

Contact: [i@seoguide.co](mailto:i@seoguide.co) |

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

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## Domain Name - [helmsbriscoe.com](https://helmsbriscoe.com)

### WhoIs Information

**Registered :** No

**Domain age :** 28 Years 4 Months 18 Days

**Tech email :** [dbowler@helmsbriscoe.com](mailto:dbowler@helmsbriscoe.com)

**Name servers :** NS89.WORLDDNIC.COM

**Created at :** 14-Sep-1996

**Changed at :** 15-Jul-2019

**Expire at :** 13-Sep-2024

**Registrant name :** HelmsBriscoe

**Admin name :** HelmsBriscoe

**Registrant country :**  US

**Admin country :**  US

**Registrant phone :** +1.4807181111

**Admin phone :** +1.4807181111

### Moz information

**Subdomain normalized :** 0.2565554082

**Subdomain raw :** 0.02565554157

**Url normalized :** 4.099999905

**Url raw :** 0.4099999964

**Http status code :** 301

**Domain authority :** 35

**Page authority :** 41

**External quality link :** 145

**Links :** 252

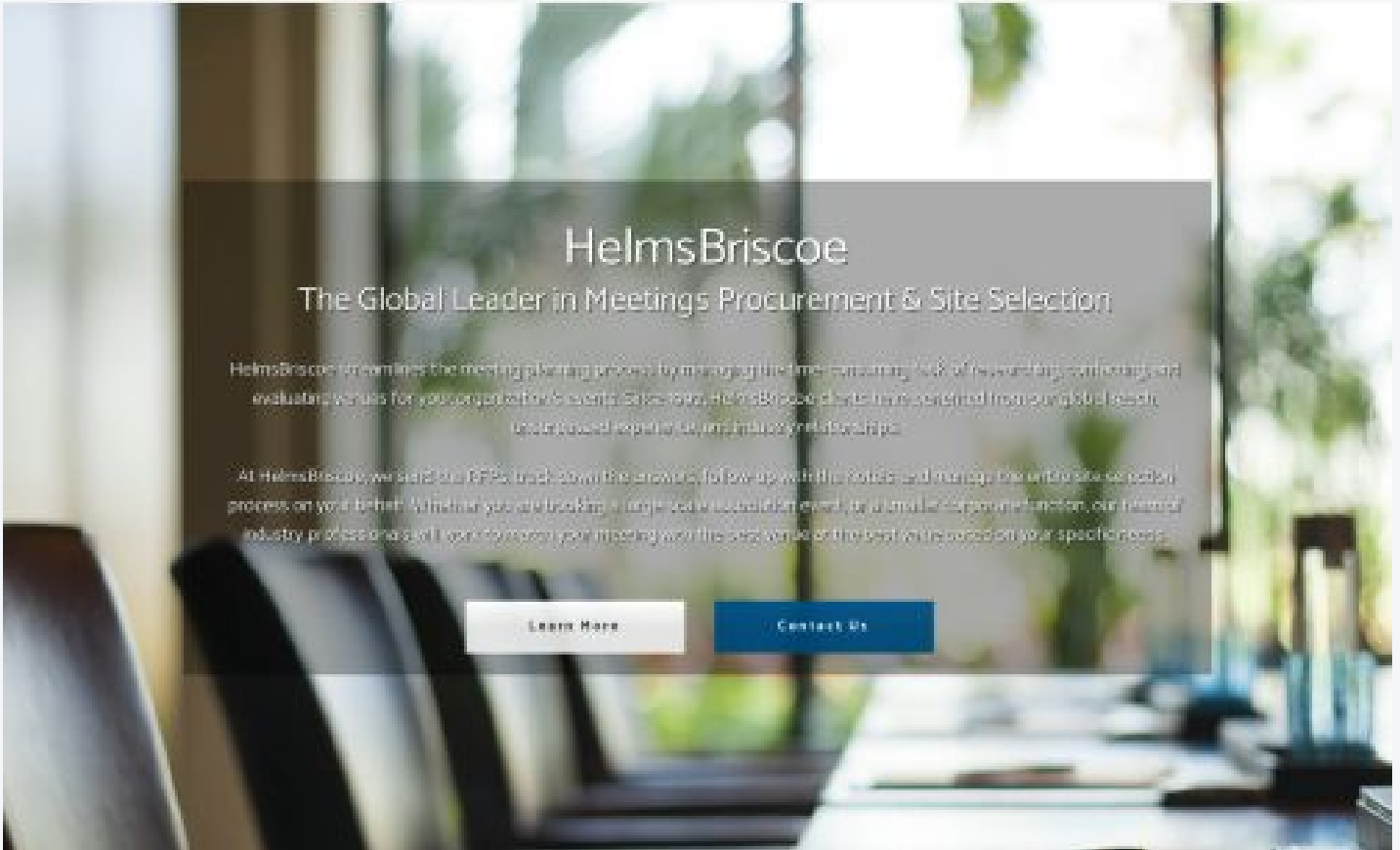
### Link information

**Backlink count :** 145

**Total link count :** 252

**Mozrank :** 4.099999905

[Click here for a COVID-19 message from HelmsBriscoe Founder and CEO, Roger Helms](#)



# HelmsBriscoe

## The Global Leader in Meetings Procurement & Site Selection

HelmsBriscoe streamlines the meeting planning process by managing the time-consuming task of researching, contacting, and evaluating venues for your corporate or trade events. So, you can focus on your event. HelmsBriscoe clients have benefited from our global reach, unparalleled expertise, and industry relationships.

At HelmsBriscoe, we send our RFPs back down the road, follow up with the venue and manage the entire site selection process on your behalf. Whether you're looking for a large-scale association event, an intimate corporate function, our trusted industry process and staff work to make your meeting with the best venue on the best site based on your specific needs.

[Learn More](#)

[Contact Us](#)

### Mobile Friendly Check

Performance : 14.94

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)

6276 ms

Metric Category

SLOW

## First Input Delay (FID)

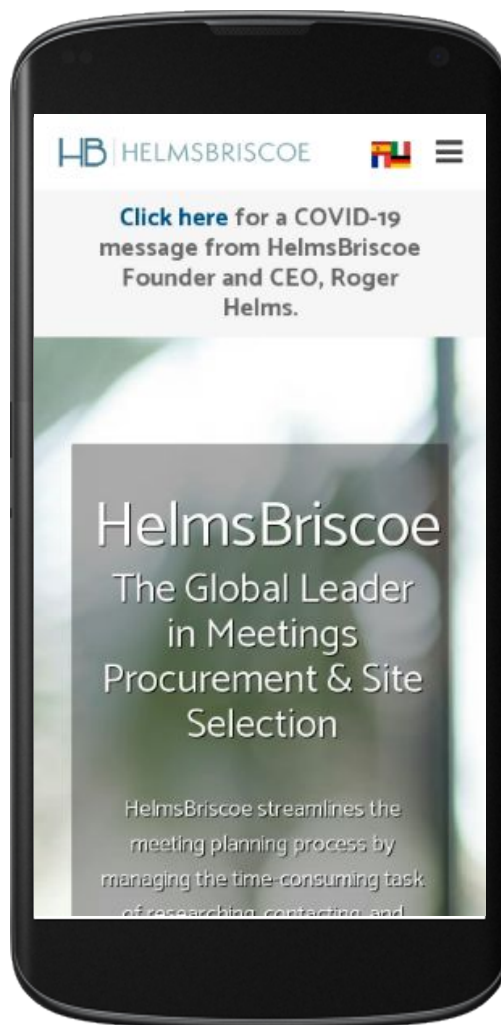
13 ms

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)

6276 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](#)

4.5 s

### First Meaningful Paint

First Meaningful Paint measures when the primary content of a page is visible. [Learn more](#)

4.5 s

### Speed Index

Speed Index shows how quickly the contents of a page are visibly populated. [Learn more](#)

19.6 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](#)

13.5 s

### Time to Interactive

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

13.8 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](#)

790 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](#)

96 requests • 1,693 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 2,180 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](#)

65 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 1,660 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](#)

320 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](#)

8979 ms

## Total Blocking Time

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

1,850 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](#)

3.3 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 3 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 144 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 1,693 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](#)

6.7 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 177 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](#)

58 chains found

### Avoids enormous network payloads

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

342 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](#)

4 user timings

#### IP Information

**ISP :** AS26347 New Dream Network, LLC

**Ip :** 208.113.148.128

**Country :**  UNITED STATES

**City :** Washington

**Region :** Washington, D.C.

**Timezone :** America/New\_York

**Latitude :** 38.8951

#### Malware Scan Info

**Google safe browser norton :** Safe

**Norton :** untested

#### Search Engine Index Info

**Google index :** 3,970

**Bing index :** 0

**Longitude** : -77.0364

**Yahoo index** : 26,300

Sites in Same IP

No data to show

Related Websites

1.

## Social Network Information - helmsbriscoe.com

### Social Network Information

**Facebook share** : 0

**Pinterest Info** : 2

**Facebook comment** : 0

**Xing Info** : 0

**Facebook like** : 0

**Buffer Info** : 0

**Reddit Score** : 0

**Reddit Ups** : 0

**Reddit downs** : 0

## Keyword & Meta Information - helmsbriscoe.com

### TITLE & METATAGS

#### Title

HelmsBriscoe | Meetings Procurement & Site Selection Global Leader

#### Viewport

width=device-width, initial-scale=1.0

#### Generator

Powered by WPBakery Page Builder - drag and drop page builder for WordPress.

**Blocked by robots.txt** : No

**Blocked by meta-robots** : No

**Links nofollowed by meta-robots** : No

**Total keywords** : 407



## Html headings

### H1(2)

1. HelmsBriscoe
2. The Power & Process of HelmsBriscoe

### H2(1)

1. The Global Leader in Meetings Procurement & Site Selection

### H3(2)

1. Click here for a COVID-19 message from HelmsBriscoe Founder and CEO, Roger Helms.
2. When you choose to put the strength and power of the largest and most trusted site selection firm to work for you, you will benefit from:

### H4(4)

1. Global Reach
2. Collective Knowledge
3. Preferred Rates
4. Industry Relationships

### H5(0)

No h5 tag found

### H6(0)

No h6 tag found

## KEYWORD ANALYSIS

### == Single word keywords ==

<b>SINGLE KEYWORDS</b>	<b>OCCURRENCES</b>	<b>DENSITY</b>	<b>POSSIBLE SPAM</b>
HelmsBriscoe	10	2.457 %	No
Partners	6	1.474 %	No
Industry	5	1.229 %	No
Meeting	4	0.983 %	No
Contact	4	0.983 %	No
Services	4	0.983 %	No
Selection	3	0.737 %	No
meeting	3	0.737 %	No
power	3	0.737 %	No
Global	3	0.737 %	No
Site	3	0.737 %	No
industry	3	0.737 %	No
Headquarters	3	0.737 %	No
Locator	2	0.491 %	No
clients	2	0.491 %	No
Company	2	0.491 %	No
relationships	2	0.491 %	No
work	2	0.491 %	No
global	2	0.491 %	No
hotel	2	0.491 %	No

### == Two words keywords ==

<b>2 WORD PHRASES</b>	<b>OCCURRENCES</b>	<b>DENSITY</b>	<b>POSSIBLE SPAM</b>
Site Selection	3	0.737 %	No
on your	3	0.737 %	No
Contact Us	3	0.737 %	No
with the	3	0.737 %	No
Events Career	2	0.491 %	No
Career Services	2	0.491 %	No
Services Contact	2	0.491 %	No

<b>2 WORD PHRASES</b>	<b>OCCURRENCES</b>	<b>DENSITY</b>	<b>POSSIBLE SPAM</b>
Us Corporate	2	0.491 %	No
Corporate Headquarters	2	0.491 %	No
Headquarters Associate	2	0.491 %	No
Associate Locator	2	0.491 %	No
your behalf	2	0.491 %	No
Home Our	2	0.491 %	No
Partners Industry	2	0.491 %	No
any other	2	0.491 %	No
more than	2	0.491 %	No
in the	2	0.491 %	No
Our Company	2	0.491 %	No
you will	2	0.491 %	No
the best	2	0.491 %	No

*== Three words keywords ==*

<b>3 WORD PHRASES</b>	<b>OCCURRENCES</b>	<b>DENSITY</b>	<b>POSSIBLE SPAM</b>
Home Our Company	2	0.491 %	No
Events Career Services	2	0.491 %	No
Partners Hotel Partners	2	0.491 %	No
Hotel Partners Destination	2	0.491 %	No
Partners Destination Partners	2	0.491 %	No
Destination Partners Industry	2	0.491 %	No
Partners Industry Events	2	0.491 %	No
Industry Events Career	2	0.491 %	No
Career Services Contact	2	0.491 %	No
Consolidation Industry Partners	2	0.491 %	No
Services Contact Us	2	0.491 %	No
Contact Us Corporate	2	0.491 %	No
Us Corporate Headquarters	2	0.491 %	No
Corporate Headquarters Associate	2	0.491 %	No
Headquarters Associate Locator	2	0.491 %	No
Our Company News	2	0.491 %	No
on your behalf	2	0.491 %	No

<b>3 WORD PHRASES</b>	<b>OCCURRENCES</b>	<b>DENSITY</b>	<b>POSSIBLE SPAM</b>
Industry Partners Hotel	2	0.491 %	No
than any other	2	0.491 %	No
Meeting Consolidation Industry	2	0.491 %	No

*== Four words keywords ==*

<b>4 WORD PHRASES</b>	<b>OCCURRENCES</b>	<b>DENSITY</b>	<b>POSSIBLE SPAM</b>
Home Our Company News	2	0.491 %	No
Industry Events Career Services	2	0.491 %	No
Consolidation Industry Partners Hotel	2	0.491 %	No
Industry Partners Hotel Partners	2	0.491 %	No
Partners Hotel Partners Destination	2	0.491 %	No
Hotel Partners Destination Partners	2	0.491 %	No
Partners Destination Partners Industry	2	0.491 %	No
Destination Partners Industry Events	2	0.491 %	No
Events Career Services Contact	2	0.491 %	No
Services Meeting Consolidation Industry	2	0.491 %	No
Career Services Contact Us	2	0.491 %	No
Services Contact Us Corporate	2	0.491 %	No
Contact Us Corporate Headquarters	2	0.491 %	No
Us Corporate Headquarters Associate	2	0.491 %	No
Corporate Headquarters Associate Locator	2	0.491 %	No
Our Company News and	2	0.491 %	No
Meeting Consolidation Industry Partners	2	0.491 %	No
Partners Industry Events Career	2	0.491 %	No
Cruise Services Meeting Consolidation	2	0.491 %	No
HB Cares Client Solutions	2	0.491 %	No

### General information

**Domain name :** helmsbriscoe.com

**Global Rank :** #4,093,834

**Daily Time on Site :** No data

**Search Traffic :**

**Bounce Rate :**

**Total sites link in :** 86

### Top 5 similar sites by audience overlap

SI	Similar sites	Overlap score
No data found!		

### 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
imex	14	38
imex america	13	28
imex 2018	13	28
conference direct	13	21

### Top 4 easy-to-rank keywords

Popular keywords within this site`s competitive power	Relevance to this site	Search popularity
qualities of a good restaurant	14	7
anatole hotel	27	19
valet parking jobs	15	19
best hotels to work for	28	12

### Top 4 buyer keywords

Keywords that show a high purchase intent	Avg. traffic to competitors	Organic competition
boutique search firm	10	40
boutique executive search firms	8	37
top boutique executive search firms	8	37
search firm	7	45

#### Top 4 optimization opportunities

Very popular keywords already driving some traffic to this site	Search popularity	Organic share of voice
melissa schoen	10	2.92%
dennis howe	10	2.31%
julie powers	26	0.14%
briscoe address	8	4.3%

#### Top 5 referral sites

Sites by how many other sites drive traffic to them	Referral sites
No data found!	

#### Site flow

Visited just before & right after domain	Visited just before & right after domain percentage
No data found!	

#### 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
No data found!	