

Website review facebook.com

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The score is 43/100







SEO Content

	Title	Facebook - Log In or Sign Up Length : 28 Perfect, your title contains between 10 and 70 characters.												
	Description	Create an account or log into Facebook. Connect with friends, family and other people you know. Share photos and videos, send messages and get updates. Length : 151 Great, your meta description contains between 70 and 160 characters.												
	Keywords	Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.												
	Og Meta Properties	Good, your page take advantage of Og Properties. <table border="1"><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>site_name</td><td>Facebook</td></tr><tr><td>url</td><td>https://www.facebook.com/</td></tr><tr><td>image</td><td>https://www.facebook.com/images/fb_icon_325x325.png</td></tr><tr><td>locale</td><td>en_US</td></tr></tbody></table>	Property	Content	site_name	Facebook	url	https://www.facebook.com/	image	https://www.facebook.com/images/fb_icon_325x325.png	locale	en_US		
Property	Content													
site_name	Facebook													
url	https://www.facebook.com/													
image	https://www.facebook.com/images/fb_icon_325x325.png													
locale	en_US													
	Headings	<table border="1"><thead><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr></thead><tbody><tr><td>1</td><td>4</td><td>0</td><td>0</td><td>0</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none">[H1] Facebook[H2] Connect with friends and the world around you on Facebook.	H1	H2	H3	H4	H5	H6	1	4	0	0	0	0
H1	H2	H3	H4	H5	H6									
1	4	0	0	0	0									

SEO Content

		<ul style="list-style-type: none">• [H2] Sign Up• [H2] JavaScript is disabled on your browser.• [H2] Security Check
	Images	We found 3 images on this web page. 3 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.
	Text/HTML Ratio	Ratio : 2% This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.
	Flash	Perfect, no Flash content has been detected on this page.
	Iframe	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

SEO Links

	URL Rewrite	Bad. Your links have query string.
	Underscores in the URLs	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 47 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 4.26% Internal Links 95.74%

In-page links

Anchor	Type	Juice
Learn More	Internal	Passing Juice
Forgot account?	Internal	Passing Juice
Use Date of Birth	Internal	Passing Juice

In-page links

Oculus	External	Passing Juice
Portal	Internal	Passing Juice
Instagram	Internal	noFollow
Local	Internal	Passing Juice
Fundraisers	Internal	Passing Juice
Services	Internal	Passing Juice
About	Internal	Passing Juice
Create Ad	Internal	Passing Juice
Create Page	Internal	Passing Juice
Developers	Internal	Passing Juice
Careers	Internal	Passing Juice
Privacy	Internal	Passing Juice
Terms	Internal	Passing Juice
Help	Internal	Passing Juice
Settings	Internal	Passing Juice
Activity Log	Internal	Passing Juice

SEO Keywords








Keywords Consistency










Keyword	Content	Title	Keywords	Description	Headings
facebook	9	✓	✗	✓	✓
sign	7	✓	✗	✗	✓
browser	5	✗	✗	✗	✓
page	4	✗	✗	✗	✗
birthday	4	✗	✗	✗	✗

Keywords Consistency

Usability

	Url	Domain : facebook.com Length : 12
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is en.
	Dublin Core	This page does not take advantage of Dublin Core.

Document

	Doctype	HTML 5				
	Encoding	Perfect. Your declared charset is UTF-8.				
	W3C Validity	Errors : 0 Warnings : 0				
	Email Privacy	Great no email address has been found in plain text!				
	Deprecated HTML	<table><thead><tr><th>Deprecated tags</th><th>Occurrences</th></tr></thead><tbody><tr><td><u></td><td>1</td></tr></tbody></table> <p>Deprecated HTML tags are HTML tags that are no longer used. It is recommended that you remove or replace these HTML tags because they are now obsolete.</p>	Deprecated tags	Occurrences	<u>	1
Deprecated tags	Occurrences					
<u>	1					
	Speed Tips	<ul style="list-style-type: none"> Excellent, your website doesn't use nested tables. Too bad, your website is using inline styles. Too bad, your website has too many CSS files (more than 4).				

Document

- ✓ Perfect, your website has few JavaScript files.
- ✗ Too bad, your website does not take advantage of gzip.

Mobile



Mobile Optimization

- ✗ Apple Icon
- ✗ Meta Viewport Tag
- ✓ Flash content

Optimization



XML Sitemap

Great, your website has an XML sitemap.

<http://facebook.com/sitemap.xml>



Robots.txt

<http://facebook.com/robots.txt>

Great, your website has a robots.txt file.



Analytics

Missing

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.