Domain Name - shutterfly.com

WhoIs Information

Registered : No

Domain age : 25 Years 9 Months 23 Days

Tech email : Select Request Email Form at https://domains.markmonitor.com/whois/shutterfly.com

Name servers : a11-64.akam.net

Created at : 07-Jul-1999

Changed at : 20-Nov-2020

Expire at : 18-Oct-2022

Registrant name :

Admin name :

Registrant country : 🇺🇸 US

Admin country : 🇺🇸 US

Registrant phone :

Admin phone :

Moz information

Subdomain normalized : 5.400000095

Subdomain raw : 0.5400000215

Url normalized : 5.300000191

Url raw : 0.5299999714

Http status code : 301

Domain authority : 54
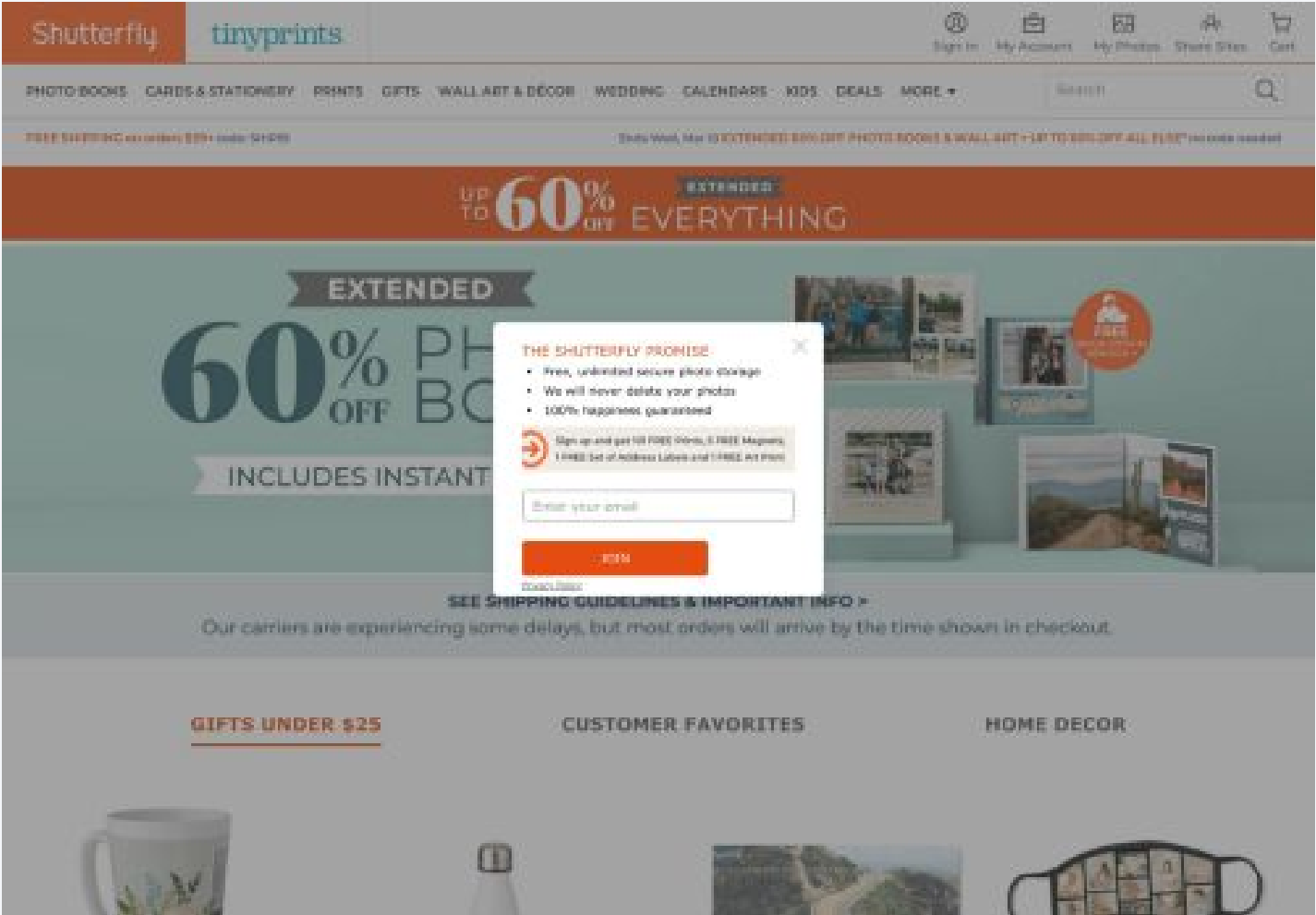
Page authority : 53

External quality link : 26439

Links : 32810

Link information

Backlink count : 26,439

Total link count : 32,810

Mozrank : 5.300000191

Mobile Friendly Check

Performance : 23.19

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)

2252 ms

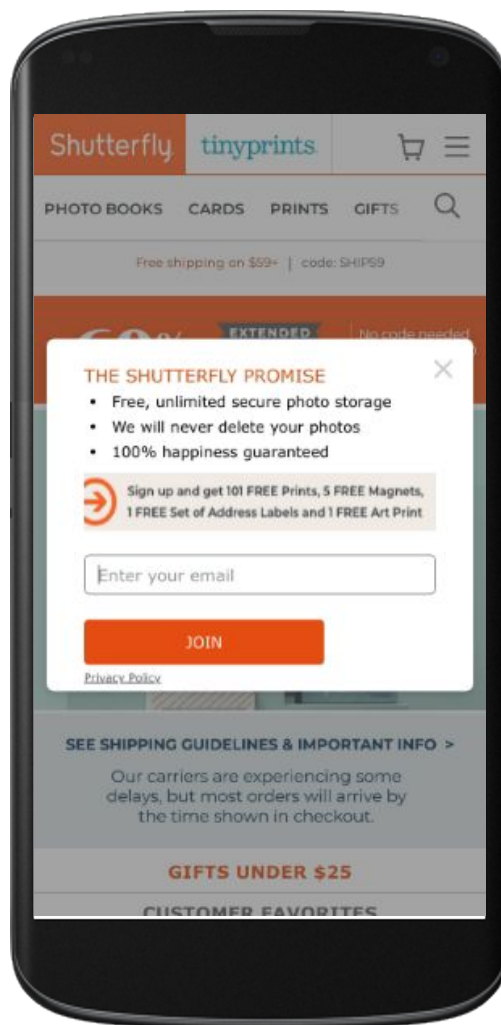Metric Category

AVERAGE

First Input Delay (FID)

49 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)

2975 ms

Metric Category

AVERAGE

First Input Delay (FID)

71 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**

4.0 s

First Meaningful Paint

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

4.0 s

Speed Index

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

7.1 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**

17.9 s

Time to Interactive

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

19.8 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**

1,350 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**

227 requests • 1,931 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 600 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 29 KiB

Serve static assets with an efficient cache policy

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

60 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 4,620 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**

700 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**

7301 ms

Total Blocking Time

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

5,090 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**

10.5 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 140 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 34 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**

Avoids enormous network payloads

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

Total size was 1,931 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**

15.6 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 158 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**

16 chains found

Avoids enormous network payloads

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

613 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**

2 user timings

IP Information	
ISP : AS16509 Amazon.com, Inc.	
Ip : 76.223.88.49	
Country : 🇺🇸 UNITED STATES	
City : Seattle	
Region : Washington	
Timezone : America/Los_Angeles	
Latitude : 47.5413	

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

Search Engine Index Info
Google index : 86,600
Bing index : 6,960,000

Longitude : -122.3129	**Yahoo index :** 6,960,000

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

Social Network Information - shutterfly.com

Social Network Information

Facebook share : 0	**Pinterest Info :** 721
Facebook comment : 0	**Xing Info :** 0
Facebook like : 0	**Buffer Info :** 36
Reddit Score : 1	**Reddit Ups :** 1
Reddit downs : 0	

Keyword & Meta Information - shutterfly.com

TITLE & METATAGS

Title
Shutterfly: Photo Books, Cards, Prints, Wall Art, Gifts, Wedding

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

DocType
html5

Description
Create photo books, wall art, photo cards and invitations, personalized gifts, and photo prints for friends and family at Shutterfly.com. Send life updates with graduation announcements, save the date cards, birth announcements, and wedding invitations. Shop canvas prints and home decor in a variety of sizes. Create holiday and thank you cards, calendars, and photo blankets.

Keywords

photo books, wall art, prints, canvas prints, photo gifts, cards, personalized gifts, graduation announcements, wedding invitations, save the date cards, photo blankets, photo mugs, custom mugs, home decor, framed prints, photo prints, metal prints, graduation invitations, thank you cards, baby shower invitations, bridal shower invitations, birth announcements, personalized stationery, wedding photo books, holiday cards, print photos, calendars

Google-site-verification

xjozBocX2i5-04z8llDaXygqDekBiv05hGeJSW7-lvo

User-browser

undefined undefined

User-device

DESKTOP

User-platform

undefined undefined

Bob-sso-sync

Tealium-script-src

https://tags.tiqcdn.com/utag/sfly/main/prod/utag.js

Web-server

bob

Sfly-env

production

Main-client-version

home-20210302-280-59714784-a1d15582d

Sfly-brand

SFLY

Blocked by robots.txt : Yes

Blocked by meta-robots : No

Links nofollowed by meta-robots : No

Total keywords : 259

Html headings

H1(1)
1. Shutterfly: Photo Books, Cards, Prints, Wall Art, Gifts, Wedding

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
>	14	5.405 %	No
code	5	1.931 %	No
BOOKS	5	1.931 %	No
PHOTO	5	1.931 %	No
Make	4	1.544 %	No
CARDS	4	1.544 %	No
GRAD	4	1.544 %	No
Space	4	1.544 %	No

SINGLE KEYWORDS	OCCURRENCES	DENSITY	POSSIBLE SPAM
Mug	4	1.544 %	No
Walls	4	1.544 %	No
MUGS	4	1.544 %	No
Photo	3	1.158 %	No
Ends	3	1.158 %	No
WALL	3	1.158 %	No
needed	3	1.158 %	No
Free	3	1.158 %	Yes
PRINTS	2	0.772 %	No
Celebration	2	0.772 %	No
Offer	2	0.772 %	Yes
Statement	2	0.772 %	No

== *Two words keywords* ==

2 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
> Make	4	1.544 %	No
Your Walls	4	1.544 %	No
no code	3	1.158 %	No
code needed	3	1.158 %	No
PHOTO BOOKS	3	1.158 %	No
Walls With	2	0.772 %	No
Transform Your	2	0.772 %	No
> Transform	2	0.772 %	No
Statement PRINTS	2	0.772 %	No
INSTANT BOOKS	2	0.772 %	No
HARDCOVER INSTANT	2	0.772 %	No
6X6 HARDCOVER	2	0.772 %	No
Shipping 6X6	2	0.772 %	No
Free Shipping	2	0.772 %	No
BOOKS >	2	0.772 %	No
Now Enjoy	2	0.772 %	No
Create Now	2	0.772 %	No
> Create	2	0.772 %	No

2 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
HEADQUARTERS >	2	0.772 %	No
GRAD HEADQUARTERS	2	0.772 %	No

== Three words keywords ==

3 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
no code needed	3	1.158 %	No
GRAD HEADQUARTERS >	2	0.772 %	No
INSTANT BOOKS >	2	0.772 %	No
HARDCOVER INSTANT BOOKS	2	0.772 %	No
6X6 HARDCOVER INSTANT	2	0.772 %	No
Shipping 6X6 HARDCOVER	2	0.772 %	No
Free Shipping 6X6	2	0.772 %	No
Enjoy Free Shipping	2	0.772 %	No
Now Enjoy Free	2	0.772 %	No
Create Now Enjoy	2	0.772 %	No
> Create Now	2	0.772 %	No
HEADQUARTERS > Create	2	0.772 %	No
BOOKS > Transform	2	0.772 %	No
SHOP NOW >	2	0.772 %	No
The Diploma GRAD	2	0.772 %	No
But The Diploma	2	0.772 %	No
Everything But The	2	0.772 %	No
> Everything But	2	0.772 %	No
CARDS > Everything	2	0.772 %	No
GRAD CARDS >	2	0.772 %	No

== Four words keywords ==

4 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
INSTANT BOOKS > Transform	2	0.772 %	No
But The Diploma GRAD	2	0.772 %	No
Shipping 6X6 HARDCOVER INSTANT	2	0.772 %	No

4 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
Free Shipping 6X6 HARDCOVER	2	0.772 %	No
Enjoy Free Shipping 6X6	2	0.772 %	No
Now Enjoy Free Shipping	2	0.772 %	No
Create Now Enjoy Free	2	0.772 %	No
> Create Now Enjoy	2	0.772 %	No
HEADQUARTERS > Create Now	2	0.772 %	No
GRAD HEADQUARTERS > Create	2	0.772 %	No
Diploma GRAD HEADQUARTERS >	2	0.772 %	No
The Diploma GRAD HEADQUARTERS	2	0.772 %	No
Everything But The Diploma	2	0.772 %	No
HARDCOVER INSTANT BOOKS >	2	0.772 %	No
> Everything But The	2	0.772 %	No
CARDS > Everything But	2	0.772 %	No
GRAD CARDS > Everything	2	0.772 %	No
Graduation GRAD CARDS >	2	0.772 %	No
On Graduation GRAD CARDS	2	0.772 %	No
Jumpstart On Graduation GRAD	2	0.772 %	No

Alexa Information - shutterfly.com

General information

Domain name : shutterfly.com		**Global Rank :** #1,125	
Daily Time on Site : 3:41		**Search Traffic :** 35.8%	
Bounce Rate : 41.5%		**Total sites link in :** 12,886	

Top 5 similar sites by audience overlap

Sl	Similar sites	Overlap score
1	hallmark.com	19.8
2	snapfish.com	18.4
3	minted.com	16.7

Sl	Similar sites	Overlap score
4	vistaprint.com	15.2
5	countryliving.com	14.0

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
note cards	42	33
note card	41	25
order christmas cards online	36	6
notecards	35	34

Top 4 easy-to-rank keywords		
Popular keywords within this site`s competitive power	Relevance to this site	Search popularity
personalised mugs	60	28
personalised mug	60	21
customised mugs	54	15
magic mug	62	28

Top 4 buyer keywords		
Keywords that show a high purchase intent	Avg. traffic to competitors	Organic competition
save the date	61	65
save the dates	56	63
save the date cards	55	66
save the date postcards	53	64

Top 4 optimization opportunities

Very popular keywords already driving some traffic to this site	Search popularity	Organic share of voice
printable to do list	30	0.7%
upload image	50	0.02%
halloween decoration ideas	23	1.82%
miss versus ms	19	2.27%

Top 5 referral sites

Sites by how many other sites drive traffic to them	Referral sites
shutterfly.com	19.8
hallmark.com	18.4
vistaprint.com	16.7
minted.com	15.2
snapfish.com	14.0

Site flow

Visited just before & right after domain	Visited just before & right after domain percentage
googlecom	32.7%
facebookcom	3.01%
yahoocom	2.71%
bingcom	2.09%
pinterestcom	0.88%
googlecom	25.5%
facebookcom	4.43%
yahoocom	2.87%
bingcom	2.16%
youtubecom	1.16%

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	58.4%
🇮🇳 India	21.0%
🇯🇵 Japan	3.4%