.

The defined language has to be the same as the language used on your webpages as well as the same geographical area targeting by the domain name.

If your website is multilingual, use a different URL for each translation and make sure that the language of each webpage is specified in your HTML code.

SHARING

OPEN GRAPH

Open Graph is not used.

The open graph Protocole (OGP: Open Graph Protocol) is a protocol created by Facebook enabling you to define the content of a Facebook page.

Fill as many open graph tags as you can and define a visual corresponding to the page content rather than a simple logo.

TWITTER CARD

The twitter card is not defined.

Twitter cards are miniatures generated during the share of a link towards your website. They enable to enrich your tweet with metadata like Facebook, Opengraph and Google+ Publisher.

Define a title and a description matching with your page content. Add a visual to your Twitter cards: most illustrated tweets are 150% more retweeted than tweets without pictures.

GOOGLE+ PUBLISHER

The page is not linked to Google Plus.

Add a link tag rel="publisher" to the HTML header of your page to connect your Google+ account to your website.

Create a Google+ My Business professional page for your company in order to appear on the right in the Google page results when your company name is searched.

MOBILE COMPATIBILITY

RESPONSIVE

Meta Viewport has been found in the page.

The meta viewport tag defines the surface of your browser window. This tag indicates to devices the size of the page to display. It enables to adapt your page to different screen sizes. It is characterized by Responsive Designs.

The website has to be Responsive to be indexed in Search Engines.