Domain Name - palms.com

WhoIs Information

Registered : No

Domain age : 30 Years 1 Months 4 Days

Tech email : domains@bhfs.com

Name servers : n7ns2.stationcasinos.com

Created at : 23-Mar-1995

Changed at : 21-Oct-2020

Expire at : 24-Mar-2021

Registrant name : Domain Administrator

Admin name : Domain Administrator

Registrant country : 🇺🇸 US

Admin country : 🇺🇸 US

Registrant phone : +1.7024647079

Admin phone : +1.7024647079

Moz information

Subdomain normalized : 0.9161958694

Subdomain raw : 0.09161958843

Url normalized : 5

Url raw : 0.5

Http status code : 301

Domain authority : 65

Page authority : 50
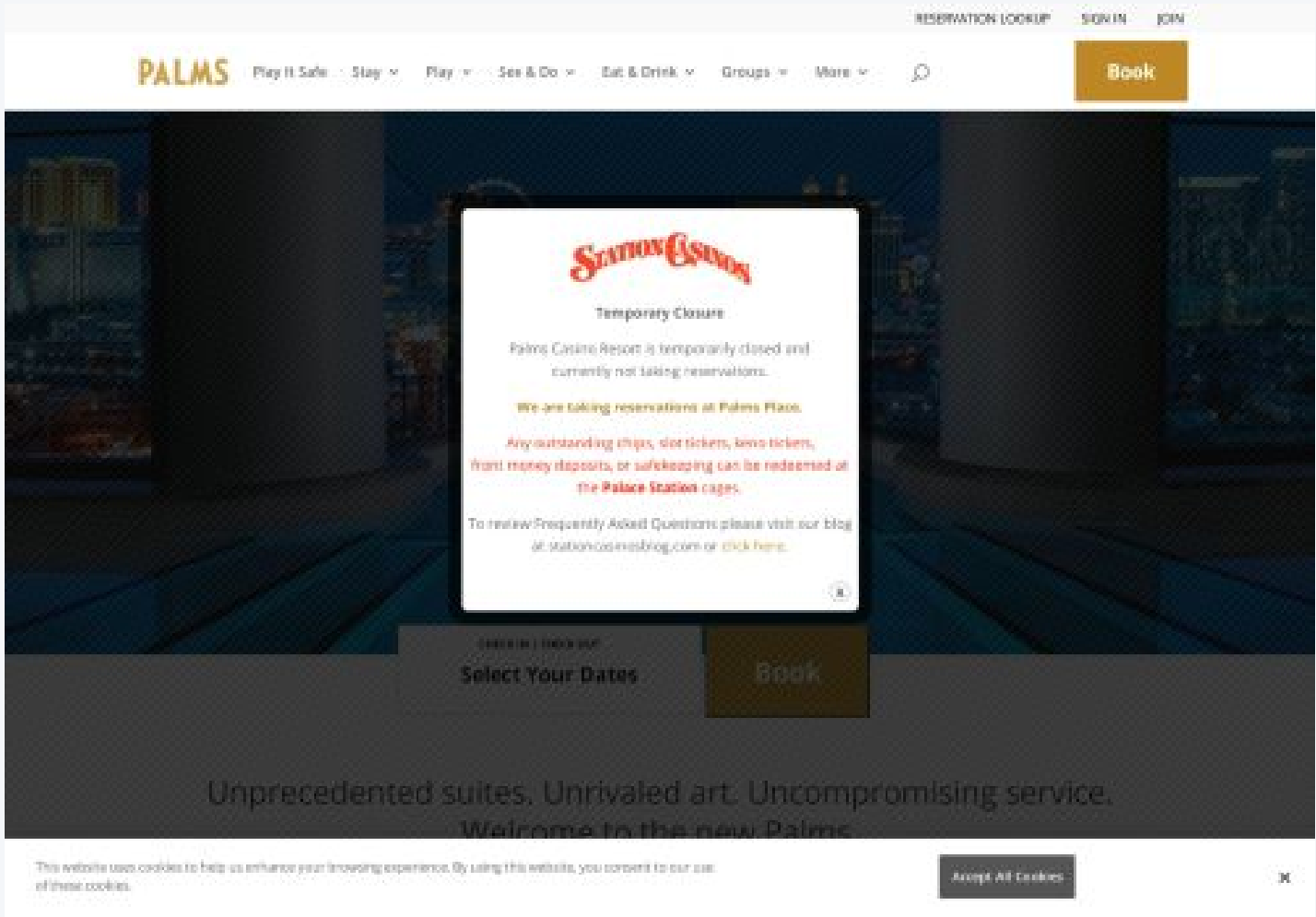
External quality link : 1339

Links : 1969

Link information

Backlink count : 1,339

Total link count : 1,969

Mozrank : 5

Mobile Friendly Check

Performance : 17.41

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)

4989 ms

Metric Category

SLOW

First Input Delay (FID)
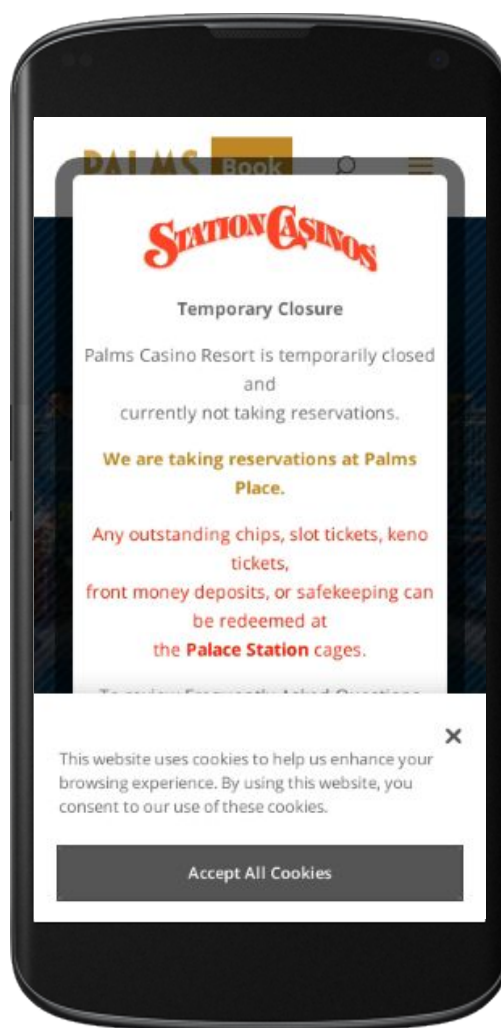
15 ms

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)

3650 ms

Metric Category

SLOW

First Input Delay (FID)

13 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**

4.3 s

First Meaningful Paint

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

4.4 s

Speed Index

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

12.7 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**

12.3 s

Time to Interactive

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

13.5 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**

470 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**

83 requests • 5,992 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 2,650 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 3 KiB

Serve static assets with an efficient cache policy

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

56 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 560 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**

220 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**

9108 ms

Total Blocking Time

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

2,570 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**

5.5 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**

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 182 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 5,992 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**

8.6 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 727 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**

35 chains found

Avoid enormous network payloads

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

1,195 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 : AS19551 Incapsula Inc	
Ip : 45.60.98.210	
Country : 🇨🇦 CANADA	
City : Toronto	
Region : Ontario	
Timezone : America/Toronto	
Latitude : 43.7001	
Longitude : -79.4163	

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

Search Engine Index Info	
Google index : 499	
Bing index : 0	
Yahoo index : 114,000	

Sites in Same IP	Related Websites
No data to show	1.

Social Network Information - palms.com

Social Network Information

Facebook share : 0	**Pinterest Info :** 0
Facebook comment : 0	**Xing Info :** 0
Facebook like : 0	**Buffer Info :** 3
Reddit Score : 0	**Reddit Ups :** 0
Reddit downs : 0	

Keyword & Meta Information - palms.com

TITLE & METATAGS

Title

Robots
noindex,nofollow

Blocked by robots.txt : No	**Blocked by meta-robots :** No
Links nofollowed by meta-robots : No	**Total keywords :** 0

Html headings

H1(0)

No h1 tag found

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**
No data found			

== *Two words keywords* ==			
2 WORD PHRASES	**OCCURRENCES**	**DENSITY**	**POSSIBLE SPAM**
No data found			

== *Three words keywords* ==			
3 WORD PHRASES	**OCCURRENCES**	**DENSITY**	**POSSIBLE SPAM**
No data found			

== *Four words keywords* ==			
4 WORD PHRASES	**OCCURRENCES**	**DENSITY**	**POSSIBLE SPAM**
No data found			

Alexa Information - palms.com

General information

Domain name : palms.com	**Global Rank :** #353,482
Daily Time on Site : 1:35	**Search Traffic :** 38.9%
Bounce Rate : 64.4%	**Total sites link in :** 504

Top 5 similar sites by audience overlap

Sl	Similar sites	Overlap score
1	aria.com	7.2
2	cosmopolitanlasvegas.com	7.0
3	vdara.com	6.6
4	hardrockhotel.com	6.3
5	sclv.com	5.9

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
pool cabana	27	24
restaurants	25	67
restaurant	25	58

Keywords driving traffic to competitors, but not to this site	Avg. traffic to competitors	Search popularity
las vegas resorts	25	25

Top 4 easy-to-rank keywords		
Popular keywords within this site`s competitive power	Relevance to this site	Search popularity
buffet las vegas	60	23
bellagio buffet	60	35
las vegas buffets	60	22
wicked spoon buffet	60	29

Top 4 buyer keywords		
Keywords that show a high purchase intent	Avg. traffic to competitors	Organic competition
best buffet in vegas	33	71
best buffet in las vegas	32	71
best 2 bedroom suites in las vegas	27	59
best 2 bedroom suites in vegas	27	58

Top 4 optimization opportunities		
Very popular keywords already driving some traffic to this site	Search popularity	Organic share of voice
mr coco	15	4.85%
sky villa	14	4.22%
brenden palms casino	17	1.86%
suites in las vegas	25	1.03%

Top 5 referral sites	
Sites by how many other sites drive traffic to them	Referral sites
cosmopolitanlasvegas.com	7.2
palms.com	7.0
aria.com	6.6
sclv.com	6.3

Sites by how many other sites drive traffic to them	Referral sites
uvtix.com	5.9

Site flow	
Visited just before & right after domain	**Visited just before & right after domain percentage**
googlecom	37%
googlecom	45.5%

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	72.4%