

## Domain Name - tumblr.com

### WhoIs Information

**Registered :** No

**Domain age :** 18 Years 7 Months 24 Days

**Tech email :** Select Request Email Form at <https://domains.markmonitor.com/whois/tumblr.com>

**Name servers :** ns2.tumblr.com

**Created at :** 08-Jun-2006

**Changed at :** 19-Dec-2019

**Expire at :** 08-Jun-2023

**Registrant name :**

**Admin name :**

**Registrant country :**  US

**Admin country :**  US

**Registrant phone :**

**Admin phone :**

### Moz information

**Subdomain normalized :** 7.300000191

**Subdomain raw :** 0.7300000191

**Url normalized :** 9.899999619

**Url raw :** 0.9900000095

**Http status code :** 301

**Domain authority :** 73

**Page authority :** 99

**External quality link :** 403372936

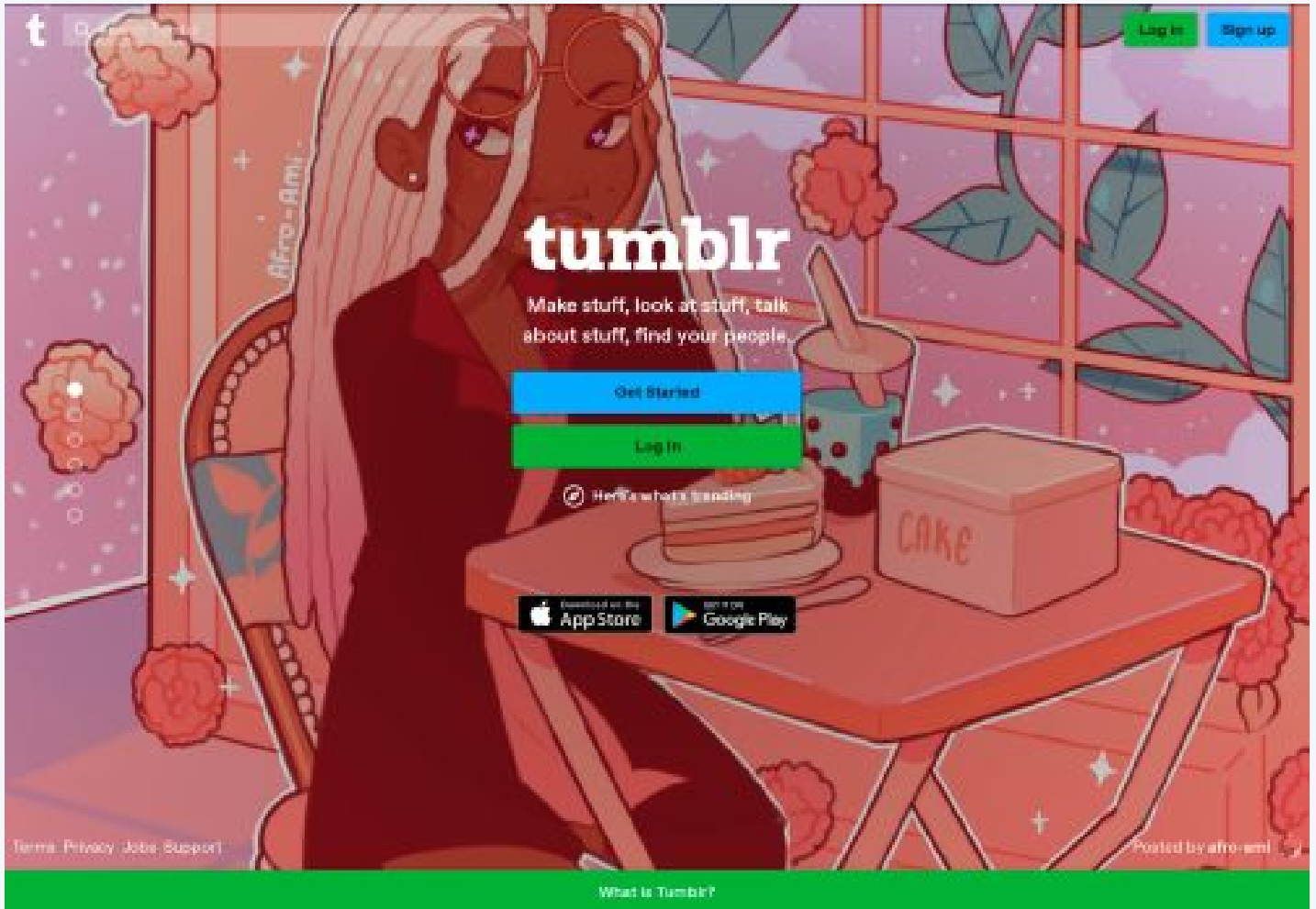
**Links :** 406085630

### Link information

**Backlink count :** 403,372,936

**Total link count :** 406,085,630

**Mozrank :** 9.899999619



## Mobile Friendly Check

Performance : 42.48

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)

2053 ms

Metric Category

AVERAGE

## First Input Delay (FID)

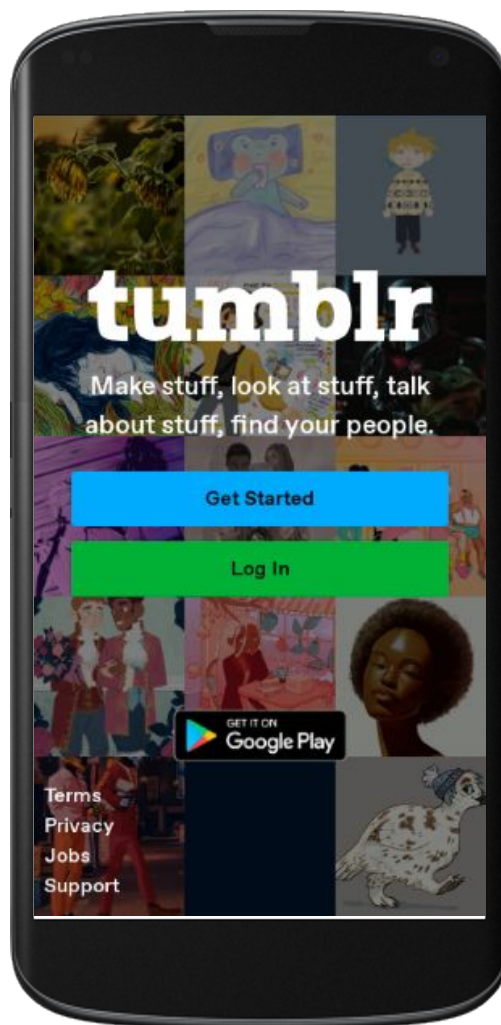
26 ms

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)

2997 ms

### Metric Category

AVERAGE

## First Input Delay (FID)

71 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](#)

3.4 s

### First Meaningful Paint

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

5.1 s

### Speed Index

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

5.0 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](#)

8.5 s

### Time to Interactive

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

11.2 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](#)

710 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](#)

37 requests • 10,578 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 1,470 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](#)

### Uses efficient cache policy on static assets

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

0 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 0 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](#)

210 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](#)

7020 ms

## Total Blocking Time

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

500 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](#)

1.6 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](#)

## 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 9,011 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 43 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 10,578 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](#)

4.3 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 6,875 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](#)

4 chains found

### Avoid enormous network payloads

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

88 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](#)

#### IP Information

**ISP :** AS2635 Automattic, Inc

**Ip :** 74.114.154.17

**Country :**  CANADA

**City :** Toronto

**Region :** Ontario

**Timezone :** America/Toronto

**Latitude :** 43.7001

#### Malware Scan Info

**Google safe browser norton :** Safe

**Norton :** safe

#### Search Engine Index Info

**Google index :** 64,900,000

**Bing index :** 334,000,000

**Yahoo index :** 324,000,000

**Longitude** : -79.4163

#### Sites in Same IP

1. IP-Address-Lookup.com

#### Related Websites

1.

## Social Network Information - tumblr.com

### Social Network Information

**Facebook share** : 0

**Pinterest Info** : 7,739,763

**Facebook comment** : 0

**Xing Info** : 0

**Facebook like** : 0

**Buffer Info** : 657

**Reddit Score** : 2

**Reddit Ups** : 2

**Reddit downs** : 0

## Keyword & Meta Information - tumblr.com

### TITLE & METATAGS

#### Title

Tumblr

#### Viewport

width=device-width, initial-scale=1

#### Msapplication-TileColor

#001936

#### Msapplication-TileImage

<https://assets.tumblr.com/pop/favicons/mstile-150x150-873b07fe.png>

#### Description

Tumblr is a place to express yourself, discover yourself, and bond over the stuff you love. It's where your interests connect you with your people.



## Keywords

tumblelog, blog, tumblog, tumbler, tumblr, tlog, microblog

Blocked by robots.txt : No

Blocked by meta-robots : No

Links nofollowed by meta-robots : No

Total keywords : 243

## Html headings

### H1(4)

1. Tumblr is so easy to use that it's hard to explain.
2. You already know how this works.
3. Seriously, put anything you want here.
4. Okay, it's not actually hard to explain.

### H2(0)

No h2 tag found

### 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
stuff	4	1.646 %	No
people	4	1.646 %	No
Tumblr	3	1.235 %	No
blog	3	1.235 %	No
put	3	1.235 %	No
it's	3	1.235 %	No
hard	3	1.235 %	No
explain	3	1.235 %	No
started	2	0.823 %	No
jokes	2	0.823 %	No
thing	2	0.823 %	No
trending	2	0.823 %	No
StartedLog	2	0.823 %	No
posts	2	0.823 %	No
Make	2	0.823 %	No
works	2	0.823 %	No
blogs	2	0.823 %	No
show	1	0.412 %	No
Text	1	0.412 %	No
dashboard	1	0.412 %	No

### == Two words keywords ==

2 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
Tumblr is	3	1.235 %	No
to explain	3	1.235 %	No
hard to	3	1.235 %	No
actually hard	2	0.823 %	No
you want	2	0.823 %	No
your own	2	0.823 %	No
do the	2	0.823 %	No

<b>2 WORD PHRASES</b>	<b>OCCURRENCES</b>	<b>DENSITY</b>	<b>POSSIBLE SPAM</b>
explain We	2	0.823 %	No
Get StartedLog	2	0.823 %	No
you like	2	0.823 %	No
not actually	2	0.823 %	No
it's not	2	0.823 %	No
Okay it's	2	0.823 %	No
StartedLog In	2	0.823 %	No
want here	2	0.823 %	No
anything you	2	0.823 %	No
a blog	2	0.823 %	No
already know	2	0.823 %	No
to use	2	0.823 %	No
what's trending	2	0.823 %	No

*== Three words keywords ==*

<b>3 WORD PHRASES</b>	<b>OCCURRENCES</b>	<b>DENSITY</b>	<b>POSSIBLE SPAM</b>
hard to explain	3	1.235 %	No
StartedLog In Here's	2	0.823 %	No
Seriously put anything	2	0.823 %	No
Get StartedLog In	2	0.823 %	No
Here's what's trending	2	0.823 %	No
actually hard to	2	0.823 %	No
not actually hard	2	0.823 %	No
it's not actually	2	0.823 %	No
In Here's what's	2	0.823 %	No
you want here	2	0.823 %	No
anything you want	2	0.823 %	No
put anything you	2	0.823 %	No
Okay it's not	2	0.823 %	No
how this works	2	0.823 %	No
know how this	2	0.823 %	No
already know how	2	0.823 %	No
You already know	2	0.823 %	No

3 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
to explain We	2	0.823 %	No
your posts That's	1	0.412 %	No
own Other people	1	0.412 %	No

== Four words keywords ==

4 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
Get StartedLog In Here's	2	0.823 %	No
know how this works	2	0.823 %	No
it's not actually hard	2	0.823 %	No
Okay it's not actually	2	0.823 %	No
anything you want here	2	0.823 %	No
put anything you want	2	0.823 %	No
Seriously put anything you	2	0.823 %	No
actually hard to explain	2	0.823 %	No
not actually hard to	2	0.823 %	No
already know how this	2	0.823 %	No
You already know how	2	0.823 %	No
hard to explain We	2	0.823 %	No
In Here's what's trending	2	0.823 %	No
StartedLog In Here's what's	2	0.823 %	No
Make it your own	1	0.412 %	No
your own Other people	1	0.412 %	No
own Other people will	1	0.412 %	No
like Make it your	1	0.412 %	No
you like Make it	1	0.412 %	No
Other people will do	1	0.412 %	No

## Alexa Information - tumblr.com

### General information

**Domain name :** tumblr.com

**Global Rank :** #117

**Daily Time on Site :** 4:05

**Search Traffic :** 10.1%

**Bounce Rate :** 37.9%

**Total sites link in :** 1

#### Top 5 similar sites by audience overlap

Sl	Similar sites	Overlap score
1	deviantart.com	21.3
2	media.tumblr.com	20.0
3	pinterest.com	19.0
4	twitter.com	17.7
5	reddit.com	17.4

#### 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
princess bowser	40	37
bdsm test	37	47
chroma prime	37	42
big nibba	37	35

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

Popular keywords within this site`s competitive power	Relevance to this site	Search popularity
photo shoot	75	51
nude photography	57	53
jpeg	68	50
sitting	75	50

### Top 4 buyer keywords

Keywords that show a high purchase intent	Avg. traffic to competitors	Organic competition
best jeanist	36	77
luffy vs katakuri	36	76
gogeta vs broly	34	71
shipping meme	33	70

### Top 4 optimization opportunities

Very popular keywords already driving some traffic to this site	Search popularity	Organic share of voice
mag-flex	18	1.84%
tahiti hernandez	13	4.15%
meenah peixes	18	3.51%
anna sawai	15	2.36%

### Top 5 referral sites

Sites by how many other sites drive traffic to them	Referral sites
imgur.com	21.3
deviantart.com	20.0
media.tumblr.com	19.0
aminoapps.com	17.7
tumblr.com	17.4

### Site flow

Visited just before & right after domain	Visited just before & right after domain percentage
googlecom	12.6%
pinterestcom	4.41%
twittercom	3.86%
facebookcom	3.58%
redditcom	2.92%
googlecom	13%
pinterestcom	3.86%
facebookcom	3.72%

Visited just before & right after domain	Visited just before & right after domain percentage
twittercom	3.23%
youtubecom	2.92%

#### 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	24.8%
🇮🇳 India	24.4%
🇯🇵 Japan	8.8%