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

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## Domain Name - lvcva.com

### WhoIs Information

**Registered :** No

**Domain age :** 27 Years 2 Months 5 Days

**Tech email :**  
ad64q5kg5ff@networksolutionsprivateregistratio  
n.com

**Name servers :** NS39.WORLDDNIC.COM

**Created at :** 26-Nov-1997

**Changed at :** 29-Apr-2020

**Expire at :** 25-Nov-2024

**Registrant name :** PERFECT PRIVACY, LLC

**Admin name :** PERFECT PRIVACY, LLC

**Registrant country :**  US

**Admin country :**  US

**Registrant phone :** +1.5707088780

**Admin phone :** +1.5707088780

### Moz information

**Subdomain normalized :** 0.3156069517

**Subdomain raw :** 0.03156069294

**Url normalized :** 4.699999809

**Url raw :** 0.4699999988

**Http status code :** 301

**Domain authority :** 63

**Page authority :** 47

**External quality link :** 1217

**Links :** 2138

### Link information

**Backlink count :** 1,217

**Total link count :** 2,138

**Mozrank :** 4.699999809

Mobile Friendly Check

Performance : 20.59

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)

1850 ms

Metric Category

AVERAGE

First Input Delay (FID)

19 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)

1779 ms

### Metric Category

AVERAGE

### First Input Delay (FID)

15 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](#)

9.1 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](#)

15.0 s

### Time to Interactive

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

16.2 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](#)

720 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](#)

131 requests • 1,948 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 1,490 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](#)

91 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 570 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](#)

250 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](#)

7620 ms

### Total Blocking Time

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

1,590 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](#)

4.5 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 77 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 12 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 1,948 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](#)

7.9 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](#)

## 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](#)

32 chains found

## Avoids enormous network payloads

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

865 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 :** AS15169 Google LLC

**Ip :** 35.208.115.166

**Country :**  UNITED STATES

**City :** Council Bluffs

**Region :** Iowa

**Timezone :** America/Chicago

**Latitude :** 41.2619

**Longitude :** -95.8608

### Malware Scan Info

**Google safe browser norton :** Safe

**Norton :** untested

### Search Engine Index Info

**Google index :** 3,400

**Bing index :** 0

**Yahoo index :** 11,800

### Sites in Same IP

No data to show

### Related Websites

1.

## Social Network Information - lvcva.com

### Social Network Information

**Facebook share :** 0

**Pinterest Info :** 0

Facebook comment : 0

Xing Info : 0

Facebook like : 0

Buffer Info : 4

Reddit Score : 0

Reddit Ups : 0

Reddit downs : 0

## Keyword & Meta Information - lvcva.com

### TITLE & METATAGS

#### Title

Las Vegas Convention and Visitors Authority | LVCVA

#### Description

The LVCVA is the official destination marketing organization of Southern Nevada, promoting tourism, conventions, meetings and special events. Learn more here.

#### Viewport

width=device-width, initial-scale=1.0, minimum-scale=1

#### Sv-nav-properties

```
{"title":"Home","id":"5e5feeb3243abcd33d64dba","site_name":"lvcva20","section":"main","folderHref":"/home/"}
```

#### Twitter:card

summary\_large\_image

#### Referrer

always

Blocked by robots.txt : No

Blocked by meta-robots : No

Links nofollowed by meta-robots : No

Total keywords : 510

### Html headings

#### H1(4)

1. We are the Voice of Las Vegas Tourism



2. Hospitality Heroes

3. Las Vegas Convention Center Expansion

4. Vegas Means Business

## H2(7)

1. Our Mission

2. Creating Value for Stakeholders

3. Travel and Tourism Advocacy

4. Trends and Research

5. LVCVA Tourism Tracker

6. Press and Publicity

7. Get in Touch

## H3(3)

1. Promoting the Destination

2. Conventions, Shows and Special Events

3. Transportation Development

## H4(0)

No h4 tag found

## H5(0)

No h5 tag found

## H6(3)

1. Destination Marketing

2. Signature Events

3. Transportation Development

## KEYWORD ANALYSIS

### == Single word keywords ==

<b>SINGLE KEYWORDS</b>	<b>OCCURRENCES</b>	<b>DENSITY</b>	<b>POSSIBLE SPAM</b>
Vegas	12	2.353 %	No
Las	11	2.157 %	No
Learn	5	0.98 %	No
travel	4	0.784 %	No
LVCVA	4	0.784 %	No
Marketing	3	0.588 %	Yes
Destination	3	0.588 %	No
Press	3	0.588 %	No
Publicity	3	0.588 %	No
Transportation	3	0.588 %	No
Events	3	0.588 %	No
business	3	0.588 %	No
Tourism	3	0.588 %	No
exciting	3	0.588 %	No
Development	3	0.588 %	No
tourism	3	0.588 %	No
deliver	3	0.588 %	No
Research	3	0.588 %	No
prosperity	2	0.392 %	No
experiences	2	0.392 %	No

### == Two words keywords ==

<b>2 WORD PHRASES</b>	<b>OCCURRENCES</b>	<b>DENSITY</b>	<b>POSSIBLE SPAM</b>
Las Vegas	11	2.157 %	No

<b>2 WORD PHRASES</b>	<b>OCCURRENCES</b>	<b>DENSITY</b>	<b>POSSIBLE SPAM</b>
Learn More	5	0.98 %	No
of the	4	0.784 %	No
Transportation Development	3	0.588 %	No
Policy Terms	2	0.392 %	No
Signature Events	2	0.392 %	No
to the	2	0.392 %	No
Press Publicity	2	0.392 %	No
one of	2	0.392 %	No
Destination Marketing	2	0.392 %	No
Privacy Policy	2	0.392 %	No
of Las	2	0.392 %	No
Terms of	2	0.392 %	No
of Use	2	0.392 %	No
Use Site	2	0.392 %	No
Site Map	2	0.392 %	No
Vegas is	2	0.392 %	No
and national	2	0.392 %	No
to explore	2	0.392 %	No
across the	2	0.392 %	No

*== Three words keywords ==*

<b>3 WORD PHRASES</b>	<b>OCCURRENCES</b>	<b>DENSITY</b>	<b>POSSIBLE SPAM</b>
Signature Events Transportation	2	0.392 %	No
Las Vegas Convention	2	0.392 %	No
the Las Vegas	2	0.392 %	No
Terms of Use	2	0.392 %	No
Policy Terms of	2	0.392 %	No
Privacy Policy Terms	2	0.392 %	No
of Las Vegas	2	0.392 %	No
Las Vegas is	2	0.392 %	No
of Use Site	2	0.392 %	No
Use Site Map	2	0.392 %	No
Slide to explore	2	0.392 %	No

<b>3 WORD PHRASES</b>	<b>OCCURRENCES</b>	<b>DENSITY</b>	<b>POSSIBLE SPAM</b>
one of the	2	0.392 %	No
Events Transportation Development	2	0.392 %	No
and Research Our	1	0.196 %	No
Our wideranging research	1	0.196 %	No
wideranging research capabilities	1	0.196 %	No
research capabilities serve	1	0.196 %	No
capabilities serve industry	1	0.196 %	No
Research Our wideranging	1	0.196 %	No
Learn More Trends	1	0.196 %	No

*== Four words keywords ==*

<b>4 WORD PHRASES</b>	<b>OCCURRENCES</b>	<b>DENSITY</b>	<b>POSSIBLE SPAM</b>
Policy Terms of Use	2	0.392 %	No
of Use Site Map	2	0.392 %	No
Privacy Policy Terms of	2	0.392 %	No
Signature Events Transportation Development	2	0.392 %	No
Terms of Use Site	2	0.392 %	No
and Research Our wideranging	1	0.196 %	No
Research Our wideranging research	1	0.196 %	No
Our wideranging research capabilities	1	0.196 %	No
wideranging research capabilities serve	1	0.196 %	No
research capabilities serve industry	1	0.196 %	No
Our website uses cookies	1	0.196 %	No
capabilities serve industry partners	1	0.196 %	No
serve industry partners and	1	0.196 %	No
industry partners and national	1	0.196 %	No
partners and national tourism	1	0.196 %	No
and national tourism advocacy	1	0.196 %	No
Trends and Research Our	1	0.196 %	No
More Trends and Research	1	0.196 %	No
Learn More Trends and	1	0.196 %	No

4 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
economies Learn More Trends	1	0.196 %	No

## Alexa Information - lvcva.com

### General information

**Domain name :** lvcva.com

**Global Rank :** #333,143

**Daily Time on Site :** 1:16

**Search Traffic :** 64.3%

**Bounce Rate :** 56.8%

**Total sites link in :** 366

### Top 5 similar sites by audience overlap

Sl	Similar sites	Overlap score
1	lasvegastourism.com	11.9
2	vegasmeansbusiness.com	10.6
3	lvol.com	6.4
4	visitlasvegas.com	6.1
5	lasvegasembassysuites.com	5.2

### 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
las vegas trade shows 2018	32	20
las vegas trade shows	32	19
conventions in las vegas in june 2018	32	4
caesars palace	31	51

### Top 4 easy-to-rank keywords

Popular keywords within this site`s competitive power	Relevance to this site	Search popularity
las vegas map	57	42
las vegas strip	18	43
las vegas events	56	38
vegas strip	55	32

### Top 4 buyer keywords

Keywords that show a high purchase intent	Avg. traffic to competitors	Organic competition
asd market week	24	56
asd market	19	19
asd market week 2018	18	56
las vegas website	18	59

### Top 4 optimization opportunities

Very popular keywords already driving some traffic to this site	Search popularity	Organic share of voice
convention centers	18	3.34%
las vega	24	1%
las vega	16	2.96%
las vegas conventions 2018	20	3.07%

### Top 5 referral sites

Sites by how many other sites drive traffic to them	Referral sites
visitlasvegas.com	11.9
lvcva.com	10.6
lasvegastourism.com	6.4
lvol.com	6.1
vegasmeansbusiness.com	5.2

### Site flow

Visited just before & right after domain	Visited just before & right after domain percentage
googlecom	47.4%
googlecom	38.2%

#### 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	52.9%