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Website: <https://seoguide.co/>

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## Domain Name - instapaper.com

### WhoIs Information

**Registered :** No

**Domain age :** 18 Years 4 Months 24 Days

**Tech email :**  
[instapaper.com@contactprivacy.com](mailto:instapaper.com@contactprivacy.com)

**Name servers :** ns-2040.awsdns-63.co.uk

**Created at :** 30-Nov-2006

**Changed at :** 12-Nov-2020

**Expire at :** 30-Nov-2025

**Registrant name :** Contact Privacy Inc.  
Customer 0134808021

**Admin name :** Contact Privacy Inc. Customer  
0134808021

**Registrant country :**  CA

**Admin country :**  CA

**Registrant phone :** +1.4165385457

**Admin phone :** +1.4165385457

### Moz information

**Subdomain normalized :** 0.3135403693

**Subdomain raw :** 0.03135403991

**Url normalized :** 6.400000095

**Url raw :** 0.6399999857

**Http status code :** 301

**Domain authority :** 87

**Page authority :** 64

**External quality link :** 15820

**Links :** 20111

### Link information

**Backlink count :** 15,820

**Total link count :** 20,111

**Mozrank :** 6.400000095



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## Mobile Friendly Check

Performance : 4.71

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)

5078 ms

Metric Category

SLOW

## First Input Delay (FID)

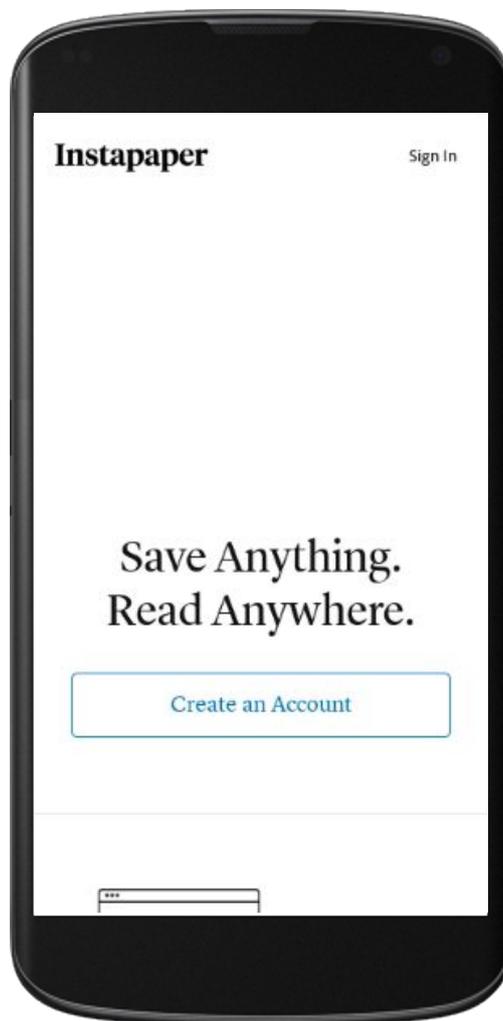
14 ms

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)

3959 ms

### Metric Category

SLOW

## First Input Delay (FID)

162 ms

### Metric Category

AVERAGE

## 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](#)

9.0 s

### First Meaningful Paint

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

9.5 s

### Speed Index

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

12.8 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](#)

14.6 s

### Time to Interactive

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

15.2 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](#)

390 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](#)

50 requests • 4,390 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 5,400 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 789 KiB

### Serve static assets with an efficient cache policy

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

26 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 1,180 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](#)

130 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](#)

20098 ms

## Total Blocking Time

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

950 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](#)

3.0 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 12 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 299 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 4,390 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](#)

4.4 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 166 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](#)

17 chains found

### Avoid enormous network payloads

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

130 elements

### Avoid multiple page redirects

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

Potential savings of 1,740 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 :** 54.185.192.101

**Country :**  UNITED STATES

**City :** Portland

**Region :** Oregon

**Timezone :** America/Los\_Angeles

**Latitude :** 45.5235

#### Malware Scan Info

**Google safe browser norton :** Safe

**Norton :** untested

#### Search Engine Index Info

**Google index :** 41,400

**Bing index :** 125,000

**Yahoo index :** 125,000

**Longitude :** -122.6762

#### Sites in Same IP

1. IP-Address-Lookup.com

#### Related Websites

1.

## Social Network Information - instapaper.com

### Social Network Information

**Facebook share :** 0

**Pinterest Info :** 17

**Facebook comment :** 0

**Xing Info :** 0

**Facebook like :** 0

**Buffer Info :** 155

**Reddit Score :** 0

**Reddit Ups :** 0

**Reddit downs :** 0

## Keyword & Meta Information - instapaper.com

### TITLE & METATAGS

#### Title

Instapaper

#### Description

A simple tool for saving web pages to read later on your iPhone, iPad, Android, computer, or Kindle.

#### Keywords

instapaper, read later, save webpage for later, save for later, read offline, read without internet connection, give me something to read, interesting to read, long reads, read on iphone, read on kindle, read on ipad, read on ipod touch

#### Viewport

width=device-width, initial-scale=1.0, maximum-scale=1.0

## Apple-itunes-app

app-id=288545208, affiliate-data=partnerId=30&siteID=k1CkFsOh4nQ

## Google-site-verification

YPyUA0fI5clMs9oCXXkOnUR2-n2mcEBOhViglEqLDJw

Blocked by robots.txt : No

Blocked by meta-robots : No

Links nofollowed by meta-robots : No

Total keywords : 182

## Html headings

### H1(5)

1. Save Anything. Read Anywhere.
2. Save Anything
3. Read Anywhere
4. Create Notes
5. Try Instapaper for Free

### H2(0)

No h2 tag found

### H3(0)

No h3 tag found

### H4(0)

No h4 tag found

### H5(0)

No h5 tag found

## H6(0)

No h6 tag found

## KEYWORD ANALYSIS

### == Single word keywords ==

SINGLE KEYWORDS	OCCURRENCES	DENSITY	POSSIBLE SPAM
Create	5	2.747 %	No
Instapaper	4	2.198 %	No
Account	4	2.198 %	No
Sign	3	1.648 %	No
Save	3	1.648 %	No
□	3	1.648 %	No
Email	3	1.648 %	No
save	3	1.648 %	No
Password	3	1.648 %	No
iPad	2	1.099 %	No
articles	2	1.099 %	No
Android	2	1.099 %	No
Read	2	1.099 %	No
logged	2	1.099 %	No
iPhone	2	1.099 %	No
read	2	1.099 %	No
Forgot	2	1.099 %	No
videos	2	1.099 %	No
quote	2	1.099 %	Yes
store	1	0.549 %	No

### == Two words keywords ==

2 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
Sign In	3	1.648 %	No
you save	3	1.648 %	No

<b>2 WORD PHRASES</b>	<b>OCCURRENCES</b>	<b>DENSITY</b>	<b>POSSIBLE SPAM</b>
□ Email	3	1.648 %	No
logged in	2	1.099 %	No
me logged	2	1.099 %	No
Keep me	2	1.099 %	No
Password Keep	2	1.099 %	No
Email Password	2	1.099 %	No
iPad Android	2	1.099 %	No
iPhone iPad	2	1.099 %	No
you want	2	1.099 %	No
Save Anything	2	1.099 %	No
Read Anywhere	2	1.099 %	No
Create an	2	1.099 %	No
an Account	2	1.099 %	No
Anything Save	1	0.549 %	No
so you	1	0.549 %	No
you can	1	0.549 %	No
can easily	1	0.549 %	No
easily store	1	0.549 %	No

*== Three words keywords ==*

<b>3 WORD PHRASES</b>	<b>OCCURRENCES</b>	<b>DENSITY</b>	<b>POSSIBLE SPAM</b>
me logged in	2	1.099 %	No
Keep me logged	2	1.099 %	No
Password Keep me	2	1.099 %	No
Email Password Keep	2	1.099 %	No
Create an Account	2	1.099 %	No
iPhone iPad Android	2	1.099 %	No
□ Email Password	2	1.099 %	No
Sign In Save	1	0.549 %	No
you can easily	1	0.549 %	No
article so you	1	0.549 %	No
so you can	1	0.549 %	No
easily store it	1	0.549 %	No

<b>3 WORD PHRASES</b>	<b>OCCURRENCES</b>	<b>DENSITY</b>	<b>POSSIBLE SPAM</b>
can easily store	1	0.549 %	No
in any article	1	0.549 %	No
store it retrieve	1	0.549 %	No
it retrieve it	1	0.549 %	No
retrieve it quote	1	0.549 %	No
it quote it	1	0.549 %	No
quote it and	1	0.549 %	No
it and share	1	0.549 %	No

*== Four words keywords ==*

<b>4 WORD PHRASES</b>	<b>OCCURRENCES</b>	<b>DENSITY</b>	<b>POSSIBLE SPAM</b>
Password Keep me logged	2	1.099 %	No
Keep me logged in	2	1.099 %	No
Email Password Keep me	2	1.099 %	No
□ Email Password Keep	2	1.099 %	No
Sign In Save Anything	1	0.549 %	No
store it retrieve it	1	0.549 %	No
so you can easily	1	0.549 %	No
you can easily store	1	0.549 %	No
can easily store it	1	0.549 %	No
easily store it retrieve	1	0.549 %	No
it retrieve it quote	1	0.549 %	No
any article so you	1	0.549 %	No
retrieve it quote it	1	0.549 %	No
it quote it and	1	0.549 %	No
quote it and share	1	0.549 %	No
it and share it	1	0.549 %	No
and share it Try	1	0.549 %	No
share it Try Instapaper	1	0.549 %	No
it Try Instapaper for	1	0.549 %	No
Try Instapaper for Free	1	0.549 %	No

# Alexa Information - instapaper.com

## General information

**Domain name :** instapaper.com

**Global Rank :** #12,685

**Daily Time on Site :** 2:57

**Search Traffic :** 8.4%

**Bounce Rate :** 21.6%

**Total sites link in :** 2,388

## Top 5 similar sites by audience overlap

Sl	Similar sites	Overlap score
1	diigo.com	45.8
2	pearltrees.com	41.9
3	plurk.com	41.0
4	mix.com	36.9
5	folkd.com	34.6

## 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
durian liner laminate	20	15
2. folkd.com	19	13
folkd login	18	18
"\"exclusive women's jewelry to lift the style quotient\""	18	8

## Top 4 easy-to-rank keywords

Popular keywords within this site`s competitive power	Relevance to this site	Search popularity
instapaper pocket	52	9
pocket rss	51	17
□□□□□□	25	24
wonder list	20	26

### Top 4 buyer keywords

Keywords that show a high purchase intent	Avg. traffic to competitors	Organic competition
online gdb	12	55
gdb online	12	60
diigo pricing	12	59
social bookmarking sites for new york	12	56

### Top 4 optimization opportunities

Very popular keywords already driving some traffic to this site	Search popularity	Organic share of voice
readitlater	18	3.35%
simple api	18	1.58%
mozilla pocket	19	0.89%
instapaper review	10	4.74%

### Top 5 referral sites

Sites by how many other sites drive traffic to them	Referral sites
folkd.com	45.8
diigo.com	41.9
list.ly	41.0
bibsonomy.org	36.9
instapaper.com	34.6

### Site flow

Visited just before & right after domain	Visited just before & right after domain percentage
googlecom	12.1%
diigocom	5.34%
mixcom	4.78%
getpocketcom	4.67%
pearltreescom	4.53%
googlecom	12.5%
diigocom	4.92%
mixcom	4.84%
getpocketcom	4.48%
pearltreescom	4.05%

#### 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	68.0%
🇵🇰 Pakistan	9.6%
🇺🇸 United States	8.3%