

Contact: i@seoguide.co |

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

Generated At: 2021-03-19 18:24:36

Domain Name - thecasinolsq.com

WhoIs Information

Registered : No

Domain age : 18 Years 2 Months 14 Days

Tech email : caesarsdomains@caesars.com

Name servers : dns1.star.co.uk

Created at : 08-Feb-2007

Changed at : 21-Jan-2020

Expire at : 08-Feb-2023

Registrant name : Domain Administrator

Admin name : Domain Administrator

Registrant country :  GB

Admin country :  GB

Registrant phone : +44.2075180000

Admin phone : +44.2075180000

Moz information

Subdomain normalized : 0.2221662551

Subdomain raw : 0.02221662551

Url normalized : 3.400000095

Url raw : 0.3400000036

Http status code : 301

Domain authority : 49

Page authority : 34

External quality link : 8

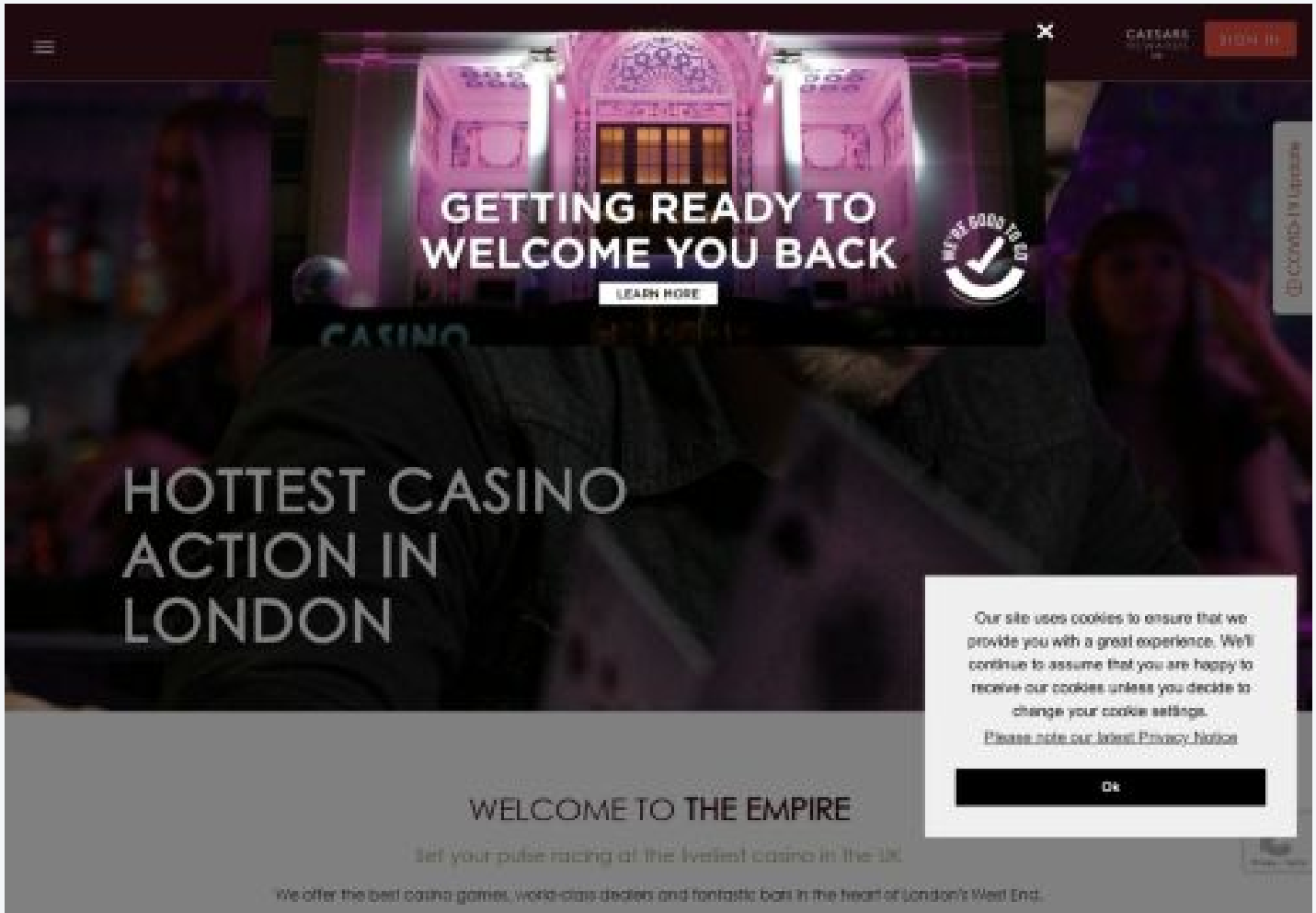
Links : 71

Link information

Backlink count : 8

Total link count : 71

Mozrank : 3.400000095



Mobile Friendly Check

Performance : 18.54

| | |
|----------------------|-------------|
| 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)

1270 ms

Metric Category

AVERAGE

First Input Delay (FID)

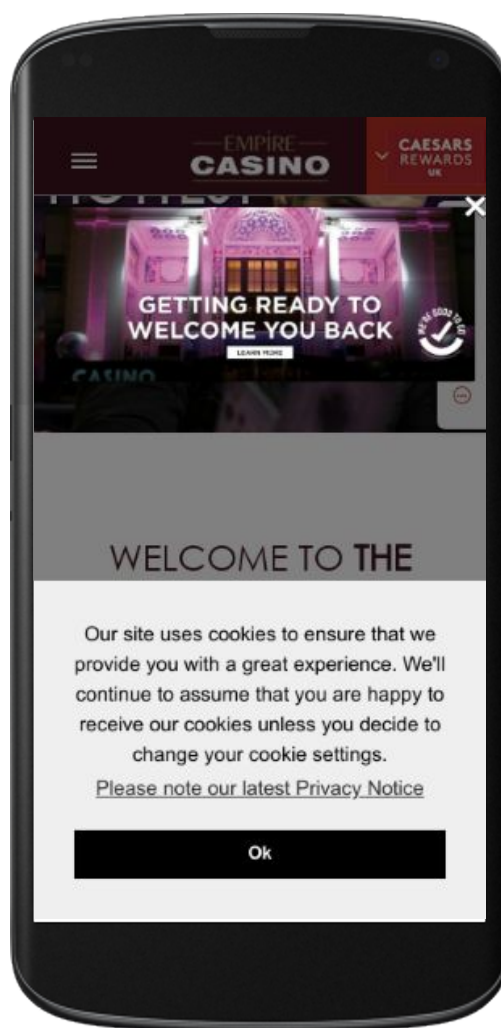
37 ms

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)

1270 ms

Metric Category

AVERAGE

First Input Delay (FID)

37 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](#)

3.2 s

First Meaningful Paint

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

4.7 s

Speed Index

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

10.7 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](#)

25.1 s

Time to Interactive

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

26.5 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](#)

113 requests • 3,450 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 1,630 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](#)

23 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 2,960 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](#)

190 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](#)

6690 ms

Total Blocking Time

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

4,920 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](#)

12.1 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 35 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 124 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 3,450 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](#)

16.2 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 277 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](#)

897 elements

Avoid multiple page redirects

Redirects introduce additional delays before the page can be loaded. [Learn More](#)

Potential savings of 630 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](#)

IP Information

ISP : AS205072 Layershift Limited

Ip : 87.239.16.40

Country :  UNITED KINGDOM

City : Manchester

Region : England

Timezone : Europe/London

Latitude : 53.4809

Malware Scan Info

Google safe browser norton : Safe

Norton : safe

Search Engine Index Info

Google index : 115

Bing index : 0

Yahoo index : 240

Longitude : -2.2374

| Sites in Same IP |
|------------------|
| No data to show |

| Related Websites |
|------------------|
| 1. |

Social Network Information - thecasinolsq.com

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

Keyword & Meta Information - thecasinolsq.com

| TITLE & METATAGS |
|---|
| Title A Spectacular Casino In London Empire Casino |
| Description A stunning Vegas-style casino in London's Leicester Square. Play classic games, enjoy a cocktail in our bars & indulge at our restaurant. |
| Viewport width=device-width, initial-scale=1.0, maximum-scale=1.0, user-scalable=no |
| Robots index,follow |
| Google-site-verification vh2w4JMkY2HirXFOB2S0obfUXIFtlycME0xITvq1aeA |

Blocked by robots.txt : No

Blocked by meta-robots : No

Linksnofollowed by meta-robots : No

Total keywords : 2502

Html headings

H1(2)

1. Welcome to the Empire

2. Stay up to date

H2(1)

1. Caesars Rewards

H3(1)

1. New to The Empire Casino?

H4(5)

1. Send us an Enquiry

2. Opening Times

3. Having difficulty Logging In?

4. Trouble with your password?

5. Email address

H5(0)

No h5 tag found

H6(0)

No h6 tag found

KEYWORD ANALYSIS

== Single word keywords ==

| SINGLE KEYWORDS | OCCURRENCES | DENSITY | POSSIBLE SPAM |
|-----------------|-------------|---------|---------------|
| Caesars | 48 | 1.918 % | No |
| Rewards | 40 | 1.599 % | No |
| UK | 34 | 1.359 % | No |
| CEUK | 30 | 1.199 % | No |
| Credits | 28 | 1.119 % | No |
| Reward | 26 | 1.039 % | No |
| card | 20 | 0.799 % | No |
| programme | 17 | 0.679 % | No |
| loyalty | 14 | 0.56 % | No |
| Poker | 11 | 0.44 % | No |
| benefits | 10 | 0.4 % | No |
| casino | 9 | 0.36 % | Yes |
| account | 9 | 0.36 % | No |
| Entertainment | 9 | 0.36 % | No |
| play | 8 | 0.32 % | No |
| Casino | 8 | 0.32 % | Yes |
| earned | 8 | 0.32 % | No |
| property | 8 | 0.32 % | No |
| tier | 7 | 0.28 % | No |
| email | 7 | 0.28 % | No |

== Two words keywords ==

| 2 WORD PHRASES | OCCURRENCES | DENSITY | POSSIBLE SPAM |
|-------------------|-------------|---------|---------------|
| Caesars Rewards | 37 | 1.479 % | No |
| Rewards UK | 26 | 1.039 % | No |
| Reward Credits | 23 | 0.919 % | No |
| in the | 17 | 0.679 % | No |
| loyalty programme | 13 | 0.52 % | No |

| 2 WORD PHRASES | OCCURRENCES | DENSITY | POSSIBLE SPAM |
|-----------------------|-------------|---------|---------------|
| of the | 13 | 0.52 % | No |
| UK card | 10 | 0.4 % | No |
| Caesars Entertainment | 9 | 0.36 % | No |
| of CEUK | 9 | 0.36 % | No |
| the Caesars | 8 | 0.32 % | No |
| at the | 8 | 0.32 % | No |
| to the | 7 | 0.28 % | No |
| may be | 7 | 0.28 % | No |
| Entertainment EMEA | 6 | 0.24 % | No |
| CEUK property | 6 | 0.24 % | No |
| the participant | 5 | 0.2 % | No |
| at any | 5 | 0.2 % | No |
| Tier Credits | 5 | 0.2 % | No |
| of any | 5 | 0.2 % | No |
| reserves the | 5 | 0.2 % | No |

== Three words keywords ==

| 3 WORD PHRASES | OCCURRENCES | DENSITY | POSSIBLE SPAM |
|----------------------------|-------------|---------|---------------|
| Caesars Rewards UK | 26 | 1.039 % | No |
| Rewards UK card | 10 | 0.4 % | No |
| the Caesars Rewards | 8 | 0.32 % | No |
| Caesars Entertainment EMEA | 6 | 0.24 % | No |
| reserves the right | 5 | 0.2 % | No |
| the right to | 5 | 0.2 % | No |
| in the Caesars | 4 | 0.16 % | No |
| CEUK reserves the | 4 | 0.16 % | No |
| Rewards UK loyalty | 4 | 0.16 % | No |
| UK loyalty programme | 4 | 0.16 % | No |
| The Empire Casino | 3 | 0.12 % | No |
| are subject to | 3 | 0.12 % | No |
| at any time | 3 | 0.12 % | No |
| Reward Credits are | 3 | 0.12 % | No |
| First Name Last | 3 | 0.12 % | No |

| 3 WORD PHRASES | OCCURRENCES | DENSITY | POSSIBLE SPAM |
|--------------------|-------------|---------|---------------|
| result in the | 3 | 0.12 % | No |
| to Caesars Rewards | 3 | 0.12 % | No |
| is available here | 3 | 0.12 % | No |
| and events from | 3 | 0.12 % | No |
| Please send me | 3 | 0.12 % | No |

== Four words keywords ==

| 4 WORD PHRASES | OCCURRENCES | DENSITY | POSSIBLE SPAM |
|------------------------------|-------------|---------|---------------|
| Caesars Rewards UK card | 10 | 0.4 % | No |
| the Caesars Rewards UK | 6 | 0.24 % | No |
| reserves the right to | 5 | 0.2 % | No |
| CEUK reserves the right | 4 | 0.16 % | No |
| Rewards UK loyalty programme | 4 | 0.16 % | No |
| Caesars Rewards UK loyalty | 4 | 0.16 % | No |
| in the Caesars Rewards | 4 | 0.16 % | No |
| of the Caesars Rewards | 3 | 0.12 % | No |
| offers promotions news and | 3 | 0.12 % | No |
| promotions news and events | 3 | 0.12 % | No |
| news and events from | 3 | 0.12 % | No |
| a Caesars Rewards UK | 3 | 0.12 % | No |
| Please send me information | 3 | 0.12 % | No |
| about offers promotions news | 3 | 0.12 % | No |
| In the event of | 3 | 0.12 % | No |
| First Name Last Name | 3 | 0.12 % | No |
| be cancelled and forfeit | 2 | 0.08 % | No |
| Rewards UK account and | 2 | 0.08 % | No |
| the right to modify | 2 | 0.08 % | No |
| will be cancelled and | 2 | 0.08 % | No |

General information

Domain name : thecasinolsq.com

Global Rank : #2,364,657

Daily Time on Site : No data

Search Traffic :

Bounce Rate :

Total sites link in : 64

Top 5 similar sites by audience overlap

| Sl | Similar sites | Overlap score |
|----|-----------------------|---------------|
| 1 | aspersstratford.co.uk | 12.8 |
| 2 | hippodromecasino.com | 12.7 |
| 3 | ukcasinoguide.com | 12.3 |
| 4 | londonpokerguide.com | 8.8 |
| 5 | thepalmbeach.co.uk | 8.5 |

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 |
|---|-----------------------------|-------------------|
| london poker rooms | 16 | 5 |
| good casino | 14 | 9 |
| hippodrome | 12 | 43 |
| aspers casino | 12 | 22 |

Top 4 easy-to-rank keywords

| Popular keywords within this site`s competitive power | Relevance to this site | Search popularity |
|---|------------------------|-------------------|
| bars near me | 24 | 51 |
| victoria casino | 44 | 13 |
| grosvenor | 19 | 36 |

| Popular keywords within this site`s competitive power | Relevance to this site | Search popularity |
|---|------------------------|-------------------|
| club casino | 44 | 14 |

| Top 4 buyer keywords | | |
|---|-----------------------------|---------------------|
| Keywords that show a high purchase intent | Avg. traffic to competitors | Organic competition |
| best casino in london | 23 | 48 |
| good casino | 14 | 56 |
| hypdroom casino online | 10 | 8 |
| where to watch nfl in london | 8 | 48 |

| Top 4 optimization opportunities | | |
|---|-------------------|------------------------|
| Very popular keywords already driving some traffic to this site | Search popularity | Organic share of voice |
| sports events bar london | 13 | 3.63% |
| casino | 53 | 0.02% |
| empire leicester square | 20 | 1.19% |
| casino in london | 13 | 3.88% |

| Top 5 referral sites | |
|---|----------------|
| Sites by how many other sites drive traffic to them | Referral sites |
| hippodromecasino.com | 12.8 |
| thecasinolsg.com | 12.7 |
| aspersstratford.co.uk | 12.3 |
| londonpokerguide.com | 8.8 |
| ukcasinoguide.com | 8.5 |

| 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! | |
| | |