SEO Report
Turbo Website Reviewer

66

Your Website Score

Review of Apple.com

Generated on 2023-08-23

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

Apple

Length: 5 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

Discover the innovative world of Apple and shop everything iPhone, iPad, Apple Watch, Mac, and Apple TV, plus explore accessories, entertainment, and expert device support.

Length: 172 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.

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Google Preview

Apple

apple.com/

Discover the innovative world of Apple and shop everything iPhone, iPad, Apple Watch, Mac, and Apple TV, plus explore accessories, entertainment, and expert device 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.

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Headings

<H1>	<H2>	<H3>	<H4>	<H5>	<H6>
1	4	14	7	6	0

<H1> Apple </H1>
<H2> iPhone 15 Pro </H2>
<H2> iPhone 15 </H2>
<H2> Apple Vision Pro </H2>
<H2> Apple Footer </H2>
<H3> Titanium. So strong. So light. So Pro. </H3>
<H3> New camera. New design. Newphoria. </H3>
<H3> Welcome to the era of spatial computing. </H3>
<H3> Shop and Learn Shop and Learn </H3>
<H3> Apple Wallet Apple Wallet </H3>
<H3> Account Account </H3>
<H3> Entertainment Entertainment </H3>
<H3> Apple Store Apple Store </H3>
<H3> For Business For Business </H3>
<H3> For Education For Education </H3>
<H3> For Healthcare For Healthcare </H3>
<H3> For Government For Government </H3>
<H3> Apple Values Apple Values </H3>
<H3> About Apple About Apple </H3>
<H4> Apple Watch Series 9 </H4>
<H4> MacBook Pro </H4>
<H4> iPad </H4>
<H4> AirPods Pro </H4>
<H4> Apple Card </H4>
<H4> Apple Trade In </H4>
<H4> Apple TV+ </H4>
<H5> Smarter. Brighter. Mightier. </H5>
<H5> Mind-blowing. Head-turning. </H5>
<H5> Lovable. Drawable. Magical. </H5>
<H5> Adaptive Audio. Now playing. </H5>
<H5> Get up to 3% Daily Cash back with every purchase. </H5>
<H5> Get $180-$620 in credit when you trade in iPhone 11 or higher.1 </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.

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Keywords Cloud

apple 28 learn 11 more 11 store 8 shop 7

apple card 6 trade-in 6 iphone 4 about 4 business 4

wallet 4 education 4 value 3 credit 3 government 3

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>
apple	28	✔	✔	✔
learn	11	✘	✘	✔
more	11	✘	✘	✘
store	8	✘	✘	✔
shop	7	✘	✔	✔
apple card	6	✘	✘	✘
trade-in	6	✘	✘	✘
iphone	4	✘	✔	✔
about	4	✘	✘	✔
business	4	✘	✘	✔
wallet	4	✘	✘	✔
education	4	✘	✘	✔
value	3	✘	✘	✔
credit	3	✘	✘	✔
government	3	✘	✘	✔

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.

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Alt Attribute

We found 0 images on this web page
No ALT attributes are empty or missing.

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: **1.62%**

Text content size 3961 bytes

Total HTML size 245235 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 239 KB to 54 KB (77.4 % 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.

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IP Canonicalization No your domain IP 17.253.144.10 does not redirect to apple.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.

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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://apple.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://apple.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.

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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: 37 Years, 12 Days

Created Date: 19th-Feb-1987

Updated Date: 28th-Aug-2023

Expiry Date: 20th-Feb-2025

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.

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Indexed Pages

Indexed pages in search engines

0 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

0 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://apple.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.

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Page Size

239 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

0.05 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.

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Domain Availability

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

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

Typo Availability

Domains (TLD)	Status
aple.com	Already Registered
qpple.com	Already Registered
wpple.com	Already Registered
zpple.com	Already Registered
xpple.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.

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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

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.

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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.

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Technologies

Server IP

Server IP	Server Location	Service Provider
17.253.144.10	Not Available	Not Available

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.

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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.

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Social

Social Data

Your social media status

Facebook: ✔ Apple

Twitter: ✔ Apple

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.

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Visitors

Traffic Rank

No Global Rank

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	None
Regional Rank	None

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

$60 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 91 links including both internal & external links of your site

Anchor	Type	Follow
Apple	Internal Links	Dofollow
Store	Internal Links	Dofollow
Mac	Internal Links	Dofollow
iPad	Internal Links	Dofollow
iPhone	Internal Links	Dofollow
Watch	Internal Links	Dofollow
Vision	Internal Links	Dofollow
AirPods	Internal Links	Dofollow
TV & Home	Internal Links	Dofollow
Entertainment	Internal Links	Dofollow
Accessories	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
	Internal Links	Dofollow
Buy	Internal Links	Dofollow
	Internal Links	Dofollow
Buy	Internal Links	Dofollow
Buy	Internal Links	Dofollow
	Internal Links	Dofollow
Buy	Internal Links	Dofollow
	Internal Links	Dofollow
Buy	Internal Links	Dofollow
	Internal Links	Dofollow
Buy	Internal Links	Dofollow
	Internal Links	Dofollow
Buy	Internal Links	Dofollow
	Internal Links	Dofollow
	Internal Links	Dofollow
AirTag	Internal Links	Dofollow
Gift Cards	Internal Links	Dofollow
Wallet	Internal Links	Dofollow
Apple Pay	Internal Links	Dofollow
Apple Cash	Internal Links	Dofollow
Apple Store Account	Internal Links	Dofollow
Apple One	Internal Links	Dofollow
Apple TV+	Internal Links	Dofollow
Apple Music	Internal Links	Dofollow
Apple Arcade	Internal Links	Dofollow
Apple Fitness+	Internal Links	Dofollow
Apple News+	Internal Links	Dofollow
Apple Podcasts	Internal Links	Dofollow
Apple Books	Internal Links	Dofollow
App Store	Internal Links	Dofollow
Find a Store	Internal Links	Dofollow
Genius Bar	Internal Links	Dofollow
Today at Apple	Internal Links	Dofollow
Apple Camp	Internal Links	Dofollow

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Certified Refurbished	Internal Links	Dofollow
Financing	Internal Links	Dofollow
Carrier Deals at Apple	Internal Links	Dofollow
Order Status	Internal Links	Dofollow
Shopping Help	Internal Links	Dofollow
Apple and Business	Internal Links	Dofollow
Shop for Business	Internal Links	Dofollow
Apple and Education	Internal Links	Dofollow
Shop for K-12	Internal Links	Dofollow
Shop for College	Internal Links	Dofollow
Apple in Healthcare	Internal Links	Dofollow
Health on Apple Watch	Internal Links	Dofollow
Health Records on iPhone	Internal Links	Dofollow
Shop for Government	Internal Links	Dofollow
Shop for Veterans and Military	Internal Links	Dofollow
Accessibility	Internal Links	Dofollow
Education	Internal Links	Dofollow
Environment	Internal Links	Dofollow
Inclusion and Diversity	Internal Links	Dofollow
Privacy	Internal Links	Dofollow
Racial Equity and Justice	Internal Links	Dofollow
Supplier Responsibility	Internal Links	Dofollow
Newsroom	Internal Links	Dofollow
Apple Leadership	Internal Links	Dofollow
Career Opportunities	Internal Links	Dofollow
Ethics & Compliance	Internal Links	Dofollow
Events	Internal Links	Dofollow
Contact Apple	Internal Links	Dofollow
United States	Internal Links	Dofollow
Privacy Policy	Internal Links	Dofollow
Terms of Use	Internal Links	Dofollow
Sales and Refunds	Internal Links	Dofollow
Legal	Internal Links	Dofollow
Site Map	Internal Links	Dofollow
Support	External Links	Dofollow
Apply now	External Links	Dofollow
Apply now	External Links	Dofollow
support.apple.com/kb/HT209218	External Links	Dofollow
Manage Your Apple ID	External Links	Dofollow
iCloud.com	External Links	Dofollow
Apple Store App	External Links	Dofollow
Investors	External Links	Dofollow
other retailer	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.

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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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