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

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Domain Name - morganstanley.com

WhoIs Information

Registered : No

Domain age : 28 Years 11 Months 7 Days

Tech email : internetadmin@morganstanley.com

Name servers : ns-ext9.morganstanley.net

Created at : 24-May-1996

Changed at : 19-May-2020

Expire at : 23-May-2021

Registrant name : Internet Admin

Admin name : Internet Admin

Registrant country :  US

Admin country :  US

Registrant phone : +1.2127628467

Admin phone : +1.2127628467

Moz information

Subdomain normalized : 0.1827503145

Subdomain raw : 0.01827503182

Url normalized : 5.599999905

Url raw : 0.5600000024

Http status code : 301

Domain authority : 71

Page authority : 56

External quality link : 2821

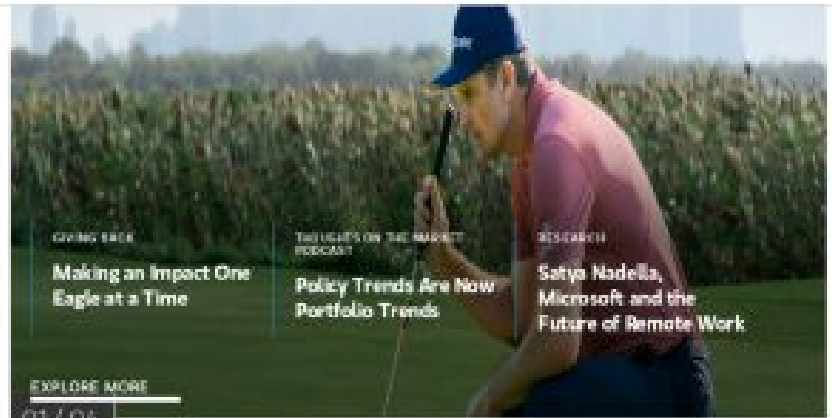
Links : 4999

Link information

Backlink count : 2,821

Total link count : 4,999

Mozrank : 5.599999905



What We Do

At Morgan Stanley, clients come first. We help individuals, families, institutions and governments raise, manage and distribute the capital they need to achieve their goals. [Explore Morgan Stanley](#)



Mobile Friendly Check

Performance : 5.72

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)

5161 ms

Metric Category

SLOW

First Input Delay (FID)

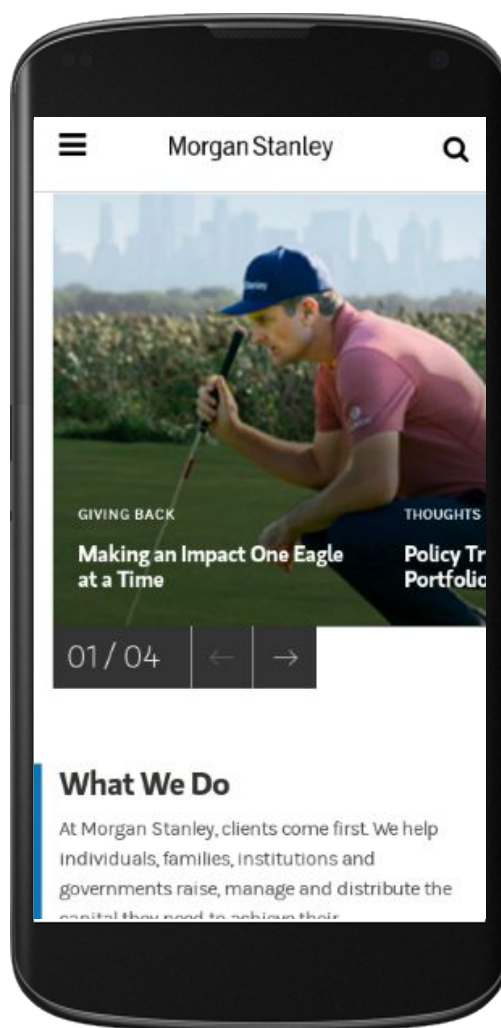
20 ms

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)

5105 ms

Metric Category

SLOW

First Input Delay (FID)

22 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](#)

7.0 s

First Meaningful Paint

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

7.8 s

Speed Index

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

13.0 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](#)

12.6 s

Time to Interactive

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

17.2 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](#)

1,360 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](#)

216 requests • 3,845 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 2,900 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 11 KiB

Serve static assets with an efficient cache policy

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

73 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 2,060 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](#)

700 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](#)

13820.5 ms

Total Blocking Time

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

1,370 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](#)

5.9 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 653 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 128 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 59 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 3,845 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 2,022 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](#)

11 chains found

Avoid enormous network payloads

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

1,720 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](#)

6 user timings

IP Information

ISP : AS16625 Akamai Technologies, Inc.

Ip : 23.223.1.166

Country :  UNITED STATES

City : New York City

Region : New York

Timezone : America/New_York

Malware Scan Info

Google safe browser norton : Safe

Norton : untested

Search Engine Index Info

Google index : 192,000

Latitude : 40.7143	Bing index : 0
Longitude : -74.0060	Yahoo index : 691,000
Sites in Same IP	Related Websites
No data to show	1.

Social Network Information - morganstanley.com

Social Network Information	
Facebook share : 0	Pinterest Info : 0
Facebook comment : 0	Xing Info : 0
Facebook like : 0	Buffer Info : 11
Reddit Score : 0	Reddit Ups : 0
Reddit downs : 0	

Keyword & Meta Information - morganstanley.com

TITLE & METATAGS
Title Morgan Stanley Global Leader in Financial Services
Description Discover how we help individuals, families, institutions and governments raise, manage and distribute the capital they need to achieve their goals.
Viewport width=device-width, initial-scale=1, shrink-to-fit=no
Keywords keywords

Blocked by robots.txt : No

Blocked by meta-robots : No

Links nofollowed by meta-robots : No

Total keywords : 2154

Html headings

H1(0)

No h1 tag found

H2(4)

1. What We Do
2. Recent Insights
3. Discover Who We Are & Join Us
4. More Insights

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
Stanley	52	2.414 %	No
Morgan	50	2.321 %	No
firstclass	18	0.836 %	No
Management	16	0.743 %	No
institutions	15	0.696 %	No
people	14	0.65 %	No
Sustainable	12	0.557 %	No
manage	12	0.557 %	No
Investing	12	0.557 %	No
capital	12	0.557 %	No
Investment	12	0.557 %	Yes
goals	11	0.511 %	No
businesses	11	0.511 %	No
governments	11	0.511 %	No
offer	10	0.464 %	Yes
core	10	0.464 %	No
business	10	0.464 %	No
values	10	0.464 %	No
raise	9	0.418 %	No
Market	9	0.418 %	No

== Two words keywords ==

2 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
Morgan Stanley	50	2.321 %	No
Sustainable Investing	12	0.557 %	No
institutions and	11	0.511 %	No
and governments	11	0.511 %	No
distribute the	9	0.418 %	No
and distribute	9	0.418 %	No
governments raise	9	0.418 %	No
raise manage	9	0.418 %	No
manage and	9	0.418 %	No

2 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
capital they	9	0.418 %	No
the capital	9	0.418 %	No
five core	9	0.418 %	No
they need	9	0.418 %	No
need to	9	0.418 %	No
to achieve	9	0.418 %	No
At Morgan	9	0.418 %	No
achieve their	9	0.418 %	No
core values	9	0.418 %	No
we do	9	0.418 %	No
business in	9	0.418 %	No

== Three words keywords ==

3 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
institutions and governments	11	0.511 %	No
At Morgan Stanley	9	0.418 %	No
they need to	9	0.418 %	No
to achieve their	9	0.418 %	No
capital they need	9	0.418 %	No
Morgan Stanley has	9	0.418 %	No
the capital they	9	0.418 %	No
distribute the capital	9	0.418 %	No
and distribute the	9	0.418 %	No
firstclass business in	9	0.418 %	No
business in a	9	0.418 %	No
in a firstclass	9	0.418 %	No
a firstclass way	9	0.418 %	No
five core values	9	0.418 %	No
manage and distribute	9	0.418 %	No
raise manage and	9	0.418 %	No
governments raise manage	9	0.418 %	No
and governments raise	9	0.418 %	No
need to achieve	9	0.418 %	No

3 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
Since our founding	8	0.371 %	No

== Four words keywords ==

4 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
distribute the capital they	9	0.418 %	No
and distribute the capital	9	0.418 %	No
need to achieve their	9	0.418 %	No
they need to achieve	9	0.418 %	No
capital they need to	9	0.418 %	No
the capital they need	9	0.418 %	No
firstclass business in a	9	0.418 %	No
business in a firstclass	9	0.418 %	No
in a firstclass way	9	0.418 %	No
manage and distribute the	9	0.418 %	No
raise manage and distribute	9	0.418 %	No
governments raise manage and	9	0.418 %	No
and governments raise manage	9	0.418 %	No
institutions and governments raise	9	0.418 %	No
founding in 1935 Morgan	8	0.371 %	No
people institutions and governments	8	0.371 %	No
helps people institutions and	8	0.371 %	No
Stanley helps people institutions	8	0.371 %	No
Morgan Stanley helps people	8	0.371 %	No
to achieve their goals	8	0.371 %	No

Alexa Information - morganstanley.com

General information

Domain name : morganstanley.com

Global Rank : #4,276

Daily Time on Site : 2:58

Search Traffic : 31.1%

Bounce Rate : 28.1%

Total sites link in : 2,075

Top 5 similar sites by audience overlap

Sl	Similar sites	Overlap score
1	morganstanleyclientserv.com	31.8
2	morganstanleyfa.com	17.0
3	jpmorgan.com	12.8
4	goldmansachs.com	10.1
5	amazonstock.com	9.3

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
noncovered securities with undetermined holding period	16	5
sec rule 10b5-1	15	13
rule 10b5-1 trading plan	15	10
how to report exercise of stock options on tax return	14	8

Top 4 easy-to-rank keywords

Popular keywords within this site`s competitive power	Relevance to this site	Search popularity
ms login	55	21
nonprofit investment policy	55	10
goldman sachs career	61	27
black rock	56	45

Top 4 buyer keywords

Keywords that show a high purchase intent	Avg. traffic to competitors	Organic competition
morgan stanley online	61	60
morgan stanley online login	47	58
mssb online	44	47
morganstanley online	43	60

Top 4 optimization opportunities		
Very popular keywords already driving some traffic to this site	Search popularity	Organic share of voice
eaton vance management	18	3.73%
david crawford	24	1.1%
psu computer	36	0.2%
restricted stock options	15	4%

Top 5 referral sites	
Sites by how many other sites drive traffic to them	Referral sites
morganstanley.com	31.8
morganstanleyfa.com	17.0
morganstanleyclientserv.com	12.8
quip-amazon.com	10.1
stockplanconnect.com	9.3

Site flow	
Visited just before & right after domain	Visited just before & right after domain percentage
googlecom	42.2%
morganstanleyclientservcom	3.58%
youtubecom	2.68%
linkedincom	2.27%
facebookcom	2.06%
googlecom	32.8%
morganstanleyclientservcom	13.5%
youtubecom	3.01%
linkedincom	2.61%

Visited just before & right after domain	Visited just before & right after domain percentage
taleonet	2.46%

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	60.6%
🇮🇳 India	12.3%
🇬🇧 United Kingdom	8.7%