

Domain Name - backlinko.com

WhoIs Information

Registered : No

Domain age : 13 Years 6 Months 27 Days

Tech email : Select Contact Domain Holder link at
<https://www.godaddy.com/whois/results.aspx?domain=BACKLINKO.COM>

Name servers : DNS4.P02.NSONE.NET

Created at : 28-Sep-2011

Changed at : 02-Oct-2020

Expire at : 28-Sep-2026

Registrant name :

Admin name :

Registrant country :  US

Admin country : 

Registrant phone :

Admin phone :

Moz information

Subdomain normalized : 6.398806095

Subdomain raw : 0.6398805976

Url normalized : 6.199999809

Url raw : 0.6200000048

Http status code : 0

Domain authority : 64

Page authority : 62

External quality link : 23778

Links : 28812

Link information

Backlink count : 23,778

Total link count : 28,812

Mozrank : 6.199999809

Get Exclusive SEO Tips That I Only Share With Email Subscribers



"I thought the blog was good. But the newsletter? Even better!"

Kieran Flanagan, VP Marketing at HubSpot



BRIAN HAS BEEN FEATURED ON

Entrepreneur

Forbes

THE HUFFPOST

Inc.

Mobile Friendly Check

Performance : 78.96

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)

1608 ms

Metric Category

AVERAGE

First Input Delay (FID)

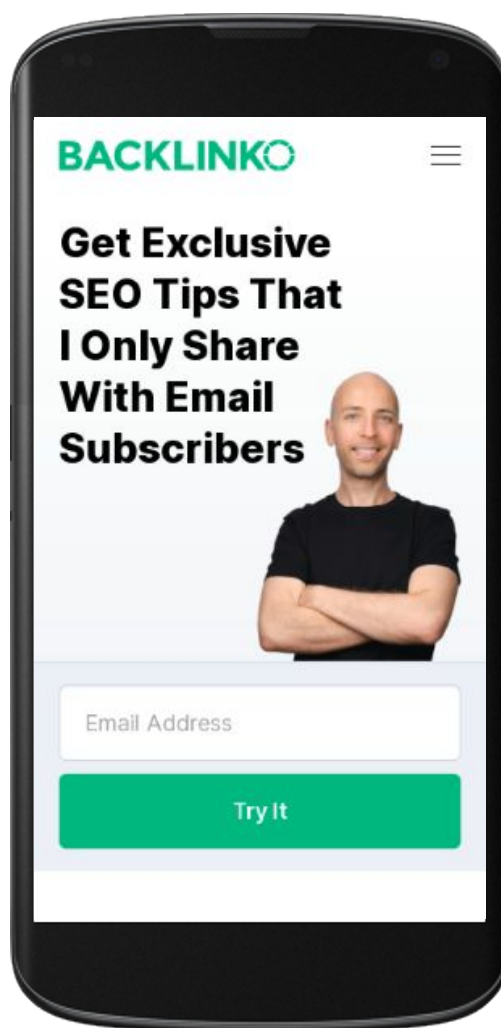
20 ms

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)

2126 ms

Metric Category

AVERAGE

First Input Delay (FID)

31 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](#)

1.7 s

First Meaningful Paint

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

1.7 s

Speed Index

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

1.9 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](#)

6.2 s

Time to Interactive

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

6.8 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](#)

500 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](#)

55 requests • 1,014 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](#)

5 resources found

Minimize third-party usage

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 60 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](#)

120 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](#)

3660 ms

Total Blocking Time

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

660 ms

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](#)

1.3 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](#)

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 230 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](#)

Avoids enormous network payloads

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

Total size was 1,014 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](#)

2.2 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 210 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](#)

244 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](#)

4 user timings

IP Information

ISP : AS16509 Amazon.com, Inc.

Ip : 3.132.152.255

Country :  UNITED STATES

City : Hilliard

Region : Ohio

Timezone : America/New_York

Latitude : 40.0334

Longitude : -83.1582

Malware Scan Info

Google safe browser norton : Safe

Norton : safe

Search Engine Index Info

Google index : 459

Bing index : 342,000

Yahoo index : 337,000

Sites in Same IP

No data to show

Related Websites

1.

Social Network Information - backlinko.com

Social Network Information

Facebook share : 0

Pinterest Info : 199

Facebook comment : 0

Xing Info : 0

Facebook like : 0

Buffer Info : 117

Reddit Score : 1

Reddit Ups : 1

Reddit downs : 0

Keyword & Meta Information - backlinko.com

TITLE & METATAGS

Title

SEO Training and Link Building Strategies - Backlinko

Apple-mobile-web-app-title

Backlinko

Application-name

Backlinko

Msapplication-TileColor

#2b5797

Theme-color

#ffffff

Description

It's time to get backlinks that make a difference. Backlinko is the place for next-level SEO training and link building strategies.

Twitter:site

@Backlinko

Viewport

width=device-width, initial-scale=1, shrink-to-fit=no

Robots

index, follow

Googlebot

index, follow, max-snippet:-1, max-image-preview:large, max-video-preview:-1

Bingbot

index, follow, max-snippet:-1, max-image-preview:large, max-video-preview:-1

Twitter:card

summary_large_image

Twitter:image

https://mk0apibacklinkov1r5n.kinstacdn.com/app/uploads/2015/06/backlinko.png

Twitter:creator

@Backlinko

Next-head-count

36

Blocked by robots.txt : No

Blocked by meta-robots : No

Links not followed by meta-robots : No

Total keywords : 171

Html headings**H1(1)**

1. Get Exclusive SEO Tips That I Only Share With Email Subscribers

H2(0)

No h2 tag found

H3(3)

1. Brian has been featured on
2. What others are saying
3. SEO in 2021: The Definitive Guide

H4(3)

1. Learn
2. Company
3. Connect

H5(0)

No h5 tag found

H6(0)

No h6 tag found

KEYWORD ANALYSIS

== Single word keywords ==

SINGLE KEYWORDS	OCCURRENCES	DENSITY	POSSIBLE SPAM
SEO	7	4.094 %	No
Home	3	1.754 %	Yes
Backlinko	3	1.754 %	No
Marketing	3	1.754 %	Yes
Newsletter	3	1.754 %	No
newsletter?	2	1.17 %	No
.	2	1.17 %	No
strategies	2	1.17 %	No
HubSpot	2	1.17 %	No

SINGLE KEYWORDS	OCCURRENCES	DENSITY	POSSIBLE SPAM
VP	2	1.17 %	No
Flanagan	2	1.17 %	No
Kieran	2	1.17 %	No
better”	2	1.17 %	No
good	2	1.17 %	No
blog	2	1.17 %	No
thought	2	1.17 %	No
“I	2	1.17 %	No
Learn	2	1.17 %	No
Guide	2	1.17 %	No
Nextlevel	1	0.585 %	No

== Two words keywords ==

2 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
Home About	3	1.754 %	No
thought the	2	1.17 %	No
at HubSpot	2	1.17 %	No
Marketing at	2	1.17 %	No
VP Marketing	2	1.17 %	No
Flanagan VP	2	1.17 %	No
Kieran Flanagan	2	1.17 %	No
better” Kieran	2	1.17 %	No
newsletter? Even	2	1.17 %	No
the newsletter?	2	1.17 %	No
But the	2	1.17 %	No
good But	2	1.17 %	No
was good	2	1.17 %	No
blog was	2	1.17 %	No
the blog	2	1.17 %	No
Even better”	2	1.17 %	No
Backlinko is	2	1.17 %	No
“I thought	2	1.17 %	No
About Newsletter	2	1.17 %	No

2 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
tips and	1	0.585 %	No

== Three words keywords ==

3 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
Home About Newsletter	2	1.17 %	No
"I thought the	2	1.17 %	No
Marketing at HubSpot	2	1.17 %	No
VP Marketing at	2	1.17 %	No
Flanagan VP Marketing	2	1.17 %	No
Kieran Flanagan VP	2	1.17 %	No
better" Kieran Flanagan	2	1.17 %	No
Even better" Kieran	2	1.17 %	No
newsletter? Even better"	2	1.17 %	No
But the newsletter?	2	1.17 %	No
good But the	2	1.17 %	No
was good But	2	1.17 %	No
blog was good	2	1.17 %	No
the blog was	2	1.17 %	No
thought the blog	2	1.17 %	No
the newsletter? Even	2	1.17 %	No
2021 The Definitive	1	0.585 %	No
Definitive Guide Learn	1	0.585 %	No
right now Get	1	0.585 %	No
great right now	1	0.585 %	No

== Four words keywords ==

4 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
But the newsletter? Even	2	1.17 %	No
Flanagan VP Marketing at	2	1.17 %	No
better" Kieran Flanagan VP	2	1.17 %	No
Even better" Kieran Flanagan	2	1.17 %	No

4 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
newsletter? Even better” Kieran	2	1.17 %	No
the newsletter? Even better”	2	1.17 %	No
VP Marketing at HubSpot	2	1.17 %	No
good But the newsletter?	2	1.17 %	No
was good But the	2	1.17 %	No
blog was good But	2	1.17 %	No
the blog was good	2	1.17 %	No
thought the blog was	2	1.17 %	No
“I thought the blog	2	1.17 %	No
Kieran Flanagan VP Marketing	2	1.17 %	No
Guide Learn the exact	1	0.585 %	No
Learn the exact SEO	1	0.585 %	No
The Definitive Guide Learn	1	0.585 %	No
2021 The Definitive Guide	1	0.585 %	No
the exact SEO strategies	1	0.585 %	No
exact SEO strategies tips	1	0.585 %	No

Alexa Information - backlinko.com

General information

Domain name : backlinko.com

Global Rank : #14,323

Daily Time on Site : 2:19

Search Traffic : 66.4%

Bounce Rate : 61.3%

Total sites link in : 1,368

Top 5 similar sites by audience overlap

Sl	Similar sites	Overlap score
1	ahrefs.com	61.5
2	searchenginejournal.com	48.7
3	moz.com	47.2
4	semrush.com	45.2

Sl	Similar sites	Overlap score
5	neilpatel.com	42.8

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
google disavow	51	42
disavow tool	50	40
disavow links	50	39
google disavow tool	50	38

Top 4 easy-to-rank keywords		
Popular keywords within this site`s competitive power	Relevance to this site	Search popularity
webmaster tools	16	71
google webmaster	22	66
google tag manager	11	65
webmastertools	15	54

Top 4 buyer keywords		
Keywords that show a high purchase intent	Avg. traffic to competitors	Organic competition
buy backlinks	59	47
link building sites	57	62
backlinks website	55	65
how to get backlinks	52	66

Top 4 optimization opportunities		
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Very popular keywords already driving some traffic to this site	Search popularity	Organic share of voice
spyfu chrome extension	22	1.06%
how to do backlinking	16	4.53%
search comsole	17	2.04%
google search keyword tools	14	4.07%

Top 5 referral sites	
Sites by how many other sites drive traffic to them	Referral sites
searchenginejournal.com	61.5
moz.com	48.7
backlinko.com	47.2
ahrefs.com	45.2
monitorbacklinks.com	42.8

Site flow	
Visited just before & right after domain	Visited just before & right after domain percentage
googlecom	47.5%
youtubecom	2.48%
neilpatelcom	2.13%
ahrefscm	2.09%
mozcom	1.83%
googlecom	37.3%
youtubecom	4.37%
ahrefscm	2.3%
neilpatelcom	2.13%
facebookcom	2.13%

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
🇮🇳 India	47.4%
🇺🇸 United States	13.9%
🇵🇰 Pakistan	6.2%