SEO GUIDE.CO
PROFESSIONAL SEO SERVICES

Domain Name - hilton.com

WhoIs Information

Registered : No

Domain age : 30 Years 5 Months 4 Days

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

Name servers : ns3.level3.net

Created at : 23-Nov-1994

Changed at : 21-Oct-2020

Expire at : 21-Nov-2021

Registrant name :

Admin name :

Registrant country : 🇺🇸 US

Admin country : 🇺🇸 US

Registrant phone :

Admin phone :

Moz information

Subdomain normalized : 0.3467590511

Subdomain raw : 0.03467590362

Url normalized : 6.599999905

Url raw : 0.6600000262

Http status code : 301

Domain authority : 88

Page authority : 66

External quality link : 82912

Links : 97115

Link information

Backlink count : 82,912

Total link count : 97,115

Mozrank : 6.599999905

Mobile Friendly Check

Performance : 6.61

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)

2249 ms

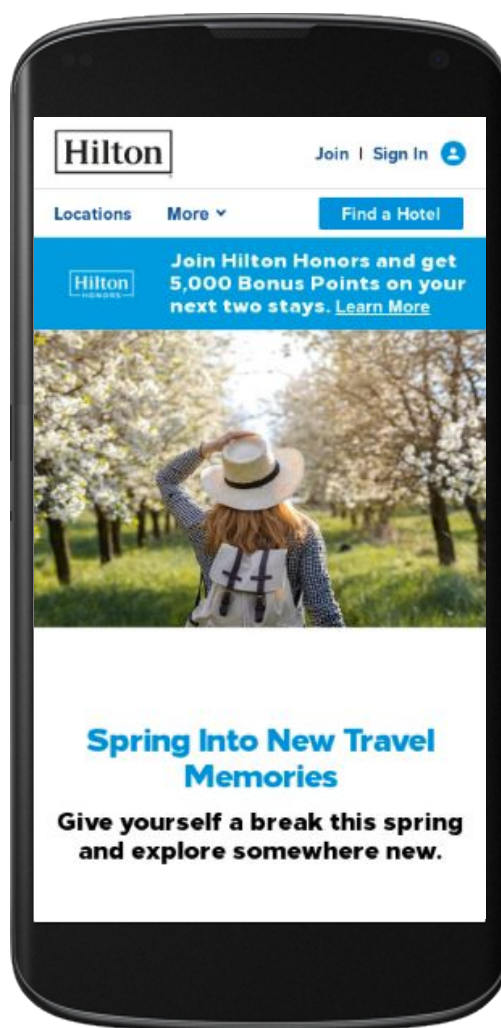Metric Category

AVERAGE

First Input Delay (FID)

46 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)

2387 ms

Metric Category

AVERAGE

First Input Delay (FID)

43 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**

4.9 s

First Meaningful Paint

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

8.6 s

Speed Index

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

19.9 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**

24.9 s

Time to Interactive

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

27.3 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**

1,340 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**

286 requests • 3,624 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 720 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 49 KiB

Serve static assets with an efficient cache policy

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

109 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 3,050 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**

730 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**

9958 ms

Total Blocking Time

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

7,560 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**

13.9 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 160 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 71 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 3,624 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**

19.0 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**

8 chains found

Avoid enormous network payloads

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

498 elements

Avoid multiple page redirects

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

Potential savings of 1,260 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**

10 user timings

IP Information	
ISP : AS26529 Hilton Worldwide Holdings Inc	
Ip : 167.187.200.23	
Country : 🇺🇸 UNITED STATES	
City : Tysons Corner	
Region : Virginia	
Timezone : America/New_York	
Latitude : 38.9530	

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

Search Engine Index Info
Google index : 356,000
Bing index : 0
Yahoo index : 3,910,000

Longitude : -77.2295

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

Social Network Information - hilton.com

Social Network Information

Facebook share : 0	**Pinterest Info :** 40
Facebook comment : 0	**Xing Info :** 0
Facebook like : 0	**Buffer Info :** 4
Reddit Score : 1	**Reddit Ups :** 1
Reddit downs : 0	

Keyword & Meta Information - hilton.com

TITLE & METATAGS

Title
Hotels by Hilton - Book the Best Rates Across All Brands

Viewport
width=device-width

Dx-ui-service
hotels-ui

Dx-version
3.0.41

Og:title
Hotels by Hilton - Book the Best Rates Across All Brands

Og:site_name
Hilton

Og:type
website

Description
Explore Hilton's portfolio of hotels and distinct brands across the globe. Book directly for the best rates during your next stay. Expect better, expect Hilton.

Keywords
hotels,hotel reservations,hotel discount,leisure hotels,business hotels,www.hilton.com,Hilton Hotels & Resorts

Og:description
Explore Hilton's portfolio of hotels and distinct brands across the globe. Book directly for the best rates during your next stay. Expect better, expect Hilton.

Og:image
https://www.hilton.com/modules/assets/svgs/logos/shop/WW.svg

Og:url
https://www.hilton.com/en/

Fb:app_id
253862148111843

Blocked by robots.txt : No

Blocked by meta-robots : No

Links nofollowed by meta-robots : No

Total keywords : 626

Html headings

H1(0)
No h1 tag found

H2(6)

1. Spring Into New Travel Memories

2. Experience Something New

3. Our Commitment to You

4. Start Planning Your Spring Break Getaway

5. Experience Iconic Properties Across the Globe

6. Our Brands

H3(18)

1. Waldorf Astoria

2. LXR Hotels & Resorts

3. Conrad Hotels & Resorts

4. Canopy by Hilton

5. Signia Hilton

6. Hilton Hotels & Resorts

7. Curio Collection by Hilton

8. DoubleTree by Hilton

9. Tapestry by Hilton

10. Embassy Suites by Hilton

11. Tempo by Hilton

12. Motto by Hilton

13. Hilton Garden Inn

14. Hampton by Hilton

15. Tru by Hilton

16. Homewood Suites by Hilton

17. Home2 Suites by Hilton

18. Hilton Grand Vacations

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
Hilton	40	6.39 %	No
Visit	18	2.875 %	No
Suites	7	1.118 %	No
Hotels	6	0.958 %	No
Resorts	6	0.958 %	No
stay	5	0.799 %	No
hotels	5	0.799 %	No
service	5	0.799 %	No
experiences	4	0.639 %	No
world	4	0.639 %	No
Inn	3	0.479 %	No
Garden	3	0.479 %	No
Homewood	3	0.479 %	No
Offers	3	0.479 %	No
offering	3	0.479 %	No

SINGLE KEYWORDS	OCCURRENCES	DENSITY	POSSIBLE SPAM
destinations	3	0.479 %	No
Motto	3	0.479 %	No
Conrad	2	0.319 %	No
Canopy	2	0.319 %	No
Call	2	0.319 %	Yes

== *Two words keywords* ==

2 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
by Hilton	22	3.514 %	No
Suites by	6	0.958 %	No
Hotels Resorts	6	0.958 %	No
across the	3	0.479 %	No
the world	3	0.479 %	No
Hilton Hilton	3	0.479 %	No
Garden Inn	3	0.479 %	No
Hilton Garden	3	0.479 %	No
Visit Hilton	3	0.479 %	No
Homewood Suites	3	0.479 %	No
service and	3	0.479 %	No
Embassy Suites	2	0.319 %	No
a safe	2	0.319 %	No
Hilton Grand	2	0.319 %	No
Grand Vacations	2	0.319 %	No
creating a	2	0.319 %	No
in the	2	0.319 %	No
you with	2	0.319 %	No
Motto by	2	0.319 %	No
Signia Hilton	2	0.319 %	No

== *Three words keywords* ==

3 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
Suites by Hilton	6	0.958 %	No

3 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
Hilton Garden Inn	3	0.479 %	No
across the world	2	0.319 %	No
LXR Hotels Resorts	2	0.319 %	No
Motto by Hilton	2	0.319 %	No
by Hilton Motto	2	0.319 %	No
Canopy by Hilton	2	0.319 %	No
Hilton Hotels Resorts	2	0.319 %	No
Embassy Suites by	2	0.319 %	No
Tapestry by Hilton	2	0.319 %	No
Hampton by Hilton	2	0.319 %	No
DoubleTree by Hilton	2	0.319 %	No
Tru by Hilton	2	0.319 %	No
Hilton Grand Vacations	2	0.319 %	No
Curio Collection by	2	0.319 %	No
Collection by Hilton	2	0.319 %	No
by Hilton A	2	0.319 %	No
Home2 Suites by	2	0.319 %	No
Homewood Suites by	2	0.319 %	No
Conrad Hotels Resorts	2	0.319 %	No

== Four words keywords ==			
4 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
Homewood Suites by Hilton	2	0.319 %	No
Embassy Suites by Hilton	2	0.319 %	No
Curio Collection by Hilton	2	0.319 %	No
Home2 Suites by Hilton	2	0.319 %	No
Locations Offers Meetings Events	1	0.16 %	No
an urban vibe in	1	0.16 %	No
urban vibe in prime	1	0.16 %	No
vibe in prime global	1	0.16 %	No
in prime global locations	1	0.16 %	No
global locations Visit Motto	1	0.16 %	No
prime global locations Visit	1	0.16 %	No

4 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
microhotel with an urban	1	0.16 %	No
locations Visit Motto by	1	0.16 %	No
Visit Motto by Hilton	1	0.16 %	No
Motto by Hilton Hilton	1	0.16 %	No
by Hilton Hilton Garden	1	0.16 %	No
Hilton Hilton Garden Inn	1	0.16 %	No
Hilton Garden Inn Hilton	1	0.16 %	No
with an urban vibe	1	0.16 %	No
offers a microhotel with	1	0.16 %	No

Alexa Information - hilton.com

General information

Domain name : hilton.com	**Global Rank :** #1,897
Daily Time on Site : 3:44	**Search Traffic :** 36.1%
Bounce Rate : 28.9%	**Total sites link in :** 13,224

Top 5 similar sites by audience overlap

Sl	Similar sites	Overlap score
1	marriott.com	33.3
2	ihg.com	24.6
3	hotels.com	23.7
4	hotelplanner.com	22.9
5	expedia.com	21.0

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
residence inn	60	50
marriott	56	72
fairfield inn	56	48
springhill suites	55	48

Top 4 easy-to-rank keywords

Popular keywords within this site`s competitive power	Relevance to this site	Search popularity
spg login	10	59
starwood preferred guest	73	57
hilton hotel brand	17	4
marriott travel packages	55	36

Top 4 buyer keywords

Keywords that show a high purchase intent	Avg. traffic to competitors	Organic competition
best western	40	36
aaa hotel discounts	39	16
hotel discounts	37	71
sheraton suites market center dallas	35	52

Top 4 optimization opportunities

Very popular keywords already driving some traffic to this site	Search popularity	Organic share of voice
hotels in gettysburg	17	3.83%
providence airport	36	0.25%
marriott rewards points chart	23	1.44%
hotels charleston wv	18	3.3%

Top 5 referral sites

Sites by how many other sites drive traffic to them	Referral sites
marriott.com	33.3
hilton.com	24.6
hotels.com	23.7
ihg.com	22.9
hotelplanner.com	21.0

Site flow	
Visited just before & right after domain	**Visited just before & right after domain percentage**
googlecom	28.8%
yahoocom	3.4%
facebookcom	3.36%
bingcom	2.79%
marriottcom	1.06%
googlecom	25.7%
facebookcom	4.14%
yahoocom	3.37%
bingcom	2.96%
marriottcom	1.24%

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	71.2%
🇯🇵 Japan	6.2%
🇮🇳 India	2.2%