SEO Report
Turbo Website Reviewer

63

Your Website Score

Review of Avast.com

Generated on 2022-08-04

Introduction

This report provides a review of the key factors that influence the SEO and usability of your website.

The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.

Our reports provide actionable advice to improve a site's business objectives.

Please contact us for more information.

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Iconography

✅ Good

⚠️ To Improve

❌ Errors

⚫ Not Important

⚙️⚙️⚙️ Hard to solve

⚙️⚙️⚙️ Little tough to solve

⚙️⚙️⚙️ Easy to solve

⚙️⚙️⚙️ No action necessary

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Search Engine Optimization

Title Tag

Avast | Download Free Antivirus & VPN | 100% Free & Easy

Length: 56 character(s)

Ideally, your title tag should contain between 10 and 70 characters (spaces included).

Make sure your title is explicit and contains your most important keywords.

Be sure that each page has a unique title.

Meta Description

Join 435 million others and get award-winning free antivirus for PC, Mac & Android. Surf safely & privately with our VPN. Download Avast today!

Length: 143 character(s)

Meta descriptions contains between 100 and 300 characters (spaces included).

It allow you to influence how your web pages are described and displayed in search results.

Ensure that all of your web pages have a unique meta description that is explicit and contains your most important keywords (these

appear in bold when they match part or all of the user's search query).

A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize

click-through rate.

Meta Keywords

No Keywords

Meta Keywords are a specific type of meta tag that appear in the HTML code of a Web page and help tell search engines what the

topic of the page is.

However, google can't use meta keywords.

Google Preview
○ ○ ○

Avast | Download Free Antivirus & VPN | 100% Free & Easy
avast.com/

Join 435 million others and get award-winning free antivirus for PC, Mac & Android. Surf safely & privately with our VPN. Download Avast today!

This is an example of what your Title Tag and Meta Description will look like in Google search results.

While Title Tags & Meta Descriptions are used to build the search result listings, the search engines may create their own if they are

missing, not well written, or not relevant to the content on the page.

Title Tags and Meta Descriptions are cut short if they are too long, so it's important to stay within the suggested character limits.

Headings
○ ○ ○

<H1>	<H2>	<H3>	<H4>	<H5>	<H6>
3	7	4	1	1	0

<H1> List of available regions </H1>
<H1> More than free antivirus </H1>
<H1> Follow these steps to complete your Avast installation: </H1>
<H2> Avast will help keep you safe online from over one billion threats each month </H2>
<H2> Over 400 million users worldwide trust Avast with their private information </H2>
<H2> Avast One is simple to use and can clean, update, and speed up your devices </H2>
<H2> Protect more of what you love </H2>
<H2> Looking for a specific product that will fit your needs? </H2>
<H2> For 30 years, we've fought for digital freedom for all </H2>
<H2> Get security, privacy, and performance tips, straight from the experts </H2>
<H3> Looks like you're using Windows </H3>
<H3> Looks like you're using Mac </H3>
<H3> Looks like you're using Android </H3>
<H3> Looks like you're using iOS </H3>
<H4> Avast recommends using the FREE Chrome™ internet browser. </H4>
<H5> Main regions </H5>

Use your keywords in the headings and make sure the first level (H1) includes your most important keywords. Never duplicate your

title tag content in your header tag.

While it is important to ensure every page has an H1 tag, never include more than one per page. Instead, use multiple H2 - H6 tags.

Keywords Cloud

click 60   avast 47   window 38   free 33   installer 30

file 28   setup 25   download 22   follow 21   start 21

begin 20   button 20   instructions 20   installation 18   approve 18

This Keyword Cloud provides an insight into the frequency of keyword usage within the page.

It's important to carry out keyword research to get an understanding of the keywords that your audience is using. There are a number

of keyword research tools available online to help you choose which keywords to target.

Keyword Consistency

Keywords	Freq	Title	Desc	<H>
click	60	✗	✗	✗
avast	47	✔	✔	✔
window	38	✗	✗	✔
free	33	✔	✔	✔
installer	30	✗	✗	✗
file	28	✗	✗	✗
setup	25	✗	✗	✗
download	22	✔	✔	✗
follow	21	✗	✗	✔
start	21	✗	✗	✗
begin	20	✗	✗	✗
button	20	✗	✗	✗
instructions	20	✗	✗	✗
installation	18	✗	✗	✔
approve	18	✗	✗	✗

This table highlights the importance of being consistent with your use of keywords.

To improve the chance of ranking well in search results for a specific keyword, make sure you include it in some or all of the

following: page URL, page content, title tag, meta description, header tags, image alt attributes, internal link anchor text and backlink

anchor text.

✖ Alt Attribute
⚙ ⚙ ⚙

We found 46 images on this web page
✖ 37 ALT attributes are empty or missing.

https://static3.avast.com/10002496/web/i/v2/components/icons/feature-icons/48x48/discount-1-mono.svg
https://static3.avast.com/10002496/web/i/v2/components/icons/feature-icons/48x48/pencil-ruler--school-dark.svg
https://static3.avast.com/10002496/web/i/v2/components/icons/product-icons/32x32/product-icon-32x32-free_white.svg
https://static3.avast.com/10002496/web/i/v2/components/icons/product-icons/32x32/product-icon-32x32-free_white.svg
https://static3.avast.com/10002496/web/i/v2/components/icons/product-icons/32x32/product-icon-32x32-free_white.svg
https://static3.avast.com/10002496/web/i/v2/components/icons/product-icons/32x32/product-icon-32x32-free_white.svg
https://static3.avast.com/10002496/web/i/v2/components/icons/product-icons/32x32/product-icon-32x32-premium_white.svg
https://static3.avast.com/10002496/web/i/v2/components/icons/product-icons/32x32/product-icon-32x32-avast-one.svg
https://static3.avast.com/10002496/web/i/v2/components/icons/product-icons/32x32/product-icon-32x32-vpn_white.svg
https://static3.avast.com/10002496/web/i/v2/components/icons/product-icons/32x32/product-icon-32x32-antitrack_white.svg
https://static3.avast.com/10002496/web/i/v2/components/icons/product-icons/32x32/product-icon-32x32-secure-browser-color.svg
https://static3.avast.com/10002496/web/i/v2/components/icons/product-icons/32x32/product-icon-32x32-breachguard_white.svg
https://static3.avast.com/10002496/web/i/v2/components/icons/product-icons/32x32/product-icon-32x32-online-privacy-and-security_white.svg
https://static3.avast.com/10002496/web/i/v2/components/icons/product-icons/32x32/product-icon-32x32-cleanup-premium_white.svg
https://static3.avast.com/10002496/web/i/v2/components/icons/product-icons/32x32/product-icon-32x32-cleanup-premium_white.svg
https://static3.avast.com/10002496/web/i/v2/components/icons/product-icons/32x32/product-icon-32x32-cleanup-premium_white.svg
https://static3.avast.com/10002496/web/i/v2/components/icons/product-icons/32x32/product-icon-32x32-cleanup-premium_white.svg
https://static3.avast.com/10002496/web/i/v2/components/icons/product-icons/32x32/product-icon-32x32-driver-updater_white
https://static3.avast.com/10002496/web/i/v2/components/icons/product-icons/32x32/product-icon-32x32-avast-one.svg
https://static3.avast.com/10002496/web/i/v2/components/icons/product-icons/32x32/product-icon-32x32-smb-home-office_white.svg
https://static3.avast.com/10002496/web/i/v2/components/icons/product-icons/32x32/product-icon-32x32-smb-small-business_white.svg
https://static3.avast.com/10002496/web/i/v2/aim/img/avast-one/award-techradar-2021.png?height=64
https://static3.avast.com/10002496/web/i/v2/aim/img/index/hyperion/PC-editors-choice-2021_spaces.png?height=64
https://static3.avast.com/10002496/web/i/v2/components/logos/avast-logos/avast-one-logo-black.svg
https://static3.avast.com/10002496/web/i/v2/aim/img/index/hyperion/media-slider1.jpg?width=648
https://static3.avast.com/10002496/web/i/v2/aim/img/index/hyperion/media-slider1.jpg?width=688
https://static3.avast.com/10002496/web/i/v2/aim/img/index/hyperion/media-slider2.jpg?width=648
https://static3.avast.com/10002496/web/i/v2/aim/img/index/hyperion/media-slider2.jpg?width=688
https://static3.avast.com/10002496/web/i/v2/aim/img/index/hyperion/media-slider3.jpg?width=648
https://static3.avast.com/10002496/web/i/v2/aim/img/index/hyperion/media-slider3.jpg?width=688
https://static3.avast.com/10002496/web/i/v2/pages/index/hyperion/protect-more.svg?width=648
https://static3.avast.com/10002496/web/i/v2/pages/index/hyperion/protect-more.svg?width=688
https://static3.avast.com/10002496/web/i/v2/pages/index/hyperion/signpost-illu-1.svg
https://static3.avast.com/10002496/web/i/v2/pages/index/hyperion/signpost-illu-2.svg
https://static3.avast.com/10002496/web/i/v2/pages/index/hyperion/signpost-illu-3.svg
https://static3.avast.com/10002496/web/i/v2/components/icons/browsers/chrome.svg
https://static3.avast.com/10002496/web/i/v2/components/logos/avast-logos/avast-logo-inverse.svg

Alternative text is used to describe images to give the search engine crawlers (and the visually impaired).

Also, more information to help them understand images, which can help them to appear in Google Images search results.

Text/HTML Ratio

HTML to Text Ratio is: **10.41%**

Text content size 16110 bytes

Total HTML size 154707 bytes

Code to text ratio represents the percentage of actual text on a web page compared to the percentage of HTML code, and it is used by search engines to calculate the relevancy of a web page.

A higher code to text ratio will increase your chances of getting a better rank in search engine results.

GZIP compression

Wow! It's GZIP Enabled.

✔ Your webpage is compressed from 151 KB to 22 KB (85.6 % size savings)

Gzip is a method of compressing files (making them smaller) for faster network transfers.

It allows to reduce the size of web pages and any other typical web files to about 30% or less of its original size before it transfer.

IP Canonicalization

No your domain IP 23.35.165.39 does not redirect to avast.com

To check this for your website, enter your IP address in the browser and see if your site loads with the IP address.

Ideally, the IP should redirect to your website's URL or to a page from your website hosting provider.

If it does not redirect, you should do an htaccess 301 redirect to make sure the IP does not get indexed.

URL Rewrite

Warning! We have detected parameters in a massive number of URLs

Your site's URLs contain unnecessary elements that make them look complicated.

A URL must be easy to read and remember for users. Search engines need URLs to be clean and include your page's most important keywords.

Clean URLs are also useful when shared on social media as they explain the page's content.

Underscores in the URLs

Great, you are not using underscores (these_are_underscores) in your URLs

Great, you are not using ?underscores (these_are_underscores) in your URLs.

While Google treats hyphens as word separators, it does not for underscores.

WWW Resolve
⚙ ⚙ ⚙

Great, a redirect is in place to redirect traffic from your non-preferred domain.

Redirecting requests from a non-preferred domain is important because search engines consider URLs with and without "www" as two different websites.

XML Sitemap
⚙ ⚙ ⚙

Good, you have XML Sitemap file!
http://avast.com/sitemap.xml

A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.

You can check for errors in your robots.txt file using Google Search Console (formerly Webmaster Tools) by selecting 'Robots.txt Tester' under 'Crawl'. This also allows you to test individual pages to make sure that Googlebot has the appropriate access.

Robots.txt
⚙ ⚙ ⚙

Good, you have Robots.txt file!
http://avast.com/robots.txt

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.

We recommend that you generate an XML sitemap for your website and submit it to both Google Search Console and Bing Webmaster Tools. It is also good practice to specify your sitemap's location in your robots.txt file.

Embedded Objects

Perfect, no embedded objects has been detected on this page

Embedded Objects such as Flash. It should only be used for specific enhancements.

Although Flash content often looks nicer, it cannot be properly indexed by search engines.

Avoid full Flash websites to maximize SEO.

Iframe

Oh no, iframe content has been detected on this page

Frames can cause problems on your web page because search engines will not crawl or index the content within them.

Avoid frames whenever possible and use a NoFrames tag if you must use them.

Domain Registration

Exactly how many years and months

Domain Age: 24 Years, 302 Days

Created Date: 6th-Oct-1997

Updated Date: 20th-May-2020

Expiry Date: 20th-Sep-2029

Domain age matters to a certain extent and newer domains generally struggle to get indexed and rank high in search results for their first few months (depending on other associated ranking factors). Consider buying a second-hand domain name.

Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.

Indexed Pages
⚙ ⚙ ⚙

Indexed pages in search engines

<div style="background-color:green;color:white;text-align:center;">90,900 Page(s)</div>

This is the number of pages that we have discovered on your website.

A low number can indicate that bots are unable to discover your webpages, which is a common cause of a bad site architecture &

internal linking, or you're unknowingly preventing bots and search engines from crawling & indexing your pages.

Backlinks Counter
⚙ ⚙ ⚙

Number of backlinks to your website

<div style="background-color:green;color:white;text-align:center;">49,604 Backlink(s)</div>

Backlinks are links that point to your website from other websites. They are like letters of recommendation for your site.

Since this factor is crucial to SEO, you should have a strategy to improve the quantity and quality of backlinks.

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Usability

URL

http://avast.com
Length: 5 characters

> Keep your URLs short and avoid long domain names when possible.
>
> A descriptive URL is better recognized by search engines.
>
> A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g.,
>
> http://www.mysite.com/en/products).

Favicon

Great, your website has a favicon.

> Favicons improve a brand's visibility.
>
> As a favicon is especially important for users bookmarking your website, make sure it is consistent with your brand.

Custom 404 Page

Great, your website has a custom 404 error page.

> When a visitor encounters a 404 File Not Found error on your site, you're on the verge of losing the visitor that you've worked so hard
>
> to obtain through the search engines and third party links.
>
> Creating your custom 404 error page allows you to minimize the number of visitors lost that way.

Page Size 151 KB (World Wide Web average is 320 Kb)

Two of the main reasons for an increase in page size are images and JavaScript files.

Page size affects the speed of your website; try to keep your page size below 2 Mb.

Tip: Use images with a small size and optimize their download with gzip.

Load Time 0.39 second(s)

Site speed is an important factor for ranking high in Google search results and enriching the user experience.

Resources: Check out Google's developer tutorials for tips on how to to make your website run faster.

Language Good, you have declared your language
Declared Language: EN-US

Make sure your declared language is the same as the language detected by Google

Also, define the language of the content in each page's HTML code.

Domain Availability

Domains (TLD)	Status
avast.net	Already Registered
avast.org	Already Registered
avast.biz	Already Registered
avast.us	Already Registered
avast.info	Already Registered

Register the various extensions of your domain to protect your brand from cybersquatters.

Typo Availability

Domains (TLD)	Status
qvast.com	Already Registered
wvast.com	Available
zvast.com	Already Registered
xvast.com	Already Registered
aast.com	Already Registered

Register the various typos of your domain to protect your brand from cybersquatters.

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Email Privacy

Good, no email address has been found in plain text.

> We don't recommend adding plain text/linked email addresses to your webpages.
>
> As malicious bots scrape the web in search of email addresses to spam. Instead, consider using a contact form.

Safe Browsing

The website is not blacklisted and looks safe to use.

> Safe Browsing to identify unsafe websites and notify users and webmasters so they can protect themselves from harm.

Mobile

Mobile Friendliness

Awesome! This page is mobile-friendly!
Your mobile friendly score is 80/100

Mobile Friendliness refers to the usability aspects of your mobile website, which Google uses as a ranking signal in mobile search results.
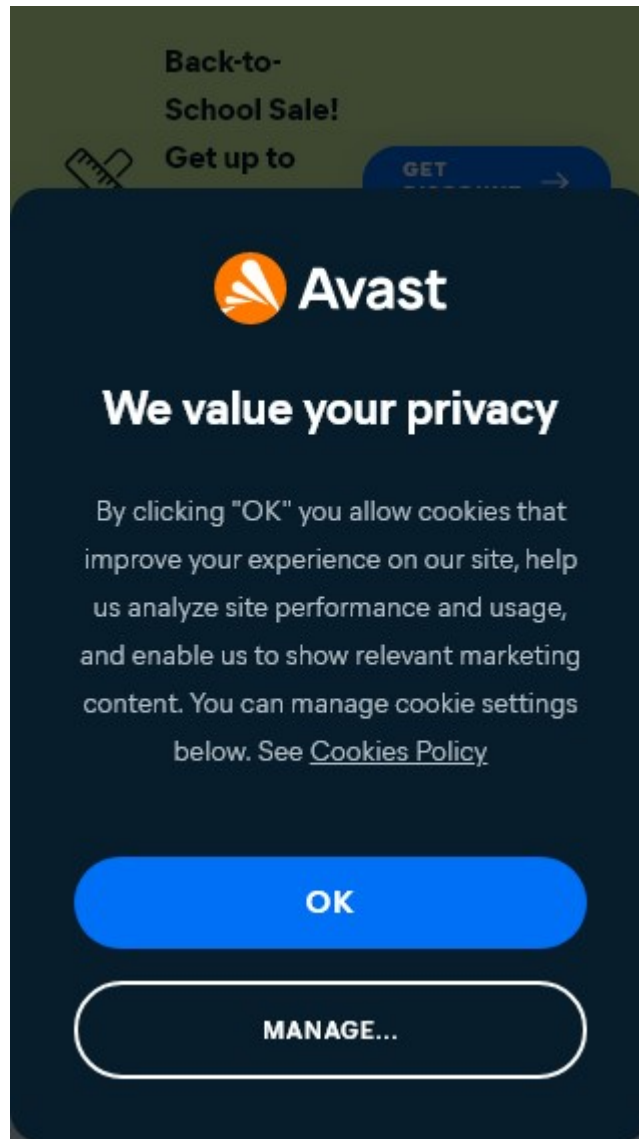
Mobile Compatibility

Bad, embedded objects detected.

Embedded Objects such as Flash, Silverlight or Java. It should only be used for specific enhancements.

But avoid using Embedded Objects, so your content can be accessed on all devices.

Mobile View
⚙ ⚙ ⚙

The number of people using the Mobile Web is huge; over 75 percent of consumers have access to smartphones. ??

Your website should look nice on the most popular mobile devices.

Tip: Use an analytics tool to track mobile usage of your website.

Technologies

Server IP
⚙ ⚙ ⚙

Server IP	Server Location	Service Provider
23.7.54.142	Germany	Akamai Technologies

Your server's IP address has little impact on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors.

Search engines take the geolocation of a server into account as well as the server speed.

Speed Tips
⚙ ⚙ ⚙

Tips for authoring fast-loading HTML pages:

❌ Too bad, your website has too many CSS files.

❌ Too bad, your website has too many JavaScript files.

✔ Perfect, your website doesn't use nested tables.

❌ Too bad, your website is using inline styles.

Website speed has a huge impact on performance, affecting user experience, conversion rates and even rankings.

???By reducing page load-times, users are less likely to get distracted and the search engines are more likely to reward you by ranking your pages higher in the SERPs.

Conversion rates are far higher for websites that load faster than their slower competitors.

Analytics
⚙ ⚙ ⚙

We didn't detect an analytics tool installed on this website.

Web analytics let you measure visitor activity on your website.

You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.

Doc Type

Your Web Page doctype is HTML 5

The Doctype is used to instruct web browsers about the document type being used.

For example, what version of HTML the page is written in.

Declaring a doctype helps web browsers to render content correctly.

W3C Validity

W3C not validated

W3Cis a consortium that sets web standards.

Using valid markup that contains no errors is important because syntax errors can make your page difficult for search engines to index.

Run the W3C validation service whenever changes are made to your website's code.

Encoding

Great, language/character encoding is specified: UTF-8

Specifying language/character encoding can prevent problems with the rendering of special characters.

Social

Social Data
⚙ ⚙ ⚙

Your social media status

f Facebook: ✓ Avast

G+ Twitter: ✓ Avast

in Instagram: ✓ Avast

> Social data refers to data individuals create that is knowingly and voluntarily shared by them.
>
> Cost and overhead previously rendered this semi-public form of communication unfeasible.
>
> But advances in social networking technology from 2004-2010 has made broader concepts of sharing possible.

Visitors

Traffic Rank
✿ ✿ ✿

2,325th most visited website in the World.

A low rank means that your website gets a lot of visitors.

Your Alexa Rank is a good estimate of the worldwide traffic to your website, although it is not 100 percent accurate.

Visitors Localization
✿ ✿ ✿

Your website is popular on following countries:

Popularity at	United States
Regional Rank	3035

We recommend that you book the domain names for the countries where your ??website is popular.

This will prevent potential competitors from registering these domains and taking advantage of your reputation in such countries.

Estimated Worth
✿ ✿ ✿

$971,520 USD

Just a estimated worth of your website based on Alexa Rank.

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Link Analysis

We found a total of 202 links including both internal & external links of your site

Anchor	Type	Follow
Avast Secure Browser	Internal Links	Dofollow
Save 50% on Avast One	Internal Links	Dofollow
Back-to-School Sale! Get up to 50% off for a limited time. Get discount	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
For business	Internal Links	Dofollow
For partners	Internal Links	Dofollow
About us	Internal Links	Dofollow
Free Antivirus Free security and privacy protection	Internal Links	Dofollow
Free Antivirus Free security and privacy protection	Internal Links	Dofollow
Free Antivirus Free security and privacy protection	Internal Links	Dofollow
Free Antivirus Free security and privacy protection	Internal Links	Dofollow
Premium Security Advanced security against all internet threats	Internal Links	Dofollow
Avast One NEW Our best security, privacy, and performance service	Internal Links	Dofollow
SecureLine VPN Encrypt your connection to stay safe on public networks	Internal Links	Dofollow
AntiTrack Disguise your digital fingerprint to avoid personalized ads	Internal Links	Dofollow
BreachGuard Protect your personal info from being exposed and sold	Internal Links	Dofollow
Online Security & Privacy Privacy and security browser extension from Avast	Internal Links	Dofollow
Cleanup Premium Boost your computer's speed and performance	Internal Links	Dofollow
Cleanup Premium Boost your computer's speed and performance	Internal Links	Dofollow
Cleanup Premium Boost your computer's speed and performance	Internal Links	Dofollow
Driver Updater Automatically update drivers with a single click	Internal Links	Dofollow
Home office	Internal Links	Dofollow
Small Office Protection.	Internal Links	Dofollow
Small Businesses	Internal Links	Dofollow
Essential	Internal Links	Dofollow
Premium	Internal Links	Dofollow
Ultimate	Internal Links	Dofollow
Patch Management	Internal Links	Dofollow
Cloud Backup	Internal Links	Dofollow
Premium Remote Control	Internal Links	Dofollow
Antivirus for Linux	Internal Links	Dofollow
CCleaner	Internal Links	Dofollow
Help me choose	Internal Links	Dofollow
MSPs	Internal Links	Dofollow
Resellers	Internal Links	Dofollow
Distributors	Internal Links	Dofollow
Affiliates	Internal Links	Dofollow
Business Hub Security Platform	Internal Links	Dofollow
Cloud Network Security	Internal Links	Dofollow
Education	Internal Links	Dofollow
Become a partner	Internal Links	Dofollow
Partner locator	Internal Links	Dofollow
Resources	Internal Links	Dofollow
Trials	Internal Links	Dofollow
Store	Internal Links	Dofollow
Contact sales	Internal Links	Dofollow

Support	Internal Links	Dofollow
Smart Life	Internal Links	Dofollow
Mobile Security	Internal Links	Dofollow
VPN	Internal Links	Dofollow
Threat Intelligence	Internal Links	Dofollow
Knowledge Center	Internal Links	Dofollow
Company FAQs	Internal Links	Dofollow
Careers	Internal Links	Dofollow
Privacy	Internal Links	Dofollow
Expert guides	Internal Links	Dofollow
Digital trust	Internal Links	Dofollow
Awards	Internal Links	Dofollow
Diversity & Inclusion	Internal Links	Dofollow
Accessibility	Internal Links	Dofollow
Contact us	Internal Links	Dofollow
Avast Academy Expert tips and guides about digital security and privacy	Internal Links	Dofollow
Worldwide (English)	Internal Links	Dofollow
Europe (English)	Internal Links	Dofollow
América Latina (español)	Internal Links	Dofollow
Argentina	Internal Links	Dofollow
Brasil	Internal Links	Dofollow
Canada (English)	Internal Links	Dofollow
Canada (français)	Internal Links	Dofollow
Chile	Internal Links	Dofollow
Colombia	Internal Links	Dofollow
EE.UU. (español)	Internal Links	Dofollow
México	Internal Links	Dofollow
België (Nederlands)	Internal Links	Dofollow
Belgique (français)	Internal Links	Dofollow
Česká republika	Internal Links	Dofollow
Danmark	Internal Links	Dofollow
Deutschland	Internal Links	Dofollow
España	Internal Links	Dofollow
France	Internal Links	Dofollow
Italia	Internal Links	Dofollow
Magyarország	Internal Links	Dofollow
Nederland	Internal Links	Dofollow
Norge	Internal Links	Dofollow
Polska	Internal Links	Dofollow
Portugal	Internal Links	Dofollow
Schweiz (Deutsch)	Internal Links	Dofollow
Slovensko (česky)	Internal Links	Dofollow
South Africa	Internal Links	Dofollow
Suisse (français)	Internal Links	Dofollow
Suomi	Internal Links	Dofollow
Sverige	Internal Links	Dofollow
Türkiye	Internal Links	Dofollow
United Arab Emirates	Internal Links	Dofollow
United Kingdom	Internal Links	Dofollow
Ελλάδα	Internal Links	Dofollow
ישראל	Internal Links	Dofollow
Казахстан	Internal Links	Dofollow
România	Internal Links	Dofollow

المملكة العربية السعودية	Internal Links	Dofollow
الدول العربية	Internal Links	Dofollow
Australia	Internal Links	Dofollow
India	Internal Links	Dofollow
इंडिया (हिंदी)	Internal Links	Dofollow
Indonesia (English)	Internal Links	Dofollow
Indonesia (Bahasa Indonesia)	Internal Links	Dofollow
Malaysia (English)	Internal Links	Dofollow
Malaysia (Bahasa Melayu)	Internal Links	Dofollow
New Zealand	Internal Links	Dofollow
Philippines (English)	Internal Links	Dofollow
Pilipinas (Filipino)	Internal Links	Dofollow
Singapore	Internal Links	Dofollow
Việt Nam	Internal Links	Dofollow
▯▯▯▯	Internal Links	Dofollow
▯▯▯▯	Internal Links	Dofollow
▯▯▯▯	Internal Links	Dofollow
ประเทศไทย	Internal Links	Dofollow
free antivirus	Internal Links	Dofollow
FREE DOWNLOAD	Internal Links	Dofollow
FREE DOWNLOAD	Internal Links	Dofollow
FREE DOWNLOAD	Internal Links	Dofollow
FREE DOWNLOAD	Internal Links	Dofollow
Mac	Internal Links	Dofollow
Android	Internal Links	Dofollow
iOS	Internal Links	Dofollow
PC	Internal Links	Dofollow
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Technology	Internal Links	Dofollow
Research Participation	Internal Links	Dofollow
Privacy policy	Internal Links	Dofollow
Products policy	Internal Links	Dofollow
Legal	Internal Links	Dofollow
Report vulnerability	Internal Links	Dofollow
Contact security	Internal Links	Dofollow
Subscription details	Internal Links	Dofollow
click here	Internal Links	Dofollow
Learn how to enable it	External Links	Dofollow
Google Chrome	External Links	Dofollow
Support	External Links	Dofollow
Account	External Links	Dofollow
Business Hub	External Links	Dofollow
CloudCare	External Links	Dofollow
Reseller portal	External Links	Dofollow
Privacy blogs	External Links	Dofollow
Press releases	External Links	Dofollow
Events	External Links	Dofollow
In the news	External Links	Dofollow
Media materials	External Links	Dofollow
PR contacts	External Links	Dofollow
At a glance	External Links	Dofollow
Strategy	External Links	Dofollow
Technology expertise	External Links	Dofollow
Leadership	External Links	Dofollow
History	External Links	Dofollow
Overview	External Links	Dofollow
Growth & competitive advantage	External Links	Dofollow
IPO information	External Links	Dofollow
Regulatory news	External Links	Dofollow
Share price & tools	External Links	Dofollow
Corporate governance	External Links	Dofollow
Investor contacts	External Links	Dofollow
Financial calendar	External Links	Dofollow
Results, reports & presentations	External Links	Dofollow
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Shareholder information	External Links	Dofollow
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Avast Research Lab Explore more about AI in cybersecurity	External Links	Dofollow
Россия	External Links	Dofollow
Україна (українська)	External Links	Dofollow
Украина (русский)	External Links	Dofollow
🞐🞐🞐	External Links	Dofollow
Trustpilot	External Links	Dofollow
No Anchor Text	External Links	Dofollow
Support	External Links	Dofollow
Forum	External Links	Dofollow
Business blog	External Links	Dofollow

Investors	External Links	Dofollow
Press Center	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
Modern Slavery Statement	External Links	Dofollow
Do not sell my info	External Links	Dofollow

While there's no exact limit to the number of links you should include on a page, best practice is to avoid exceeding 200 links.

Links pass value from one page to another, but the amount of value that can be passed is split between all of the links on a page. This means that adding unnecessary links will dilute the potential value attributed to your other links.

Using the Nofollow attribute prevents value from being passed to the linking page, but it's worth noting that these links are still taken into account when calculating the value that is passed through each link, so Nofollow links can also dilute pagerank.

Broken Links

Broken links were found on this web page

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https://id.avast.com/?target=https%3A%2F%2Fbusiness.avast.com%3A443%2F#login

https://investors.avast.com/investors/analyst-consensus/

Broken links send users to non-existing web pages. They are bad for your site's usability, reputation and SEO. If you find broken links in the future, take the time to replace or remove each one.