iweb chk.com

Report for **avast.com**

Score: **90** %

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This report provides analysis of the key factors that influence the SEO, performance, security and the usability of your website.

The score is based on a **100** points scale that represents your website's overall architecture, configuration and design. The algorithm is based on various criteria, including search engine data, website structure, site performance, and others.

A score lower than **40** means that there is a lot of areas to improve. A score above **70** is a good mark and it means that your website is probably well optimized.

Legend							
✅	High score	🟠	Medium score	❌	Low score	ℹ️	Info only
	social		backlinks		visitors		accessibility
	SEO-content		technology		validity		usability
	SEO		mobile		performance		SEO-Authority
	security						

Top Priorities

- Add text or image anchors to all links
- Leverage browser caching
- Eliminate render-blocking JavaScript and CSS in above-the-fold content
- Fix CSS validation errors
- Avoid landing page redirects
- Optimize your website for mobile devices
- Redirect IP address to domain name
- Size tap targets appropriately
- Minify HTML
- Optimize images
- Consider not using iframes
- Add printer-friendly CSS

Social Media Indicators

Excellent, your social media presence is strong.

Facebook Mentions	20,558	Google™+ Mentions	289,373	Pinterest Mentions	35
LinkedIn Mentions	762	StumbleUpon Views	21,910	Reddit Mentions	1

High level of social activity increases domain authority and ability to rank higher, helps search engines to find and index new content in real-time, provides indicators for content authenticity and readers engagement.

Note: This data relates only to the websites URL and does not include specific brand pages.

Facebook

We have located following Facebook Page:

Avast Software
https://www.facebook.com/avast

Facebook Likes:	4,217,800	Great, you have many fans liking your page.	✔
Talking about this:	2,172	Excellent, it appears that people are engaged with your content.	✔
Facebook Page Vanity URL:	Yes	Perfect, your Facebook Page has vanity url.	✔
Linking to Facebook Page:	Yes	Good, your homepage is linking to your Facebook Page.	✔

Facebook is the largest and most popular social networking website. A well utilized Facebook page can increase your visibility online, improve your real-time search engine optimization, and provide your visitors with a venue to connect and promote your brand.
https://www.facebook.com/business/build

Twitter™

We have located following Twitter™ account:

Avast Software
@avast_antivirus
Worldwide

Description:	Official Avast Software account. We protect millions of #PCs, #Macs, and #Android devices with award-winning #security products. **Length:** 128 characters.	✔
Tweets:	12,772 - Excellent, you have many tweets.	✔
Followers:	172,030 - Great, you have many followers.	✔
Following:	3,101 - Good, you are following some users.	✔
Page Link:	Yes, your homepage is linking to your Twitter™ account.	✔
Account Age:	7 years, 2 months, 6 days, 17 hours	✔
Last Tweet:	8 hours, 28 minutes, 16 seconds ago.	✔

Twitter is a very popular social networking and micro-blogging service that when utilized correctly can significantly increase your brand awareness, promote your products and services, boost traffic to your website and help to connect with visitors. https://twitter.com/about
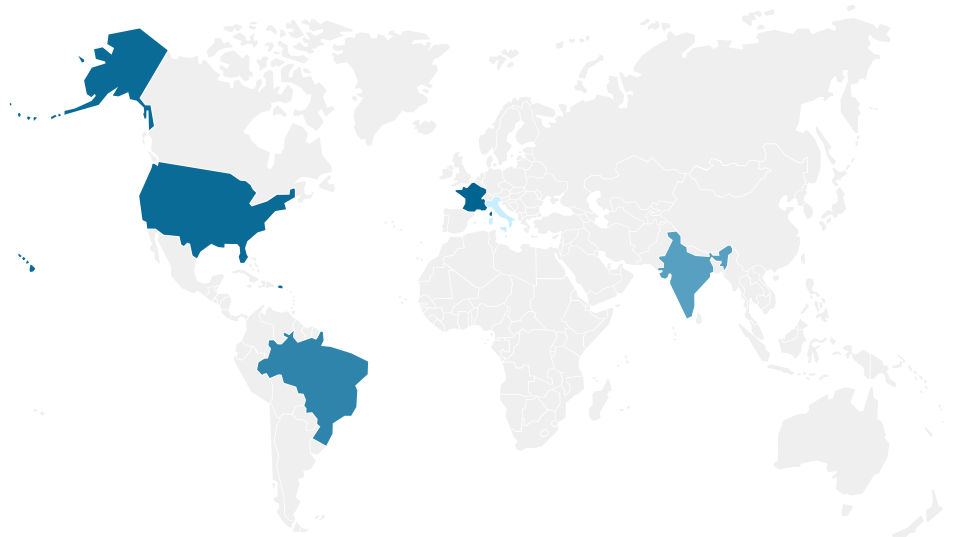
Traffic Rank

2,132 most visited website in the **World**
481 most visited website in 🇫🇷 **France**

Trend: 🔻 down (+209)

Traffic Rank is provided by Alexa

Visitors Localization

Low ▢▢▢▢ High

Country	Percent	Domain (ccTLD)	Status
🇫🇷 France	10.3%	avast.fr	Not available.
🇺🇸 United States	9.9%	avast.us	Not available.
🇧🇷 Brazil	8.6%	avast.br	Not available.
🇮🇳 India	7.3%	avast.in	Not available.
🇮🇹 Italy	4.5%	avast.it	Not available.

Registering country code top level domains (ccTLD) can prevent potential competitors from taking advantage of your primary domain reputation. It is also one of the ways to improve country specific SEO and performance. (http://www.searchenginejournal.com/seo-without-boarders-a-guide-to-international-seo-nick-paterman/60092/)

Images

Good, most images have ALT attribute.

Number of images: 2

Missing alt tag: 1

List of images with missing ALT attributes:

- https://ans.avast.com/b/ss/avast-web/1/H.25.4--NS/0

The "alt" attribute provides a text equivalent for the image. If the browser cannot display an image the alt description will be given in its place. Furthermore, some visitors cannot see images as they might be blind in which the alt tag provides a valuable image description. Finally, search engines utilize the alt attribute for image search indexing. (www.w3.org/QA/Tips/altAttribute)

Title

We have found following title:

"Avast Free Mac Security | Antivirus Software for Mac"

Length: 52 characters

The <TITLE> element provides a short piece of text describing the document. The title is very important as it shows in the window title bars, bookmarks and search results. Title should be between 60 to 80 characters long. (www.w3.org/QA/Tips/good-titles)

Description Metatag

We have found following description:

"Don't leave your Mac defenseless. Download an expert, lightweight antivirus with on-demand scanning and intelligent, all-round protection."

Length: 138 characters

The description attribute should provide a concise explanation of a Web page's content. Also, the description is often displayed on search engine results and can affect page ranking. (en.wikipedia.org/wiki/Meta_element#The_description_attribute)

Keywords Metatag

No Keywords Found.

The keywords attribute was utilized by search engines to provide more accurate search results. Due to the over usage and spamming the keywords attribute has been phased out and is no longer relevant. Google doesn't use the "keywords" meta tag in web search ranking. (googlewebmastercentral.blogspot.se/2009/09/google-does-not-use-keywords-meta-tag.html)

Text to HTML Ratio

The Text to HTML ratio is **20.86%**

Original content is by far the single most important element to search engines. Low Text to HTML ratio indicates little content for search engines to index. We consider it to be good practice to have a Text to HTML ratio of at least 10% and ideal above 20%

Keyword Density & Consistency

Consistent	Keywords	Density	Count	Title	Description	H1-H6	ALT	Bold
▬	security	4.18%	21	1	-	-	-	-
✔	avast	2.19%	11	1	-	2	1	-
✔	antivirus	1.99%	10	1	1	-	1	-
✔	mac	1.79%	9	2	1	2	-	-
▬	protection	1.59%	8	-	1	-	-	-
▬	business	1.59%	8	-	-	2	-	-
▬	protect	1.59%	8	-	-	2	-	-
✖	passwords	1.59%	8	-	-	-	-	-
▬	free	1.39%	7	1	-	-	1	-
▬	products	1.39%	7	-	-	7	-	-
	- -							
✖	endpoint protection	0.80%	4	-	-	-	-	-
✖	hacker-proof everything	0.80%	4	-	-	-	-	-
✖	most trusted	0.60%	3	-	-	-	-	-
▬	free mac	0.40%	2	1	-	-	-	-
▬	avast free	0.40%	2	1	-	-	-	-
	- -							
▬	free mac security	0.40%	2	1	-	-	-	-
▬	230 million people	0.40%	2	-	-	1	-	-
✖	endpoint protection suite	0.40%	2	-	-	-	-	-
✖	secure hotspots near	0.40%	2	-	-	-	-	-
✖	most trusted security	0.40%	2	-	-	-	-	-

Keywords density and consistency are notable factors for optimal page SEO. Preferred keywords should have higher keywords density indicating their importance. Optimally, preferred keywords should also be consistently utilized in multiple essential areas of the page such as title, description meta tag, h1 through h6 headings, alt image attributes, backlinks and internal links anchor text. Keyword density of above 5% is a good indication that the word or phrase appears too many time in the content. ([more information](#))

Frames

Yes, 1 inline frame(s) detected.

It is not recommended to use frames or iframes because they can cause problems for search engines. It is best to avoid frames and inline frames whenever possible (searchenginewatch.com/article/2064573/Search-Engines-and-Frames). If frames must be utilized consider <noframes> tag. (www.w3schools.com/tags/tag_noframes.asp).

Flash

No flash detected.

Flash and other reach-media technologies should primarily be utilized for decorative purposes. This makes your site more search engine friendly and improves accessibility (support.google.com/webmasters/bin/answer.py?hl=en&answer=72746#1).

Headings

- **2 <H1>**
  - There are many reasons to protect your Mac
  - Protect your other devices too

- **1 <H2>**
  - Cafes are great, but open networks aren't

- **5 <H3>**
  - Avast protects 230 million people around the world
  - This might suit you better
  - AMERICAS
  - EUROPE, MIDDLE EAST & AFRICA
  - ASIA & PACIFIC

- **4 <H4>**
  - Products
  - Business Partners
  - Help and Support
  - The company

- **6 <H5>**
  - Avast products
  - Products for PC
  - Products for Mac
  - Products for Android
  - Products for iPhone/iPad
  - Products for business

- **0 <H6>**

The <h1> to <h6> tags are used to define HTML headings. The <h1> tag should hold the title describing the content of a specific page therefore only one h1 tag is needed per page. There can be any number of h2 - h6 tags but they should be added in order of importance (www.w3schools.com/tags/tag_hn.asp).

Doctype

HTML 5

The <!DOCTYPE> declaration tells the web browser about what version of HTML the page is written in. It is good practice to always add the <!DOCTYPE> declaration to the HTML documents, so that the browser knows what type of document to expect. (www.w3schools.com/tags/tag_DOCTYPE.asp)

Character Encoding

✅ UTF-8 (Unicode)
Covers: Worldwide

> To display an HTML page correctly, the browser must know what character-set to use (en.wikipedia.org/wiki/Character_encodings_in_HTML).

Language

✅ Declared Language: en (English)
Language Attribute: en (English)

> The HTML "lang" attributes and language metatag define the base language to be used for displaying text and characters on a Website.
> www.mcanerin.com/en/articles/meta-language.asp

W3C Markup Validation

✅ Status: PASSED [0 errors, 0 warning(s)]

> It is good practice to use valid HTML/XHTML markup as it ensures that the search engines can read the website correctly as well as it improves cross browser compatibility (W3C Markup Validation Service).

Deprecated HTML elements

✅ Good, no deprecated elements found.

> A deprecated element is one that has been outdated by newer constructs. Deprecated elements may become obsolete in future versions of HTML so it is recommended not to use them. (webdesign.about.com/od/htmltags/a/bltags_deprctag.htm)

Nested HTML Tables

✅ Great, no nested tables detected.

> In general it is not recommended to use nested tables or to utilize tables for page layout. Nested tables are known to cause performance issues due to increased HTML size and rendering time. It is better to use CSS layout instead.

Web Analytics

✅ Yes, we have detected following web anlytics tools:
   Adobe (Omniture®) SiteCatalyst™

> Web Analytics Tools collect and measure information about visitor activity on a website. Well interpreted web traffic data is invaluable in determining a successfully web strategy and assessing the effectiveness of a website. At a minimum, we recommend to utilize at least one web analytics tool.

robots.txt

✅ Yes, http://avast.com/robots.txt

> A robots.txt file restricts access to your site by search engine robots that crawl the web. (www.robotstxt.org/robotstxt.html)

XML Sitemap

Found following XML sitemap(s):

- http://avast.com/https:/www.avast.com/sitemap-index.xml
- http://avast.com/sitemap.xml

> Sitemaps inform search engines about pages available for crawling. In its simplest form, a Sitemap is an XML file that lists URLs for a site along with additional metadata about each URL. XML sitemap should help search engines to crawl the site more intelligently.
> (http://www.sitemaps.org/protocol.html)

Mobile Rendering

> Mobile internet usage has been exceeding PC's since 2014 and growing so it is critical for pages to render correctly on mobile devices.

Mobile Optimization

❌ Google Mobile Page Speed score: **55%**(Low)

Requests	Hosts	Load time	Html	Images	JavaScript	CSS	Flash	Other	Page Size
54	17	2.34s	240.57 KB	356.42 KB	401.8 KB	56.83 KB	0 B	6.87 KB	1.04 MB

	Recommendation	Impact		Details
✔	Avoid app install interstitials that hide content	None		⌄
✖	Avoid landing page redirects	High		⌄
✔	Enable compression	None		⌄
✖	Leverage browser caching	High		⌄
✔	Reduce server response time	None		⌄
✔	Minify CSS	None		⌄
✔	Minify HTML	Low		⌄
✔	Minify JavaScript	None		⌄
✖	Eliminate render-blocking JavaScript and CSS in above-the-fold content	High		⌄
✔	Optimize images	None		⌄
✔	Prioritize visible content	None		⌄

Mobile PageSpeed analyzes webpages and evaluates its performance while providing suggestions on reducing page load times. Google is incorporating website speed in search ranking (http://www.mattcutts.com/blog/site-speed)

Mobile Experience

✔ Mobile User Expirience: **83%**(High)

✔ **Avoid plugins -** Your page does not appear to use plugins, which would prevent content from being usable on many platforms.

✔ **Configure the viewport -** Your page specifies a viewport matching the device's size, which allows it to render properly on all devices.

✔ **Size content to viewport -** The contents of your page fit within the viewport.

✔ **Size tap targets appropriately -** 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.The following tap targets are close to other nearby tap targets and may need additional spacing around them. show more
- The tap target For home and 6 others are close to other tap targets.
- The tap target Privacy Policy and 2 others are close to other tap targets.
- The tap target Sitemap is close to 1 other tap targets.

✔ **Use legible font sizes -** The text on your page is legible.

✖ **Mobile Page Speed -** Too bad your page speed is **slow** on mobile devices.

Mobile users have now become a critical part of online visits. Making the website mobile friendly is no longer an option but rather necessity. (https://developers.google.com/webmasters/smartphone-sites/)

Favicon

✅

The Favicon is a small icon associated with a website. The Favicon is important because it is displayed next to the website's URL in the address bar of the browser as well as in bookmarks and shortcuts. (en.wikipedia.org/wiki/Favicon)

Custom 404 Error Page

✅ Yes, custom 404 error page detected.

A 404 is a standard http response code for a resource that cannot be located on the server. Webservers usually return a "404 Not Found" error page for non-existing pages. Unfortunately, these default error pages are very generic and a not very user friendly, therefore, using a custom 404 error page is highly recommended.

Process of returning http status code "200 OK" for a non-existent page or redirecting users to another url is called soft 404. Soft 404 errors are problematic for search engines and are not advisable. (https://support.google.com/webmasters/answer/181708)

Printability

ℹ️ Could not locate print-friendly CSS.

Print-friendly pages are designed to fit on an 8.5"x11" or A4 sheet and usually include only the content of the page, along with source information. (webdesign.about.com/od/printerfriendly/a/aa041403a.htm)

W3C CSS Validation

❌ Status: FAILED [25 error(s)]

It is recommended to use valid CSS to ensure that the website displays correctly. (W3C CSS Validation Service).

DMOZ

Yes, listed 7 times.
Current Listing(s):

- **Title:** Avast
  Link: http://www.avast.com/
  Category: World » Polski » Zakupy » Komputery » Oprogramowanie

- **Title:** Avast! Pro Antivirus
  Link: http://www.avast.com/pro-antivirus
  Category: Computers » Software » Shareware » Windows » Security » Anti-Virus

- **Title:** Avast
  Link: http://www.avast.com/de-de/index
  Category: World » Deutsch » Computer » Sicherheit » Anti-Virus » Produkte

- **Title:** Avast
  Link: http://www.avast.com/index_fre.html
  Category: World » Français » Informatique » Logiciels » Sécurité » Antivirus

- **Title:** avast! antivirus
  Link: http://www.avast.com/
  Category: World » Česky » Počítače » Bezpečnost » Škodlivý_software

- **Title:** avast! - 反病毒軟件及網絡安全軟件
  Link: http://www.avast.com/
  Category: World » Chinese_Traditional » 電腦 » 安全 » 網絡安全公司

- **Title:** Avast
  Link: http://www.avast.com/tr-tr/index
  Category: World » Türkçe » Bilgisayar » Güvenlik » Zararlı_Yazılım » Virüsler

> DMOZ the Open Directory Project is the most comprehensive human edited directory of the Web, compiled by a vast global community of volunteer editors. (www.dmoz.org/help/geninfo.html)

Backlinks

Approximate number of backlinks indexed by Google™: **more than 300K**
Approximate number of backlinks indexed by Bing™: **less than 300K**

> The number of backlinks is one indication of the popularity or importance of that website or page therefore the more backlinks comming from reputable websites the better. (en.wikipedia.org/wiki/Backlink)

Page Rank

PR: **7** out of 10 (**Outstanding**)

> PageRank is Google's measure of the importance of a page. It is based on complex algorithmes evaluating page content, authority, keyword density, back links, traffic, demand and more. (en.wikipedia.org/wiki/PageRank)

Indexed Pages

Estimated number of pages indexed by Google™: **less than 200K**
Estimated number of pages indexed by Bing™: **less than 80K**

> The higher number of indexed pages the more content search engines can index, which increases overall value of the website. (en.wikipedia.org/wiki/Search_engine_indexing)

Domain Age

Your domain was registerd for the first time: 18 years, 3 months, 20 days ago.

Age of the domain is one of the many signals that search engines utilize for ranking. Brand new domains generally have more difficult time to rank high for the first few months. (http://www.coconutheadphones.com/does-domain-agematter)

Domain Expiration

Your domain expires in: 9 years, 8 months, 8 days.

Domain expiration far in to the future is considered a good practice as it promotes confidence in your website, decreases chances of losing domain and in certain cases might help with search engine ranking. (http://www.hover.com/blog/three-reasons-to-renew-your-domain-names-for-five-years)

Links

We found a total of **152** links out of which **26** are duplicate links:

Internal Links: relative	Internal Links: absolute	External Links: noFollow	External Links: passing Juice	Other
136 (89.47%)	10 (6.58%)	0 (0.00%)	6 (3.95%)	0

Anchor(s)	Count	Title	URL	Length	Target	Rel	Type	
Learn how to enable it	1	-	Dynamic	61	-	-	Absolute	
IMAGE (Avast Free Antivirus)	2	Home	Static	12	_parent	-	Relative	⌄
Business NEW	3	Business	Static	15	-	-	Relative	⌄
Shop now	1	Shop now	Static	12	-	-	Relative	
Account	1	Account	Static	27	-	-	External	
Menu	11	Menu	Static	1	-	-	Relative	⌄
Education	2	-	Static	16	-	-	Relative	⌄
Online Support	2	-	Static	14	-	-	Relative	⌄
24/7 Phone Support	1	-	Static	20	-	-	Relative	
Company	2	-	Static	12	-	-	Relative	⌄
Technology	2	-	Static	17	-	-	Relative	⌄
Jobs	2	-	Static	14	-	-	Relative	⌄
Compare	1	-	Static	24	-	-	Relative	
PremierComplete, top-of-the-line protection.	1	-	Static	14	-	-	Relative	
Internet SecurityAdvanced security for whatever you do online.	1	-	Static	24	-	-	Relative	
Pro AntivirusExpert protection that's easy on your PC.	1	-	Static	20	-	-	Relative	
Free AntivirusThe world's most trusted antivirus.	1	-	Static	25	-	-	Relative	
SecureLineHacker-proof everything you send or receive.	1	-	Static	24	-	-	Relative	
PasswordsFinally. Security for your passwords.	1	-	Static	19	-	-	Relative	
CleanupFor a clutter-free computer.	1	-	Static	14	-	-	Relative	
Browser CleanupGet rid of dangerous browser toolbars.	1	-	Static	22	-	-	Relative	
Free Mac SecurityThe most trusted security for your	2	-	Static	24	-	-	Relative	⌄

	Link				Type					Position	
	Mac.										
✔	SecureLineHacker-proof everything you send or receive.	2	-		Static	25	-	-		Relative	⌄
✔	PasswordsFinally. Security for your passwords.	1	-		Static	20	-	-		Relative	
✔	Free Mobile SecuritySafety in your pocket, wherever you go.	1	-		Static	27	-	-		Relative	
✔	Anti-TheftGet your missing phone back.	1	-		Static	17	-	-		Relative	
✔	SecureLineHacker-proof everything you send or receive.	1	-		Static	29	-	-		Relative	
✔	Passwords Finally. Security for your passwords.	1	-		Static	24	-	-		Relative	
✔	CleanupClean up and speed up your phone.	1	-		Static	22	-	-		Relative	
✔	Battery SaverImprove your battery life.	1	-		Static	20	-	-		Relative	
✔	Wi-Fi FinderFind fast, secure hotspots near you.	2	-		Static	18	-	-		Relative	⌄
✔	SecureLineHacker-proof everything you send or receive.	1	-		Static	25	-	-		Relative	
✔	SecureMeHide yourself from hackers on public WiFi.	1	-		Static	15	-	-		Relative	
✔	PasswordsFinally. Security for your passwords.	1	-		Static	20	-	-		Relative	
✔	Endpoint Protection Suite PlusAll-round security for PCs and...rs.	1	-		Static	37	-	-		Relative	
✔	Most PopularEndpoint Protection SuiteAntivirus for PCs and s...rs.	1	-		Static	32	-	-		Relative	
✔	Endpoint Protection PlusComplete security for corporate PCs.	1	-		Static	31	-	-		Relative	
✔	Endpoint ProtectionAntivirus your company can afford.	1	-		Static	26	-	-		Relative	
✔	Avast for BusinessFree and premium security for PCs, Macs an...rs.	1	-		Static	25	-	-		Relative	
✔	Avast Virtual Mobile PlatformProtect your data, protect your...ss.	1	-		Static	17	-	-		Relative	
✔	Email Server SecurityServer antivirus and anti-spam	1	-		Static	28	-	-		Relative	
✔	File Server SecurityPowerful server antivirus.	1	-		Static	27	-	-		Relative	
✔	Linux SecurityFortify your Linux network.	1	-		Static	29	-	-		Relative	
▬	Downloadfrom Google Play	1	-		Dynamic	66	-	-		Relative	
✔	iPhone/iPad	2	-		Static	10	-	-		Relative	⌄
✔	PC	2	-		Static	14	-	-		Relative	⌄
✔	Android	2	-		Static	14	-	-		Relative	⌄
✔	Mac	2	Even a Mac needs protection		Static	10	-	-		Relative	⌄
✔	For home	1	-		Static	11	-	-		Relative	
✔	Business Partners	1	-		Static	16	-	-		Relative	
✔	Affiliates	1	-		Static	17	-	-		Relative	
✔	Resellers	1	-		Static	24	-	-		Relative	
✔	Locate your reseller	1	-		Static	20	-	-		Relative	
✔	Recover your license	1	-		Static	30	-	-		Relative	
✔	Online help	1	-		Static	16	_blank	-		Absolute	
✔	Forum	1	-		Static	18	_blank	-		Absolute	

✔	Security news	1	-		Static	20	_blank	-	Relative
✔	Press center	1	-		Static	29	-	-	Absolute
✔	Contact us	1	-		Static	15	-	-	Relative
✔	Avast Foundation	1	-		Static	23	-	-	Absolute
✔	Avast Blog	1	-		Static	22	-	-	External
✔	Facebook	1	Facebook		Static	30	-	-	External
✔	Twitter	1	Twitter		Static	35	-	-	External
✔	Google+	1	Google+		Static	30	-	publisher	External
✔	Google+ Developers	1	Google+ Developers		Static	36	-	-	External
✔	YouTube	1	YouTube		Static	23	-	-	Absolute
✔	Privacy Policy	1	-		Static	21	-	-	Relative
✔	Acceptable Use Policy	1	-		Static	28	-	-	Relative
✔	License Agreements	1	-		Static	11	-	-	Relative
✔	Sitemap	1	-		Static	14	-	-	Relative
✖	EMPTY	2	-		Static	4	-	-	Relative	⌄
✔	Argentina	1	-		Static	10	-	-	Relative
✔	Brasil	1	-		Static	10	-	-	Relative
✔	Canada (English)	1	-		Static	10	-	-	Relative
✔	Canada (français)	1	-		Static	10	-	-	Relative
✔	Chile	1	-		Static	10	-	-	Relative
✔	Cuba	1	-		Static	10	-	-	Relative
✔	EE.UU. (español)	1	-		Static	10	-	-	Relative
✔	México	1	-		Static	10	-	-	Relative
✔	América Latina (español)	1	-		Static	10	-	-	Relative
✔	België (Nederlands)	1	-		Static	10	-	-	Relative
✔	Belgique (français)	1	-		Static	10	-	-	Relative
✔	Česká republika	1	-		Static	10	-	-	Relative
✔	Danmark	1	-		Static	10	-	-	Relative
✔	Deutschland	1	-		Static	10	-	-	Relative
✔	España	1	-		Static	10	-	-	Relative
✔	France	1	-		Static	10	-	-	Relative
✔	ایران	1	-		Static	10	-	-	Relative
✔	Italia	1	-		Static	10	-	-	Relative
✔	Magyarország	1	-		Static	10	-	-	Relative
✔	Nederland	1	-		Static	10	-	-	Relative
✔	Norge	1	-		Static	10	-	-	Relative
✔	Polska	1	-		Static	10	-	-	Relative
✔	Portugal	1	-		Static	10	-	-	Relative
✔	Schweiz (Deutsch)	1	-		Static	10	-	-	Relative
✔	Slovensko	1	-		Static	10	-	-	Relative
✔	South Africa	1	-		Static	10	-	-	Relative
✔	Suisse (français)	1	-		Static	10	-	-	Relative

✔	Suomi	1	-	Static	10	-	-	Relative
✔	Sverige	1	-	Static	10	-	-	Relative
✔	Türkiye	1	-	Static	10	-	-	Relative
✔	United Kingdom	1	-	Static	10	-	-	Relative
✔	Ελλάδα	1	-	Static	10	-	-	Relative
✔	ישראל	1	-	Static	10	-	-	Relative
✔	Казахстан	1	-	Static	10	-	-	Relative
✔	Россия	1	-	Static	18	-	-	Absolute
✔	Україна (українська)	1	-	Static	18	-	-	Absolute
✔	Украина (русский)	1	-	Static	24	-	-	Absolute
✔	المملكة العربية السعودية	1	-	Static	10	-	-	Relative
✔	الإمارات العربية المتحدة	1	-	Static	10	-	-	Relative
✔	الدول العربية	1	-	Static	10	-	-	Relative
✔	Europe (English)	1	-	Static	10	-	-	Relative
✔	Australia	1	-	Static	10	-	-	Relative
✔	India	1	-	Static	10	-	-	Relative
✔	Indonesia (English)	1	-	Static	10	-	-	Relative
✔	Indonesia (Bahasa Indonesia)	1	-	Static	10	-	-	Relative
✔	Malaysia (English)	1	-	Static	10	-	-	Relative
✔	Malaysia (Bahasa Melayu)	1	-	Static	10	-	-	Relative
✔	New Zealand	1	-	Static	10	-	-	Relative
✔	Philippines	1	-	Static	10	-	-	Relative
✔	Singapore	1	-	Static	10	-	-	Relative
✔	日本語	1	-	Static	21	-	-	Absolute
✔	대한민국	1	-	Static	10	-	-	Relative
✔	中华人民共和国	1	-	Static	10	-	-	Relative
✔	臺灣	1	-	Static	10	-	-	Relative

Hyperlinks are an integral part of any website and properly linked content has great impact on the SEO. It is a good practice to keep number of unique links below 100, URLs preferably as short and concise as possible and utilize nofollow attribute to control PageRank flow passed through links.

IP Canonicalization

No, your site's IP 208.43.71.132 does not redirect to avast.com.

Some web spiders index websites using IP as well as domain name which can cause duplicate content if there is no IP Canonicalization. (www.mattcutts.com/blog/seo-advice-url-canonicalization)

URL Canonicalization

Yes, both the www.avast.com and avast.com resolve to the same URL.
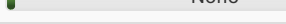
Domain name with WWW and without can be considered as different pages causing duplicate content for search engines. (www.mattcutts.com/blog/seo-advice-url-canonicalization)

Page Speed

Google Page Speed score: **69%** (Average)

| Requests	Hosts	Load time	Html	Images	JavaScript	CSS	Flash	Other	Page Size
81	17	2.35s	253.02 KB	795.08 KB	411.75 KB	68.77 KB	0 B	6.3 KB	1.5 MB

Recommendation	Impact	Details
Avoid landing page redirects	Medium	⌄
Enable compression	None	⌄
Leverage browser caching	High	⌄
Reduce server response time	None	⌄
Minify CSS	None	⌄
Minify HTML	Low	⌄
Minify JavaScript	None	⌄
Eliminate render-blocking JavaScript and CSS in above-the-fold content	High	⌄
Optimize images	Low	⌄
Prioritize visible content	None	⌄

PageSpeed analyzes webpages and evaluates its performance while providing suggestions on reducing page load times. Google is now incorporating website speed in search ranking (http://www.mattcutts.com/blog/site-speed)

Server Information

Server IP: 208.43.71.134
Server Location: 🇺🇸 TEXAS, Dallas

Name Server 1: ns2.avast.com (75.125.29.226)
Name Server 2: pns.avast.com (91.213.143.1)

Your server's IP address and location have minor impact on the country specific SEO. It is recommend to host the website in the country where the number of vistors is desired to be the highest. Search engines take the geolocation of a server into account. (http://www.youtube.com/watch?v=hXt23AXlJJU)

HTTPS (SSL) 🔒

✅ **Issued To:**

Common Name (CN): *.avast.com

Issuer:

Common Name (CN): DigiCert High Assurance CA-3

Oranization (O): DigiCert Inc

Oranizational Unit (OU): www.digicert.com

Period of Validity

Begins On: 07/01/2013

Expires On: 11/03/2016

Google™ is now treating HTTPS as a ranking signal. HTTPS is a secure web protocol that allows for encrypted communication between website and the client. HTTPS protocol requires your website to have an SSL certificate, which can be purchased from a Certificate Authority (CA) or SSL vendor. (http://googleonlinesecurity.blogspot.in/2014/08/https-as-ranking-signal_6.html).

Safe Browsing 🔒

✅ Yes

Safe Browsing is a service provided by Google that enables applications to check URLs against Google's constantly updated lists of suspected phishing and malware pages. (http://www.google.com/safebrowsing/diagnostic?site=)

Spam Blacklist 🔒

✅ Good, your IP is not blacklisted.

Spammer directories provide lists of IPs from which spam distribution is reported. Emails sent from the blocked IPs are subject to closer scrutiny and are much less likely to be delivered. For email campaigns it is recommended to utilize professional email services to ensure that your website IP is not blocked. (www.stopforumspam.com)

Email Address Obfuscation 🔒

✅ Great, this webpage does not contain email addresses displayed in plain text.

It is recommended to obfuscate email addresses posted in public. This prevents email addresses from being automatically harvested by spam bots which helps to decrease number of unsolicited emails.

Directory Browsing 🔒

✅ Great, your server has directory browsing disabled.

Protect Webserver directories from unwanted browsing. To enhance security, directory browsing should be disabled unless you have a specific reason to enable it. If you enable directory browsing, make sure that you only enable it on the particular directory or directories that you want to share. (http://technet.microsoft.com/en-us/library/cc731109)

Whois Privacy 🔒

Registrant:

Name:	AVAST Software a.s.
Organization:	AVAST Software a.s.
Address:	Budejovicka 1518/13a, Prague 4, 140 00, CZ
Phone:	+420.274005666
Fax:	+420.274005888
Email:	kucera@asw.cz

Administrative Contact:

Name:	Baudis, Pavel
Organization:	Alwil software
Address:	Prubezna 76, Praha 10 110 00, CZ
Phone:	+420.274005666
Fax:	+420.274005555
Email:	baudis@ASW.CZ

Technical Contact:

Name:	Network Solutions, LLC.
Organization:	Network Solutions, LLC.
Address:	13861 Sunrise Valley Drive, Herndon, 07107, US
Phone:	1.8886429675
Email:	customerservice@networksolutions.com

Whois Privacy is a service that prevents domain owner contact information from being displayed in the publicly available Whois records. This can help to cut down on unwanted spam but utilizing Whois privacy should be evaluated against business model and branding strategy.

Server Signature 🔒

Good, your server does not provide version information.

Attackers can utilize server signature versioning information to their advantage therefore it is recommended to disable it when possible. (Disable server signature for Apache or IIS).