SEO Report
Turbo Website Reviewer

63

Review of Microsoft.com

Generated on 2022-08-03

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.

Table of Contents

Iconography

✔ Good		⚙⚙⚙ Hard to solve	
⚠ To Improve		⚙⚙⚙ Little tough to solve	
✖ Errors		⚙⚙⚙ Easy to solve	
● Not Important		⚙⚙⚙ No action necessary	

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Search Engine Optimization

Title Tag
Microsoft – Cloud, Computers, Apps & Gaming

Length: 43 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
Explore Microsoft products and services for your home or business. Shop Surface, Microsoft 365, Xbox, Windows, Azure, and more. Find downloads and get support.

Length: 159 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.
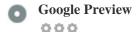
Meta Keywords
No Keywords

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
○○○

Microsoft – Cloud, Computers, Apps & Gaming
microsoft.com/

Explore Microsoft products and services for your home or business. Shop Surface, Microsoft 365, Xbox, Windows, Azure, and more. Find downloads and get support.

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>
1	9	4	0	0	0

<H1> Surface Pro 8 (i5) + Surface Pro Keyboard </H1>

<H2> Microsoft 365 </H2>

<H2> Up to $300 off select Surface Laptop 4 </H2>

<H2> Up to $400 off select Surface Laptop Studio </H2>

<H2> PC Game Pass </H2>

<H2> Make this year a game changer </H2>

<H2> Save up to $500 on select PCs </H2>

<H2> For business </H2>

<H2> Rebuilding public spaces in Minecraft </H2>

<H2> New podcast: Tools and Weapons </H2>

<H3> Up to 15% off select Surface Pro 8 for Business </H3>

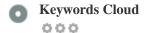<H3> Get Microsoft Teams for free </H3>

<H3> Welcome to your Windows 365 Cloud PC </H3>

<H3> Thrive in a hybrid world </H3>

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

microsoft `40`   surface `22`   laptop `10`   slide `10`   windows `10`

shop `10`   xbox `9`   navigate `8`   game `7`   cloud `7`

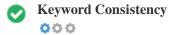business `7`   previous `6`   series `6`   select `6`   azure `5`

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>
microsoft	40	✔	✔	✔
surface	22	✖	✔	✔
laptop	10	✖	✖	✔
slide	10	✖	✖	✖
windows	10	✖	✔	✔
shop	10	✖	✔	✖
xbox	9	✖	✔	✖
navigate	8	✖	✖	✖
game	7	✖	✖	✔
cloud	7	✔	✖	✔
business	7	✖	✔	✔
previous	6	✖	✖	✖
series	6	✖	✖	✖
select	6	✖	✖	✔
azure	5	✖	✔	✖

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 12 images on this web page
❌ 1 ALT attributes are empty or missing.

https://img-prod-cms-rt-microsoft-com.akamaized.net/cms/api/am/imageFileData/RE1Mu3b?ver=5c31

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: **3.54%**

Text content size 5416 bytes
Total HTML size 152903 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 149 KB to 24 KB (84.2 % 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 20.112.52.29 does not redirect to microsoft.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

Oh no, you are 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://microsoft.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://microsoft.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: 31 Years, 93 Days

Created Date: 2nd-May-1991

Updated Date: 18th-Apr-2022

Expiry Date: 3rd-May-2023

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

162,000,000 Page(s)

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

1,789,330 Backlink(s)

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://microsoft.com
Length: 9 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
000

1 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
000

0.33 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
000

Oh no, you have not declared your language
Declared Language: Unknown

> 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
microsoft.net	Already Registered
microsoft.org	Already Registered
microsoft.biz	Already Registered
microsoft.us	Already Registered
microsoft.info	Already Registered

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

Typo Availability
○ ○ ○

Domains (TLD)	Status
nicrosoft.com	Already Registered
hicrosoft.com	Already Registered
jicrosoft.com	Already Registered
kicrosoft.com	Already Registered
licrosoft.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.
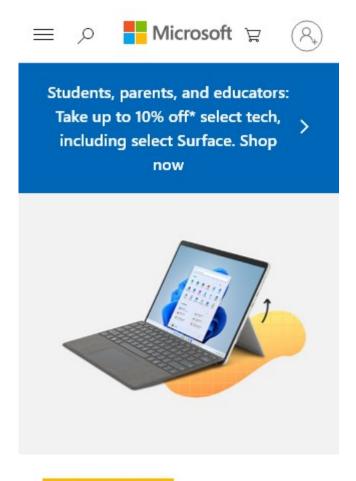
Mobile Compatibility

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.

> 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
20.70.246.20	United States	Microsoft Azure

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: ✔ Microsoft

[G+] Twitter: ✔ Microsoft

[in] Instagram: ✖

> 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
✿ ✿ ✿

19th 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	20

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
✿ ✿ ✿

$123,543,648 USD

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

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Link Analysis

In-Page Links

We found a total of 126 links including both internal & external links of your site

Anchor	Type	Follow
Microsoft	Internal Links	Dofollow
Microsoft 365	Internal Links	Dofollow
Office	Internal Links	Dofollow
Windows	Internal Links	Dofollow
Surface	Internal Links	Dofollow
Deals	Internal Links	Dofollow
Small Business	Internal Links	Dofollow
Windows Apps	Internal Links	Dofollow
Microsoft Teams	Internal Links	Dofollow
Microsoft Edge	Internal Links	Dofollow
Computers	Internal Links	Dofollow
Shop Xbox	Internal Links	Dofollow
Accessories	Internal Links	Dofollow
VR & mixed reality	Internal Links	Dofollow
Phones	Internal Links	Dofollow
Xbox games	Internal Links	Dofollow
PC games	Internal Links	Dofollow
Windows digital games	Internal Links	Dofollow
Movies & TV	Internal Links	Dofollow
Microsoft Cloud	Internal Links	Dofollow
Microsoft Security	Internal Links	Dofollow
Microsoft 365 for business	Internal Links	Dofollow
Windows 365	Internal Links	Dofollow
Microsoft Industry	Internal Links	Dofollow
Small Business	Internal Links	Dofollow
Microsoft Rewards	Internal Links	Dofollow
Free downloads & security	Internal Links	Dofollow
Education	Internal Links	Dofollow
Virtual workshops and training	Internal Links	Dofollow
Gift cards	Internal Links	Dofollow
Students and parents deals	Internal Links	Dofollow
Licensing	Internal Links	Follow
Microsoft Experience Center	Internal Links	Dofollow
View Sitemap	Internal Links	Dofollow
0 Cart 0 items in shopping cart	Internal Links	Dofollow
Students, parents, and educators: Take up to 10% off* select tech, including select Surface. Shop now	Internal Links	Dofollow
Shop now	Internal Links	Dofollow
Book an appointment	Internal Links	Dofollow
For up to 6 people	Internal Links	Dofollow
For 1 person	Internal Links	Dofollow
Choose your Microsoft 365	Internal Links	Dofollow
Shop Surface devices	Internal Links	Dofollow
Buy Xbox games and consoles	Internal Links	Dofollow
Shop for students	Internal Links	Dofollow
Find your next PC	Internal Links	Dofollow
Shop Business	Internal Links	Dofollow

Shop Surface Laptop 4	Internal Links	Dofollow
Shop Surface Laptop Studio	Internal Links	Dofollow
Compare all plans	Internal Links	Dofollow
Xbox Series X	Internal Links	Dofollow
Xbox Series S	Internal Links	Dofollow
Shop PC deals	Internal Links	Dofollow
Shop now	Internal Links	Dofollow
Book a consultation	Internal Links	Dofollow
Sign up for free	Internal Links	Dofollow
Get it today	Internal Links	Dofollow
Learn more	Internal Links	Dofollow
Surface Laptop Go 2	Internal Links	Dofollow
Surface Pro 8	Internal Links	Dofollow
Surface Laptop Studio	Internal Links	Dofollow
Surface Pro X	Internal Links	Dofollow
Surface Go 3	Internal Links	Dofollow
Surface Duo 2	Internal Links	Dofollow
Surface Pro 7+	Internal Links	Dofollow
Windows 11 apps	Internal Links	Dofollow
Download Center	Internal Links	Dofollow
Microsoft Store Promise	Internal Links	Dofollow
Flexible Payments	Internal Links	Dofollow
Microsoft in education	Internal Links	Dofollow
Devices for education	Internal Links	Dofollow
Microsoft Teams for Education	Internal Links	Dofollow
Microsoft 365 Education	Internal Links	Dofollow
Education consultation appointment	Internal Links	Dofollow
Deals for students and parents	Internal Links	Dofollow
Microsoft 365	Internal Links	Dofollow
Microsoft Teams	Internal Links	Dofollow
About Microsoft	Internal Links	Dofollow
Investors	Internal Links	Dofollow
Diversity and inclusion	Internal Links	Dofollow
Accessibility	Internal Links	Dofollow
Sustainability	Internal Links	Dofollow
English (United States)	Internal Links	Dofollow
Sitemap	Internal Links	Dofollow
Xbox	External Links	Dofollow
Support	External Links	Dofollow
OneDrive	External Links	Dofollow
Outlook	External Links	Dofollow
Skype	External Links	Dofollow
OneNote	External Links	Dofollow
Xbox Game Pass Ultimate	External Links	Dofollow
PC Game Pass	External Links	Dofollow
Dynamics 365	External Links	Dofollow
Microsoft Power Platform	External Links	Dofollow
Azure	External Links	Dofollow
Developer Center	External Links	Dofollow
Documentation	External Links	Dofollow
Microsoft Learn	External Links	Dofollow
Microsoft Tech Community	External Links	Dofollow
Azure Marketplace	External Links	Dofollow

AppSource	External Links	Dofollow
Visual Studio	External Links	Dofollow
Join now	External Links	Dofollow
Learn about the initiative	External Links	Dofollow
Check out the podcast	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
Account profile	External Links	Dofollow
Microsoft Store support	External Links	Dofollow
Returns	External Links	Dofollow
Order tracking	External Links	Dofollow
Educator training and development	External Links	Dofollow
Azure for students	External Links	Dofollow
Careers	External Links	Dofollow
Company news	External Links	Dofollow
Privacy at Microsoft	External Links	Dofollow
Contact Microsoft	External Links	Dofollow
Privacy	External Links	Dofollow
Terms of use	External Links	Dofollow
Trademarks	External Links	Dofollow
Safety & eco	External Links	Dofollow
About our ads	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   No broken links were found on this web page

⚙⚙⚙

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.

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