amazon.com

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

58.9% optimization rate

❌ Errors: 0 | ⚠️ Warnings: 46 | ℹ️ Info: 1,340 | **Date:** Sep 3, 2018

Content Optimization: Summary

Title

✅	Keywords in title	2
⚠️	Title length	83 chars
✅	Multiple <title> tags	No

Meta tags

✅	Keywords in meta description tag	2
✅	Meta description length	304 chars
✅	Multiple meta description tags	No
✅	Keywords in meta keywords tag	5

Body

⚠️	Keywords in body	40
✅	Word count in body	762
⚠️	Keywords in H1	0
✅	Keywords in H2-H6	2
ℹ️	Keywords in bold	0
ℹ️	Keywords in italic	0
✅	Keywords in link anchors	33

Images

✅	Keywords in alt texts	2
⚠️	Empty alt texts	13

Markup

ℹ️	Open Graph markup	Yes
ℹ️	Structured data markup	No

Technical audit: Summary

Page availability

✅	Page status code	200
✅	Broken resources	0
✅	Page is restricted from indexing	No
ℹ️	Resources restricted from indexing	11
✅	Page uses meta refresh	No
ℹ️	Page uses rel="canonical"	Yes

Encoding and technical factors

✅	Mixed HTTP/HTTPS content issues	0
✅	Multiple canonical URLs	No
✅	Conflicting character encoding	No
✅	Page uses frames	No
ℹ️	W3C HTML errors & warnings	224

Page speed (Desktop)

✅	Page size	842.2 KB
✅	Server response time	0.2 sec
✅	Too many redirects	No
✅	Uncompressed resources	0
⚠️	Uncompressed images	10
ℹ️	Uncached resources	29
✅	Unminified resources	0
⚠️	Render-blocking JavaScript/CSS	1
✅	Above-the-fold content prioritized	Yes

Page usability (Mobile)

✅	Mobile friendly	Yes
✅	Viewport configured properly	Yes

ℹ️ W3C CSS errors & warnings	841		✅ Too small text	0
URL			⚠️ Too small tap targets	19
✅ Dynamic URL	No		✅ Content outside viewport	0
✅ URL length	23 chars		✅ Page uses plugins	0
Links				
✅ Broken links	0			
ℹ️ Number of links on the page	192			
ℹ️ Dofollow ext. links on the page	38			