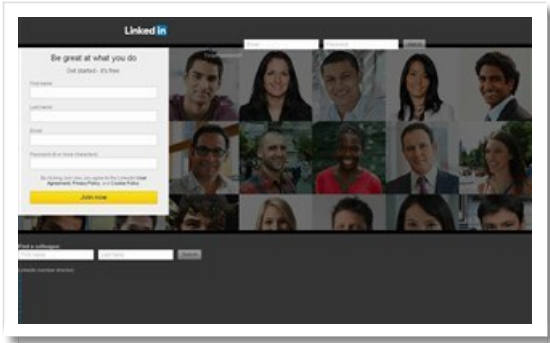


## Report for [linkedin.com](https://www.linkedin.com)



Score: **87.9 %**



Generated on Monday, February 6th 2017 3:17 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.

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

## Top Priorities



- Fix HTML validation errors
- Try to be more consistent with keywords
- Fix CSS validation errors
- Eliminate render-blocking JavaScript and CSS in above-the-fold content
- Add more keyword-rich quality content
- Add your Facebook page link to the website
- Add your Google+ page link to the website
- Optimize your website for mobile devices
- Link your website to your Twitter™ account
- Submit your website to DMOZ directory
- Prioritize visible content
- Redirect IP address to domain name
- Leverage browser caching
- Minify HTML
- Optimize images
- Add printer-friendly CSS

## Social Media Indicators



Excellent, your social media presence is strong.

Facebook Mentions	182,996	Google™+ Mentions	329,029	Pinterest Mentions	12,551
LinkedIn Mentions	2,639	StumbleUpon Views	7,109	Reddit Mentions	8

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:



**LinkedIn**  
Website  
Mountain View, CA United States  
<https://www.facebook.com/linkedin>  
Connecting the world's professionals to help make them more productive and successful.

Facebook Likes:	1,394,938	Great, you have many fans liking your page.	
Talking about this:	6,925	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:	No	Too bad, your homepage is not linking to your Facebook Page.	
Verified Facebook Account:	Yes	Your Facebook Page account is verified.	

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:



LinkedIn  
[@LinkedIn](#)  
 Mountain View, CA

<b>Description:</b>	Connecting the world's professionals to help make them more productive and successful. Use @LinkedInHelp for customer service. <b>Length:</b> 131 characters.	✓
<b>Tweets:</b>	15,411 - Excellent, you have many tweets.	✓
<b>Followers:</b>	1,348,388 - Great, you have many followers.	✓
<b>Following:</b>	1,122 - Good, you are following some users.	✓
<b>Page Link:</b>	No, your homepage is not linking to your Twitter™ account.	✗
<b>Verified:</b>	Yes, your account has been verified by Twitter™	✓
<b>Account Age:</b>	9 years, 1 day, 14 hours, 55 minutes	✓
<b>Last Tweet:</b>	15 hours, 13 minutes, 57 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>

## Google+



We have located following Google+ Page:



**LinkedIn**  
*Connecting the world's professionals to help make them more productive and successful.*  
<https://plus.google.com/+LinkedIn>

LinkedIn connects the world's professionals to make them more productive and successful. With more than 450+ million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network on the Internet.

	<b>Followers:</b>	933,972	Great, you have many followers following your page.	✓
	<b>Plus Ones:</b>	958,787	Excellent, it appears that users like your content.	✓
	<b>Google+ Custom URL:</b>	Yes	Perfect, your Google+ Page has custom url.	✓
	<b>Linking to Google+ Page:</b>	No	Too bad, your homepage is not linking to your Google+ Page.	✗
	<b>Verified Google+ Account:</b>	Yes	Your Google+ Page account is verified.	✓

Google+ is a popular interest-based social network. A well utilized Google+ account can help drive organic site visits and improve brand recognition. [About Google+ pages](#)

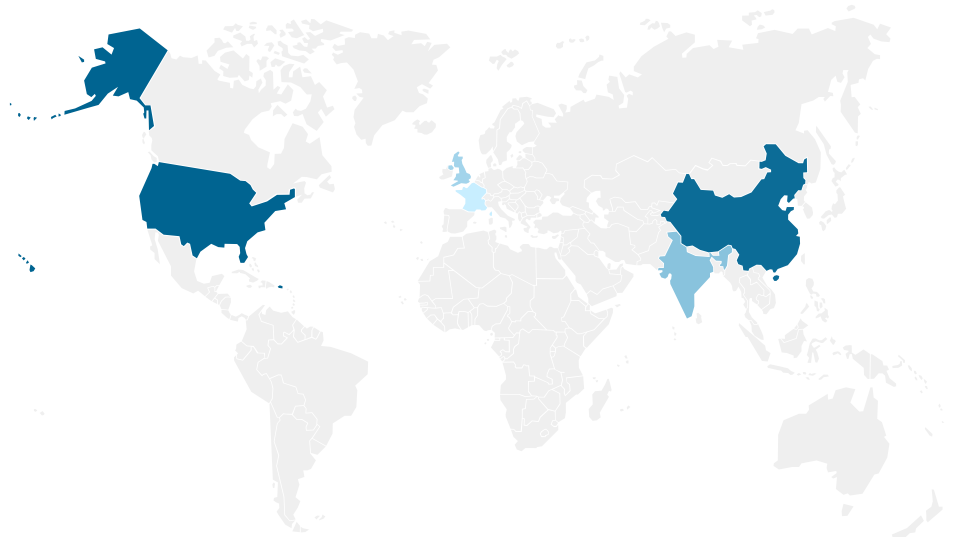
## Traffic Rank



20 most visited website in the **World** | Trend: ▲ up (-5)  
 10 most visited website in **United States**

Traffic Rank is provided by [Alexa](#)

## Visitors Localization



Low High

Country	Percent	Domain (ccTLD)	Status
United States	23.3%	linkedin.us	Not available.
China	21.3%	linkedin.cn	Not available.
India	7.1%	linkedin.in	Not available.
United Kingdom	5.5%	linkedin.co.uk	Not available.
France	3.7%	linkedin.fr	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:** 1

**Missing alt tag:** 1

**List of images with missing ALT attributes:**

- <https://sb.scorecardresearch.com/b?c1=2&c2=6402952&c3=&c4=&c...j=1>

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](http://www.w3.org/QA/Tips/altAttribute))

## Title



We have found following title:

*"LinkedIn: Log In or Sign Up"*

**Length:** 27 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/QATips/good-titles](http://www.w3.org/QATips/good-titles))

## Description Metatag



We have found following description:

*"400 million+ members | Manage your professional identity. Build and engage with your professional network. Access knowledge, insights and opportunities."*

**Length:** 152 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](http://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](http://googlewebmastercentral.blogspot.se/2009/09/google-does-not-use-keywords-meta-tag.html))

## Text to HTML Ratio



The Text to HTML ratio is **14.47%**

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
		linkedin	4.41%	6	1	-	2	2	-
		policy	3.68%	5	-	-	-	-	-
		sign	2.94%	4	1	-	1	-	-
		email	2.94%	4	-	-	-	-	-
		password	2.21%	3	-	-	-	-	-
		professional	1.47%	2	-	2	-	-	-
		members	1.47%	2	-	1	-	-	-
		browse	1.47%	2	-	-	1	-	-
		cookie	1.47%	2	-	-	-	-	-
		user	1.47%	2	-	-	-	-	-
-----									
		cookie policy	1.47%	2	-	-	-	-	-
		privacy policy	1.47%	2	-	-	-	-	-
		user agreement	1.47%	2	-	-	-	-	-
		access knowledge	0.74%	1	-	1	-	-	-
		professional identity	0.74%	1	-	1	-	-	-
-----									
		400 million+ members	0.74%	1	-	1	-	-	-
		linkedin member directory	0.74%	1	-	-	1	-	-
		clicking join now	0.74%	1	-	-	-	-	-

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](http://searchenginewatch.com/article/2064573/Search-Engines-and-Frames)). If frames must be utilized consider <noframes> tag. ([www.w3schools.com/tags/tag\\_noframes.asp](http://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](http://support.google.com/webmasters/bin/answer.py?hl=en&answer=72746#1)).

## Headings



- 1 <H1>
  - EMPTY

---

- 1 <H2>
  - Be great at what you do

---

- 8 <H3>
  - Trying to sign in?
  - Get started - it's free.
  - Find a colleague:
  - LinkedIn member directory:
  - General
  - Business Solutions
  - Browse LinkedIn
  - Directories

---

- 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](http://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](http://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](http://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](http://www.mcanerin.com/en/articles/meta-language.asp))

## W3C Markup Validation




 Status: **FAILED** [4 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 analytics tools:

 Nilsen Online SiteCensus™

 comScore Digital Analytix®

Web Analytics Tools collect and measure information about visitor activity on a website. Well interpreted web traffic data is invaluable in determining a successful 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://linkedin.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



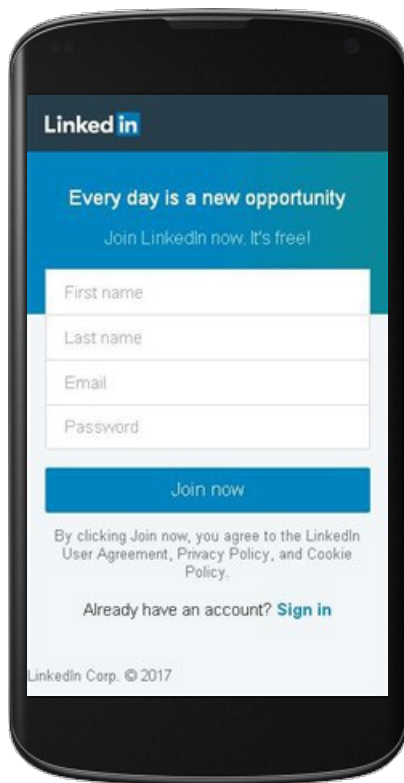
 Found following XML sitemap(s):

- <http://linkedin.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 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: **74%**(Average)

Requests	Hosts	Load time	Html	Images	JavaScript	CSS	Flash	Other	Page Size
28	8	0.72s	35.4 KB	4.43 KB	246.7 KB	32.88 KB	0 B	5.24 KB	324.64 KB

Recommendation	Impact
✓ Avoid landing page redirects	None
✓ Enable compression	None
✓ Leverage browser caching	Low
✓ 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

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.matcutts.com/blog/site-speed>)

## Mobile Experience



Mobile User Experience: **92%**(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** - All of your page's links/buttons are large enough for a user to easily tap on a touchscreen.
- ✓ **Use legible font sizes** - The text on your page is legible.
- ✗ **Mobile Page Speed** - Your page speed is **average** 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



file: <https://static.licdn.com/scds/common/u/images/logos/favicons/v1/favicon.ico>

size: 16px by 16px

type: image/x-icon

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



 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](http://webdesign.about.com/od/printerfriendly/a/aa041403a.htm))

## W3C CSS Validation




 Status: **FAILED** [391 error(s)]

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

## DMOZ



 Not Listed

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](http://www.dmoz.org/help/geninfo.html))

## Domain Age




 Your domain was registered for the first time: 14 years, 3 months, 4 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: 3 years, 8 months, 26 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 **61** links:

Internal Links: relative	Internal Links: absolute	External Links: noFollow	External Links: passing Juice	Other
1 (1.64%)	54 (88.52%)	0 (0.00%)	6 (9.84%)	0

Anchor(s)	Count	Title	URL	Length	Target	Rel	Type
 <a href="#">Forgot password?</a>	1	-	Dynamic	90	-	-	Absolute
 <a href="#">Close</a>	1	Close	Static	1	-	-	Relative
 <a href="#">User Agreement</a>	1	-	Static	45	-	-	Absolute
 <a href="#">Privacy Policy</a>	1	-	Static	45	-	-	Absolute
 <a href="#">Cookie Policy</a>	1	-	Static	44	-	-	Absolute
 <a href="#">A</a>	1	-	Static	44	-	-	Absolute
 <a href="#">B</a>	1	-	Static	44	-	-	Absolute
 <a href="#">C</a>	1	-	Static	44	-	-	Absolute
 <a href="#">D</a>	1	-	Static	44	-	-	Absolute
 <a href="#">E</a>	1	-	Static	44	-	-	Absolute
 <a href="#">F</a>	1	-	Static	44	-	-	Absolute
 <a href="#">G</a>	1	-	Static	44	-	-	Absolute
 <a href="#">H</a>	1	-	Static	44	-	-	Absolute
 <a href="#">I</a>	1	-	Static	44	-	-	Absolute
 <a href="#">J</a>	1	-	Static	44	-	-	Absolute

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.

## Broken Links



Good, No broken links found.

Broken or dead links can negatively impact user experience, search engine crawl rate and website traffic.

## IP Canonicalization



No, your site's IP [108.174.10.10](#) does not redirect to [linkedin.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.matcutts.com/blog/seo-advice-url-canonicalization](#))

## URL Canonicalization



Yes, both the [www.linkedin.com](http://www.linkedin.com) and [linkedin.com](http://linkedin.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.matcutts.com/blog/seo-advice-url-canonicalization](http://www.matcutts.com/blog/seo-advice-url-canonicalization))

## Page Speed



Google Page Speed score: **86%**(High)

Requests	Hosts	Load time	Html	Images	JavaScript	CSS	Flash	Other	Page Size
40	10	1.31s	70.44 KB	31.77 KB	355.61 KB	55.62 KB	0 B	7.64 KB	521.08 KB

Recommendation	Impact
Avoid landing page redirects	None
Enable compression	None
Leverage browser caching	Low
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	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.matcutts.com/blog/site-speed>)

## Server Information



**ISP:** LinkedIn Corporation  
**Server IP:** 108.174.10.10  
**Server Location:**  CALIFORNIA, Mountain View

**Name Server 1:** dns1.p09.nsonone.net (198.51.44.9)  
**Name Server 2:** dns2.p09.nsonone.net (198.51.45.9)  
**Name Server 3:** dns3.p09.nsonone.net (198.51.44.73)  
**Name Server 4:** dns4.p09.nsonone.net (198.51.45.73)  
**Name Server 5:** ns1.p43.dynect.net (208.78.70.43)  
**Name Server 6:** ns2.p43.dynect.net (204.13.250.43)  
**Name Server 7:** ns3.p43.dynect.net (208.78.71.43)  
**Name Server 8:** ns4.p43.dynect.net (204.13.251.43)

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=hXi23AXJJU>)

## HTTPS (SSL)



**Issued To:**  
Common Name (CN): www.linkedin.com

**Issuer:**  
Common Name (CN): DigiCert SHA2 Secure Server CA  
Oranization (O): DigiCert Inc

**Period of Validity**  
Begins On: 12/08/2016  
Expires On: 12/14/2018

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](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](http://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



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](#)).