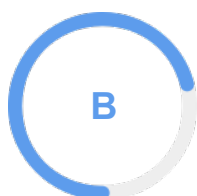


Website Report for facebook.com

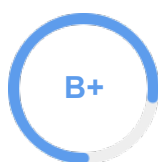
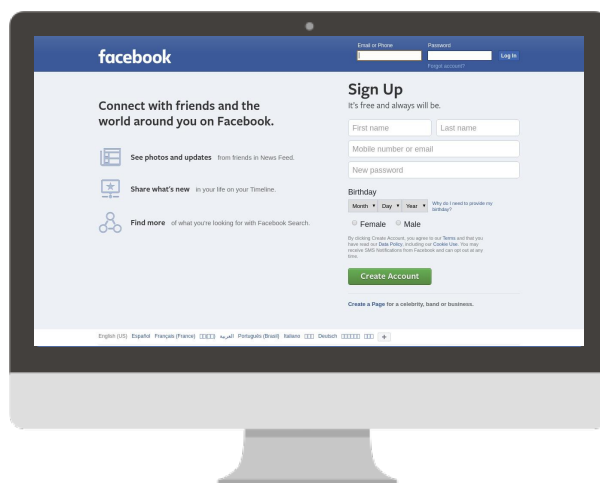
This report grades your website based on the strength of various SEO factors such as On Page Optimization, Off Page Links, Social and more. The overall Grade is on a A+ to F- scale, with most major, industry leading websites in the A range. Improving your grade will generally make your website perform 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!

facebook.com's Result

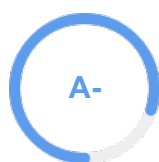


Your page is good

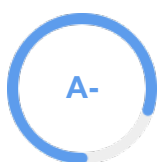
You have 14 improvements recommended



SEO



Performance



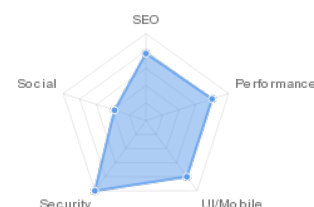
UI/Mobile



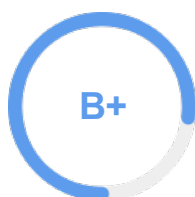
Social



Security



SEO Results



Your SEO is good

Your website is alright. SEO optimisation is important to ensure you are driving traffic to your site via search engines. Continue building out backlinks and ensure your website content is relevant to ensure high performance.

HTML HEADER

Title Tag

Facebook - □□□□□



Length : 16

You have a title tag, and its length is optimal - between 10 and 70 characters.

Meta Description Tag



Facebook

Length : 377

Your page has a meta description. Ideally though, your meta description should be between 70 and 160 characters (spaces included).

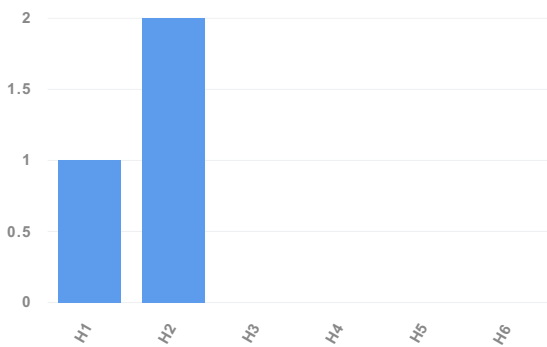
BODY CONTENT

Header Tags



Your website's main keywords are distributed well across the important HTML Tags of your website.

HTML Header Tags are an important way of signaling to search engines what your page is about:



H1	H2	H3	H4	H5	H6
1	2	0	0	0	0

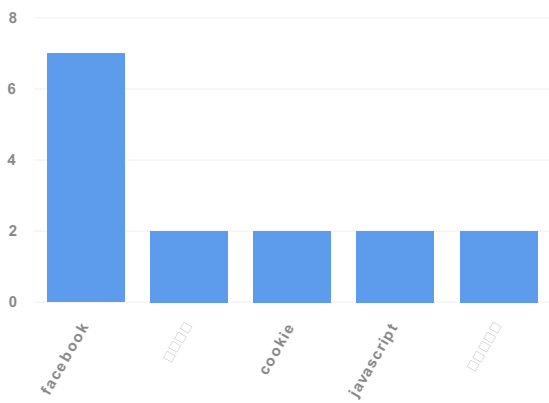
- [H1] Facebook
- [H2] JavaScript
- [H2]

Keyword Consistency



Your website's main keywords are not distributed well across the important HTML Tags of your website.

Your page content should be focused around particular keywords you would like to rank for. These keywords should also be distributed across important HTML Tags such as Title, Meta Tags and Header Tags, as shown above.



Keyword	Content	Title	Description	Headings
facebook	7	✓	✓	✓
[] [] [] []	2	✗	✗	✓
cookie	2	✗	✗	✗
javascript	2	✗	✗	✓
[] [] [] [] []	2	✗	✗	✗

Text to HTML Ratio

Ratio : 1%



Your website's ratio of text to HTML content is below 10 percent. This is an indication that your site is very code heavy and complex, making it harder for search engines to identify user content.

Image Alt Attributes

We found 4 images on this web page.



4 of your images have alt attributes empty or missing. Add alternative text so that search engines can better understand the content of your images and index them.

#	Image link
1	pyNVUg5EM0j.png
2	GsNjNwul-UM.gif
3	GsNjNwul-UM.gif
4	GsNjNwul-UM.gif

LINKS

Number of Backlinks

You have a reasonably strong level of backlink activity.





22759698

External Backlinks



27266043

All Backlinks



100

Moz Domain Authority

On Page Links



We found a total of 44 links including 0 link(s) to files

Anchor	Type	Juice
http://facebook.com/unsupportedbrowser	Internal	Passing Juice
https://www.facebook.com/recover/initiate?lwv=110	Internal	Passing Juice
http://facebook.com/#	Internal	Passing Juice
http://facebook.com/legal/terms	Internal	noFollow
http://facebook.com/about/privacy	Internal	noFollow
http://facebook.com/policies/cookies	Internal	noFollow
http://facebook.com/pages/create/?ref_type=registration_form	Internal	Passing Juice
https://www.facebook.com/	Internal	Passing Juice
https://ja-jp.facebook.com/	Internal	Passing Juice
https://ko-kr.facebook.com/	Internal	Passing Juice
https://fr-fr.facebook.com/	Internal	Passing Juice
https://id-id.facebook.com/	Internal	Passing Juice
https://pl-pl.facebook.com/	Internal	Passing Juice
https://es-la.facebook.com/	Internal	Passing Juice
https://pt-br.facebook.com/	Internal	Passing Juice
https://de-de.facebook.com/	Internal	Passing Juice
https://it-it.facebook.com/	Internal	Passing Juice
http://facebook.com/r.php	Internal	Passing Juice
http://facebook.com/login	Internal	Passing Juice
https://messenger.com/	External	Passing Juice
http://facebook.com/lite	Internal	Passing Juice
http://facebook.com/mobile/?ref=pf	Internal	Passing Juice
http://facebook.com/find-friends?ref=pf	Internal	Passing Juice

http://facebook.com/directory/people	Internal	Passing Juice
http://facebook.com/directory/pages	Internal	Passing Juice
http://facebook.com/places	Internal	Passing Juice
http://facebook.com/games	Internal	Passing Juice
http://facebook.com/directory/places	Internal	Passing Juice
http://facebook.com/directory/celebrities	Internal	Passing Juice
http://facebook.com/marketplace/?ref=fb_home		
http://facebook.com/directory/groups		
http://facebook.com/recipes		
http://l.facebook.com/l.php? u=http%3A%2F%2Fmomentsapp.com%2F&h=ATPxarw9_VuRi5oGv34WyBatOwrjL79v3EAXStY		
https://l.facebook.com/l.php?u=https%3A%2F%2Finstagram.com%2F&h=ATMyfodUNsfwMuMr77EwyO84bUOeWVQoI1XLH-_nqKEgtbhoIXwLiKWLWQ&s=1		
http://facebook.com/facebook		
http://facebook.com/campaign/landing.php? placement=pflo&campaign_id=402047449186&extra_1=auto	Internal	Passing Juice
http://facebook.com/pages/create/?ref_type=sitefooter	Internal	Passing Juice
https://developers.facebook.com/?ref=pf	Internal	Passing Juice
http://facebook.com/careers/?ref=pf	Internal	Passing Juice
http://facebook.com/privacy/explanation	Internal	Passing Juice
http://facebook.com/policies?ref=pf	Internal	Passing Juice
http://facebook.com/help/?ref=pf	Internal	Passing Juice
http://facebook.com/settings	Internal	Passing Juice
http://facebook.com/allactivity? privacy_source=activity_log_top_menu	Internal	Passing Juice

Broken Links

No broken links found



OTHER FILES

Robots.txt

<http://facebook.com/robots.txt>

Your website has a robots.txt file.



XML Sitemaps



Missing

Your website does not have an XML sitemap.

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.

Analytics

Missing



We didn't detect an analytics tool installed on this website.

Web analytics let you measure visitor activity on your website. We would recommend you having atleast one analytics tool installed.

Main Keywords Used



javascript indonesia polski **facebook** português cookie

URL Rewrite



Some of your links dont appear friendly (human readable) meaning they probably contain pieces of query strings and code.

Performance Results



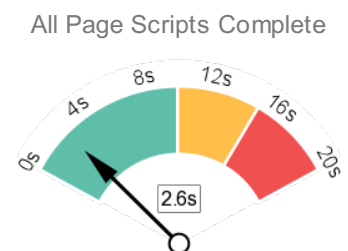
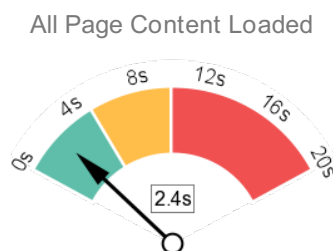
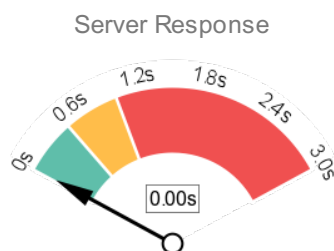
Your Performance is very good!

Page load speed and performance is important to ensure a positive user experience. Continue monitoring your performance to ensure you stay on top.

Page Speed Info



Your Page's Server Response Time is reasonably small (which is good for load speed and user experience).



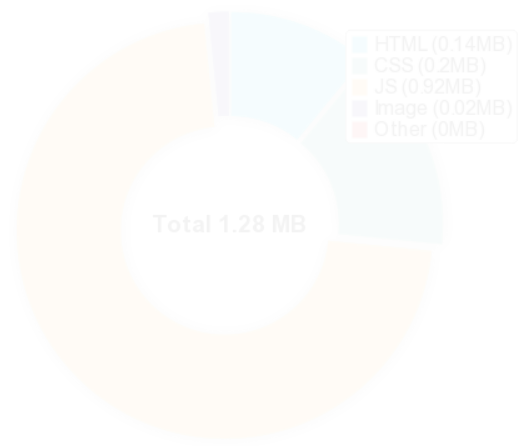
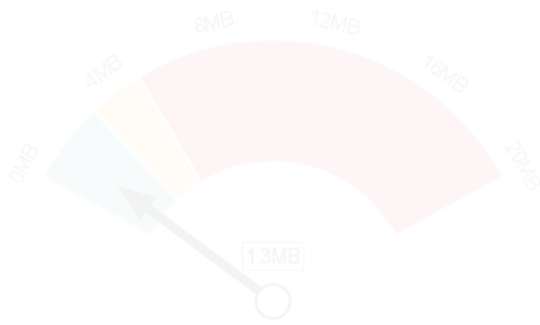
Page Size Info



Your page's file size is reasonably low (which is good for load speed and user experience).

Total Page Size

Page Size Breakdown



GZIP Compression

Your website is using GZIP Compression.



Minification

Some of your JS and CSS files are not minified.



We recommend you minify your files as this can significantly reduce page size and load time for the user.

The following files are not minified:

facebook.com/static.xx.fbcdn.net/rsrc.php/v3/yN/r/Poqanb-SBYH.css

facebook.com/static.xx.fbcdn.net/rsrc.php/v3/yc/r/G1-VGcq_GJz.css

facebook.com/static.xx.fbcdn.net/rsrc.php/v3/yk/r/QwnAr2DSb49.css

Optimize Images

Properly formatting and compressing images can save many bytes of data.



W3C Validity

Errors : 20

Warnings : 4



Deprecated HTML

We haven't found deprecated HTML tags in your HTML.



Inline Styles

It looks like your website is using inline styles. We recommend removing style tags from HTML and instead having them all in CSS Stylesheets, as inline styles can degrade performance.



UI Results

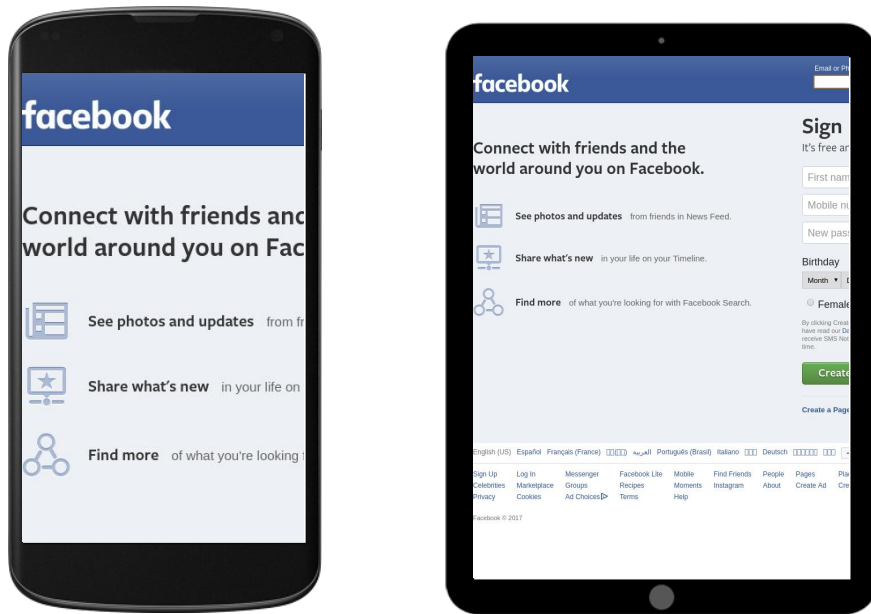


Your UI and Mobile is very good!

Usability and Mobile readiness are essential to ensuring a good user experience on your site. Your UI is good and site is mobile ready, but remember to stay on top of this with any subsequent site changes.

Rendering

This check shows you how your website renders on different devices for your review. It is important that your website is optimised for mobile and tablet devices as on modern websites up to 60% of traffic can come from these sources.



Use of Mobile Viewports

Your page specifies a viewport matching the device's size, which allows it to render properly on all devices. Learn more about [configuring viewports](#).



Legible Font Sizes

The text on your page is legible. Learn more about [using legible font sizes](#).



Tap Target Sizing

Some of the links/buttons on your webpage 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.

Flash used?

No Flash content has been detected on this page.



iFrames used?

There are no iframes detected on this page.



Printability

We could not find a Print-Friendly CSS. We recommend this as it instructs the browser on how to style web-pages for printing, improving the user experience.

Favicon

Your website is using a favicon.





Your Social could be better

Social Activity is important for brand awareness and repeat visitors. It looks like your social could be a lot better. We recommend ensuring that all your social profiles are connected and running social campaigns to generate awareness.

Facebook Page Connected

No associated Facebook Page found



Twitter Connected

No associated Twitter Profile found



Likes, Shares and Comments about your Domain

You have a strong level of Social Activity:



6133374
Likes



200833172
Shares



10012
Comments



132
Google +1



7309
LinkedIn



4315
Pinterest
Shares



24106
Stumbleupon



2872
Vkontakte

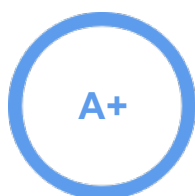


1006
Moi Mir



123
Odnoklassniki

Security Results



Your Security is very good!

Security is important to ensure your site doesn't get compromised and experience data loss or downtime. Best on our high level checks it looks like your security profile is good.

Critical Software Up To Date

No software versions were matched on your server (indicating that either software is not installed, or versioning information has been intentionally hidden which is recommended.).



SSL Enabled

Your website has SSL enabled.



Email Privacy

No email address has been found in plain text.



Technology Results

Technology List

No software were identified on your server.



Server IP Address

31.13.77.36



DNS Servers

a.ns.facebook.com
b.ns.facebook.com



Web server

proxygen



Charset

text/html; text/plain; text/html; charset=UTF-8; text/html; charset=UTF-8;



Recommendations

SEO	Create a Sitemaps File	Medium Priority
Social	Create an associated Facebook Page	Medium Priority
SEO	Add alt attributes to all images	Medium Priority
Social	Get people to like your Facebook Page and talk about it	Low Priority
Social	Create an associated Twitter Profile	Low Priority
Social	Get more followers on your Twitter	Low Priority
Performance	Ensure your page is W3C Compliant	Low Priority
Performance	Optimize your images to reduce their size	Low Priority
SEO	Switch to friendly URLs	Low Priority
Performance	Minify your CSS and JS files.	Low Priority
Performance	Remove Inline CSS	Low Priority
SEO	Use Analytics tracking	Low Priority
SEO	Review your Text to HTML Ratio	Low Priority
Performance	Replace any deprecated HTML	Low Priority