Domain Name - foursquare.com

WhoIs Information

Registered : No

Domain age : 23 Years 0 Months 29 Days

Tech email : bc1e988d3d38f2244a8cdac91361ab61-1458809@contact.gandi.net

Name servers : NS-1360.AWSDNS-42.ORG

Created at : 26-Mar-2002

Changed at : 19-Feb-2021

Expire at : 26-Mar-2024

Registrant name : REDACTED FOR PRIVACY

Admin name : REDACTED FOR PRIVACY

Registrant country : 🇺🇸 US

Admin country : ❌ REDACTED FOR PRIVACY

Registrant phone : REDACTED FOR PRIVACY

Admin phone : REDACTED FOR PRIVACY

Moz information

Subdomain normalized : 7.745491982

Subdomain raw : 0.7745491862

Url normalized : 7.5

Url raw : 0.75

Http status code : 200

Domain authority : 92

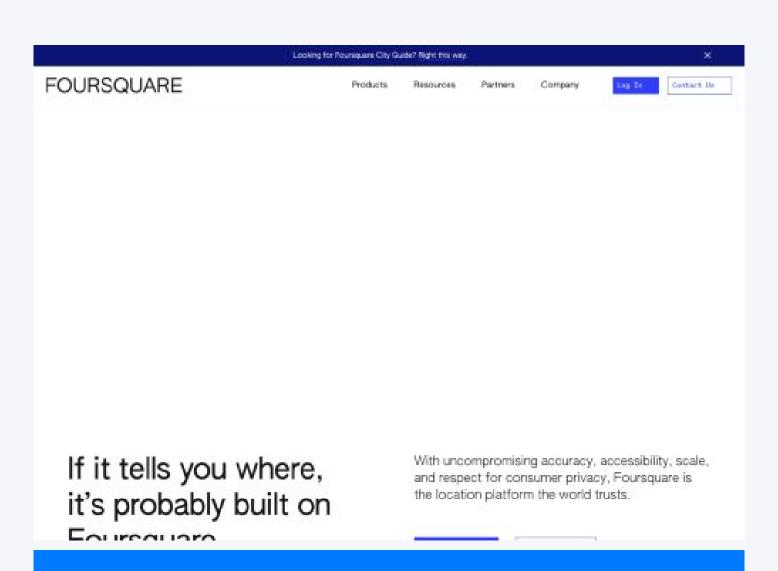**Page authority :** 75

External quality link : 8073390

Links : 11044656

Link information

Backlink count : 8,073,390

Total link count : 11,044,656

Mozrank : 7.5

FOURSQUARE

Products   Resources   Partners   Company   Log In   Contact Us

If it tells you where, it's probably built on Foursquare

With uncompromising accuracy, accessibility, scale, and respect for consumer privacy, Foursquare is the location platform the world trusts.

Mobile Friendly Check

Performance : 40.35

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)

4220 ms

Metric Category

SLOW

First Input Delay (FID)

45 ms

Metric Category

FAST

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)

3160 ms

Metric Category

SLOW

First Input Delay (FID)

20 ms

Metric Category

FAST

Overall Category

SLOW

Lab Data

First Contentful Paint

First Contentful Paint marks the time at which the first text or image is painted. **Learn more**

2.6 s

First Meaningful Paint

First Meaningful Paint measures when the primary content of a page is visible. **Learn more**

2.6 s

Speed Index

Speed Index shows how quickly the contents of a page are visibly populated. **Learn more**

5.6 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**

13.3 s

Time to Interactive

Time to interactive is the amount of time it takes for the page to become fully interactive. **Learn more**

15.5 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**

270 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**

127 requests • 2,998 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 570 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**

Potential savings of 495 KiB

Serve static assets with an efficient cache policy

A long cache lifetime can speed up repeat visits to your page. **Learn More**

22 resources found

Reduce the impact of third-party code

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 570 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**

50 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**

5190 ms

Total Blocking Time

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

710 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**

2.4 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**

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**

Potential savings of 11 KiB

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 98 KiB

Avoid enormous network payloads

Large network payloads cost users real money and are highly correlated with long load times. **Learn More**

Total size was 2,998 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**

4.7 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 241 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**

3 chains found

Avoid enormous network payloads

A large DOM will increase memory usage, cause longer **Learn More**

940 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 : AS54113 Fastly	
Ip : 151.101.128.154	
Country : 🇺🇸 UNITED STATES	
City : San Francisco	
Region : California	
Timezone : America/Los_Angeles	
Latitude : 37.7621	

Malware Scan Info	
Google safe browser norton : Safe	
Norton : untested	

Search Engine Index Info	
Google index : 33,400,000	
Bing index : 5,960,000	
Yahoo index : 5,950,000	

Longitude : -122.3971

Sites in Same IP	Related Websites
1. IP-Address-Lookup.com	1.

Social Network Information - foursquare.com

Social Network Information

Facebook share : 0	**Pinterest Info :** 1,411
Facebook comment : 0	**Xing Info :** 0
Facebook like : 0	**Buffer Info :** 174
Reddit Score : 0	**Reddit Ups :** 0
Reddit downs : 0	

Keyword & Meta Information - foursquare.com

TITLE & METATAGS

Title
Foursquare

Viewport
width=device-width, initial-scale=1

Description
Foursquare is the most trusted, independent location data platform for understanding how people move through the real world.

Keywords
location data platform, location API

Twitter:card
summary_large_image

Twitter:title
Foursquare

Twitter:site
@foursquare

Theme-color
#ffffff

Blocked by robots.txt : No

Blocked by meta-robots : No

Links nofollowed by meta-robots : No

Total keywords : 958

Html headings

H1(1)

1. Foursquare

H2(12)

1. [apps]

2. [labs]

3. [how to]

4. [post]

5. [company news]

6. If it tells you where, it's probably built on Foursquare

7. With uncompromising accuracy, accessibility, scale, and respect for consumer privacy, Foursquare is the location platform the world trusts.

8. Join the best who trust in Foursquare

9. How can Foursquare help drive your business forward?

10. Get in touch with our location experts. Together, we'll move your business

forward.

11. MRC grants Foursquare Visits first-ever accreditation

12. Learn more about Foursquare

H3(4)

1. Create experiences your users will crave

2. Solve your most complex business problems

3. Transform your advertising with progressive solutions

4. Capitalize on a managed service that innovates with location

H4(6)

1. Products

2. Resources

3. Partners

4. Company

5. Privacy

6. Sign up for our newsletter

H5(0)

No h5 tag found

H6(0)

No h6 tag found

KEYWORD ANALYSIS

== *Single word keywords* ==

SINGLE KEYWORDS	OCCURRENCES	DENSITY	POSSIBLE SPAM
Foursquare	27	2.818 %	No
data	14	1.461 %	No
location	11	1.148 %	No
Read	8	0.835 %	No
customers	6	0.626 %	No
Data	6	0.626 %	No
Feb	5	0.522 %	No
Visits	4	0.418 %	No
business	4	0.418 %	No
Partners	4	0.418 %	No
Snowflake	4	0.418 %	No
Learn	4	0.418 %	No
Privacy	4	0.418 %	No
solutions	4	0.418 %	No
places	4	0.418 %	No
partners	4	0.418 %	No
media	3	0.313 %	No
Places	3	0.313 %	No
Mar	3	0.313 %	No
CARTO	3	0.313 %	No

== *Two words keywords* ==

2 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
location data	6	0.626 %	No
more about	5	0.522 %	No
Read Feb	5	0.522 %	No
2021 Foursquare	4	0.418 %	No
partners with	4	0.418 %	No
Foursquare partners	4	0.418 %	No
Learn more	4	0.418 %	No

2 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
into your	3	0.313 %	No
data to	3	0.313 %	No
Contact Us	3	0.313 %	No
of TV	3	0.313 %	No
Our Story	3	0.313 %	No
Foursquare announces	2	0.209 %	No
with Snowflake	2	0.209 %	No
Blog Reports	2	0.209 %	No
Read Mar	2	0.209 %	No
and customer	2	0.209 %	No
of an	2	0.209 %	No
the spread	2	0.209 %	No
spread of	2	0.209 %	No

== *Three words keywords* ==			
3 WORD PHRASES	**OCCURRENCES**	**DENSITY**	**POSSIBLE SPAM**
Learn more about	4	0.418 %	No
Foursquare partners with	4	0.418 %	No
CARTO Data Observatory	2	0.209 %	No
Marsbot for Airpods	2	0.209 %	No
for Airpods Panel	2	0.209 %	No
Airpods Panel App	2	0.209 %	No
Panel App Swarm	2	0.209 %	No
the spread of	2	0.209 %	No
Using location data	2	0.209 %	No
Gina Loften Microsoft	2	0.209 %	No
Accreditations Our Privacy	2	0.209 %	No
Good Accreditations Our	2	0.209 %	No
spread of COVID19	2	0.209 %	No
City Guide Marsbot	2	0.209 %	No
For Good Accreditations	2	0.209 %	No
Board of Directors	2	0.209 %	No
the evolution of	2	0.209 %	No

3 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
evolution of TV	2	0.209 %	No
of TV is	2	0.209 %	No
Careers For Good	2	0.209 %	No

== Four words keywords ==

4 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
for Airpods Panel App	2	0.209 %	No
Guide Marsbot for Airpods	2	0.209 %	No
the evolution of TV	2	0.209 %	No
Our Partners Partner Solutions	2	0.209 %	No
Partners Partner Solutions Case	2	0.209 %	No
Partner Solutions Case Studies	2	0.209 %	No
Solutions Case Studies Company	2	0.209 %	No
evolution of TV is	2	0.209 %	No
City Guide Marsbot for	2	0.209 %	No
Marsbot for Airpods Panel	2	0.209 %	No
For Good Accreditations Our	2	0.209 %	No
Culture Careers For Good	2	0.209 %	No
Airpods Panel App Swarm	2	0.209 %	No
Our Culture Careers For	2	0.209 %	No
Team Our Culture Careers	2	0.209 %	No
Our Team Our Culture	2	0.209 %	No
Story Our Team Our	2	0.209 %	No
Our Story Our Team	2	0.209 %	No
Careers For Good Accreditations	2	0.209 %	No
Good Accreditations Our Privacy	2	0.209 %	No

Alexa Information - foursquare.com

General information

Domain name : foursquare.com		**Global Rank :** #3,954	
Daily Time on Site : 2:07		**Search Traffic :** 55.6%	
Bounce Rate : 54.6%		**Total sites link in :** 5,818	

Top 5 similar sites by audience overlap

Sl	Similar sites	Overlap score
1	mapquest.com	19.9
2	yelp.com	19.3
3	zomato.com	18.4
4	yellowpages.com	15.5
5	moovitapp.com	14.1

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
food near me	56	70
restaurants	53	67
places to eat near me	51	54
restaurant near me	49	50

Top 4 easy-to-rank keywords

Popular keywords within this site`s competitive power	Relevance to this site	Search popularity
torrid	73	63
kay jewelers	59	58
claires	59	53
lids	72	55

Top 4 buyer keywords

Keywords that show a high purchase intent	Avg. traffic to competitors	Organic competition
boston market	57	63
best pizza near me	57	13
fresh market	56	79
best restaurants	56	72

Top 4 optimization opportunities

Very popular keywords already driving some traffic to this site	Search popularity	Organic share of voice
bursa kebap evi	16	3.98%
whole foods foggy bottom	21	2.09%
najwa nadriel	12	4.35%
logan hardware	23	1.92%

Top 5 referral sites

Sites by how many other sites drive traffic to them	Referral sites
yelp.com	19.9
tripadvisor.com	19.3
foursquare.com	18.4
zomato.com	15.5
moovitapp.com	14.1

Site flow

Visited just before & right after domain	Visited just before & right after domain percentage
googlecom	45.8%
facebookcom	3.37%
youtubecom	1.17%
instagramcom	1.05%
twittercom	1.03%
googlecom	39.5%
facebookcom	4.2%
youtubecom	2.03%

Visited just before & right after domain	Visited just before & right after domain percentage
instagramcom	1.38%
mapquestcom	1.29%

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
🇮🇳 India	21.4%
🇺🇸 United States	18.8%
🇹🇷 Turkey	9.7%