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

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

### WhoIs Information

**Registered :** No

**Domain age :** 19 Years 11 Months 20 Days

**Tech email :** [anonymous-tech@brandsight.com](mailto:anonymous-tech@brandsight.com)

**Name servers :** [pdns6.ultradns.co.uk](https://pdns6.ultradns.co.uk)

**Created at :** 11-Feb-2005

**Changed at :** 11-Aug-2020

**Expire at :** 11-Feb-2022

**Registrant name :**

**Admin name :**

**Registrant country :**  US

**Admin country :** 

**Registrant phone :**

**Admin phone :**

### Moz information

**Subdomain normalized :** 2.710424662

**Subdomain raw :** 0.2710424662

**Url normalized :** 4

**Url raw :** 0.400000006

**Http status code :** 301

**Domain authority :** 52

**Page authority :** 40

**External quality link :** 1104

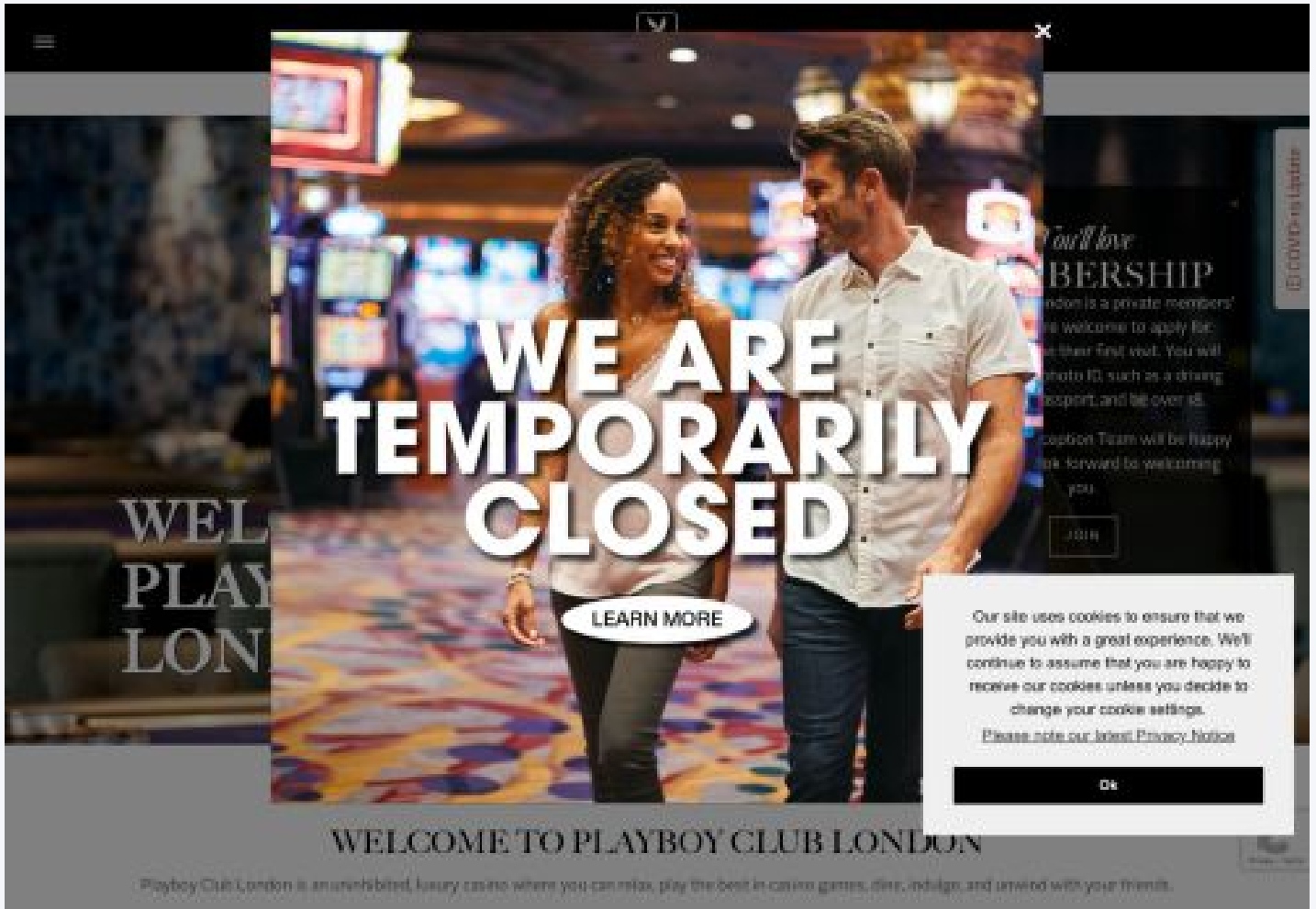
**Links :** 1220

### Link information

**Backlink count :** 1,104

**Total link count :** 1,220

**Mozrank :** 4



## Mobile Friendly Check

Performance : 26

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)

2532 ms

Metric Category

AVERAGE

## First Input Delay (FID)

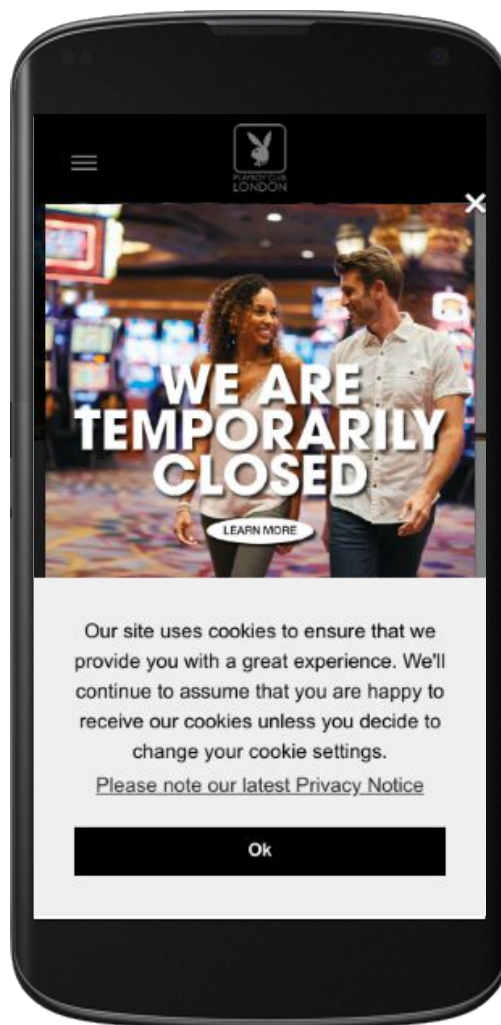
38 ms

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)

2069 ms

Metric Category

AVERAGE

## First Input Delay (FID)

32 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](#)

3.7 s

### Speed Index

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

13.7 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](#)

6.0 s

### Time to Interactive

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

23.4 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](#)

530 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](#)

98 requests • 3,088 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 1,620 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](#)

17 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 3,660 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](#)

220 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.

5,630 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](#)

11.6 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 18 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 58 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 101 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 3,088 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 284 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](#)

13 chains found

## Avoid enormous network payloads

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

836 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

### Malware Scan Info

**Google safe browser norton :** Safe

**Norton :** untested

### Search Engine Index Info

**Google index :** 104

Latitude : 53.4809

Longitude : -2.2374

Bing index : 0

Yahoo index : 201

Sites in Same IP

No data to show

Related Websites

1.

## Social Network Information - playboyclublondon.com

### Social Network Information

Facebook share : 0

Pinterest Info : 7

Facebook comment : 0

Xing Info : 0

Facebook like : 0

Buffer Info : 0

Reddit Score : 0

Reddit Ups : 0

Reddit downs : 0

## Keyword & Meta Information - playboyclublondon.com

### TITLE & METATAGS

#### Title

Exclusive Mayfair Club & Casino | Playboy Club London

#### Description

Playboy Club London is the pinnacle of fine dining & entertainment in Mayfair. Open to members 24/7. Home to our world-famous Bunny girls, the Playboy Club is an uninhibited, flamboyant place, where you can relax, gamble, indulge and unwind.

#### 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

Links nofollowed by meta-robots : No

Total keywords : 2406

### Html headings

#### H1(2)

1. Welcome to Playboy Club London
2. Stay up to date

#### H2(0)

No h2 tag found

#### H3(0)

No h3 tag found

#### 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	45	1.87 %	No
Rewards	38	1.579 %	No
UK	32	1.33 %	No
CEUK	30	1.247 %	No
Credits	27	1.122 %	No
Reward	25	1.039 %	No
card	20	0.831 %	No
programme	16	0.665 %	No
loyalty	13	0.54 %	No
London	10	0.416 %	No
casino	10	0.416 %	Yes
benefits	10	0.416 %	No
membership	9	0.374 %	No
account	9	0.374 %	No
play	9	0.374 %	No
Club	8	0.333 %	No
property	8	0.333 %	No
earned	8	0.333 %	No
Playboy	8	0.333 %	No
×	8	0.333 %	No

### == Two words keywords ==

2 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
Caesars Rewards	36	1.496 %	No
Rewards UK	26	1.081 %	No

<b>2 WORD PHRASES</b>	<b>OCCURRENCES</b>	<b>DENSITY</b>	<b>POSSIBLE SPAM</b>
Reward Credits	22	0.914 %	No
of the	14	0.582 %	No
in the	14	0.582 %	No
loyalty programme	12	0.499 %	No
UK card	10	0.416 %	No
of CEUK	9	0.374 %	No
Caesars Entertainment	8	0.333 %	No
the Caesars	8	0.333 %	No
Club London	8	0.333 %	No
Playboy Club	8	0.333 %	No
will be	7	0.291 %	No
at the	7	0.291 %	No
may be	7	0.291 %	No
Entertainment EMEA	6	0.249 %	No
CEUK property	6	0.249 %	No
to the	5	0.208 %	No
tier benefits	5	0.208 %	No
In the	5	0.208 %	No

**== Three words keywords ==**

<b>3 WORD PHRASES</b>	<b>OCCURRENCES</b>	<b>DENSITY</b>	<b>POSSIBLE SPAM</b>
Caesars Rewards UK	26	1.081 %	No
Rewards UK card	10	0.416 %	No
the Caesars Rewards	8	0.333 %	No
Playboy Club London	8	0.333 %	No
Caesars Entertainment EMEA	6	0.249 %	No
the right to	5	0.208 %	No
reserves the right	5	0.208 %	No
in the Caesars	4	0.166 %	No
Club London is	4	0.166 %	No
UK loyalty programme	4	0.166 %	No
Rewards UK loyalty	4	0.166 %	No
CEUK reserves the	4	0.166 %	No

<b>3 WORD PHRASES</b>	<b>OCCURRENCES</b>	<b>DENSITY</b>	<b>POSSIBLE SPAM</b>
to Playboy Club	3	0.125 %	No
promotions news and	3	0.125 %	No
at any time	3	0.125 %	No
discretion of CEUK	3	0.125 %	No
to Caesars Rewards	3	0.125 %	No
In the event	3	0.125 %	No
Please send me	3	0.125 %	No
about offers promotions	3	0.125 %	No

*== Four words keywords ==*

<b>4 WORD PHRASES</b>	<b>OCCURRENCES</b>	<b>DENSITY</b>	<b>POSSIBLE SPAM</b>
Caesars Rewards UK card	10	0.416 %	No
the Caesars Rewards UK	6	0.249 %	No
reserves the right to	5	0.208 %	No
CEUK reserves the right	4	0.166 %	No
Caesars Rewards UK loyalty	4	0.166 %	No
Rewards UK loyalty programme	4	0.166 %	No
in the Caesars Rewards	4	0.166 %	No
Playboy Club London is	4	0.166 %	No
news and events from	3	0.125 %	No
Please send me information	3	0.125 %	No
of the Caesars Rewards	3	0.125 %	No
offers promotions news and	3	0.125 %	No
promotions news and events	3	0.125 %	No
a Caesars Rewards UK	3	0.125 %	No
about offers promotions news	3	0.125 %	No
First Name Last Name	3	0.125 %	No
to Playboy Club London	3	0.125 %	No
In the event of	3	0.125 %	No
and events from Caesars	2	0.083 %	No
events from Caesars Entertainment	2	0.083 %	No

# Alexa Information - playboyclublondon.com

## General information

**Domain name :** playboyclublondon.com

**Global Rank :** #3,544,756

**Daily Time on Site :** No data

**Search Traffic :**

**Bounce Rate :**

**Total sites link in :** 58

## Top 5 similar sites by audience overlap

Sl	Similar sites	Overlap score
1	mayfaircasinos.com	14.4
2	playboyclubnyc.com	11.1
3	playboyclub.co.in	7.6
4	playboyfragrances.com	5.3
5	thetalebar.co.uk	5.0

## 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
playboy website	20	6
playboy club nyc jobs	19	14
play boy club	19	8
playboy ny	16	7

## Top 4 easy-to-rank keywords

Popular keywords within this site`s competitive power	Relevance to this site	Search popularity
playboy website	39	7

Popular keywords within this site`s competitive power	Relevance to this site	Search popularity
playboy women	43	8
playboy babes	41	19
playboy pic	43	4

#### Top 4 buyer keywords

Keywords that show a high purchase intent	Avg. traffic to competitors	Organic competition
playboy membership cost	28	64
playboy website	20	39
playboy club london membership cost	17	14
playboy store	13	43

#### Top 4 optimization opportunities

Very popular keywords already driving some traffic to this site	Search popularity	Organic share of voice
No data found!		

#### Top 5 referral sites

Sites by how many other sites drive traffic to them	Referral sites
playboyenterprises.com	14.4
playboyclublondon.com	11.1
mayfaircasinos.com	7.6
playboyclubnyc.com	5.3
playboyclub.co.in	5.0

#### 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!	