SEO GUIDE.CO
PROFESSIONAL SEO SERVICES

Domain Name - www.amazon.com

WhoIs Information

Registered : No

Domain age : 30 Years 5 Months 26 Days

Tech email : hostmaster@amazon.com

Name servers : pdns6.ultradns.co.uk

Created at : 01-Nov-1994

Changed at : 26-Aug-2019

Expire at : 30-Oct-2024

Registrant name : Hostmaster, Amazon Legal Dept.

Admin name : Hostmaster, Amazon Legal Dept.

Registrant country : 🇺🇸 US

Admin country : 🇺🇸 US

Registrant phone : +1.2062664064

Admin phone : +1.2062664064

Moz information

Subdomain normalized : 8.781708717

Subdomain raw : 0.8781708479

Url normalized : 9.100000381

Url raw : 0.9100000262

Http status code : 503

Domain authority : 96

Page authority : 91

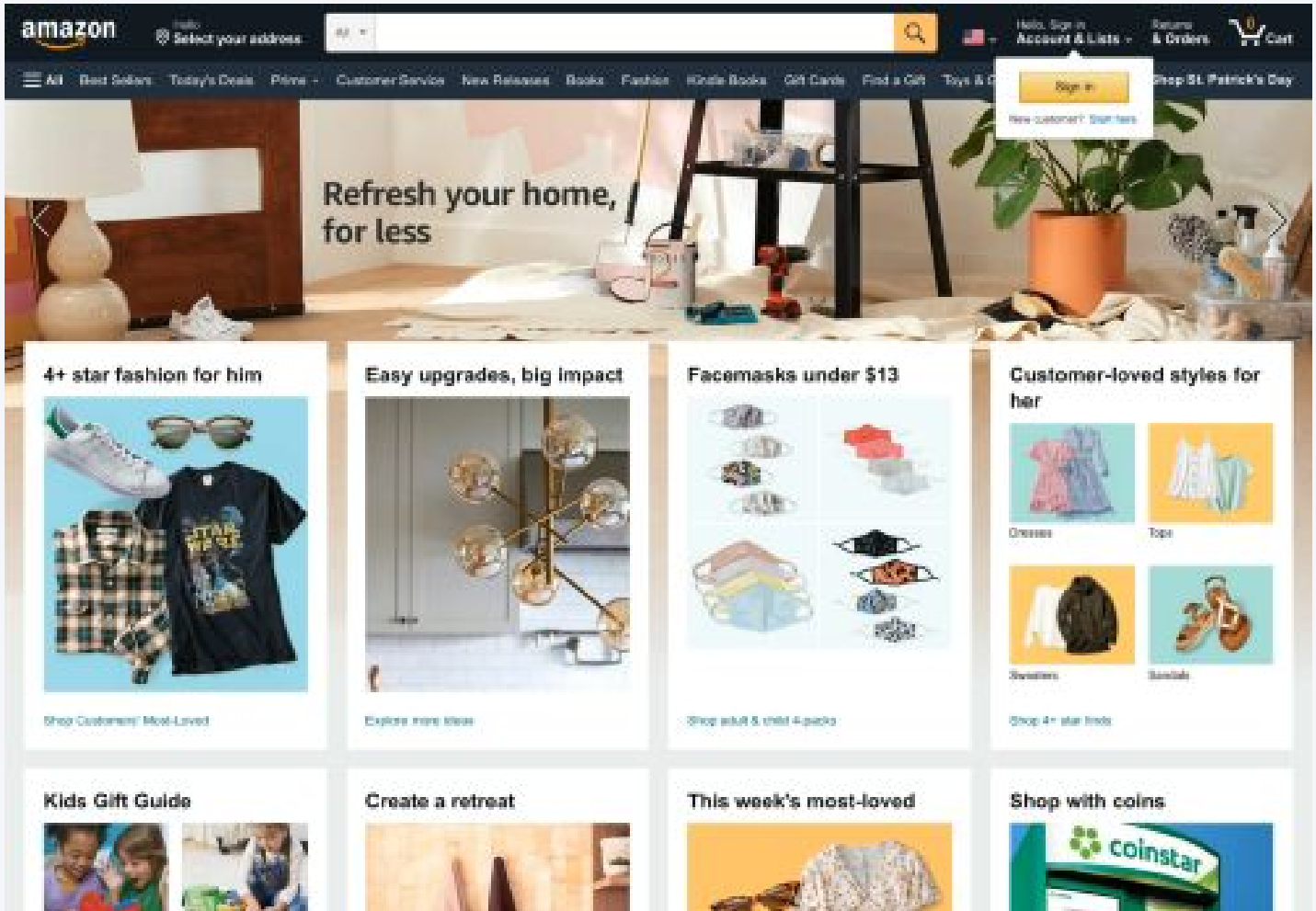**External quality link :** 102125584

Links : 110587013

Link information

Backlink count : 102,125,584

Total link count : 110,587,013

Mozrank : 9.100000381

Mobile Friendly Check

Performance : 25.63

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)

1551 ms
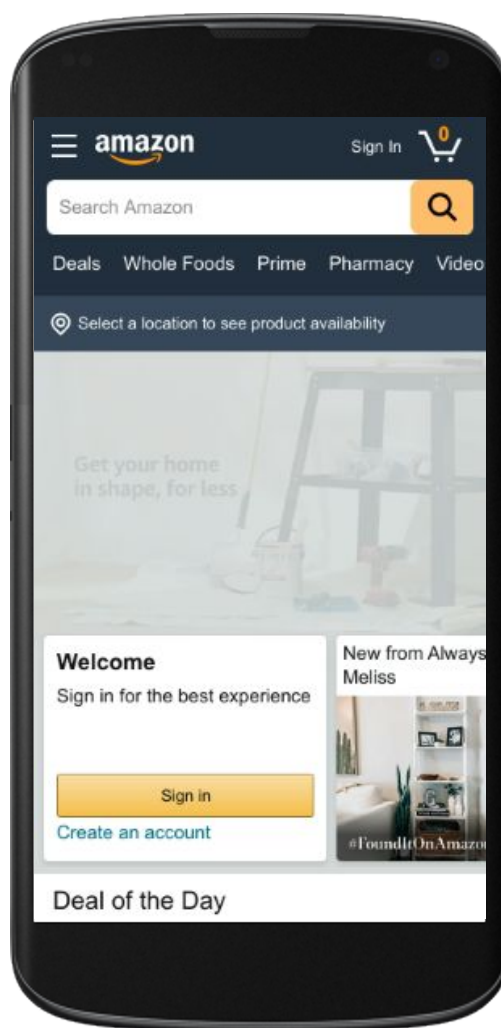
Metric Category

AVERAGE

First Input Delay (FID)

31 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)

1348 ms

Metric Category

AVERAGE

First Input Delay (FID)

24 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**

3.9 s

First Meaningful Paint

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

3.9 s

Speed Index

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

8.2 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**

7.4 s

Time to Interactive

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

19.0 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**

370 ms

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**

240 requests • 3,750 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**

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 9 KiB

Serve static assets with an efficient cache policy

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

23 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 800 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**

7990 ms

Total Blocking Time

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

290 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 384 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**

Potential savings of 341 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 32 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 3,750 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**

5.7 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 343 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**

9 chains found

Avoid enormous network payloads

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

661 elements

Avoid multiple page redirects

Redirects introduce additional delays before the page can be loaded. **Learn More**

Potential savings of 1,110 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 : 54.239.28.85	
Country : 🇺🇸 UNITED STATES	
City : Virginia Beach	
Region : Virginia	
Timezone : America/New_York	

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

Search Engine Index Info
Google index : 290,000,000

Latitude : 36.8529	**Bing index :** 438,000,000
Longitude : -75.9780	**Yahoo index :** 439,000,000

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

Social Network Information - www.amazon.com

Social Network Information	
Facebook share : 0	**Pinterest Info :** 269,068
Facebook comment : 0	**Xing Info :** 0
Facebook like : 0	**Buffer Info :** 11,195
Reddit Score : 1	**Reddit Ups :** 1
Reddit downs : 0	

Keyword & Meta Information - www.amazon.com

TITLE & METATAGS
Title
Amazon.com
Viewport
width=device-width

Blocked by robots.txt : No	**Blocked by meta-robots :** No
Links nofollowed by meta-robots : No	**Total keywords :** 54

Html headings

H1(0)

No h1 tag found

H2(0)

No h2 tag found

H3(0)

No h3 tag found

H4(2)

1. Enter the characters you see below

2. Type the characters you see in this image:

H5(0)

No h5 tag found

H6(0)

No h6 tag found

KEYWORD ANALYSIS

== Single word keywords ==

SINGLE KEYWORDS	OCCURRENCES	DENSITY	POSSIBLE SPAM
image	2	3.704 %	No
characters	2	3.704 %	No
make	2	3.704 %	No
Amazoncom	1	1.852 %	No
©	1	1.852 %	No
Policy	1	1.852 %	No

SINGLE KEYWORDS	OCCURRENCES	DENSITY	POSSIBLE SPAM
Privacy	1	1.852 %	No
Conditions	1	1.852 %	No
shopping	1	1.852 %	No
Enter	1	1.852 %	No
Continue	1	1.852 %	No
Type	1	1.852 %	No
cookies	1	1.852 %	No
accepting	1	1.852 %	No
browser	1	1.852 %	No
results	1	1.852 %	No
robot	1	1.852 %	No
affiliates	1	1.852 %	No

== Two words keywords ==			
2 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
characters you	2	3.704 %	No
you see	2	3.704 %	No
the characters	2	3.704 %	No
make sure	2	3.704 %	No
Enter the	1	1.852 %	No
Continue shopping	1	1.852 %	No
see in	1	1.852 %	No
in this	1	1.852 %	No
this image	1	1.852 %	No
image Try	1	1.852 %	No
Try different	1	1.852 %	No
different image	1	1.852 %	No
image Continue	1	1.852 %	No
of Use	1	1.852 %	No
shopping Conditions	1	1.852 %	No
Conditions of	1	1.852 %	No
cookies Type	1	1.852 %	No
Use Privacy	1	1.852 %	No

2 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
Privacy Policy	1	1.852 %	No
Policy ©	1	1.852 %	No

== Three words keywords ==

3 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
the characters you	2	3.704 %	No
characters you see	2	3.704 %	No
image Continue shopping	1	1.852 %	No
cookies Type the	1	1.852 %	No
Type the characters	1	1.852 %	No
you see in	1	1.852 %	No
see in this	1	1.852 %	No
in this image	1	1.852 %	No
this image Try	1	1.852 %	No
image Try different	1	1.852 %	No
Try different image	1	1.852 %	No
different image Continue	1	1.852 %	No
Enter the characters	1	1.852 %	No
Continue shopping Conditions	1	1.852 %	No
accepting cookies Type	1	1.852 %	No
Conditions of Use	1	1.852 %	No
of Use Privacy	1	1.852 %	No
Use Privacy Policy	1	1.852 %	No
Privacy Policy ©	1	1.852 %	No
Policy © 19962014	1	1.852 %	No

== Four words keywords ==

4 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
the characters you see	2	3.704 %	No
Enter the characters you	1	1.852 %	No
cookies Type the characters	1	1.852 %	No

4 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
Type the characters you	1	1.852 %	No
characters you see in	1	1.852 %	No
you see in this	1	1.852 %	No
see in this image	1	1.852 %	No
in this image Try	1	1.852 %	No
this image Try different	1	1.852 %	No
image Try different image	1	1.852 %	No
Try different image Continue	1	1.852 %	No
different image Continue shopping	1	1.852 %	No
Continue shopping Conditions of	1	1.852 %	No
image Continue shopping Conditions	1	1.852 %	No
shopping Conditions of Use	1	1.852 %	No
Conditions of Use Privacy	1	1.852 %	No
of Use Privacy Policy	1	1.852 %	No
Use Privacy Policy ©	1	1.852 %	No
Privacy Policy © 19962014	1	1.852 %	No
Policy © 19962014 Amazoncom	1	1.852 %	No

Alexa Information - www.amazon.com

General information

Domain name : www.amazon.com	**Global Rank :** #10
Daily Time on Site : 10:29	**Search Traffic :** 27.8%
Bounce Rate : 23.7%	**Total sites link in :** 363,277

Top 5 similar sites by audience overlap

Sl	Similar sites	Overlap score
1	ebay.com	70.7
2	pinterest.com	54.5
3	wikipedia.org	51.9

Sl	Similar sites	Overlap score
4	reddit.com	50.5
5	facebook.com	50.1

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
darth vader	57	52
lord and taylor	51	62
wwe wrestlers	50	59
youtube	49	100

Top 4 easy-to-rank keywords		
Popular keywords within this site`s competitive power	Relevance to this site	Search popularity
amazon fr	55	50
gmail	15	98
google drive	11	89
google maps	25	94

Top 4 buyer keywords		
Keywords that show a high purchase intent	Avg. traffic to competitors	Organic competition
new york times best sellers	64	18
best buy	51	78
playstation store	49	11
disney store	49	70

Top 4 optimization opportunities

Very popular keywords already driving some traffic to this site	Search popularity	Organic share of voice
phil harvey	23	1.23%
overstock floor lamps	16	4.95%
p.j. byrne	20	1.73%
package delivery driver	16	3.69%

Top 5 referral sites

Sites by how many other sites drive traffic to them	Referral sites
wikipedia.org	70.7
amazon.com	54.5
reddit.com	51.9
ebay.com	50.5
walmart.com	50.1

Site flow

Visited just before & right after domain	Visited just before & right after domain percentage
googlecom	26.4%
youtubecom	4.85%
facebookcom	2.88%
ebaycom	1.28%
yahoocom	0.99%
googlecom	27.1%
youtubecom	5.62%
facebookcom	3.53%
ebaycom	1.47%
yahoocom	0.99%

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	62.5%
🇮🇳 India	5.8%
🇯🇵 Japan	4.1%