



Your website score

Review of amazon.com

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Introduction

Your website grade represents your overall Internet Marketing Effectiveness based on a broad range of criteria including search engine data, website structure, site performance and others.

Based on your Internet Marketing Effectiveness score, your top 3 recommended marketing priorities are:

1. [Track users and activity with Analytics and Webmaster Tools](#)
2. [Develop a keyword research](#)
3. [Optimize your site content](#)

Improve your score by working on the red and orange criteria in this report. Want help? Call 1bg to learn more about our marketing, web design, and web development services. **855-793-7855**.

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Iconography

-  Pass
-  High impact
-  Very hard to solve
-  Moderate
-  Medium impact
-  Hard to solve
-  Fail
-  Low impact
-  Easy to solve
-  FYI



Title Tag

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



Length: 83 character(s)

HTML title tags appear in browser tabs, bookmarks and in search results.

It looks like your title tag is a little outside the ideal length. Since they are one of the most important on-page SEO elements you should make your title tags between 50 and 60 characters. Make sure each page has a unique title and use your most important keywords. For internal pages start your title tags with your most important keyword(s).



Meta Description



Online shopping from the earth's biggest selection of books, magazines, music, DVDs, videos, electronics, computers, software, apparel & accessories, shoes, jewelry, tools & hardware, housewares, furniture, sporting goods, beauty & personal care, broadband & dsl, gourmet food & just about anything else.

Length: 304 character(s)

Meta descriptions allow you to influence how your web pages are described and displayed in search results. A good description acts as a potential organic advertisement and encourages the viewer to click through to your site.

Keep it short and to the point; the ideal meta description should contain between 70 and 160 characters (spaces included).

Ensure that each of your web pages have a unique, straightforward meta description that contains most important keywords. These keywords are especially important because they appear in bold when they match the user's search query (See the Google Preview below).

Check your Google Search Console (Search Appearance > HTML Improvements) for any warning messages to identify meta descriptions that are too long/short or duplicated across more than one page.



Google Preview

[Amazon.com: Online Shopping for Electronics, Apparel, Computers..](#)

www.amazon.com/

Online shopping from the earth's biggest selection of books, magazines, music, DVDs, videos, electronics, computers, software, apparel & accessories, shoe...

This is a representation of what your Title Tag and Meta Description will look like in Google search results.

Search engines may create their own titles and descriptions if they are missing, poorly written and/or not relevant to the content on the page and cut short if they go over the character limit. So it's important to be clear, concise and within the suggested character limit.

Headings



<H1>	<H2>	<H3>	<H4>	<H5>
1	0	2	0	0
<H1>	Welcome			
<H3>	Holiday Gift Guides			
<H3>	Amazon Echo and Alexa			

Great, your website is structured using HTML headings (<H1> to <H6>).

Use your keywords in the headings and make sure the first level (<H1>) includes your most important keywords. Never duplicate your title tag content in your header tag.

While it is important to ensure every page has an <H1> tag, never include more than one per page. Instead, use multiple <H2> - <H6> tags.

Keywords Cloud



This Keyword Cloud provides an insight into the frequency of keyword usage within the page.

It's important to carry out keyword research to get an understanding of the keywords that your audience is using. There are a number of [keyword research tools](#) available online to help you choose which keywords to target.

Keyword Consistency



	Keywords	Freq	Title	Desc	<H>
★ ★ ★	amazon	17	✓	✗	✓
★ ★ ★	prime	7	✗	✗	✗
★ ★ ★	books	5	✓	✓	✗
★ ★ ★	digital	5	✗	✗	✗
★ ★ ★	easy	4	✗	✗	✗

	Keywords (2 words)	Freq	Title	Desc	<H>
★ ★ ★	publishing easy	3	✗	✗	✗
★ ★ ★	gift guides	2	✗	✗	✓
★ ★ ★	fashion brands	2	✗	✗	✗
★ ★ ★	amazon prime	2	✗	✗	✗

Keyword consistency is the use of keywords throughout the different elements of the webpage. Consistent keyword use helps crawlers index your site and determine relevancy to search queries.

The table above highlights the most frequently used keywords on your page and how consistently you're using them.

Alt Attribute



We found **9** images on this web page.

1 ALT attributes are empty or missing.

```
https://images-na.ssl-images-amazon.com/images/G/01/gno/sprites/nav-sprite-global_bluebeacon-1x_optimized_CB281044790_.png
```

Alternative text allows you to add a description to an image. Since search engine crawlers cannot see images, they rely on alternative text attributes to determine relevance to a search query. Alternative text also helps makes an image more likely to appear in a Google image search and is used by screen readers to provide context for visually impaired users.

It looks like most or all of your images have alternative text. Check the images on your website to make sure accurate and relevant alternative text is specified for each image on the page. Try to minimize the number of alt text characters to 150 or less (including spaces!) to optimize page load times.

Indexed Pages

458,206,372

A low number can indicate that bots are unable to discover your pages, which is commonly caused by bad site architecture & internal linking, or you're unknowingly preventing bots and search engines from crawling & indexing your pages. An unusually high number could be an indication of duplicate content due to URL parameters.

Make sure your website's XML sitemap is present and that you've submitted it to the major search engines. Building backlinks to your website's internal pages will also help bots to discover, crawl and index them, while building authority to help them rank in search results at the same time.

Check Index Status and Crawl Errors in [Google Search Console](#) to track the status of your crawled/indexed pages.

If you use parameters in your URL like session IDs or sorting and filtering, use the `rel="canonical"` tag tag to tell search engines which version of those pages is the original.

✓ In-Page Links



We found a total of 114 link(s) including 0 link(s) to files



External Links: NoFollow (0%)
 External Links: Follow (48%)
 Internal Links (52%)

Anchor	Type	Follow
Amazon Rapids Fun stories for kids on the go	External Links	Follow
Zappos Shoes & Clothing	External Links	Follow
Investor Relations	External Links	Follow
Sell on Amazon	External Links	Follow
Sell Your Services on Amazon	External Links	Follow
Sell Your Apps on Amazon	External Links	Follow
Become an Affiliate	External Links	Follow
Advertise Your Products	External Links	Follow
Australia	External Links	Follow
Brazil	External Links	Follow
Canada	External Links	Follow
China	External Links	Follow
France	External Links	Follow
Germany	External Links	Follow
India	External Links	Follow
Italy	External Links	Follow
Japan	External Links	Follow
Mexico	External Links	Follow
Netherlands	External Links	Follow
Spain	External Links	Follow
United Kingdom	External Links	Follow
6pm Score deals on fashion brands	External Links	Follow
AbeBooks Rare Books & Textbooks	External Links	Follow
ACX Audiobook Publishing Made Easy	External Links	Follow
Alexa Actionable Analytics for the Web	External Links	Follow
Amazon Inspire Free Digital Educational Resources	External Links	Follow
Careers	External Links	Follow
Amazon Video Direct Video Distribution Made Easy	External Links	Follow
Amazon Web Services Scalable Cloud Computing Services	External Links	Follow
Audible Download Audio Books	External Links	Follow
BeautyBar.com Prestige Beauty Delivered	External Links	Follow
Book Depository Books With Free Delivery Worldwide	External Links	Follow
Casa.com Kitchen, Storage & Everything Home	External Links	Follow
ComiXology Thousands of Digital Comics	External Links	Follow

CreateSpace Indie Print Publishing Made Easy	External Links	Follow
Diapers.com Everything But The Baby	External Links	Follow
DPReview Digital Photography	External Links	Follow
East Dane Designer Men's Fashion	External Links	Follow
Fabric Sewing, Quilting & Knitting	External Links	Follow
Goodreads Book reviews & recommendations	External Links	Follow
IMDb Movies, TV & Celebrities	External Links	Follow
Junglee.com Shop Online in India	External Links	Follow
Kindle Direct Publishing Indie Digital Publishing Made Easy	External Links	Follow
Prime Now FREE 2-Hour Delivery on Everyday Items	External Links	Follow
Shopbop Designer Fashion Brands	External Links	Follow
Soap.com Health, Beauty & Home Essentials	External Links	Follow
TenMarks.com Math Activities for Kids & Schools	External Links	Follow
Wag.com Everything For Your Pet	External Links	Follow
Whispercast Discover & Distribute Digital Content	External Links	Follow
Woot! Deals and Shenanigans	External Links	Follow
Yoyo.com A Happy Place To Shop For Toys	External Links	Follow
Shipping Rates & Policies	Internal Links	Follow
Amazon.com Corporate Credit Line	Internal Links	Follow
Shop with Points	Internal Links	Follow
Reload Your Balance	Internal Links	Follow
Amazon Currency Converter	Internal Links	Follow
Your Account	Internal Links	Follow
No Anchor Text	Internal Links	Follow
Returns & Replacements	Internal Links	Follow
Manage Your Content and Devices	Internal Links	Follow
Amazon Assistant	Internal Links	Follow
Your Amazon.com	Internal Links	Follow
Today's Deals	Internal Links	Follow
Gift Cards & Registry	Internal Links	Follow
Sell	Internal Links	Follow
Help	Internal Links	Follow
We have recently updated the screen reader optimized w..	Internal Links	Follow
Previous page	Internal Links	Follow
All-New Fire TV Stick, only \$39.99	Internal Links	Follow
desktop-hero-kindle-A	Internal Links	Follow
desktop-hero-M	Internal Links	Follow
desktop-hero-softlines	Internal Links	Follow
desktop-hero-piv	Internal Links	Follow
desktop-hero-kindle-B	Internal Links	Follow
desktop-hero-prime	Internal Links	Follow

desktop-hero-H	Internal Links	Follow
Sign in securely	Internal Links	Follow
Start here	Internal Links	Follow
Amazon Business Everything For Your Business	Internal Links	Follow
AmazonFresh Groceries & More Right To Your Door	Internal Links	Follow
AmazonGlobal Ship Orders Internationally	Internal Links	Follow
Home Services Handpicked Pros Happiness Guarantee	Internal Links	Follow
Electronics	Internal Links	Follow
Toys	Internal Links	Follow
Home	Internal Links	Follow
Amazon Holiday Gifts	Internal Links	Follow
See all gift guides	Internal Links	Follow
Amazon Echo and Alexa	Internal Links	Follow
No Anchor Text	Internal Links	Follow
Amazon Echo and Alexa	Internal Links	Follow
Learn more	Internal Links	Follow
Countdown to Black Friday Deals Week	Internal Links	Follow
Learn more	Internal Links	Follow
Back to top	Internal Links	Follow
Credit Card Marketplace	Internal Links	Follow
About Amazon	Internal Links	Follow
Try Prime	Internal Links	Follow
Amazon Devices	Internal Links	Follow
Departments	Internal Links	Follow
Hello. Sign inAccount & ListsSign inAccount & Lists	Internal Links	Follow
Sell on Amazon Business	Internal Links	Follow
Prime Photos Unlimited Photo Storage Free With Prime	Internal Links	Follow
Orders	Internal Links	Follow
Try Prime	Internal Links	Follow
Cart	Internal Links	Follow
Self-Publish with Us	Internal Links	Follow
Warehouse Deals Open-Box Discounts	Internal Links	Follow
Become an Amazon Vendor	Internal Links	Follow
See all	Internal Links	Follow
Amazon.com Rewards Visa Card	Internal Links	Follow
Amazon.com Store Card	Internal Links	Follow
Conditions of Use	Internal Links	Follow
Privacy Notice	Internal Links	Follow
Interest-Based Ads	Internal Links	Follow

Links pass value from one page to another. This value is called 'link juice'.

A page's link juice is split between all the links on that page so lots of unnecessary links on a page will dilute the value attributed to each link. There's no exact number of links to include on a page but best practice is to keep it under 200.

Using the [Nofollow](#) attribute in your links prevents some link juice, but these links are still taken into account when calculating the value that is passed through each link, so using lots of NoFollow links can still dilute PageRank.

Broken links

We found 1 broken links on this web page



URL	Status	Code
https://www.amazon.com/gp/navigation/redirector.html?ie=...	Not Found	404

[Broken links](#) send users to non-existent web pages. They hurt a site's usability and reputation, which impacts SEO.

We've found 1 broken links on amazon.com that need to be fixed. You should take the time to find any broken links on your page to fix or remove them. In the future, keep on the lookout and be proactive about removing dead links.

WWW Resolve

Great, a redirect is in place to redirect traffic from your non-preferred domain.



Search engines see www.amazon.com and amazon.com as different websites. This means they could see a large amount of [duplicate content](#), which they don't like.

Fortunately your website redirects www.amazon.com and amazon.com to the same site.

Robots.txt

<https://www.amazon.com/robots.txt>



A [robots.txt](#) file allows you to restrict the access of search engine crawlers to prevent them from accessing specific pages or directories. They also point the web crawler to your page's XML sitemap file.

Your site currently has a robot.txt file. You can use Google Search Console's Robots.txt Tester to submit and test your robot.txt file and to make sure Googlebot isn't crawling any restricted files.

XML Sitemap

Missing



We checked amazon.com but couldn't find an XML sitemap. [XML sitemaps](#) contain the list of your URLs that are available to index and allows the search engines to read your pages more intelligently. They can also include information like your site's latest updates, frequency of changes and the importance of URLs.

Your site is currently missing an XML sitemap. We recommend you generate one for your site and submit it through both [Google Search Console](#) and [Bing Webmaster Tools](#).

Normally, your XML sitemap would be found at amazon.com/sitemap.

Make sure to only include the pages you want search engines to crawl, so leave out any that have been blocked in a robots.txt file. Avoid using any URLs that cause redirects or error codes and be consistent in using your preferred URLs (with or without www.), correct protocols (http vs. https) and trailing slashes. You should also [use your robots.txt](#) file to point search engine crawlers to the location of your sitemap.

URL parameters are used to track user behaviors on site (session IDs), traffic sources (referrer IDs) or to give users control over the content on the page (sorting and filtering). The issue with URL parameters is that Google sees each unique parameter value as a new URL hosting the same thing - meaning you could have a duplicate content problem. Sometimes, it's able to recognize these URLs and group them together. It then algorithmically decides which URL is the best representation of the group and uses it to consolidate ranking signals and display in search results. You can help Google recognize the best URL by using the rel="canonical" tag.

Use the [URL Parameters Tool](#) in Google Search Console to tell Google how your URL parameters affect page content and how to crawl URLs with parameters. Use this tool very carefully - you can easily prevent Google from crawling pages you want indexed through overly restrictive crawling settings, especially if you have URLs with multiple parameters.

Underscores in the URLs

We found underscores in this URL and/or in your in-page URLs.



https://www.amazon.com/dp/B00ZV9RDKK/ref=ods_gw_d_h1_smp_tk_icons?pf_rd_r=D2F75QV1N03Z04NB69YN&pf_rd_p=af498154-5404-4120-bd20-72af6b31ab09

https://www.amazon.com/b/ref=popdepts_egg?_encoding=UTF8&node=7258624011&pf_rd_m=ATVPDKIKX0DER&pf_rd_s=&pf_rd_r=D2F75QV1N03Z04NB69YN&pf_rd_t=36701&pf_rd_p=d4e92c93-754f-4760-9dcc-50e7e69150d2&pf_rd_i=desktop

https://www.amazon.com/gp/holidaytoylist/ref=br_pdt_mgUpt?pf_rd_m=ATVPDKIKX0DER&pf_rd_s=&pf_rd_r=D2F75QV1N03Z04NB69YN&pf_rd_t=36701&pf_rd_p=d4e92c93-754f-4760-9dcc-50e7e69150d2&pf_rd_i=desktop

https://www.amazon.com/b/ref=popdepts_hgg?_encoding=UTF8&node=10044414011&pf_rd_m=ATVPDKIKX0DER&pf_rd_s=&pf_rd_r=D2F75QV1N03Z04NB69YN&pf_rd_t=36701&pf_rd_p=d4e92c93-754f-4760-9dcc-50e7e69150d2&pf_rd_i=desktop

https://www.amazon.com/b/ref=popdepts_holgifts?_encoding=UTF8&node=12745394011&pf_rd_m=ATVPDKIKX0DER&pf_rd_s=&pf_rd_r=D2F75QV1N03Z04NB69YN&pf_rd_t=36701&pf_rd_p=d4e92c93-754f-4760-9dcc-50e7e69150d2&pf_rd_i=desktop

https://www.amazon.com/b/ref=popdepts_seeall?_encoding=UTF8&node=12745394011&pf_rd_m=ATVPDKIKX0DER&pf_rd_s=&pf_rd_r=D2F75QV1N03Z04NB69YN&pf_rd_t=36701&pf_rd_p=d4e92c93-754f-4760-9dcc-50e7e69150d2&pf_rd_i=desktop

https://www.amazon.com/dp/B00X4WHP5E/ref=gw_in_av_ntllg_ara-1?pf_rd_m=ATVPDKIKX0DER&pf_rd_s=&pf_rd_r=D2F75QV1N03Z04NB69YN&pf_rd_t=36701&pf_rd_p=6c9527c8-6bc7-463a-804a-249659902fa1&pf_rd_i=desktop

https://www.amazon.com/dp/B00X4WHP5E/ref=gw_in_av_vd?pf_rd_m=ATVPDKIKX0DER&pf_rd_s=&pf_rd_r=D2F75QV1N03Z04NB69YN&pf_rd_t=36701&pf_rd_p=6c9527c8-6bc7-463a-804a-249659902fa1&pf_rd_i=desktop

https://www.amazon.com/dp/B00X4WHP5E/ref=gw_in_av_ntllg?pf_rd_m=ATVPDKIKX0DER&pf_rd_s=&pf_rd_r=D2F75QV1N03Z04NB69YN&pf_rd_t=36701&pf_rd_p=6c9527c8-6bc7-463a-804a-249659902fa1&pf_rd_i=desktop

https://www.amazon.com/dp/B00X4WHP5E/ref=gw_in_av_smr?pf_rd_m=ATVPDKIKX0DER&pf_rd_s=&pf_rd_r=D2F75QV1N03Z04NB69YN&pf_rd_t=36701&pf_rd_p=6c9527c8-6bc7-463a-804a-249659902fa1&pf_rd_i=desktop

https://www.amazon.com/b/ref=br_dig?_encoding=UTF8&node=384082011&pf_rd_m=ATVPDKIKX0DER&pf_rd_s=&pf_rd_r=D2F75QV1N03Z04NB69YN&pf_rd_t=36701&pf_rd_p=993d7cfb-fc6a-4bbc-91b6-2026a92adfa&pf_rd_i=desktop

```
https://www.amazon.com/b/ref=br_dig_smr?
_encoding=UTF8&node=384082011&pf_rd_m=ATVPDKIKX0DER&pf_rd_s=&pf_rd_r=D2F
75QV1N03Z04NB69YN&pf_rd_t=36701&pf_rd_p=993d7cfb-fc6a-4bbc-91b6-
2026a92adfa&pf_rd_j=desktop
```

```
https://www.amazon.com/gp/BIT/ref=footer_bit_v2_us_A0029?
bitCampaignCode=A0029
```

```
https://www.amazon.com/interestbasedads/ref=footer_iba
```

Using **underscores** in your URL makes it hard for search engines to determine your site's relevance to a search. Google sees hyphens as word separators while underscores are ignored. So the search engine sees `https://www.amazon.com/dp/B00ZV9RDKK/ref=ods_gw_d_h1_smp_tk_icons?pf_rd_r=D2F75QV1N03Z04NB69YN&pf_rd_p=af498154-5404-4120-bd20-72af6b31ab09` as all one word. Use hyphens in your URLs instead: `https://www.amazon.com/dp/B00ZV9RDKK/ref=ods-gw-d-h1-smp-tk-icons?pf-rd-r=D2F75QV1N03Z04NB69YN&pf-rd-p=af498154-5404-4120-bd20-72af6b31ab09`.

We've detected underscores in your URLs. Change underscores to hyphens to maximize your SEO.

Blocking Factors



✓ **Flash:** No

✓ **Frames:** No

Great, you aren't using Flash or frames on your site.

While it often looks nicer, Flash content can't be **properly indexed** by search engines. Maximize your SEO efforts by avoiding Flash.

Search engines also have problems with frames because they can't crawl or index the content within them. Avoid them if you can and use a NoFrames tag when you can't.

Domain Registration



✓ Created 22 years ago

✓ Expires in 6 years

Your domain is the human-readable address of your website on the Internet. How long your domain name has been registered does have a limited impact on your rankings in search results. The newer your domain the harder it can be to achieve a higher rank. To help offset this, consider buying a **second-hand domain name**.

Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.

Blog



We have not found a Blog on this website.

In a crowded digital marketing world, content is king. Publishing your content on other sites is beneficial, but publishing it on your own site is much more effective. One of the best ways to do this is through a blog.

We recommend you start a blog on `amazon.com` to engage with your audience and improve your online visibility to attract qualified traffic from a variety of new sources. Use **our tips** to get the most out of your blog.

If you don't think a blog would work for your site or business, consider publishing other forms of evergreen content such as guides or whitepapers.

Related Websites

URL	Pages	Backlinks	Score
-----	-------	-----------	-------

http://onlinekom.com	-	-	30.5
http://ebay.com	909m	2b	86.5
http://bestbuy.com	712k	6m	87.3
http://walmart.com	20m	54m	85.0
http://overstock.com	611k	4m	83.4
http://newegg.com	990k	6m	77.3
http://buy.com	452k	3m	63.7
http://abebooks.com	3m	9m	84.6
http://google.com	3b	26b	89.3
http://borders.com	28k	676k	47.0
http://bizrate.com	4m	50m	76.2
http://target.com	689k	12m	79.4
http://yahoo.com	182m	2b	86.5
http://onhop.ca	-	-	55.8
http://voipstores.myvoipprovider.com	-	-	44.3
http://farfetch.com	724k	3m	76.8
http://global.yesasia.com	-	-	42.8
http://deepdiscount.com	12k	32k	63.5
http://fkbooksandtips.com	-	-	82.1
http://barnesandnoble.com	5m	24m	81.9
http://us.kogrid.com	-	-	32.0
http://nextag.com	218k	6m	67.8
http://take2.co.za	-	-	58.9
http://bing.com	55m	383m	78.8
http://booklending.com	-	-	71.0
http://ianos.gr	466k	68k	76.7
http://kindle-2-books.com	-	-	37.6
http://ereaderlove.com	9k	974	69.6
http://ireaderreview.com	-	-	83.0
http://kindleworld.blogspot.com	-	-	74.0
http://en.wikipedia.org	41m	965m	81.1
http://ereader-zone.com	-	-	59.1
http://ereaderiq.com	-	-	68.7
http://thesunnymoon.net	-	-	-
http://gu88088.com	-	-	-
http://ebookreaderupdate.com	-	-	-
http://kindlekindles.com	-	-	-
http://yourfreekindlebooks.info	-	-	-
http://amazonin.co.uk.tarazz.com	-	-	-

This lists the websites related to your domain. Some may be competitors while others may be websites with related content.

You may be able to use this information to see how your competitors are doing.

Resource: Use tools to [learn more about your competitors' web marketing strategies](#).



✓ Mobile-friendliness Very Good

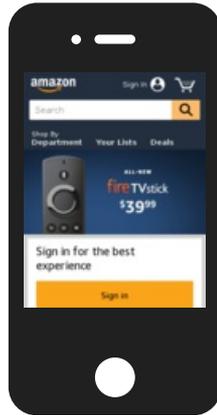


This web page is super optimized for Mobile Visitors

Mobile friendly websites make it easy for users to complete objectives and common tasks and use a design or template that is consistent across all devices (uses responsive web design).

Your site is well configured for mobile users.

◉ Mobile Rendering



80% of adult Internet users now have a smartphone. You should definitely be optimizing your website to render on the most popular mobile devices.

✓ Touchscreen Readiness Perfect, the most important buttons/links are large enough to be tapped easily.



Great, your User Interface allows for visitors to easily tap targets on their touchscreen. To go even further into improving your User Interface, use [size and density buckets](#) to accommodate varying device sizes and screen densities.

✓ Mobile Compatibility Perfect, no embedded objects detected.



Great, your website does not embed any special types of web content, such as [Flash](#), [Silverlight](#) or [Java](#), so your content can be accessed on all devices.

✓ Font Size Legibility Perfect, this web page's text is legible on mobile devices.



You can find additional font recommendations for mobile devices in Google's [typography guidelines for Android](#).

Mobile Viewport



- ✓ Great, a configured viewport is present.
- ✓ The content fits within the specified viewport size.

Great, the [viewport](#) is well configured.

Keep in mind that since the width (in CSS pixels) of the viewport may vary, your page content should not solely rely on a particular viewport width to render well. Consider these additional tips:

- Avoid setting large absolute CSS widths for page elements.
- If necessary, [CSS media queries](#) can be used to apply different styling depending on screen size.
- Ideally, serve responsively-sized images.

Mobile Speed



- ✗ Eliminate render-blocking JavaScript and CSS in above-the-fold content
- ✗ Prioritize visible content
- ✗ Leverage browser caching
- ✓ Avoid landing page redirects
- ✓ Enable compression

Like with desktop, the time it takes a mobile page to load is an important part of mobile search engine results page ranks. Your mobile/responsive website must deliver and render the “above the fold” content in under one second.

Unfortunately, the mobile page speed for amazon.com is Slow.

Since mobile device CPUs are less powerful than desktop CPUs, [speed tips](#) that reduce CPU consumption (for instance JavaScript Parse time) need to be addressed first.

See [Google's PageSpeed Insights Rules](#) for more information on how to improve each of the elements in this section.



URL amazon.com
Length: 6 character(s)

Keep your URLs short and clean and avoid long domain names when possible.

A descriptive URL is better recognized by search engines. A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g., <http://www.mysite.com/en/products>).

Keep in mind that URLs are also an important part of a comprehensive [SEO strategy](#). Use clean URLs to make your site more "crawlable" by Google™.

Resource: Search for a [good domain name](#). If no good names are available, consider a [second hand domain](#). To prevent brand theft, you might consider trademarking your domain name.

Favicon  Great, your website has a favicon.

Favicons are the small icons that appear next to your site's name or URL in a browser. They can be displayed in the address bar, a browser tab title or bookmarks. Make sure it is [consistent with your brand](#).

Here is a way one company used a special favicon to improve user experience.

✓ Custom 404 Page Great, your website has a custom 404 error page.
 Your server responded with the HTTP status code: 404

Custom [404 error pages](#) are an opportunity for you to reduce customer frustration and link to other pages on your site.

Page Size 175.9 KB (World Wide Web average is 2 Mb)

Two of the main reasons for an increase in page size are images and JavaScript files. Large page size contributes to slow page speeds so try to keep your page size below 2 Mb.

Tip: Use images with a small size and optimize their download with [gzip](#).

! Load Time

0.87 second(s) (2,284.98 kB/s)



Site speed is an **important factor** for ranking in Google search results. Load time affects not only visitor engagement, retention, and conversion rates, but it can also affect your rankings.

Your page load time is average and could be improved.

High load times can be caused by a number of things, including pages with poor code optimization (cache, Mysql queries, etc.), server problems, network problems, or third-party issues (advertising codes, analytics codes, etc.).

Check out Google's [developer tutorials](#) for tips on how to make your website run faster.

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WooRank subscribers who have an Advanced Review can sign up for uptime notifications. We'll monitor your server and send you an email alert whenever your site goes down.

x Language

Declared: Missing



Detected: *English*

Your website hasn't specified a language yet. Use the [META Language Attribute](#) to declare the intended language of your website. We've detected that your website is currently in English.

Here are some [tips](#) for multilingual websites:

- [Define the language](#) of the content in each page's HTML code.
- Specify the language code in the URL as well (e.g., "mywebsite.com/fr/mycontent.html").

✓ Structured Data Markup

og fb:app_id



Structured Data Markup is used to generate [Rich Snippets](#) in search engine results. It is a way for website owners to send structured data to search engine robots; helping them to understand your content and create well-presented search results.

Get the most out of Google's [rich snippets](#) for content types such as: [Reviews](#), [People](#), [Products](#), [Businesses and Organizations](#), [Recipes](#), [Events](#), [Videos](#) and [Music](#). If your website covers one of these topics, then we suggest that you annotate it with [Schema.org](#) using microdata.

◉ Domain Availability

Domains	Status	
amazon.net	Expires in 10 months	🔒
amazon.org	This domain is booked	🔒
amazon.info	This domain is booked	🔒
amazon.biz	Available. Register it now!	✓
amazon.eu	This domain is booked	🔒

Register the various extensions of your domain to protect your brand from cybersquatters.

Trust Indicators



● Trust



● Child safety



This feature shows how trustworthy your domain is based on data provided by The Web of Trust (WOT). This group rates millions of websites based on the experience of millions of users together with information from a number of trusted sources, including phishing and malware blacklists.

Speed Tips

Warning: your website's speed could be slightly improved.



- ✗ Too bad, your server is not using a caching method.
- ✓ Perfect, your website doesn't use nested tables.
- ✗ Too bad, your website is using inline styles.
- ✓ Perfect, your website has few CSS files.
- ✓ Perfect, your website has few JavaScript files.
- ✓ Perfect, your website takes advantage of gzip.

Website speed has a huge impact on performance, affecting user experience, conversion rates and even rankings. By [reducing page load-times](#), users are less likely to get distracted and the search engines are more likely to reward you by ranking your pages higher in the SERPs.

Conversion rates are far higher for websites that load faster than their slower competitors.

See [Google's PageSpeed Insights Rules](#) for more information on how to improve each of the elements in this section.

Analytics

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



Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.

Popular Analytics Tools Include: [Google Analytics](#), [Quantcast™](#), [AdobeAnalytics™](#), [Piwik™](#), [chartbeat™](#), [Clicky™](#), [ClickTale™](#), etc.

Doctype

HTML5

The Doctype is used to instruct web browsers about the document type being used. For example, what version of HTML the page is written in.

Declaring a [doctype](#) helps web browsers to render content correctly.

Encoding

Great, language/character encoding is specified: utf8



Specifying language/character encoding can prevent problems with the rendering of [special characters](#).

✓ SSL Secure



Great, your website is SSL secured (HTTPS).

- ✓ Your website's URLs redirect to HTTPS pages.
- ✓ Your headers are using STS.
- ✓ The SSL certificate expires in a year.
- ✓ The certificate issuer is Symantec Corporation.

Modern websites tend to be SSL secured (HTTPS) as it provides an extra security layer while logging in to your Web Service. In 2014, [Google™ announced](#) that an HTTPS (vs HTTP) website would receive an extra boost in their ranking.

While switching to HTTPS, make sure your site remains optimized and see to it that your website will still run quickly. Follow these best practices for a smooth transition:

- Use a serious issuer to purchase your SSL certificate
- Redirect all of your HTTP pages to the HTTPS version of your website
- Use a Security Token Service (STS) in your headers
- Renew your SSL certificate every year, before it expires
- Make sure that all of your content (CSS, etc.) is linked to HTTPS
- Update your XML sitemap to ensure the URLs include HTTPS and update the robots.txt file to reference this version
- Register the HTTPS website in Google & Bing Search Console/Webmaster Tools



✓ Backlinks Score Excellent



The backlinks score is calculated by looking at a combination of link signals. This includes the overall number of backlinks together with the number of linking domains, as well as rating the overall quality of the backlinks pointing to a website. The quality assessment is based on the linking pages.

✓ Backlinks Counter 2,242,144,856



We've detected 2,242,144,856 backlinks pointing to your site.

Backlinks are links that point to your website from other websites. They are like letters of recommendation for your site.

Since this factor is crucial to SEO, you should have a strategy to improve the quantity and quality of backlinks.

◉ Referring Domains 1,901,294

The number of domains your backlinks are coming from.



✓ Social shareability



Your homepage is widely shared on Social Networks.

StumbleUpon 5034

Google™ + 111131

The impact of social media is huge for certain industries.

Learn how to further engage your social media audiences and create a consistent fan base. [Check these helpful tools](#) for managing your social media campaign.

Note: This data represents [social media influences](#) from your website's URL, it does not represent data from specific brand pages.

! Facebook Page



Talking About 19,011

-

URL

<https://www.facebook.com/AmazonEspana/>
[Change Account](#)

Name

Amazon.es

About

Página de Facebook oficial de Amazon.es

Mission

Nuestra misión es ser la empresa más orientada al cliente del mundo y construir un lugar donde la gente encuentre y descubra cualquier cosa que quiera comprar online.

Company overview

Ahora puedes hacer tus compras en español. Visítanos y descubre millones de productos: libros, cine, música, videojuegos, electrónica de consumo, juguetes, pequeño electrodoméstico y relojes.

Products

Amazon tiene diferentes líneas de productos. Entra en <http://www.amazon.es/gp/site-directory/> para ver la lista completa.

Phone

<>

The data relating to the Facebook Page is publicly available.

✓ Twitter™ Account



The Twitter™ Account @amazon is booked and it is linked to your website.

Name

amazon

Followers

2,434,630

Tweets

21,784

Bio

Official Twitter of <http://t.co/4rwjfdidk3>. Contact @AmazonHelp for customer support.

Location

Seattle, Washington

Created

8 years ago

Twitter is a fast-growing [social network](#). We did not detect a Twitter account linked with amazon.com.

If possible, [register](#) a Twitter account in your brand's name now to prevent [brandjacking](#).

Here are a [few tips](#) to help create a Twitter promotion plan. Plus, [learn](#) from today's top Twitter-using brands.

Your Twitter usage statistics look great. You can enhance them even more by building connections with industry experts and exchanging expertise or content. [Learn](#) from today's top Twitter-using brands.

Plus, here are a [few tips](#) to help create a Twitter promotion plan.

✗ Google+ Page



Not found

[Add your Google+ profile or create one](#)

This is the Google+ page for amazon.com. Being active in this social network is important for claiming your brand, influencing your search engine rankings and interacting with your network. You might also consider [managing your profile](#) with [Google My Business](#) (formerly Google Places).



Local Directories

**Amazon SJO3**

Change Account - Claim listing
Parque Empresarial del Este, Calle Blancos
COSTA RICA

★★★★★
6 Reviews

[Add your Yelp page or create one](#)

This is a list of the local directories where your business has been found. Take care of your listings in local directories; since maps are now an integral part of search results, your [G+ Local page](#) may have more visitors than your website!

It is important to make sure that your business details are correct in each directory where you are listed. Find the directories in your country ([USA](#), [UK](#), [Spain](#), [France](#), [Canada](#), [Australia](#), [Brazil](#), and [India](#)) and enhance your listings with pictures, video, schedules and as many customer reviews as possible.

Online Reviews



August 8, 2014 11:27 PM

Kfc esta cerca – Andrey Araya peraza



February 21, 2014 8:59 PM

¡Recargá baterías con un Maxxx Energy! – Maxxx Energy Costa Rica



March 21, 2013 9:48 PM

En construcción – Andres Ramirez



January 27, 2013 4:29 AM

NO. Si compro algo online, aqui NO lo puede venir devolver. – Andres V.



January 27, 2013 4:29 AM

NO. Si compro algo online, aqui NO lo puede venir devolver. – Andres Vargas



October 6, 2012 4:15 AM

Apply online at amazon.com/careers – Andres R.



October 6, 2012 4:15 AM

Apply online at amazon.com/careers – Andres Ramirez



September 15, 2012 1:53 AM

And you're done – Pedro B.



September 15, 2012 1:53 AM

And you're done – Pedro B

These are the latest reviews of your business that can be found in local directories. Surveys show that 90 percent of customers say buying decisions are influenced by [online reviews](#) so take the time to make a good impression and [gather positive feedback](#). [Strategies for gaining reviews](#) may differ by audience or business type; in general, consider asking for reviews, making it easy to send in feedback and having a prominent social presence.