# Website review microsoft.com

The score is 49/100

## SEO Content

| | | |
|---|---|---|
| ✅ | Title | Microsoft - Official Home Page<br><br>Length : 30<br><br>Perfect, your title contains between 10 and 70 characters. |
| ✅ | Description | At Microsoft our mission and values are to help people and businesses throughout the world realize their full potential.<br><br>Length : 120<br><br>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. |

| Property | Content |
|---|---|
| url | https://www.microsoft.com/en-us |
| title | Microsoft - Official Home Page |
| description | At Microsoft our mission and values are to help people and businesses throughout the world realize their full potential. |
| type | website |

| | | |
|---|---|---|
| ⬤ | Headings | |

| H1 | H2 | H3 | H4 | H5 | H6 |
|---|---|---|---|---|---|
| 1 | 6 | 8 | 0 | 0 | 0 |

- [H1] Save up to $400 on Surface Laptop 3
- [H2] Save up to $250 on Surface Pro 7
- [H2] Products for home

# SEO Content

- [H2] Xbox Game Pass Ultimate
- [H2] For work
- [H2] Addressing racial injustice
- [H2] Standing up for justice at Pride
- [H3] The most powerful Surface yet
- [H3] This is your 365
- [H3] Microsoft Teams
- [H3] Save up to $400
- [H3] Designed for the future of work
- [H3] HoloLens 2
- [H3] Microsoft 365 for business
- [H3] Windows 10 Enterprise

| | | |
|---|---|---|
| ❌ | Images | We found 28 images on this web page.<br><br>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 : 12%<br><br>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 91 links including 0 link(s) to files |
| ⚪ | Statistics | External Links : noFollow 0%<br><br>External Links : Passing Juice 7.69%<br><br>Internal Links 92.31% |

# In-page links

| Anchor | Type | Juice |
| --- | --- | --- |
| Skip to main content | Internal | Passing Juice |
| Microsoft 365 | Internal | Passing Juice |
| Office | Internal | Passing Juice |
| Windows | Internal | Passing Juice |
| Surface | Internal | Passing Juice |
| Xbox | External | Passing Juice |
| Deals | Internal | Passing Juice |
| Support | Internal | Passing Juice |
| Windows Apps | Internal | Passing Juice |
| OneDrive | External | Passing Juice |
| Outlook | External | Passing Juice |
| Skype | External | Passing Juice |
| OneNote | External | Passing Juice |
| Microsoft Teams | Internal | Passing Juice |
| Microsoft Edge | Internal | Passing Juice |
| Computers | Internal | Passing Juice |
| Shop Xbox | Internal | Passing Juice |
| Accessories | Internal | Passing Juice |
| VR &amp; mixed reality | Internal | Passing Juice |
| Phones | Internal | Passing Juice |
| Xbox Game Pass Ultimate | Internal | Passing Juice |
| Xbox Live Gold | Internal | Passing Juice |
| PC games | Internal | Passing Juice |
| Windows digital games | Internal | Passing Juice |
| Movies &amp; TV | Internal | Passing Juice |
| Microsoft Azure | Internal | Passing Juice |
| Microsoft Dynamics 365 | Internal | Passing Juice |

# In-page links

| | | |
|---|---|---|
| Microsoft 365 | Internal | Passing Juice |
| Microsoft Industry | Internal | Passing Juice |
| Data platform | Internal | Passing Juice |
| Microsoft Advertising | Internal | Passing Juice |
| Licensing | Internal | Passing Juice |
| Shop Business | Internal | Passing Juice |
| .NET | Internal | Passing Juice |
| Visual Studio | Internal | Passing Juice |
| Windows Server | Internal | Passing Juice |
| Windows Dev Center | Internal | Passing Juice |
| Docs | Internal | Passing Juice |
| Microsoft Rewards | Internal | Passing Juice |
| Free downloads &amp; security | Internal | Passing Juice |
| Education | Internal | Passing Juice |
| Store locations | Internal | Passing Juice |
| Gift cards | Internal | Passing Juice |
| View Sitemap | Internal | Passing Juice |
| Surface Go 2 | Internal | Passing Juice |
| Surface Book 3 | Internal | Passing Juice |
| Surface Pro X | Internal | Passing Juice |
| Windows 10 apps | Internal | Passing Juice |
| Account profile | Internal | Passing Juice |
| Download Center | Internal | Passing Juice |
| Microsoft Store support | Internal | Passing Juice |
| Returns | Internal | Passing Juice |
| Order tracking | Internal | Passing Juice |
| Store locations | Internal | Passing Juice |
| Virtual workshops and training | Internal | Passing Juice |
| | | |

# In-page links

| | | |
|---|---|---|
| Microsoft Store Promise | Internal | Passing Juice |
| Microsoft in education | Internal | Passing Juice |
| Office for students | Internal | Passing Juice |
| Office 365 for schools | External | Passing Juice |
| Deals for students &amp; parents | Internal | Passing Juice |
| Microsoft Azure in education | Internal | Passing Juice |
| Azure | Internal | Passing Juice |
| AppSource | Internal | Passing Juice |
| Automotive | Internal | Passing Juice |
| Government | Internal | Passing Juice |
| Healthcare | Internal | Passing Juice |
| Manufacturing | Internal | Passing Juice |
| Financial services | Internal | Passing Juice |
| Retail | Internal | Passing Juice |
| Developer Network | Internal | Passing Juice |
| TechNet | Internal | Passing Juice |
| Microsoft developer program | Internal | Passing Juice |
| Channel 9 | External | Passing Juice |
| Office Dev Center | Internal | Passing Juice |
| Microsoft Garage | Internal | Passing Juice |
| Careers | Internal | Passing Juice |
| About Microsoft | Internal | Passing Juice |
| Company news | Internal | Passing Juice |
| Privacy at Microsoft | Internal | Passing Juice |
| Investors | Internal | Passing Juice |
| Diversity and inclusion | Internal | Passing Juice |
| Accessibility | Internal | Passing Juice |
| Security | Internal | Passing Juice |
| | | |

## In-page links

| | | |
|---|---|---|
| English (United States) | Internal | Passing Juice |
| Sitemap | Internal | Passing Juice |
| Contact Microsoft | Internal | Passing Juice |
| Privacy &amp; cookies | Internal | Passing Juice |
| Terms of use | Internal | Passing Juice |
| Trademarks | Internal | Passing Juice |
| Safety &amp; eco | Internal | Passing Juice |
| About our ads | Internal | Passing Juice |

## SEO Keywords

| | |
|---|---|
| Keywords Cloud | xbox games now microsoft shop store office business surface windows |

## Keywords Consistency

| Keyword | Content | Title | Keywords | Description | Headings |
|---|---|---|---|---|---|
| microsoft | 33 | ✔ | ✖ | ✔ | ✔ |
| shop | 13 | ✖ | ✖ | ✖ | ✖ |
| surface | 11 | ✖ | ✖ | ✖ | ✔ |
| windows | 10 | ✖ | ✖ | ✖ | ✔ |
| xbox | 9 | ✖ | ✖ | ✖ | ✔ |

## Usability

| | | |
|---|---|---|
| | Url | Domain : microsoft.com<br>Length : 13 |
| ✔ | Favicon | Great, your website has a favicon. |
| ✖ | Printability | We could not find a Print-Friendly CSS. |

# Usability

| | | |
|---|---|---|
| ✓ | 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 : 102<br>Warnings : 14 |
| ✓ | Email Privacy | Great no email address has been found in plain text! |
| ✓ | Deprecated HTML | Great! We haven't found deprecated HTML tags in your HTML. |
| ○ | Speed Tips | ✓ Excellent, your website doesn't use nested tables.<br>✗ Too bad, your website is using inline styles.<br>✓ Great, your website has few CSS files.<br>✓ Perfect, your website has few JavaScript files.<br>✗ Too bad, your website does not take advantage of gzip. |

# Mobile

| | | |
|---|---|---|
| ○ | Mobile Optimization | ✗ Apple Icon<br>✓ Meta Viewport Tag<br>✓ Flash content |

# Optimization

| | | |
|---|---|---|
| ✅ | XML Sitemap | Great, your website has an XML sitemap. |
| | | https://www.microsoft.com/learning/sitemap.xml |
| | | https://www.microsoft.com/filedata/sitemaps/RW5xN8 |
| | | https://www.microsoft.com/store/collections.xml |
| | | https://www.microsoft.com/store/productdetailpages.index.xml |
| | | https://www.microsoft.com/en-us/store/locations/store-locations-sitemap.xml |
| ✅ | Robots.txt | http://microsoft.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. |