

# Review of Office.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.

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Search Engine Optimization

Mobile

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Usability

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## Iconography



Good



To Improve



Errors



Not Important



Hard to solve



Little tough to solve



Easy to solve



No action necessary





## Title Tag



Office 365 Login | Microsoft Office

**Length:** 35 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



Collaborate for free with online versions of Microsoft Word, PowerPoint, Excel, and OneNote. Save documents, workbooks, and presentations online, in OneDrive. Share them with others and work together at the same time.

**Length:** 217 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



Microsoft Office Online, Collaborate, Free Office, Word Web App, Outlook.com, Outlook, OneDrive, Office Online, Word Web App, PowerPoint Web App, Excel Web App, OneNote Web App, Office templates, Office 365, Microsoft Office 365

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



### [Office 365 Login | Microsoft Office](#)

[office.com/](#)

Collaborate for free with online versions of Microsoft Word, PowerPoint, Excel, and OneNote. Save documents, workbooks, and presentations online, in OneDrive. Share them with others and work together at the same time.

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>  
1

<H2>  
8

<H3>  
15

<H4>  
0

<H5>  
0

<H6>  
0

<H1> Welcome to your Office </H1>  
<H2> For Home </H2>  
<H2> For Organizations </H2>  
<H2> For Educators </H2>  
<H2> Free or premium:Office has you covered </H2>  
<H2> The best tools. Your best team. The world at your fingertips. </H2>  
<H2> Empower your students and teachers to achieve more </H2>  
<H2> Get the free Office mobile app </H2>  
<H2> Follow Office </H2>  
<H3> Create anywhere, anytime, with any app </H3>  
<H3> Store with confidence </H3>  
<H3> Share with friends... </H3>  
<H3> Protect your loved ones </H3>  
<H3> More apps in fewer places </H3>  
<H3> Create anywhere, anytime, with any app </H3>  
<H3> Your contentYour Office </H3>  
<H3> Work together, better </H3>  
<H3> Pick up where you left off </H3>  
<H3> More apps in fewer places </H3>  
<H3> Create anywhere, anytime, with any app </H3>  
<H3> Empower your educators </H3>  
<H3> Learning reimagined </H3>  
<H3> Bring your class together </H3>  
<H3> More apps in fewer places </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 46 office 23 free 11 apps 11 create 9  
more 8 surface 8 students 8 showing 7 business 7  
sign 7 windows 6 family 6 store 5 together 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	46	✓	✓	✗
office	23	✓	✗	✓
free	11	✗	✓	✓
apps	11	✗	✗	✓
create	9	✗	✗	✓
more	8	✗	✗	✓
surface	8	✗	✗	✗
students	8	✗	✗	✓
showing	7	✗	✗	✗
business	7	✗	✗	✗
sign	7	✗	✗	✗
windows	6	✗	✗	✗
family	6	✗	✗	✗
store	5	✗	✗	✓
together	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 22 images on this web page  
 4 ALT attributes are empty or missing.

<https://img-prod-cms-rt-microsoft-com.akamaized.net/cms/api/am/imageFileData/RE1Mu3b?ver=5c31>  
<https://res.cdn.office.net/officehub/images/content/images/unauth-refresh/store-buttons-747d2c674f.png>  
<https://res.cdn.office.net/officehub/images/content/images/unauth-refresh/qr-code-2be9b68eed.png>  
<https://res.cdn.office.net/officehub/images/content/images/unauth-refresh/mobile-app-4dc990c23b.png>

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: **4.92%**

Text content size 9433 bytes

Total HTML size 191805 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 187 KB to 35 KB (81.3 % 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 13.107.6.156 does not redirect to office.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** Good, all URLs look clean and friendly  
  

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**  Oh no, XML Sitemap file not found!  
<http://office.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**  Oh no, Robots.txt file not found!  
<http://office.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

Perfect, 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: 23 Years, 105 Days

Created Date: 20th-Apr-1999

Updated Date: 19th-Mar-2022

Expiry Date: 20th-Apr-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

4,860,000 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

1,711,074 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.





## URL



http://office.com

**Length:** 6 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



Bad, your website has no 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



187 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



0.31 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 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
office.net	Already Registered
office.org	Already Registered
office.biz	Already Registered
office.us	Already Registered
office.info	Already Registered

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

## Typo Availability

Domains (TLD)	Status
office.com	Already Registered
iffice.com	Already Registered
kffice.com	Already Registered
lffice.com	Already Registered
pffice.com	Already Registered

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





### 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 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

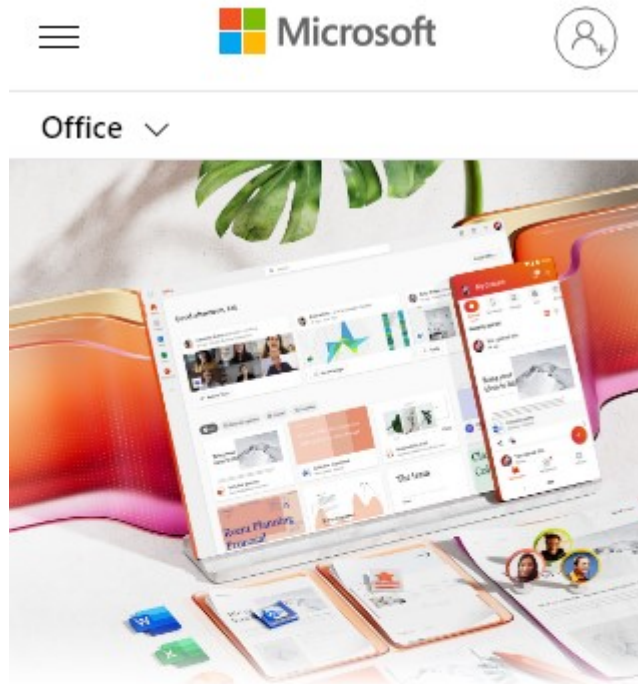


Perfect, no embedded objects detected.

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.





## Welcome to your Office

The all-new Microsoft Office lets you create, share and collaborate all in one

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.



## Server IP



Server IP	Server Location	Service Provider
13.107.6.156	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:

- ✓ Perfect, your website has few 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



W3C is 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

Oh no, language/character encoding is not specified!



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



## Social Data

Your social media status

 Facebook: 

 Twitter: 

 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.





## Traffic Rank



25th 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	13

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



\$93,687,252 USD

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





## In-Page Links



We found a total of 141 links including both internal & external links of your site

Anchor	Type	Follow
Office	Internal Links	Dofollow
Sign in	Internal Links	Dofollow
Microsoft	External Links	Dofollow
Pricing for Home	External Links	Dofollow
For families	External Links	Dofollow
For individuals	External Links	Dofollow
For students	External Links	Dofollow
See all home	External Links	Dofollow
Pricing for Business	External Links	Dofollow
For Small Business	External Links	Dofollow
Pricing for Enterprise	External Links	Dofollow
For Enterprise	External Links	Dofollow
For Frontline workers	External Links	Dofollow
Excel	External Links	Dofollow
Microsoft Teams	External Links	Dofollow
Word	External Links	Dofollow
OneDrive	External Links	Dofollow
OneNote	External Links	Dofollow
Outlook	External Links	Dofollow
PowerPoint	External Links	Dofollow
Project	External Links	Dofollow
SharePoint	External Links	Dofollow
See all apps and services	External Links	Dofollow
Microsoft Office	External Links	Dofollow
Windows 365	External Links	Dofollow
Microsoft Authenticator	External Links	Dofollow
Enterprise Mobility + Security	External Links	Dofollow
Microsoft Edge	External Links	Dofollow
For Nonprofits	External Links	Dofollow
For Schools	External Links	Dofollow
Microsoft Family Safety	External Links	Dofollow
Microsoft Viva	External Links	Dofollow
Customer stories	External Links	Dofollow
Frequently asked questions	External Links	Dofollow
Install Office	External Links	Dofollow
IT Pro resources	External Links	Dofollow
Office blog	External Links	Dofollow
Security & compliance	External Links	Dofollow
System requirements	External Links	Dofollow
Templates	External Links	Dofollow
Support	External Links	Dofollow
My account	External Links	Dofollow
Buy now	External Links	Dofollow
Microsoft 365	External Links	Dofollow
Windows	External Links	Dofollow
Surface	External Links	Dofollow
Xbox	External Links	Dofollow



Deals	External Links	Dofollow
Small Business	External Links	Dofollow
Support	External Links	Dofollow
Windows Apps	External Links	Dofollow
OneDrive	External Links	Dofollow
Outlook	External Links	Dofollow
Skype	External Links	Dofollow
OneNote	External Links	Dofollow
Microsoft Teams	External Links	Dofollow
Microsoft Edge	External Links	Dofollow
Computers	External Links	Dofollow
Shop Xbox	External Links	Dofollow
Accessories	External Links	Dofollow
VR & mixed reality	External Links	Dofollow
Phones	External Links	Dofollow
Xbox Game Pass Ultimate	External Links	Dofollow
PC Game Pass	External Links	Dofollow
Xbox games	External Links	Dofollow
PC games	External Links	Dofollow
Windows digital games	External Links	Dofollow
Movies & TV	External Links	Dofollow
Microsoft Cloud	External Links	Dofollow
Microsoft Security	External Links	Dofollow
Dynamics 365	External Links	Dofollow
Microsoft Power Platform	External Links	Dofollow
Microsoft Industry	External Links	Dofollow
Small Business	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
Microsoft Rewards	External Links	Dofollow
Free downloads & security	External Links	Dofollow
Education	External Links	Dofollow
Virtual workshops and training	External Links	Dofollow
Gift cards	External Links	Dofollow
Students and parents deals	External Links	Dofollow
Licensing	External Links	Dofollow
Microsoft Experience Center	External Links	Dofollow
View Sitemap	External Links	Dofollow
Get Office	External Links	Dofollow
Sign up for the free version of Office	External Links	Dofollow
See plans & pricing	External Links	Dofollow
Sign up	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
No Anchor Text	External Links	Dofollow



<a href="#">Surface Laptop Go 2</a>	External Links	Dofollow
<a href="#">Surface Pro 8</a>	External Links	Dofollow
<a href="#">Surface Laptop Studio</a>	External Links	Dofollow
<a href="#">Surface Pro X</a>	External Links	Dofollow
<a href="#">Surface Go 3</a>	External Links	Dofollow
<a href="#">Surface Duo 2</a>	External Links	Dofollow
<a href="#">Surface Pro 7+</a>	External Links	Dofollow
<a href="#">Windows 11 apps</a>	External Links	Dofollow
<a href="#">Account profile</a>	External Links	Dofollow
<a href="#">Download Center</a>	External Links	Dofollow
<a href="#">Microsoft Store support</a>	External Links	Dofollow
<a href="#">Returns</a>	External Links	Dofollow
<a href="#">Order tracking</a>	External Links	Dofollow
<a href="#">Microsoft Store Promise</a>	External Links	Dofollow
<a href="#">Flexible Payments</a>	External Links	Dofollow
<a href="#">Microsoft in education</a>	External Links	Dofollow
<a href="#">Devices for education</a>	External Links	Dofollow
<a href="#">Microsoft Teams for Education</a>	External Links	Dofollow
<a href="#">Microsoft 365 Education</a>	External Links	Dofollow
<a href="#">Education consultation appointment</a>	External Links	Dofollow
<a href="#">Educator training and development</a>	External Links	Dofollow
<a href="#">Deals for students and parents</a>	External Links	Dofollow
<a href="#">Azure for students</a>	External Links	Dofollow
<a href="#">Microsoft 365</a>	External Links	Dofollow
<a href="#">Careers</a>	External Links	Dofollow
<a href="#">About Microsoft</a>	External Links	Dofollow
<a href="#">Company news</a>	External Links	Dofollow
<a href="#">Privacy at Microsoft</a>	External Links	Dofollow
<a href="#">Investors</a>	External Links	Dofollow
<a href="#">Diversity and inclusion</a>	External Links	Dofollow
<a href="#">Accessibility</a>	External Links	Dofollow
<a href="#">Sustainability</a>	External Links	Dofollow
<a href="#">English (United States)</a>	External Links	Dofollow
<a href="#">Sitemap</a>	External Links	Dofollow
<a href="#">Contact Microsoft</a>	External Links	Dofollow
<a href="#">Privacy</a>	External Links	Dofollow
<a href="#">Terms of use</a>	External Links	Dofollow
<a href="#">Trademarks</a>	External Links	Dofollow
<a href="#">Safety &amp; eco</a>	External Links	Dofollow
<a href="#">About our ads</a>	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

<https://onedrive.live.com/about/en-us/>

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.