

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

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

Generated At: 2021-03-11 08:18:48

## Domain Name - westinlakelasvegas.com

### WhoIs Information

**Registered :** No

**Domain age :** 13 Years 2 Months 11 Days

**Tech email :** dns-admin@cscglobal.com

**Name servers :** dns1.cscdns.net

**Created at :** 10-Feb-2012

**Changed at :** 06-Feb-2021

**Expire at :** 10-Feb-2022

**Registrant name :** Marriott International, Inc

**Admin name :** Marriott International, Inc

**Registrant country :**  US

**Admin country :**  US

**Registrant phone :** +1.3016962669

**Admin phone :** +1.3016962669

### Moz information

**Subdomain normalized :** 0.4404494464

**Subdomain raw :** 0.04404494539

**Url normalized :** 3.299999952

**Url raw :** 0.3300000131

**Http status code :** 301

**Domain authority :** 40

**Page authority :** 33

**External quality link :** 58

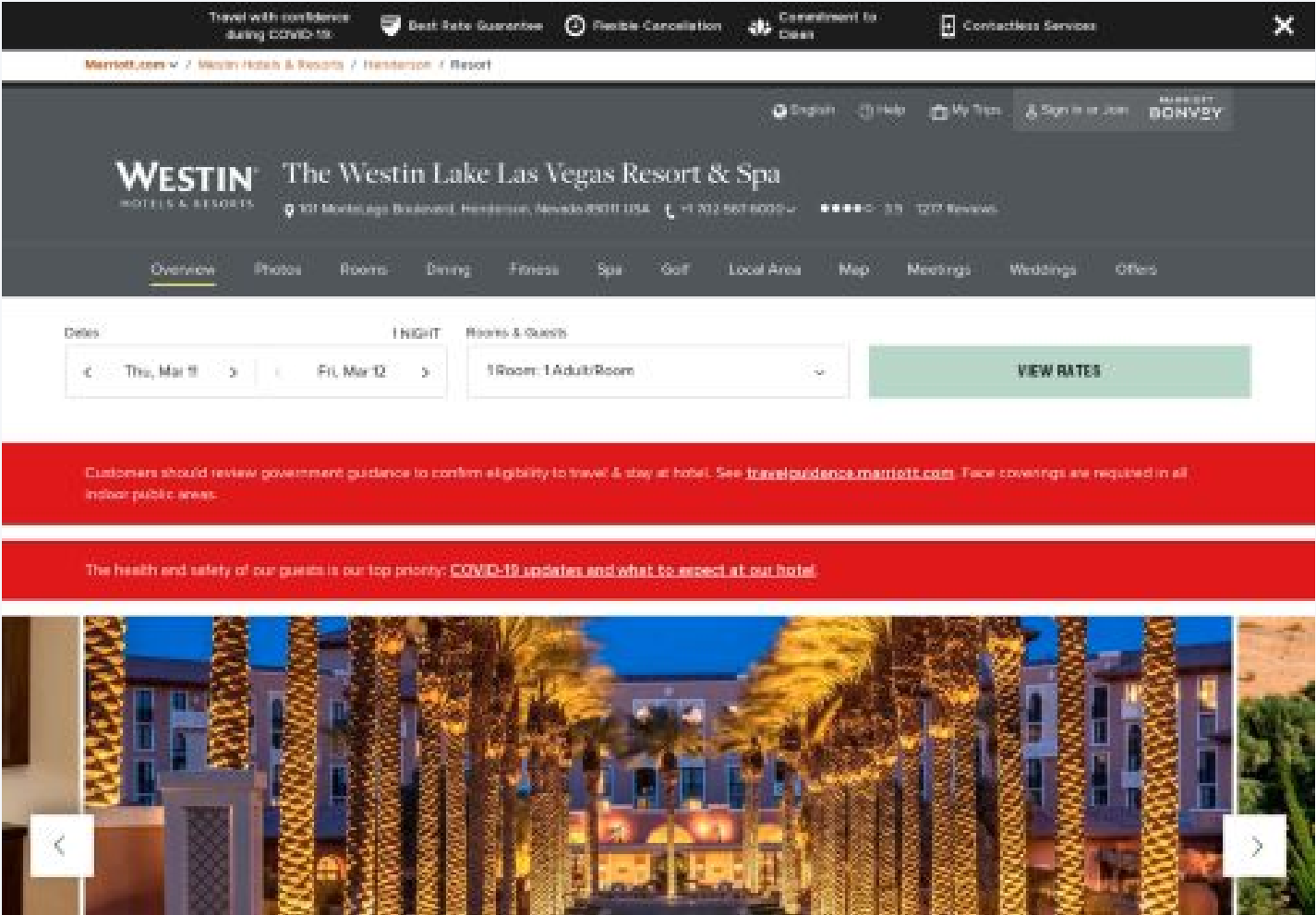
**Links :** 154

### Link information

**Backlink count :** 58

**Total link count :** 154

**Mozrank :** 3.299999952



## Mobile Friendly Check

Performance : 0.67

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)

5199 ms

## Metric Category

SLOW

## First Input Delay (FID)

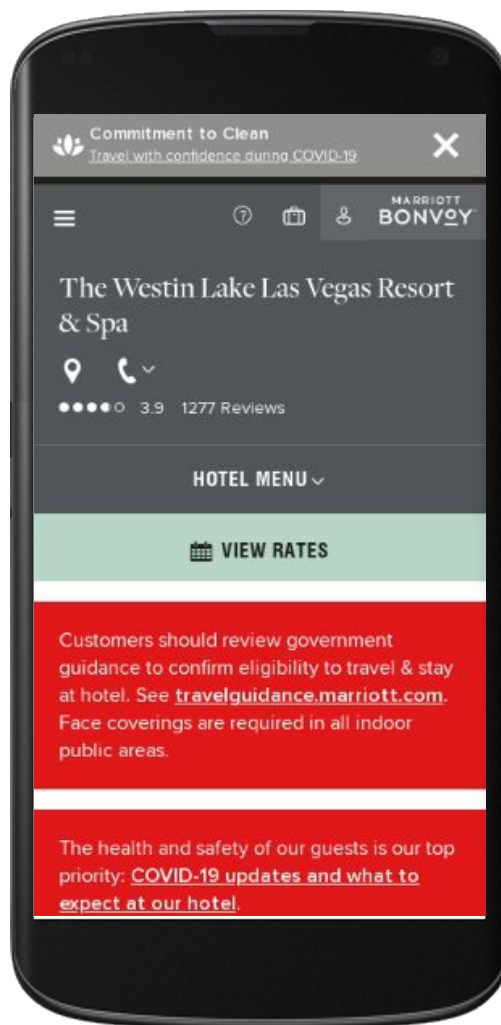
52 ms

## 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)

6340 ms

### Metric Category

SLOW

## First Input Delay (FID)

225 ms

### Metric Category

AVERAGE

## 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](#)

8.9 s

### First Meaningful Paint

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

11.6 s

### Speed Index

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

21.7 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](#)

33.4 s

### Time to Interactive

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

37.7 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](#)

1,390 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](#)

407 requests • 4,311 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 5,250 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 25 KiB

### Serve static assets with an efficient cache policy

A long cache lifetime can speed up repeat visits to your page. [Learn More](#)

88 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 4,760 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](#)

710 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](#)

18240 ms

## Total Blocking Time

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

9,950 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](#)

21.0 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 507 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](#)

Potential savings of 43 KiB

## 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 80 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 4,311 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](#)

29.1 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 249 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](#)

104 chains found

## Avoid enormous network payloads

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

6,408 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](#)

2 user timings

### IP Information

**ISP :** AS14618 Amazon.com, Inc.

**Ip :** 52.21.50.234

**Country :**  UNITED STATES

**City :** Ashburn

**Region :** Virginia

**Timezone :** America/New\_York

### Malware Scan Info

**Google safe browser norton :** Safe

**Norton :** untested

### Search Engine Index Info

**Google index :** 4

Latitude : 39.0437	Bing index : 0
Longitude : -77.4875	Yahoo index : 0
Sites in Same IP	Related Websites
No data to show	1.

Social Network Information - westinlakelasvegas.com

Social Network Information	
Facebook share : 0	Pinterest Info : 22
Facebook comment : 0	Xing Info : 0
Facebook like : 0	Buffer Info : 0
Reddit Score : 0	Reddit Ups : 0
Reddit downs : 0	

Keyword & Meta Information - westinlakelasvegas.com

TITLE & METATAGS
<b>Title</b> Henderson Hotel - Lake Las Vegas, NV   The Westin Lake Las Vegas Resort & Spa
<b>ShowLightboxOnLoad</b>
<b>OnLoadLightboxURI</b>
<b>Viewport</b> width=device-width, initial-scale=1, maximum-scale=1
<b>Msapplication-TileImage</b> https://cache.marriott.com/Images/Mobile/MC_Logos/MarriottWin8Icon.png



<b>Msapplication-TileColor</b> #9D102D
<b>Robots</b> index,follow
<b>Description</b> Reserve your stay at The Westin Lake Las Vegas Resort & Spa, a wellness-focused hotel in Henderson, NV with a pool, a spa, superb dining and convenient access to golf.
<b>Keywords</b> wellness hotel in Henderson, wellness amenities, Henderson wellness hotel, westin hotel in Henderson, The Westin Lake Las Vegas Resort & Spa
<b>PreviewImage</b>
<b>Apple-itunes-app</b> app-id=455004730
<b>Applicable-device</b> pc,mobile
<b>Geo.position</b> 36.113934;-114.923134

<b>Blocked by robots.txt : No</b>	<b>Blocked by meta-robots : No</b>
<b>Links nofollowed by meta-robots : No</b>	<b>Total keywords : 3</b>

Html headings
<div><div>H1(1)</div><div>1. The Westin Lake Las Vegas Resort &amp; Spa</div></div> <div><div>H2(14)</div><div>1. Overview</div><div>2. Your Stay</div><div>3. Create lasting memories at our hotel in Henderson</div></div>

4. Guest Reviews
5. Key Amenities
6. Highlights
7. Guest Rooms
8. Promotions For You
9. Empower Your Well-Being
10. Get a Full Night's Rest
11. Your Stay
12. Top Destinations
13. For Guests
14. Our Company

H3(13)
1. Exclusive getaways, member offers & more
2. Book a Meeting or Event
3. Join Marriott Bonvoy
4. Marriott Bonvoy™ Credit Cards
5. Awards & Accolades
6. Rejuvenate in our hotel rooms and suites in Lake Las Vegas
7. Guest room, 2 Double
8. Guest room, 1 King
9. Guest room, 1 King, Pool view

10. Do it all with our app

11. Our Lowest Price. Instant Benefits. Only on Marriott.com

12. Senior Discounts

13. Check Room Rates & Availability

#### 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
Skip	1	33.333 %	No
Main	1	33.333 %	No
Navigation	1	33.333 %	No

### == Two words keywords ==

2 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
Skip Main	1	33.333 %	No
Main Navigation	1	33.333 %	No

### == Three words keywords ==

3 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
Skip Main Navigation	1	33.333 %	No
Main Navigation	1	33.333 %	No

== Four words keywords ==

4 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
Skip Main Navigation	1	33.333 %	No
Main Navigation	1	33.333 %	No

## Alexa Information - westinlakelasvegas.com

### General information

<b>Domain name :</b> westinlakelasvegas.com	<b>Global Rank :</b> No data
<b>Daily Time on Site :</b> No data	<b>Search Traffic :</b>
<b>Bounce Rate :</b>	<b>Total sites link in :</b> 30

### Top 5 similar sites by audience overlap

Sl	Similar sites	Overlap score
1	lakelasvegas.com	21.4
2	westinvegas.com	15.3
3	lakelasvegasnv.org	14.1
4	lakelasvegaswatersports.com	10.8
5	reflectionbaygolf.com	8.7

### 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
lake las vegas water	27	5
lake las vegas boat rentals	21	10
lake las vegas water events	19	8
lake las vegas homes for sale	18	20

#### Top 4 easy-to-rank keywords

Popular keywords within this site`s competitive power	Relevance to this site	Search popularity
vegas lake	26	7
westin hotel	24	40
lake las vegas water	38	5
lake mead las vegas	16	21

#### Top 4 buyer keywords

Keywords that show a high purchase intent	Avg. traffic to competitors	Organic competition
lake las vegas homes for sale	18	26
reflection bay golf club discount tee times	8	20
westin lake las vegas reviews	8	73
luxury resorts outside of las vegas	8	17

#### Top 4 optimization opportunities

Very popular keywords already driving some traffic to this site	Search popularity	Organic share of voice
the westin las vegas	29	0.52%
lake las vegas water sports	21	1.43%
ricks cafe	30	0.25%
marssa steak & sushi	10	4.17%

#### Top 5 referral sites

Sites by how many other sites drive traffic to them	Referral sites
lakelasvegas.com	21.4
westinlakelasvegas.com	15.3
westinvegas.com	14.1
lakelasvegasnv.org	10.8
lakelasvegaswatersports.com	8.7

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!	