Domain Name - sparkfun.com

WhoIs Information

Registered : No

Domain age : 22 Years 4 Months 9 Days

Tech email : Select Contact Domain Holder link at https://www.namecheap.com/domains/whois/result?domain=sparkfun.com

Name servers : ns-1895.awsdns-44.co.uk

Created at : 16-Dec-2002

Changed at : 11-Jan-2018

Expire at : 16-Dec-2022

Registrant name : Redacted for Privacy Purposes

Admin name : Redacted for Privacy Purposes

Registrant country : 🇺🇸 US

Admin country : ❌ Redacted for Privacy Purposes

Registrant phone : Redacted for Privacy Purposes

Admin phone : Redacted for Privacy Purposes

Moz information

Subdomain normalized : 0.2493922561

Subdomain raw : 0.02493922412

Url normalized : 5.900000095

Url raw : 0.5899999738

Http status code : 301

Domain authority : 78

Page authority : 59

External quality link : 11531

Links : 21982

Link information

Backlink count : 11,531

Total link count : 21,982

Mozrank : 5.900000095

Mobile Friendly Check

Performance : 61.29

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)

1602 ms

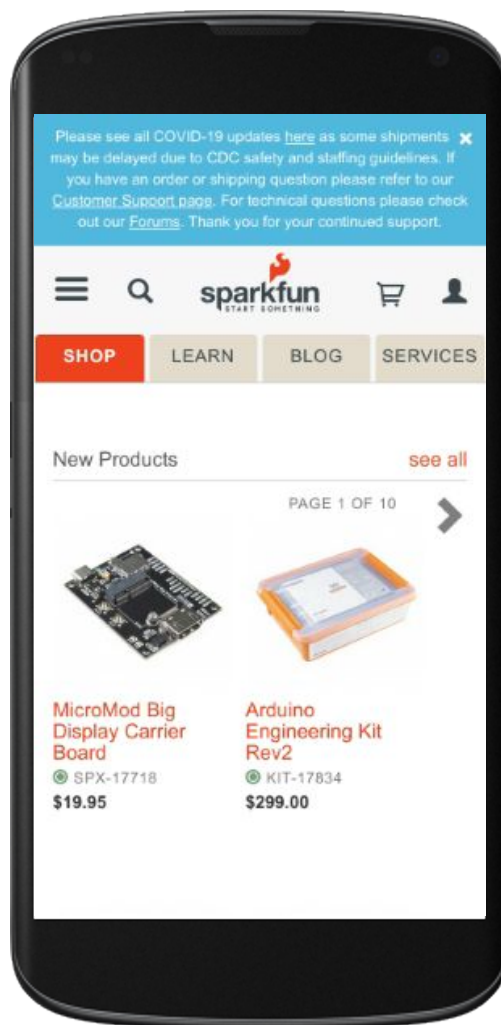Metric Category

AVERAGE

First Input Delay (FID)

13 ms

Metric Category

FAST

Overall Category

AVERAGE

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)

2331 ms

Metric Category

AVERAGE

First Input Delay (FID)

17 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**

1.9 s

First Meaningful Paint

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

1.9 s

Speed Index

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

3.9 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**

6.4 s

Time to Interactive

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

11.2 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**

230 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**

50 requests • 1,239 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 350 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**

10 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 100 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**

40 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**

3690 ms

Total Blocking Time

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

390 ms

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**

1.1 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 84 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 45 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 1,239 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**

2.1 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 183 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**

8 chains found

Avoids enormous network payloads

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

1,020 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 : AS14618 Amazon.com, Inc.	
Ip : 34.226.53.176	
Country : 🇺🇸 UNITED STATES	
City : Virginia Beach	
Region : Virginia	
Timezone : America/New_York	
Latitude : 36.8529	

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

Search Engine Index Info	
Google index : 61,300	
Bing index : 341,000	
Yahoo index : 346,000	

Longitude : -75.9780

Sites in Same IP
1. sparkfun.com
2. static.sparkfun.com
3. avc.sparkfun.com
4. IP-Address-Lookup.com

Related Websites
1.

Social Network Information - sparkfun.com

Social Network Information	
Facebook share : 0	**Pinterest Info :** 9
Facebook comment : 0	**Xing Info :** 0
Facebook like : 0	**Buffer Info :** 14
Reddit Score : 4	**Reddit Ups :** 4
Reddit downs : 0	

Keyword & Meta Information - sparkfun.com

TITLE & METATAGS
Title
SparkFun Electronics
Viewport
width=device-width, initial-scale=1
Description
SparkFun is an online retail store that sells the bits and pieces to make your electronics projects possible.

Keywords

Tools Arduino XBee Cables Robotics Sensors/Parts LEDs Books Project Breakout Boards Batteries EL Wire/Tape/Panel Enclosures/Cases Components Parts RFID NFC LCDs Wearables Solar FPGA Electronics Raspberry Pi mbed Android iDevices Wireless Circuit Lasers MaKey MaKey CNC 3D printing DIY Kits Dev Boards ecommerce open source shop online shopping

Blocked by robots.txt : No

Blocked by meta-robots : No

Links nofollowed by meta-robots : No

Total keywords : 545

Html headings

H1(0)

No h1 tag found

H2(6)

1. Free Shipping* on orders over $75

2. Say Hello to the SparkFun Thing Plus – QuickLogic EOS S3

3. GPS-RTK + Dead Reckoning

4. Latest Tutorials see all tutorials

5. Latest Videos see all videos

6. Latest Blog Posts see all blog posts

H3(12)

1. Soil Moisture Sensor Hookup Guide

2. Pro Micro RP2040 Hookup Guide

3. Product Showcase: SparkFun MicroMod RP2040 Processor

4. Product Showcase: SparkFun LoRa Thing Plus - ExpLoRaBLE

5. RP2040 + MicroMod

6. SparkFun's Mars Debut

7. AI Workshop: What's That Smell?

8. Blink RGB LEDs Remotely with MicroMod

9. ABOUT SPARKFUN

10. PARTNER WITH US

11. SUPPORT

12. SITE INFORMATION

H4(7)

1. Customer Service

2. LATEST BLOG

3. KEEP ACCURATE POSITION IN TOUGH SITUATIONS

4. January 29, 2021

5. January 21, 2021

6. Video title

7. Log In

H5(0)

No h5 tag found

H6(0)

No h6 tag found

KEYWORD ANALYSIS

== Single word keywords ==			
SINGLE KEYWORDS	**OCCURRENCES**	**DENSITY**	**POSSIBLE SPAM**
SparkFun	9	1.651 %	No
Favorited	6	1.101 %	No
Favorite	6	1.101 %	No
March	5	0.917 %	No
MicroMod	4	0.734 %	No
Audio	4	0.734 %	No
Kits	4	0.734 %	No
Qwiic	3	0.55 %	No
Raspberry	3	0.55 %	No
Pi	3	0.55 %	No
Thing	3	0.55 %	No
Customer	3	0.55 %	No
Latest	3	0.55 %	No
Blog	3	0.55 %	No
Site	3	0.55 %	No
RP2040	3	0.55 %	No
Product	3	0.55 %	No
Board	3	0.55 %	No
Services	3	0.55 %	No
Boards	2	0.367 %	No

== Two words keywords ==			
2 WORD PHRASES	**OCCURRENCES**	**DENSITY**	**POSSIBLE SPAM**
Favorited Favorite	6	1.101 %	No
2021 Favorited	6	1.101 %	No
see all	4	0.734 %	No
Raspberry Pi	3	0.55 %	No
Thing Plus	3	0.55 %	No
4 2021	3	0.55 %	No
Kits all	3	0.55 %	No
Hookup Guide	2	0.367 %	No

2 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
Shop Learn	2	0.367 %	No
to the	2	0.367 %	No
the SparkFun	2	0.367 %	No
Customer Support	2	0.367 %	No
SparkFun Thing	2	0.367 %	No
Learn Blog	2	0.367 %	No
Top Sellers	2	0.367 %	No
Today's Deals	2	0.367 %	No
Products Top	2	0.367 %	No
New Products	2	0.367 %	No
Blog Services	2	0.367 %	No
Deals Forum	2	0.367 %	No

== *Three words keywords* ==

3 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
2021 Favorited Favorite	6	1.101 %	No
Learn Blog Services	2	0.367 %	No
Hookup Guide January	2	0.367 %	No
Products Top Sellers	2	0.367 %	No
Today's Deals Forum	2	0.367 %	No
SparkFun Thing Plus	2	0.367 %	No
the SparkFun Thing	2	0.367 %	No
to the SparkFun	2	0.367 %	No
Favorited Favorite 1	2	0.367 %	No
the Raspberry Pi	2	0.367 %	No
Product Showcase SparkFun	2	0.367 %	No
New Products Top	2	0.367 %	No
Shop Learn Blog	2	0.367 %	No
March 4 2021	2	0.367 %	No
Meet the expLoRaBLE	2	0.367 %	No
a pHAT or	1	0.183 %	No
poor signal conditions	1	0.183 %	No
Guide January 29	1	0.183 %	No

3 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
cities covered areas	1	0.183 %	No
Sensor Hookup Guide	1	0.183 %	No

== Four words keywords ==

4 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
to the SparkFun Thing	2	0.367 %	No
2021 Favorited Favorite 1	2	0.367 %	No
New Products Top Sellers	2	0.367 %	No
the SparkFun Thing Plus	2	0.367 %	No
Shop Learn Blog Services	2	0.367 %	No
tutorials Soil Moisture Sensor	1	0.183 %	No
Soil Moisture Sensor Hookup	1	0.183 %	No
Moisture Sensor Hookup Guide	1	0.183 %	No
Sensor Hookup Guide January	1	0.183 %	No
Hookup Guide January 29	1	0.183 %	No
× Please see all	1	0.183 %	No
see all tutorials Soil	1	0.183 %	No
Guide January 29 2021	1	0.183 %	No
January 29 2021 Favorited	1	0.183 %	No
29 2021 Favorited Favorite	1	0.183 %	No
2021 Favorited Favorite 32	1	0.183 %	No
Favorited Favorite 32 Pro	1	0.183 %	No
all tutorials Soil Moisture	1	0.183 %	No
Tutorials see all tutorials	1	0.183 %	No
32 Pro Micro RP2040	1	0.183 %	No

Alexa Information - sparkfun.com

General information	
Domain name : sparkfun.com	**Global Rank :** #17,274

Daily Time on Site : 2:34	**Search Traffic :** 63.2%
Bounce Rate : 66%	**Total sites link in :** 2,292

Top 5 similar sites by audience overlap

Sl	Similar sites	Overlap score
1	adafruit.com	44.1
2	arduino.cc	37.7
3	allaboutcircuits.com	26.4
4	digikey.com	25.0
5	hackster.io	22.9

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
raspberry pi analog input	45	26
bno055 example code	43	13
arduino analog write	42	18
arduino underwater sonar	40	8

Top 4 easy-to-rank keywords

Popular keywords within this site`s competitive power	Relevance to this site	Search popularity
dht11	62	40
ds3231	65	36
hc-05	62	30
lattepanda	63	42

Top 4 buyer keywords

Keywords that show a high purchase intent	Avg. traffic to competitors	Organic competition
where to put arduino libraries	41	56
could not find usbtiny device	39	70
best arduino	38	58
arduino comparison	36	64

Top 4 optimization opportunities

Very popular keywords already driving some traffic to this site	Search popularity	Organic share of voice
arduino arm	17	4.18%
edimax wifi adapter	16	4.68%
unit of current	22	1.4%
heat proof tape	16	4.24%

Top 5 referral sites

Sites by how many other sites drive traffic to them	Referral sites
arduino.cc	44.1
digikey.com	37.7
adafruit.com	26.4
sparkfun.com	25.0
allaboutcircuits.com	22.9

Site flow

Visited just before & right after domain	Visited just before & right after domain percentage
googlecom	46.8%
arduinocc	2.49%
youtubecom	2.34%
adafruitcom	1.51%
githubcom	1.46%
googlecom	40.4%
youtubecom	4.8%
githubcom	1.75%

Visited just before & right after domain	Visited just before & right after domain percentage
adafruitcom	1.69%
amazoncom	1.64%

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	27.9%
🇮🇳 India	20.5%
🇨🇦 Canada	7.0%