

Contact: i@seoguide.co |

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

Generated At: 2021-03-11 08:09:38

Domain Name - libertymutual.com

WhoIs Information

Registered : No

Domain age : 28 Years 7 Months 16 Days

Tech email : lmic-dns-tech@libertymutual.com

Name servers : a22-67.akam.net

Created at : 13-Sep-1996

Changed at : 11-Aug-2020

Expire at : 11-Sep-2021

Registrant name : Liberty Communications Services

Admin name : Liberty Communications Services

Registrant country :  US

Admin country :  US

Registrant phone : +1.6173579500

Admin phone : +1.6173579500

Moz information

Subdomain normalized : 0.3407507837

Subdomain raw : 0.03407507762

Url normalized : 5.5

Url raw : 0.5500000119

Http status code : 301

Domain authority : 67

Page authority : 55

External quality link : 2001

Links : 6065

Link information

Backlink count : 2,001

Total link count : 6,065

Mozrank : 5.5



Please be advised that due to the volume of claims from the recent weather events, there may be a delay in claim response times.



Personal Insurance

Business Insurance

About Liberty Mutual



Shop insurance

Claims

Customer support

Log in

Only pay for what you need

Save 12% or more when you get your insurance quote online



Auto



Property



Bundle



See all

Enter your ZIP code to start your auto quote

ZIP code



Mobile Friendly Check

Performance : 23.92

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)

1912 ms

Metric Category

AVERAGE

First Input Delay (FID)

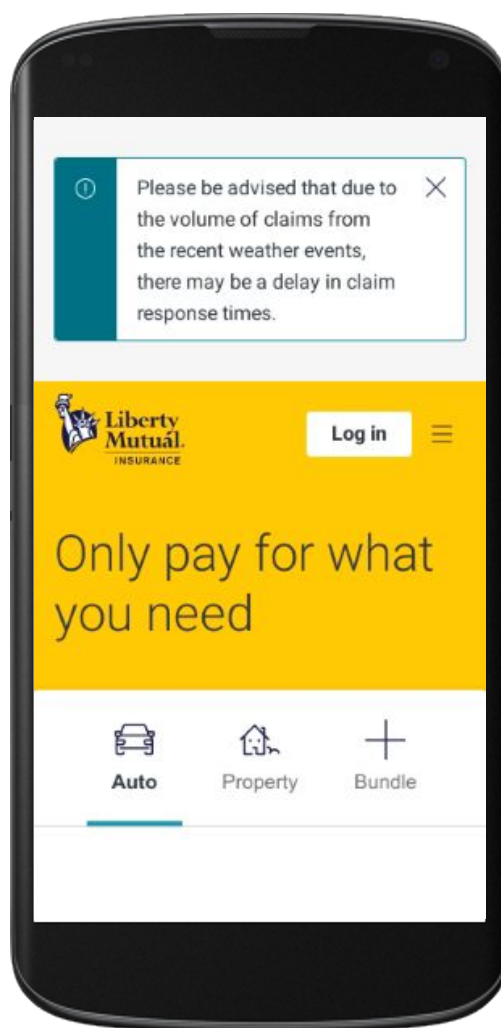
44 ms

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)

2059 ms

Metric Category

AVERAGE

First Input Delay (FID)

39 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](#)

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](#)

6.9 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](#)

13.0 s

Time to Interactive

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

14.1 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](#)

690 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](#)

139 requests • 1,160 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](#)

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](#)

20 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 1,420 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](#)

230 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](#)

9159 ms

Total Blocking Time

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

2,080 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](#)

6.1 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 95 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](#)

Avoids enormous network payloads

Large network payloads cost users real money and are highly correlated with long load times. [Learn More](#)

Total size was 1,160 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](#)

9.2 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 40 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](#)

1 chain found

Avoids enormous network payloads

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

494 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](#)

9 user timings

IP Information

ISP : AS16625 Akamai Technologies, Inc.

Ip : 23.1.54.136

Country :  UNITED STATES

City : Ashburn

Region : Virginia

Timezone : America/New_York

Latitude : 39.0437

Longitude : -77.4875

Malware Scan Info

Google safe browser norton : Safe

Norton : untested

Search Engine Index Info

Google index : 4,350

Bing index : 0

Yahoo index : 218,000

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

Social Network Information - libertymutual.com

Social Network Information	
Facebook share : 0	Pinterest Info : 1
Facebook comment : 0	Xing Info : 0
Facebook like : 0	Buffer Info : 0
Reddit Score : 0	Reddit Ups : 0
Reddit downs : 0	

Keyword & Meta Information - libertymutual.com

TITLE & METATAGS	
Title	
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 ==			
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4 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
No data found			

Alexa Information - libertymutual.com

General information

Domain name : libertymutual.com

Global Rank : #11,643

Daily Time on Site : 4:44

Search Traffic : 29.8%

Bounce Rate : 21.8%

Total sites link in : 902

Top 5 similar sites by audience overlap

Sl	Similar sites	Overlap score
1	libertymutualgroup.com	27.3
2	geico.com	22.6
3	esurance.com	19.9
4	allstate.com	19.0
5	farmers.com	18.3

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
liability insurance	49	44
commercial auto insurance	45	34
small business insurance	44	38
commercial insurance	40	37

Top 4 easy-to-rank keywords

Popular keywords within this site`s competitive power	Relevance to this site	Search popularity
liability insurance	63	44
progressive car insurance	20	51
commercial insurance	64	37
insurance broker	55	40

Top 4 buyer keywords

Keywords that show a high purchase intent	Avg. traffic to competitors	Organic competition
insurance companies	56	69
car insurance companies	53	68
auto insurance companies	52	68
cheap car insurance	51	62

Top 4 optimization opportunities

Very popular keywords already driving some traffic to this site	Search popularity	Organic share of voice
rental property insurance	28	0.95%
pet insurance	55	0.02%
snow tire chains	18	2.59%
classic car insurance	36	0.25%

Top 5 referral sites

Sites by how many other sites drive traffic to them	Referral sites
allstate.com	27.3
geico.com	22.6
libertymutual.com	19.9
esurance.com	19.0
libertymutualgroup.com	18.3

Site flow

Visited just before & right after domain	Visited just before & right after domain percentage
googlecom	35.3%
geicocom	3%
safecocom	2.86%
yahoocom	2.37%
mediaalphacom	1.32%
googlecom	30.4%
safecocom	8.41%
facebookcom	2.05%
yahoocom	2.05%
geicocom	1.97%

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	95.4%
🇮🇳 India	2.2%