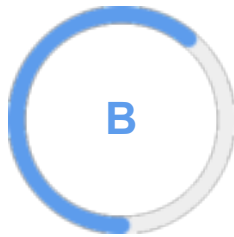


Website Report for www.microsoft.com

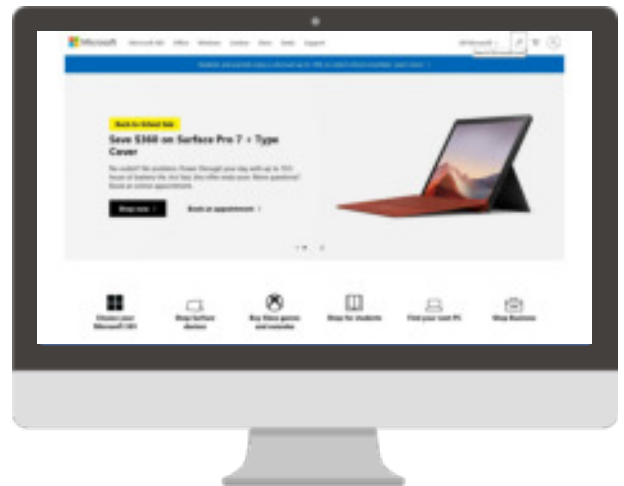
This report grades your website based on the strength of various SEO factors such as On Page Optimization, Off Page Links, Social and more. The overall Grade is on a A+ to F- scale, with most major, industry leading websites in the A range. Improving your grade will generally make your website perform better for users and rank better in search engines. Feel free to reach out to us if you'd like us to help with improving your website's SEO!

Audit Results for www.microsoft.com



Your page could be better

Recommendations: 16



On-Page SEO



Links



Usability



Performance



Social



Recommendations

Reduce your total page file size

Performance

Medium Priority

Add H1 Header Tag

On-Page SEO

Medium Priority

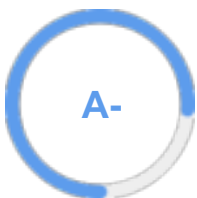
Make greater use of header tags

On-Page SEO

Medium Priority

Create and link your Facebook Page	Social	Low Priority
Create and link your Twitter profile	Social	Low Priority
Review and Increase Font Sizes across devices	Usability	Low Priority
Improve the size of tap targets	Usability	Low Priority
Remove inline styles	Performance	Low Priority
Setup & Install a Facebook Pixel	Social	Low Priority
Implement an analytics tracking tool	On-Page SEO	Low Priority
Add Schema Markup	On-Page SEO	Low Priority
Remove iFrames	Usability	Low Priority
Minify your CSS and JS Files	Performance	Low Priority
Create and link associated Instagram profile	Social	Low Priority
Create and link an associated YouTube channel	Social	Low Priority
Create and link an associated LinkedIn profile	Social	Low Priority

On-Page SEO Results



Your On-Page SEO is good

Your page is mostly optimized for On-Page SEO performance. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You can continue to improve your page by ensuring HTML Tag Content is completed correctly and text content is well aligned with chosen keywords.

Title Tag



You have a title tag of optimal length (between 10 and 70 characters).

Microsoft – Cloud, Computers, Apps & Gaming

Length : 47

Meta Description Tag



Your page has a meta description of optimal length (between 70 and 320 characters).

Explore Microsoft products and services for your home or business. Shop Surface, Microsoft 365, Xbox, Windows, Azure, and more. Find downloads and get support.

Length : 159

H1 Header Tag Usage



Your page does not have an H1 Header Tag.

The H1 Header Tag is an important way of signaling to search engines what your content is about, and subsequently the keywords it should rank for.

H2-H6 Header Tag Usage



Your page is not making use of multiple levels of Header Tags.

HTML header tags are an important way of signaling to search engines the important content topics of your page, and subsequently the keywords it should rank for.

Header Tag Frequency

H2	0
H3	0
H4	0
H5	0
H6	0

Keyword Consistency



Your page's main keywords are distributed well across the important HTML tags.

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
microsoft	✓	✓	✓	26	
surface	✗	✓	✓	14	
shop	✗	✓	✗	11	
business	✗	✓	✓	6	
windows	✗	✓	✓	6	
now	✗	✗	✗	4	
office	✗	✗	✗	4	
learn	✗	✗	✗	4	

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
microsoft 365	✗	✓	✓	7	
surface pro	✗	✗	✓	3	
shop now	✗	✗	✗	3	
shop surface	✗	✓	✗	3	
microsoft store	✗	✗	✗	3	
center microsoft	✗	✗	✗	3	
act fast	✗	✗	✗	2	
now book	✗	✗	✗	2	

Amount of Content

Your page has a good level of textual content, which will assist in it's ranking potential.



Word Count: 505

Image Alt Attributes

You do not have any images missing Alt attributes on your page.



Noindex Tag Test

Your page is not using the Noindex Tag which prevents indexing.



Noindex Header Test

Your page is not using the Noindex Header which prevents indexing.



SSL Enabled

Your website has SSL enabled.



HTTPS Redirect

Your page successfully redirects to a HTTPS (SSL secure) version.



Robots.txt

Your website appears to have a robots.txt file.



<http://www.microsoft.com/robots.txt>

XML Sitemaps

Your website appears to have an XML sitemap.



<https://www.microsoft.com/en-us/learning/sitemap.xml>

<https://www.microsoft.com/filedata/sitemaps/RW5xN8>

<https://www.microsoft.com/store/collections.xml>

<https://www.microsoft.com/store/productdetailpages.index.xml>

<https://www.microsoft.com/en-us/surface/surface.index.xml>

Analytics

We could not detect an analytics tool installed on your page.



Website analytics tools like Google Analytics assist you in measuring, analyzing and ultimately improving traffic to your page.

Schema.org Structured Data

We have not detected any usage of Schema.org on your page.

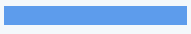


Schema.org is a structured data markup for webpages which helps Search Engines understand your site better and provide rich snippets directly in their search results.

Rankings

Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country	Position	Total Searches	Estimated Traffic	
youtubee	 TR	3	83,100,000	8,085,630	
utube	 VI	2	30,400,000	4,924,800	
wsappx web	 TR	2	30,400,000	4,924,800	
hotmail	 EN	2	24,900,000	4,033,800	
wsappx web	 ES	4	45,500,000	2,998,450	
utube	 EN	9	185,000,000	2,775,000	
utube	 UR	2	16,600,000	2,689,200	
newnb	 EN	3	20,400,000	1,984,920	
hotmail	 EN	2	9,140,000	1,480,680	
hotmail	 PT	5	30,400,000	1,425,760	

Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings






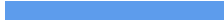


630,540,248

Monthly
Traffic
Volume

Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords	
Position 1	1,433,151	
Position 2-3	905,197	
Position 4-10	2,598,168	
Position 11-20	4,461,372	
Position 21-30	4,371,070	
Position 31-100	20,577,017	

Links

Number of Backlinks

You have a strong level of backlink activity to this page. 

Backlink data provided by 



2.8M

External
Backlinks



16.1k

Referring
Domains



82

Moz Domain
Authority

Top Backlinks



These are the highest value external pages we have found linking to your site.

Domain Authority	URL
100	support.apple.com/en-us/HT201777
100	www.youtube.com/playlist?list=PLFPUGjQjckXHZ-uWqCgvU4ma9yOHBsVnO
100	apps.apple.com/es/app/microsoft-sharepoint/id1091505266
100	www.youtube.com/playlist?list=PLFPUGjQjckXGlrhMFBgYcKpc47DnY2eBy
100	discussions.apple.com/thread/5041042
100	support.apple.com/de-de/HT201777
100	www.youtube.com/watch?v=sTqUppcbw3I
100	support.apple.com/ar-sa/HT201777
100	itunes.apple.com/us/app/field-service-mobile/id1113711461?mt=8
100	itunes.apple.com/it/app/microsoft-sharepoint/id1091505266?mt=8

On-Page Link Structure



We found 0 total links. 0% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to those destination pages.

Friendly Links



Your link URLs appear friendly (easily human or search engine readable).

Usability

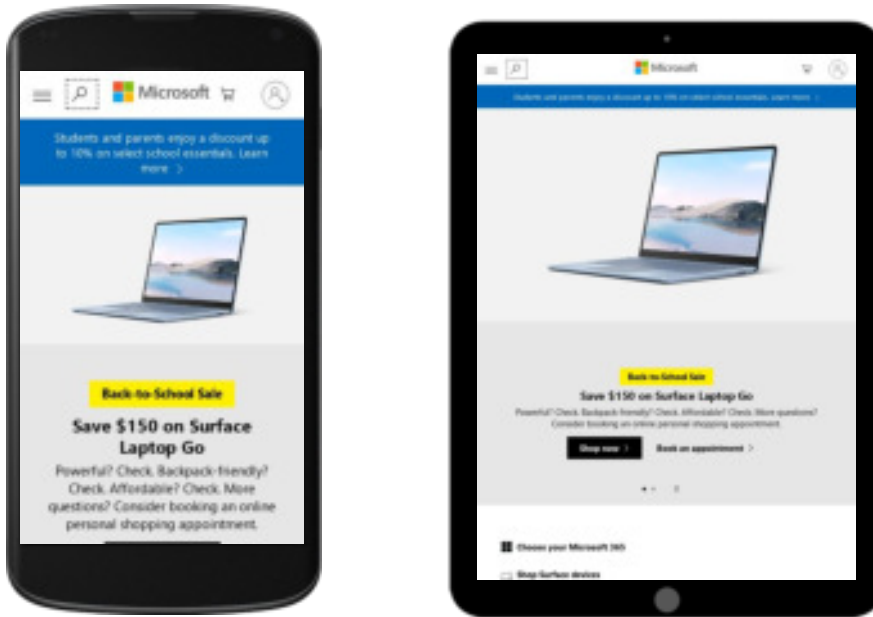


Your usability could be better

Your page is OK but could be more usable across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

Device Rendering

This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.



Use of Mobile Viewports

Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.



Flash Used?

No Flash content has been identified on your page.



iFrames Used?

Your page appears to be using iFrames.



iFrames are discouraged as they can complicate navigation of content in mobile and have historically been harder to index for search engines. There are particular coding libraries however such as Google Tag Manager that require iFrames as part of their functionality.

Favicon

Your page has specified a favicon.



Email Privacy

No email addresses have been found in plain text on your page.



Legible Font Sizes

There is some text on your page that is small and may not be legible enough for particular users.



We recommend reviewing all text on your page in different devices to ensure that it is of appropriate size.

Tap Target Sizing



Some of the links or buttons on your page 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.

Performance Results



Your performance could be better

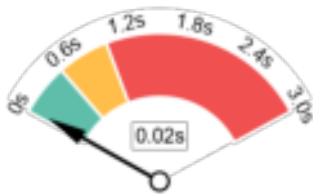
Your page's performance has some issues and room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

Page Speed Info

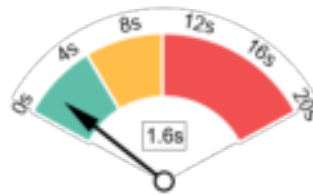


Your page's server response time is reasonably low which is good for load speed and user experience.

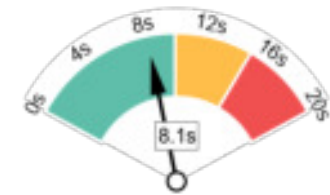
Server Response



All Page Content Loaded



All Page Scripts Complete



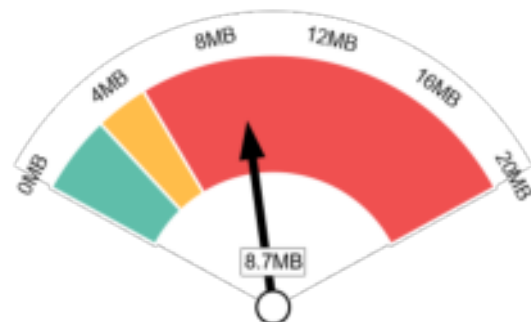
Page Size Info



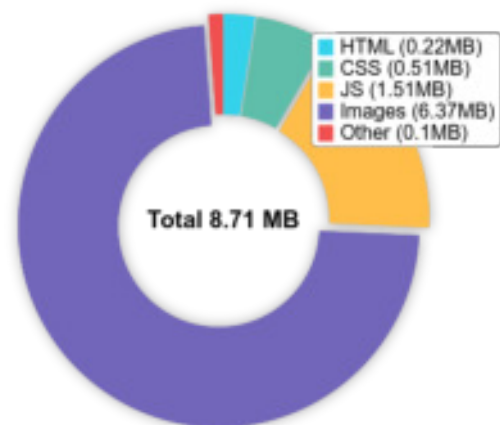
Your page's file size is quite large which, regardless of other optimizations, can reduce load speed and impact user experience.

A general rule is to keep your page under 5MB in total file size.

Total Page Size









Page Size Breakdown



Number of Resources



This check displays the total number of files that need to be retrieved from web servers to load your page. As a general rule, having more files to retrieve increases the number of server requests and can subsequently increase page load time. It is a good idea to removing unnecessary files or consolidate files like styles and scripts where possible.

					
198	19	21	2	97	59
Total Objects	Number of HTML Pages	Number of JS Resources	Number of CSS Resources	Number of Images	Other Resources

Google Accelerated Mobile Pages (AMP)



This page does not appear to have AMP Enabled.

JavaScript Errors

Your page is not reporting any JavaScript errors.



GZIP Compression

Your website is using GZIP compression.



Optimize Images

All of the images on your page appear to be optimized.



Minification

Some of your JavaScript or CSS files do not appear to be minified.

Minification is a reasonably simple way to reduce page size, and subsequently load time.



Deprecated HTML

No deprecated HTML tags have been found within your page.



Inline Styles

Your page appears to be using inline styles.

Inline styles are an older coding practice and discouraged in favor of using CSS style sheets, due to their ability to degrade page load performance and unnecessarily complicate HTML Code.



Social Results



Your social needs improvement

You appear to have a weak social presence or level of social activity (or we may just not be able to see your profiles!). Social activity is important for customer communication, brand awareness and as a marketing channel to bring visitors to your website. We recommend that you list all of your profiles on your page for visibility, and begin to build a following on those networks.

Facebook Connected

No associated Facebook Page found as a link on your page.



Facebook Open Graph Tags

Your page is using Facebook Open Graph Tags.



Facebook Pixel

We have not detected a Facebook Pixel on your page.



Facebook's Pixel is a useful piece of analytics code that allows you to retarget visitors if you decide to run Facebook Ads in future.

Twitter Connected

No associated Twitter profile found as a link on your page.



Twitter Activity

No associated Twitter profile found as a link on your page.



Twitter Cards

Your page is using Twitter Cards.



Instagram Connected

No associated Instagram profile found linked on your page



YouTube Connected

No associated YouTube channel found linked on your page.



YouTube Activity

No associated YouTube channel found linked on your page.



LinkedIn Connected

No associated LinkedIn profile found linked on your page.



Technology Results

Technology List

These software or coding libraries have been identified on your page.



Technology	Version
 jQuery	3.5.1

Server IP Address

104.87.6.4

**DNS Servers**

ns1-205.azure-dns.com

ns2-205.azure-dns.net

ns3-205.azure-dns.org

ns4-205.azure-dns.info

**Charset**

text/html; charset=utf-8



Child Pages

No Sub-Pages Found