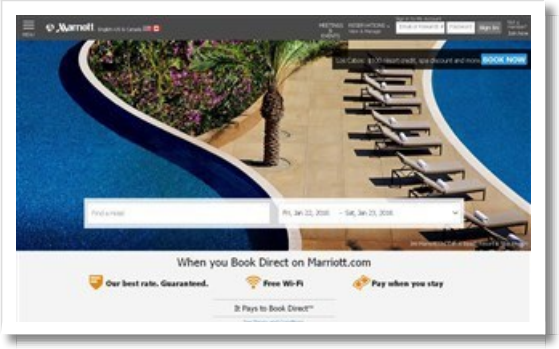
Report for marriott.com



Score: 87.5 %

Generated on Friday, January 22nd 2016 10:49 am

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.

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

Legend

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

Top Priorities

- Fix HTML validation errors
- Leverage browser caching
- Try to be more consistent with keywords
- Enable compression
- Eliminate render-blocking JavaScript and CSS in above-the-fold content
- Fix CSS validation errors
- Optimize images
- Minify JavaScript
- Prioritize visible content
- Redirect IP address to domain name
- Reduce server response time
- Minify HTML
- Disable server signature
- Install web analytics tool

Social Media Indicators

Excellent, your social media presence is strong.

Facebook Mentions	27,297	**Google™+ Mentions**	2,201,186	**Pinterest Mentions**	130
LinkedIn Mentions	2,779	**StumbleUpon Views**	104	**Reddit Mentions**	0

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:

Marriott International
https://www.facebook.com/marriottinternational

Facebook Likes:	276,666	Great, you have many fans liking your page.	✔
Talking about this:	1,629	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:

Marriott Internat'l
@MarriottIntl
Global

Description:	Welcome to our newsroom. Tweeting all things travel & hospitality from Marriott International headquarters. **Length:** 111 characters.	✔
Tweets:	22,691 - Excellent, you have many tweets.	✔
Followers:	405,267 - Great, you have many followers.	✔
Following:	119 - Good, you are following some users.	✔
Page Link:	Yes, your homepage is linking to your Twitter™ account.	✔
Verified:	Yes, your account has been verified by Twitter™	✔
Account Age:	7 years, 10 months, 8 days, 22 hours	✔
Last Tweet:	17 minutes, 22 seconds ago.	✔

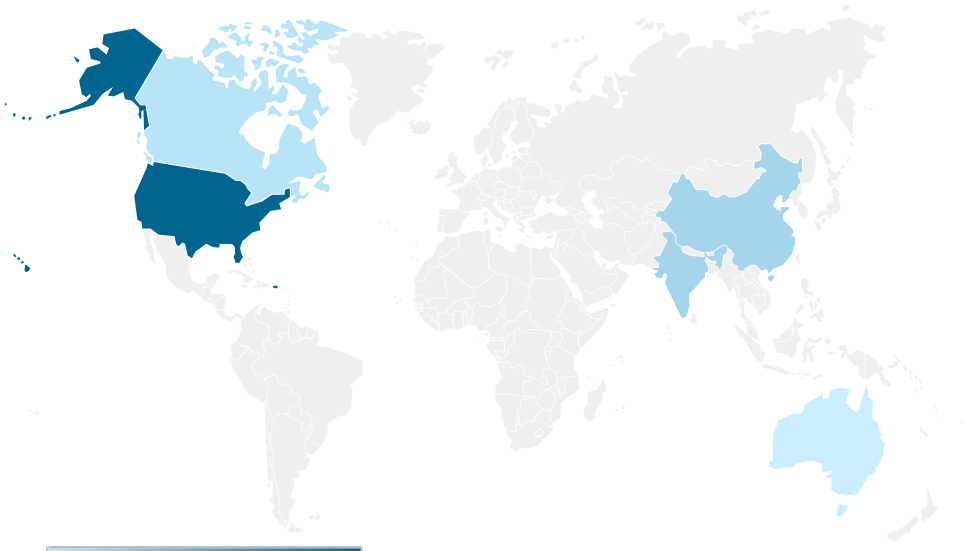
Twitter is a very popular social networking and micro-blogging service that when utilized correctly can significantly increase your brand awareness, promote your products and services, boost traffic to your website and help to connect with visitors. https://twitter.com/about

Traffic Rank

1,033 most visited website in the **World** | **Trend:** ▲ up (-66)
271 most visited website in **United States**

Traffic Rank is provided by Alexa

Visitors Localization



Low High

Country	Percent	Domain (ccTLD)	Status
United States	71.8%	marriott.us	Not available.
China	3.5%	marriott.cn	Not available.
India	3.5%	marriott.in	Not available.
Canada	2.0%	marriott.ca	Not available.
Australia	1.3%	marriott.au	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: 26
Missing alt tag: 2

List of images with missing ALT attributes:

- /Images/DigitalFoundations/Header/countryflags.png
- /Images/TNG/Responsive_Homepage2.0/logos/RewardsLogoGray.png

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:

"Hotel Rooms | Find Your Perfect Hotel Room with Marriott"

Length: 56 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:

"Browse and book hotel rooms that suit your needs and style and start your next adventure with Marriott. "

Length: 114 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

We have found **2** keywords:

- find a hotel
- book a hotel

Length: 26 characters

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 **30.19%**

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
✔	marriott	5.91%	35	1	1	4	7	-
–	hotels	4.56%	27	-	-	-	4	-
–	rewards	2.53%	15	-	-	2	-	-
✘	sign	1.86%	11	-	-	-	-	-
–	hotel	1.69%	10	2	1	-	-	-
–	find	1.69%	10	1	-	-	-	-
–	points	1.52%	9	-	-	-	1	-
✘	open	1.35%	8	-	-	-	-	-
–	book	1.18%	7	-	1	1	-	-
–	meetings	1.18%	7	-	-	1	-	-
–	marriott rewards	1.86%	11	-	-	2	-	-
✘	required field	0.68%	4	-	-	-	-	-
✘	forgot password	0.51%	3	-	-	-	-	-
✘	create online	0.51%	3	-	-	-	-	-
✘	use points	0.51%	3	-	-	-	-	-
✘	create online account	0.51%	3	-	-	-	-	-
✘	guests per room	0.34%	2	-	-	-	-	-
✘	marriott rewards credit	0.34%	2	-	-	-	-	-
✘	marriott rewards overview	0.34%	2	-	-	-	-	-
✘	off marriott sheets	0.34%	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

No frames 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

- 1 <H1>
  - Where to?
- 6 <H2>
  - When you Book Direct on Marriott.com
  - Get Marriott Rewards. Get Connected.
  - This Week's Top Offers
  - Experience Our Brands
  - Top Destinations
  - Marriott For:
- 4 <H3>
  - EMPTY
  - Marriott Rewards
  - Meetings & Events
  - Deals & Packages
- 0 <H4>
- 0 <H5>
- 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-US (English)
Language Attribute: en-US (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: FAILED [74 errors, 15 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.

Adeprecated 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

No web anlytics tools found.

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://marriott.com/robots.txt

Arobots.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://www.marriott.com/sitemap-index-us.xml
- http://marriott.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)

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.

A404 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

Great, you are using print-friendly CSS:

- marriott.com/miCSSPath/945172325/common/css/base/print/marriottPrint.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 [767 error(s)]

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

DMOZ

Yes, listed 17 times.

Current Listing(s):

- **Title:** Marriott
  Link: http://www.marriott.com/careers/default.mi
  Category: Business » Hospitality » Employment
- **Title:** Courtyard Linz
  Link: http://www.marriott.com/hotels/travel/lnzcy-courtyard-linz/
  Category: Regional » Europe » Austria » Localities » Linz
- **Title:** Marriott International
  Link: http://www.marriott.com/
  Category: Recreation » Travel » Lodging » Hotels_and_Motels » Chains
- **Title:** Renaissance Atyrau Hotel
  Link: http://www.marriott.com/hotels/travel/guwbr-renaissance-atyrau-hotel/
  Category: Regional » Asia » Kazakhstan » Travel_and_Tourism » Lodging » Hotels
- **Title:** Sanya Marriot
  Link: http://www.marriott.com/hotels/travel/syxmc-sanya-marriott-resort-and-spa/
  Category: Regional » Asia » China » Hainan » Sanya
- **Title:** Renaissance Guiyang Hotel
  Link: http://www.marriott.com/hotels/travel/KWEBR-Renaissance-Guiyang-Hotel
  Category: Regional » Asia » China » Guizhou
- **Title:** Manchester Airport Marriott hotel
  Link: http://www.marriott.com/hotels/travel/manap-manchester-airport-marriott-hotel/

Category: Regional » Europe » United_Kingdom » England » Manchester » Hale

- **Title:** Marriott Hotel
  Link: http://www.marriott.com/hotels/travel/LHRSL-Heathrow-Windsor-Marriott-Hotel
  Category: Regional » Europe » United_Kingdom » England » Berkshire » Langley
- **Title:** Kauai Marriott Resort and Beach Club
  Link: http://www.marriott.com/hotels/travel/lihhi-kauai-marriott-resort-and-beach-club/
  Category: Regional » North_America » United_States » Hawaii » Kauai » Localities » Lihue » Travel_and_Tourism » Lodging » Resorts
- **Title:** Residence Inn
  Link: http://www.marriott.com/hotels/travel/bosfm-residence-inn-boston-framingham/
  Category: Regional » North_America » United_States » Massachusetts » Localities » F » Framingham » Travel_and_Tourism » Lodging
- **Title:** Marriott Courtyard
  Link: http://www.marriott.com/hotels/travel/bosfb-courtyard-boston-foxborough/
  Category: Regional » North_America » United_States » Massachusetts » Localities » F » Foxborough
- **Title:** Marriott Boston Newton
  Link: http://www.marriott.com/hotels/travel/bosnt-boston-marriott-newton/
  Category: Regional » North_America » United_States » Massachusetts » Localities » N » Newton » Travel_and_Tourism
- **Title:** Boston Marriott Quincy
  Link: http://www.marriott.com/hotels/travel/bosqu-boston-marriott-quincy/
  Category: Regional » North_America » United_States » Massachusetts » Localities » Q » Quincy » Travel_and_Tourism » Lodging
- **Title:** SpringHill Suites Boston Andover
  Link: http://www.marriott.com/hotels/travel/bosav-springhill-suites-boston-andover/
  Category: Regional » North_America » United_States » Massachusetts » Localities » A» Andover » Travel_and_Tourism » Lodging » Hotels_and_Motels
- **Title:** Residence Inn Boston Andover
  Link: http://www.marriott.com/hotels/travel/bosad-residence-inn-boston-andover/
  Category: Regional » North_America » United_States » Massachusetts » Localities » A» Andover » Travel_and_Tourism » Lodging » Hotels_and_Motels
- **Title:** The Courtyard by Marriott
  Link: http://www.marriott.com/hotels/travel/boswr-courtyard-worcester
  Category: Regional » North_America » United_States » Massachusetts » Localities » W » Worcester » Travel_and_Tourism » Lodging » Hotels_and_Motels
- **Title:** Residence Inn Worcester
  Link: http://www.marriott.com/hotels/travel/bosri-residence-inn-worcester/
  Category: Regional » North_America » United_States » Massachusetts » Localities » W » Worcester » Travel_and_Tourism » Lodging » Hotels_and_Motels

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™: **more 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™: **more than 700K**
Estimated number of pages indexed by Bing™: **more than 400K**

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: 23 years, 17 days, 10 hours 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: 2 years, 11 months, 12 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 **161** links out of which **59** are duplicate links:

Internal Links: relative	Internal Links: absolute	External Links: noFollow	External Links: passing Juice	Other
123 (76.40%)	3 (1.86%)	0 (0.00%)	35 (21.74%)	0

Anchor(s)	Count	Title	URL	Length	Target	Rel	Type
Skip Main Navigation	1	-	Static	17	-	-	Relative
expand Menu	2	-	Static	11	-	-	Relative
MARRIOTT.COM HOME	3	-	Static	11	-	-	Relative
Sign In	2	-	Static	10	-	-	Relative
Join Marriott Rewards	3	-	Static	44	-	-	Relative
Change Country & Language	2	-	Static	31	-	-	Relative
Help	2	-	Static	16	-	-	Relative
OpenFIND & RESERVE	25	-	Static	1	-	-	Relative
Find a Hotel	1	-	Static	18	_new	-	Relative
Find a Hotel for Group (10+ rooms)	4	-	Static	41	_new	-	Relative
Browse by Destination	1	-	Static	16	_new	-	Relative
Find by Confirmation Number	2	-	Static	33	_new	-	Relative
Reservations by Telephone	1	-	Static	51	_new	-	Relative
Deals	2	-	Static	16	_new	-	Relative
Experiences by Marriott sm Packages	2	-	Static	34	_new	-	Relative
Hotel & Flight Packages	2	-	Static	35	_new	-	External
Cars, Tours & Parking	1	-	Dynamic	85	_new	-	External
Timeshare Offers	1	-	Dynamic	92	_new	-	External
Resorts & All-Inclusive Vacations	2	-	Static	11	_new	-	Relative
Marriott Rewards Overview	2	-	Static	27	_new	-	Relative
Earn Points	2	-	Static	23	_new	-	Relative
Use Points	2	-	Static	22	_new	-	Relative
Discover Benefits	2	-	Static	29	_new	-	Relative
Marriott Rewards Credit Card	2	-	Static	43	_new	-	Relative
Marriott Rewards Community	2	-	Static	48	_new	-	External
Business Meetings	2	-	Static	33	_new	-	Relative
Weddings	2	-	Static	33	_new	-	Relative
Convention & Resort Hotels	2	-	Static	32	_new	-	Relative
Bedding, Bath & Décor	1	-	Static	38	_new	-	External
Gift Cards	1	-	Static	26	_new	-	External
News	1	-	Static	29	_new	-	External
Bill Marriott's Blog	1	-	Static	30	_new	-	External
Arne Sorenson's Blog	1	-	Static	58	_new	external	External
Heart of the House	1	-	Static	27	_new	-	External
Facebook	1	-	Static	46	_new	external	External

	Twitter	1	-	Static	32	_new	external	External	
✓	Corporate Overview	2	-	Static	26	_new	-	Relative	
✓	Our Brands	1	-	Static	19	_new	-	Relative	
✓	Core Values & Heritage	1	-	Static	34	_new	-	Relative	
▬	Careers	2	-	Dynamic	33	_new	-	Relative	
✓	Contact Us	1	-	Static	20	-	-	Relative	
✓	What's This?	1	-	Static	15	new	-	Relative	
✓	Forgot password	3	Forgot password	Static	18	-	-	Relative	
✓	Create online account	3	Create online account	Static	50	-	-	Relative	
✓	Special Rates	1	-	Static	21	-	-	Relative	
✓	BOOK NOW	1	Los Cabos: $100 resort credit, spa discount and more.	Static	72	-	-	External	
✓	JW Marriott Los Cabos Beach Resort & Spa, Mexico	1	Link to hotel page	Static	64	-	-	Relative	
✓	See Terms and Conditions	2	Link to terms and conditions	Static	24	-	-	Relative	
✓	IMAGE (Earn 50,000 bonus points)	1	-	Dynamic	78	_blank	-	External	
✓	Learn more	1	Link to earn 50,000 bonus points	Dynamic	82	_blank	-	External	
✓	IMAGE (Celebrate Mardi Gras)	3	-	Static	64	-	-	Relative	
✓	IMAGE (30% off Marriott sheets)	1	-	Dynamic	153	-	-	External	
✓	Shop the White Sale now	1	Link to ShopMarriott White Sale	Dynamic	169	-	-	External	
✓	IMAGE (Atlantis: $250 airfare credit)	2	-	Static	18	-	-	Relative	
✓	Cars, Tours & Parking	1	Cars, Tours & Parking	Dynamic	89	-	-	External	
✓	Timeshare Offers	1	Timeshare Offers	Dynamic	95	-	-	External	
✓	IMAGE (The Ritz-Carlton)	1	-	Static	41	_blank	-	External	
✓	IMAGE (Bvlgari)	1	-	Static	35	_blank	-	External	
✓	IMAGE (EDITION)	1	-	Static	29	_blank	-	External	
✓	IMAGE (JW Marriott)	1	-	Static	24	_blank	-	Absolute	
✓	IMAGE (Autograph Collection)	1	-	Static	41	_blank	-	External	
✓	IMAGE (Renaissance Hotels)	1	-	Static	39	_blank	-	External	
✓	IMAGE (Marriott Hotels & Resorts)	1	-	Static	34	-	-	Relative	
✓	IMAGE (Delta Hotels)	1	-	Static	23	-	-	Relative	
✓	IMAGE (Marriott Executive Apartments)	1	-	Static	31	-	-	Relative	
✓	IMAGE (Marriott Vacation Club)	1	-	Dynamic	83	_blank	-	External	
✓	IMAGE (Gaylord)	1	-	Static	25	-	-	Relative	
✓	IMAGE (AC Hotels)	1	-	Static	20	-	-	Relative	
✓	IMAGE (Courtyard)	1	-	Static	20	-	-	Relative	
✓	IMAGE (Residence Inn)	1	-	Static	37	_blank	-	External	
✓	IMAGE (SpringHill Suites)	1	-	Static	28	-	-	Relative	
✓	IMAGE (Fairfield Inn)	1	-	Static	30	_blank	-	External	
✓	IMAGE (TownePlace Suites by Marriott)	1	-	Static	28	-	-	Relative	
✓	IMAGE (Protea)	1	-	Static	24	-	-	Relative	
✓	IMAGE (Moxy)	1	-	Static	32	_blank	-	External	

Hotels	1	-	Static	10	-	-	Relative
Anaheim hotels	1	-	Static	61	-	-	Relative
Aruba hotels	1	-	Static	27	-	-	Relative
Atlanta hotels	1	-	Static	58	-	-	Relative
Austin hotels	1	-	Static	55	-	-	Relative
Charlotte hotels	1	-	Static	67	-	-	Relative
Chicago hotels	1	-	Static	59	-	-	Relative
Costa Rica hotels	1	-	Static	32	-	-	Relative
Dallas hotels	1	-	Static	55	-	-	Relative
Florida hotels	1	-	Static	43	-	-	Relative
Fort Lauderdale hotels	1	-	Static	66	-	-	Relative
Key West hotels	1	-	Static	59	-	-	Relative
Louisville hotels	1	-	Static	62	-	-	Relative
Miami hotels	1	-	Static	56	-	-	Relative
Orlando hotels	1	-	Static	58	-	-	Relative
Philadelphia hotels	1	-	Static	68	-	-	Relative
Scottsdale hotels	1	-	Static	61	-	-	Relative
Tampa hotels	1	-	Static	56	-	-	Relative
Travel Agents	1	-	Static	59	-	-	External
Group Partners	1	-	Static	61	-	-	External
Hotel Developers	1	-	Dynamic	81	-	-	Absolute
Affiliates	1	-	Static	52	-	-	Absolute
Investors	1	-	Static	47	-	-	External
RoomKey	1	-	Static	23	-	external	External
Marriott Timeshare	1	-	Dynamic	83	-	-	External
Terms of Use	1	-	Static	22	-	-	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 172.224.0.31 does not redirect to marriott.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.marriott.com and marriott.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: **61%** (Average)

Requests	Hosts	Load time	Html	Images	JavaScript	CSS	Flash	Other	Page Size
146	49	7.28s	215.42 KB	541.12 KB	2.93 MB	354.31 KB	0 B	90.46 KB	4.11 MB

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

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: 172.224.0.31
Server Location: MASSACHUSETTS, Cambridge

Name Server 1: eur1.akam.net (2.16.130.64)
Name Server 2: eur3.akam.net (95.100.174.64)
Name Server 3: eur4.akam.net (84.53.139.64)
Name Server 4: ns1-22.akam.net (193.108.91.22)
Name Server 5: ns1-7.akam.net (193.108.91.7)
Name Server 6: usc1.akam.net (95.100.168.64)
Name Server 7: usc2.akam.net (184.26.160.64)
Name Server 8: use4.akam.net (23.211.133.65)

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):	www.marriott.com

Issuer:

Common Name (CN):	Symantec Class 3 Secure Server CA- G4
Oranization (O):	Symantec Corporation
Oranizational Unit (OU):	Symantec Trust Network

Period of Validity

Begins On:	01/04/2016
Expires On:	01/05/2017

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

No contact information available.

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

On, AkamaiGHost Servlet/3.0

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).