

## Domain Name - goodreads.com

### WhoIs Information

**Registered :** No

**Domain age :** 22 Years 4 Months 16 Days

**Tech email :** Select Request Email Form at <https://domains.markmonitor.com/whois/goodreads.com>

**Name servers :** pdns2.ultradns.net

**Created at :** 09-Dec-2002

**Changed at :** 26-Aug-2019

**Expire at :** 09-Dec-2023

**Registrant name :**

**Admin name :**

**Registrant country :**  US

**Admin country :**  US

**Registrant phone :**

**Admin phone :**

### Moz information

**Subdomain normalized :** 0.2798024714

**Subdomain raw :** 0.02798024751

**Url normalized :** 7.5

**Url raw :** 0.75

**Http status code :** 301

**Domain authority :** 93

**Page authority :** 75

**External quality link :** 243703

**Links :** 311010

### Link information

**Backlink count :** 243,703

**Total link count :** 311,010

**Mozrank :** 7.5



## Mobile Friendly Check

Performance : 41.91

Emulated Form Factor **Mobile**

Locale **En-US**

Category **Performance**

## Field Data

Over the last 30 days, the field data shows that this page has an **Moderate** speed compared to other pages in the Chrome User Experience Report. **We are showing The 75th percentile of FCP and The 95th percentile of FID**

## First Contentful Paint (FCP)

4751 ms

## Metric Category

SLOW

## First Input Delay (FID)

154 ms

## Metric Category

AVERAGE

## Overall Category

SLOW



## Origin Summary

All pages served from this origin have a **Slow** speed compared to other pages in the Chrome User Experience Report Over the last 30 days.To view suggestions tailored to each page, analyze individual page URLs.

## First Contentful Paint (FCP)

2677 ms

### Metric Category

AVERAGE

## First Input Delay (FID)

40 ms

### Metric Category

FAST

## Overall Category

AVERAGE

## Lab Data

### First Contentful Paint

First Contentful Paint marks the time at which the first text or image is painted. [Learn more](#)

2.8 s

### First Meaningful Paint

First Meaningful Paint measures when the primary content of a page is visible. [Learn more](#)

2.8 s

### Speed Index

Speed Index shows how quickly the contents of a page are visibly populated. [Learn more](#)

6.7 s

### First CPU Idle

First CPU Idle marks the first time at which the page's main thread is quiet enough to handle input. [Learn more](#)

9.5 s

### Time to Interactive

Time to interactive is the amount of time it takes for the page to become fully interactive. [Learn more](#)

10.6 s

### Max Potential First Input Delay

The maximum potential First Input Delay that your users could experience is the duration, in milliseconds, of the longest task. [Learn more](#)

680 ms

## Audit Data

### Keep request counts low and transfer sizes small

To set budgets for the quantity and size of page resources, add a `budget.json` file. [Learn More](#)

63 requests • 1,578 KiB

### Eliminate render-blocking resources

Resources are blocking the first paint of your page. Consider delivering critical JS/CSS inline and deferring all non-critical JS/styles. [Learn More](#)

Potential savings of 770 ms

### Efficiently encode images

Optimized images load faster and consume less cellular data. [Learn More](#)

### Enable text compression

Text-based resources should be served with compression (gzip, deflate or brotli) to minimize total network bytes. [Learn More](#)

### Serve static assets with an efficient cache policy

A long cache lifetime can speed up repeat visits to your page. [Learn More](#)

29 resources found

### Minimize third-party usage

Third-party code can significantly impact load performance. Limit the number of redundant third-party providers and try to load third-party code after your page has primarily finished loading. [Learn More](#)

Third-party code blocked the main thread for 80 ms

### Network Round Trip Times

Network round trip times (RTT) have a large impact on performance. If the RTT to an origin is high, it's an indication that servers closer to the user could improve performance. [Learn More](#)

0 ms

### Estimated Input Latency

Estimated Input Latency is an estimate of how long your app takes to respond to user input, in milliseconds, during the busiest 5s window of page load. If your latency is higher than 50 ms, users may perceive your app as laggy. [Learn More](#)

160 ms

## First Contentful Paint (3G)

First Contentful Paint 3G marks the time at which the first text or image is painted while on a 3G network. [Learn More](#)

5490 ms

## Total Blocking Time

Sum of all time periods between FCP and Time to Interactive, when task length exceeded 50ms, expressed in milliseconds.

520 ms

## Reduce JavaScript execution time

Consider reducing the time spent parsing, compiling, and executing JS. You may find delivering smaller JS payloads helps with this. [Learn More](#)

1.6 s

## Defer offscreen images

Consider lazy-loading offscreen and hidden images after all critical resources have finished loading to lower time to interactive. [Learn More](#)

Potential savings of 68 KiB

## Server Backend Latencies

Server latencies can impact web performance. If the server latency of an origin is high, it's an indication the server is overloaded or has poor backend performance. [Learn More](#)

0 ms

## Properly size images

Serve images that are appropriately-sized to save cellular data and improve load time. [Learn More](#)

## Remove unused CSS

Remove dead rules from stylesheets and defer the loading of CSS not used for above-the-fold content to reduce unnecessary bytes consumed by network activity. [Learn More](#)

Potential savings of 132 KiB

## Avoids enormous network payloads

Large network payloads cost users real money and are highly correlated with long load times. [Learn More](#)

Total size was 1,578 KiB

## Minimize main-thread work

Consider reducing the time spent parsing, compiling and executing JS. You may find delivering smaller JS payloads helps with this. [Learn More](#)

3.2 s

## Serve images in next-gen formats

Image formats like JPEG 2000, JPEG XR, and WebP often provide better compression than PNG or JPEG, which means faster

downloads and less data consumption. [Learn More](#)

Potential savings of 310 KiB

### Avoid chaining critical requests

The Critical Request Chains below show you what resources are loaded with a high priority. Consider reducing the length of chains, reducing the download size of resources, or deferring the download of unnecessary resources to improve page load.

[Learn More](#)

2 chains found

### Avoids enormous network payloads

A large DOM will increase memory usage, cause longer [Learn More](#)

606 elements

### Avoid multiple page redirects

Redirects introduce additional delays before the page can be loaded. [Learn More](#)

Potential savings of 630 ms

### Minify JavaScript

Minifying JavaScript files can reduce payload sizes and script parse time. [Learn More](#)

### User Timing marks and measures

Consider instrumenting your app with the User Timing API to measure your app's real-world performance during key user experiences. [Learn More](#)

#### IP Information

**ISP :** AS16509 Amazon.com, Inc.

**Ip :** 52.94.237.126

**Country :**  UNITED STATES

**City :** Virginia Beach

**Region :** Virginia

**Timezone :** America/New\_York

**Latitude :** 36.8529

#### Malware Scan Info

**Google safe browser norton :** Safe

**Norton :** safe

#### Search Engine Index Info

**Google index :** 27,800,000

**Bing index :** 21,200,000

**Yahoo index :** 21,200,000

**Longitude :** -75.9780

#### Sites in Same IP

1. admin.goodreads.com
2. IP-Address-Lookup.com

#### Related Websites

- 1.

## Social Network Information - goodreads.com

### Social Network Information

**Facebook share :** 0

**Pinterest Info :** 30,100

**Facebook comment :** 0

**Xing Info :** 0

**Facebook like :** 0

**Buffer Info :** 827

**Reddit Score :** 1

**Reddit Ups :** 1

**Reddit downs :** 0

## Keyword & Meta Information - goodreads.com

### TITLE & METATAGS

#### Title

Goodreads | Meet your next favorite book

#### Description

Find and read more books you'll love, and keep track of the books you want to read. Be part of the world's largest community of book lovers on Goodreads.

#### Format-detection

telephone=no

#### Csrf-param

authenticity\_token

**Csrf-token**

pr01ID7f3457Twj2J+FQxiP85hbb1d64vC2ogujMp1Pbf/LWQkJ7PJIS3B+j/6QT91oh4fszOtrWkVZvq7fK0w  
==

**Request-id**

KN25FGSQHGQFG44T7M8G

**Twitter:card**

summary

**Twitter:site**

@goodreads

**Twitter:title**

Goodreads | Meet your next favorite book

**Twitter:description**

Find and read more books you'll love, and keep track of the books you want to read. Be part of the world's largest community of book lovers on Goodreads.

**Verify-v1**

cEf8XOH0pulh1aYQeZ1gkXHsQ3dMPSyIGGYqmF53690=

**Google-site-verification**

PfFjeZ9OK1RrUrKlmAPn\_iZJ\_vgHaZO1YQ-QlG2VsJs

**Apple-itunes-app**

app-id=355833469

**Blocked by robots.txt :** No

**Blocked by meta-robots :** No

**Links nofollowed by meta-robots :** No

**Total keywords :** 879

**Html headings****H1(0)**

No h1 tag found

**H2(9)**

1. New here? Create a free account!

2. Deciding what to read next?
3. What are your friends reading?
4. What will you discover?
5. Search and browse books
6. Quotes
7. Goodreads Choice Awards: The Best Books 2020
8. Love lists?
9. Are you an author or a publisher?

### H3(4)

1. News & Interviews
2. Company
3. Work with us
4. Connect

### H4(0)

No h4 tag found

### H5(0)

No h5 tag found

### H6(0)

No h6 tag found

**== Single word keywords ==**

<b>SINGLE KEYWORDS</b>	<b>OCCURRENCES</b>	<b>DENSITY</b>	<b>POSSIBLE SPAM</b>
—	20	2.275 %	No
Fiction	13	1.479 %	No
quotes	9	1.024 %	No
books	8	0.91 %	No
Goodreads	7	0.796 %	No
Science	6	0.683 %	No
Books	5	0.569 %	No
Fantasy	4	0.455 %	No
Young	4	0.455 %	No
Adult	4	0.455 %	No
donapost	4	0.455 %	No
Historical	4	0.455 %	No
live	4	0.455 %	No
Mystery	4	0.455 %	No
people	4	0.455 %	No
Nonfiction	3	0.341 %	No
forget	3	0.341 %	No
book	3	0.341 %	No
Thriller	3	0.341 %	No
“Be	3	0.341 %	No

**== Two words keywords ==**

<b>2 WORD PHRASES</b>	<b>OCCURRENCES</b>	<b>DENSITY</b>	<b>POSSIBLE SPAM</b>
Fiction Best	8	0.91 %	No
in the	5	0.569 %	No
if you	4	0.455 %	No
Science Fiction	4	0.455 %	No
Young Adult	4	0.455 %	No
Historical Fiction	4	0.455 %	No
— Oscar	3	0.341 %	No
Best Books	3	0.341 %	No

2 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
Best Science	3	0.341 %	No
Best Young	3	0.341 %	No
Oscar Wilde	3	0.341 %	No
See the	3	0.341 %	No
people will	3	0.341 %	No
the winners	3	0.341 %	No
what you	3	0.341 %	No
may not	2	0.228 %	No
Best Romance	2	0.228 %	No
I may	2	0.228 %	No
me... I	2	0.228 %	No
Romance Best	2	0.228 %	No

*== Three words keywords ==*

3 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
See the winners	3	0.341 %	No
Science Fiction Best	3	0.341 %	No
— Oscar Wilde	3	0.341 %	No
Best Young Adult	3	0.341 %	No
you were to	2	0.228 %	No
Goodreads Choice Awards	2	0.228 %	No
Best Fiction Best	2	0.228 %	No
Best Books 2020	2	0.228 %	No
Books 2020 Best	2	0.228 %	No
Best Historical Fiction	2	0.228 %	No
Adult Fiction Best	2	0.228 %	No
Young Adult Fiction	2	0.228 %	No
Best Fantasy Best	2	0.228 %	No
me... I may	2	0.228 %	No
Best Humor Best	2	0.228 %	No
will forget what	2	0.228 %	No
I may not	2	0.228 %	No
Best Nonfiction Best	2	0.228 %	No

3 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
Mystery Thriller Best	2	0.228 %	No
Best Mystery Thriller	2	0.228 %	No

*== Four words keywords ==*

4 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
Best Books 2020 Best	2	0.228 %	No
as if you were	2	0.228 %	No
Best Romance Best Science	2	0.228 %	No
people will forget what	2	0.228 %	No
will forget what you	2	0.228 %	No
Fiction Best Mystery Thriller	2	0.228 %	No
Best Mystery Thriller Best	2	0.228 %	No
if you were to	2	0.228 %	No
Best Science Fiction Best	2	0.228 %	No
me... I may not	2	0.228 %	No
Young Adult Fiction Best	2	0.228 %	No
Best Young Adult Fiction	2	0.228 %	No
Romance Best Science Fiction	2	0.228 %	No
never forget how you	1	0.114 %	No
will never forget how	1	0.114 %	No
forget how you made	1	0.114 %	No
people will never forget	1	0.114 %	No
how you made them	1	0.114 %	No
did but people will	1	0.114 %	No
you made them feel"	1	0.114 %	No

Alexa Information - goodreads.com

General information

Domain name : goodreads.com

Global Rank : #314

<b>Daily Time on Site :</b> 3:25	<b>Search Traffic :</b> 57.7%
<b>Bounce Rate :</b> 52.2%	<b>Total sites link in :</b> 44,489

Top 5 similar sites by audience overlap		
Sl	Similar sites	Overlap score
1	barnesandnoble.com	34.9
2	brainyquote.com	25.8
3	amazon.com	19.4
4	nytimes.com	17.9
5	theguardian.com	17.7

Top 5 keywords by traffic		
Keywords	Search Traffic	Share of voice
No data found!		

Top 4 keyword gaps		
Keywords driving traffic to competitors, but not to this site	Avg. traffic to competitors	Search popularity
best sellers	44	38
new york times best sellers	43	54
dr seuss books	43	43
hardy boys	42	38

Top 4 easy-to-rank keywords		
Popular keywords within this site`s competitive power	Relevance to this site	Search popularity
bruce lee quotes	63	39
buy books online	62	36
new books	68	33
book store	64	41

#### Top 4 buyer keywords

Keywords that show a high purchase intent	Avg. traffic to competitors	Organic competition
best selling books	55	69
midnight in the garden of good and evil	54	21
the challenger sale	51	66
good night stories for rebel girls	51	73

#### Top 4 optimization opportunities

Very popular keywords already driving some traffic to this site	Search popularity	Organic share of voice
blythe brown	16	3.78%
best christmas quotes	15	3.97%
miles from nowhere	16	3.95%
calixthe beyala	14	4.67%

#### Top 5 referral sites

Sites by how many other sites drive traffic to them	Referral sites
amazon.com	34.9
barnesandnoble.com	25.8
goodreads.com	19.4
brainyquote.com	17.9
penguinrandomhouse.com	17.7

#### Site flow

Visited just before & right after domain	Visited just before & right after domain percentage
googlecom	42.6%
facebookcom	3.77%
amazoncom	3.52%
youtubecom	2.23%
twittercom	1.2%
googlecom	33.7%
facebookcom	4.93%
amazoncom	4.25%

Visited just before & right after domain	Visited just before & right after domain percentage
youtube.com	3.46%
twitter.com	1.46%

Top 5 audience overlap		
Similar sites to this site	Site's overlap score	Alexa rank
No data found!		

Top 3 audience geography	
Visitors by country	Visitors by country percentage
🇺🇸 United States	42.3%
🇮🇳 India	14.6%
🇨🇦 Canada	3.9%