SE Ranking

Report

www.tesla.com

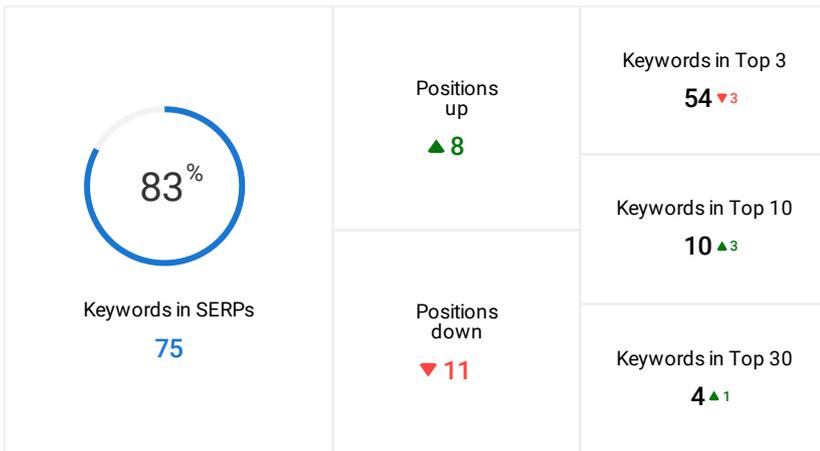**OCT-26 2019 - NOV-01 2019**

Table of Contents

Project Summary Oct-26 2019 - Nov-01 2019

T Tesla

Rankings data

83%

Keywords in SERPs
75

Positions up
▲ 8

Positions down
▼ 11

Keywords in Top 3
54 ▼ 3

Keywords in Top 10
10 ▲ 3

Keywords in Top 30
4 ▲ 1

Top 5 keywords that moved up

Keyword	Search Engine	Position
Car	G	36 ▲57
SUV	G	80 ▲8
Supercharger	G	6 ▲3
Roadster	G	3 ▲1
Autopilot	G	17 ▲1

Search visibility

VISIBILITY

54% ▼1.6

AVERAGE POSITION

25 ▲1

DISTRIBUTION OF TOP POSITIONS

| Top 1-3 | Top 4-10 | Top 11-30 | Top 31-100 | Out of index |

Visibility

| 26 Oct | 28 Oct | 30 Oct | 1 Nov |

% in Top 10

| 26 Oct | 28 Oct | 30 Oct | 1 Nov |

● Google USA ● Google USA (New York, NY, USA) ● Google South Africa (Johannesburg, South Africa) ● Average For All

Average position

- ● Google USA - Avg.
- ● Google USA (New York, NY, USA) - Avg.
- ● Google South Africa (Johannesburg, South Africa) - Avg.
- ● Average For All
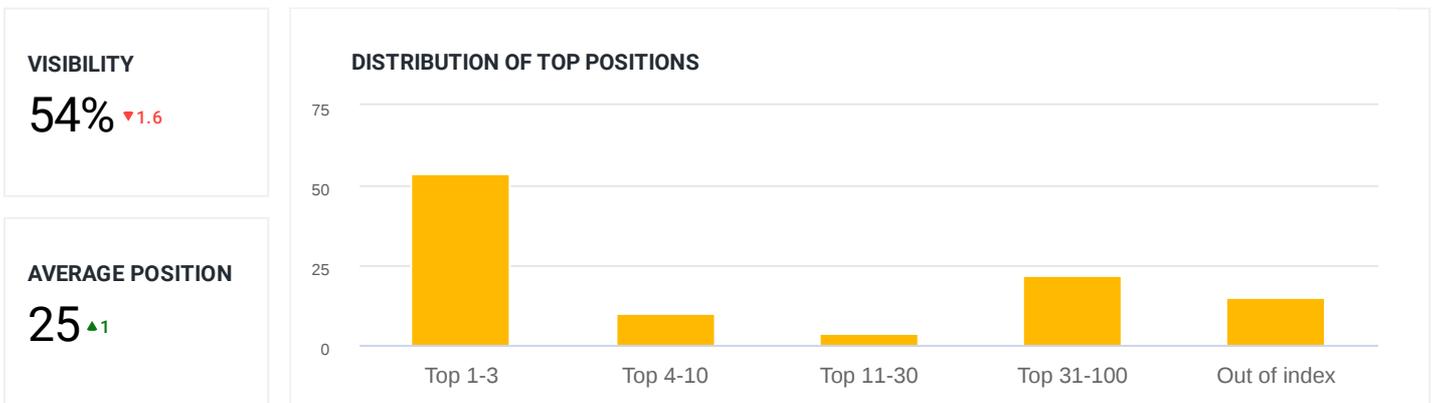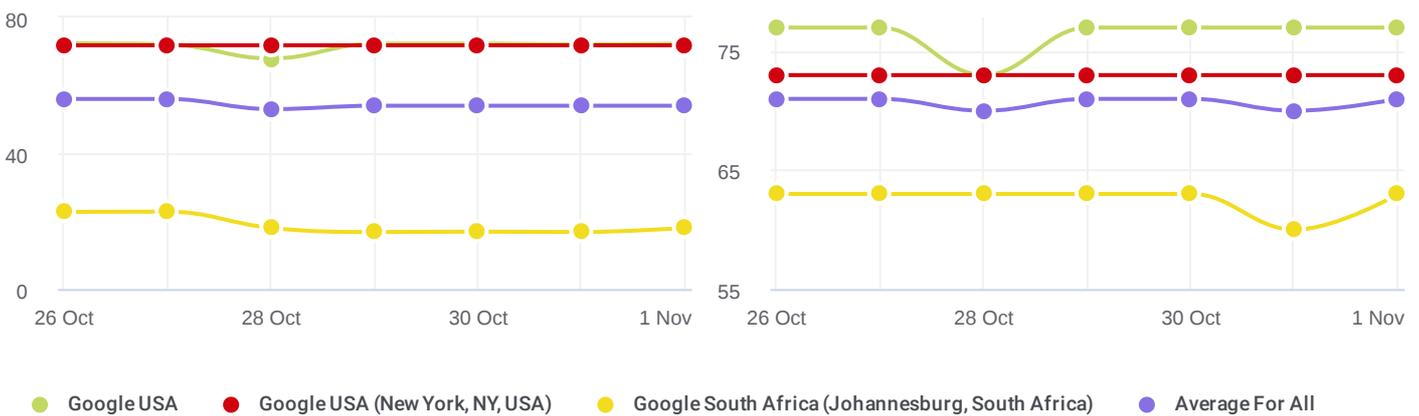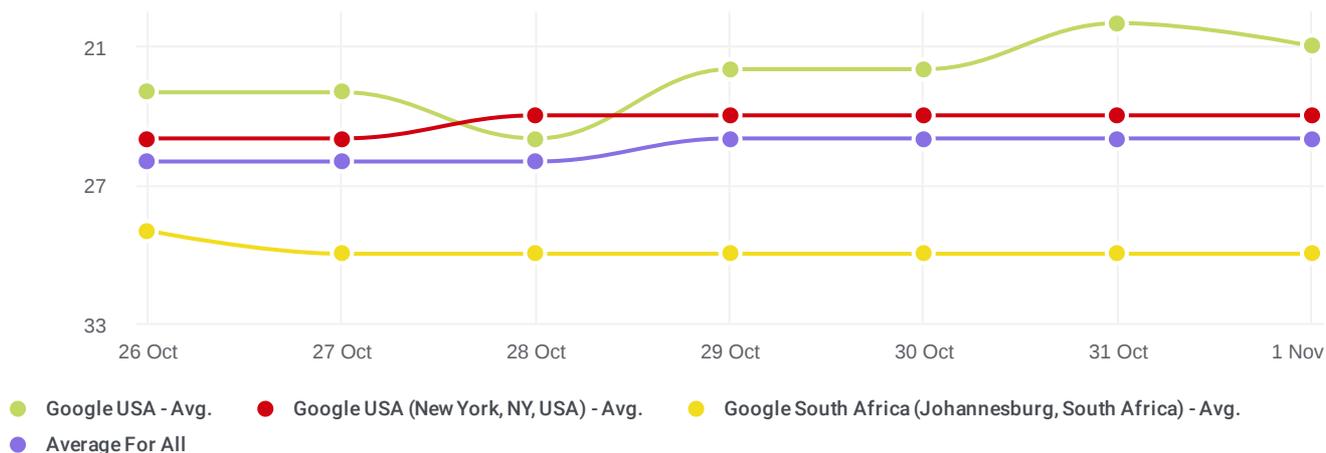
Top 5 keywords by rankings

Keyword	G Google USA	G Google South Africa	G Google USA
Model 3	1	1	1
Tesla	1	1	1
Roadster	1	3 ▲1	1
Model S	1	1	1
Model X	1	1	1

Rankings for the first and last period dates

T www.tesla.com

G Google USA

Oct-26 2019 - Nov-01 2019

Keyword	Search volume	Oct-26	Nov-01
▼ 📁 General			
Motors	40500	3	4 -1
SUV	110000	88	82 +6
Sedan	49500	78	80 -2
All Wheel Drive	6600	-	-
Tesla	2240000	1	1
Charging Battery	90500	-	-
Roadster	18100	1	1
Elon Musk	823000	3	3

Keyword	Search volume	Oct-26	Nov-01
tesla price	90500	1	1
Autopilot	12100	2	2
Supercharger	60500	1	1
Roadster Sport	90	5	8 -3
tesla supercharger	90500	1	1
P85	720	-	-
tesla-motors	22200	1	1
Tesla Motors	301000	1	1
Dual Motor	170	2	1 +1
tesla cars	90500	1	1
solar shingles	9900	2	2
Gigafactory	8100	1	1
tesla charging stations	74000	1	1
tesla car	90500	1	1
P85D	1000	3	5 -2
Car	1500000	79	24 +55
▼ 📁 Cars			
Vehicle	110000	-	-
▼ 📁 Model			
Model 3	90500	1	1
Model S	301000	1	1
Model X	33100	1	1
tesla model s	246000	1	1
tesla model x	246000	1	1

G Google USA (New York, NY, USA)   Oct-26 2019 - Nov-01 2019

Keyword	Search volume	Oct-26	Nov-01
▼ 📁 General			
Motors	40500	69	69

Keyword	Search volume	Oct-26	Nov-01
SUV	110000	88	80 +8
Sedan	49500	90	90
All Wheel Drive	6600	-	-
Tesla	2240000	1 📍1	1 📍1
Charging Battery	90500	-	-
Roadster	18100	1	1
Elon Musk	823000	3	3
tesla price	90500	1	1
Autopilot	12100	2	2
Supercharger	60500	1 📍1	1 📍1
Roadster Sport	90	4	5 -1
tesla supercharger	90500	1 📍1	1 📍1
P85	720	88	-
tesla-motors	22200	1 📍1	1 📍1
Tesla Motors	301000	1 📍1	1 📍1
Dual Motor	170	2	2
tesla cars	90500	1 📍1	1 📍1
solar shingles	9900	2	2
Gigafactory	8100	1	1
tesla charging stations	74000	1	1
tesla car	90500	1	1
P85D	1000	3	5 -2
Car	1500000	93	36 +57
▼ 📁 Cars			
Vehicle	110000	-	-
▼ 📁 Model			
Model 3	90500	1	1
Model S	301000	1	1
Model X	33100	1	1

Keyword	Search volume	Oct-26	Nov-01
tesla model s	246000	1	1
tesla model x	246000	1	1

Google South Africa (Johannesburg, South Africa)

Oct-26 2019 - Nov-01 2019

Keyword	Search volume	Oct-26	Nov-01
▾ 📁 General			
Motors	2400	70	97 -27
SUV	3600	-	-
Sedan	880	-	-
All Wheel Drive	50	-	-
Tesla	22200	1	1
Charging Battery	2900	-	-
Roadster	210	4	3 +1
Elon Musk	33100	3	5 -2
tesla price	480	1	1
Autopilot	480	18	17 +1
Supercharger	720	9	6 +3
Roadster Sport	10	23	23
tesla supercharger	50	1	1
P85	10	-	-
tesla-motors	390	1	1
Tesla Motors	390	1	1
Dual Motor	10	6	6
tesla cars	1300	1	1
solar shingles	50	5	5
Gigafactory	110	4	5 -1
tesla charging stations	50	1	1
tesla car	1300	1	1
P85D	10	29	30 -1

Keyword		Search volume	Oct-26	Nov-01
	Car	201000	-	-
▼ 📁	Cars			
	Vehicle	4400	-	-
▼ 📁	Model			
	Model 3	170	1	1
	Model S	50	1	1
	Model X	110	1	1
	tesla model s	1000	1	1
	tesla model x	2400	1	1

Rankings daily results

🔴 www.tesla.com

G Google USA

Oct-26 2019 - Nov-01 2019

Keyword		Search volume	Oct-26	Oct-27	Oct-28	Oct-29
▼ 📁	General					
	Motors	40500	3	6 -3	3 +3	4 -1
	SUV	110000	88	90 -2	79 +11	74 +5
	Sedan	49500	78	81 -3	69 +12	69
	All Wheel Drive	6600	-	-	-	-
	Tesla	2240000	1	1	1	1
	Charging Battery	90500	-	-	-	-
	Roadster	18100	1	1	1	1
	Elon Musk	823000	3	3	3	3
	tesla price	90500	1	1	1	1
	Autopilot	12100	2	2	2	2
	Supercharger	60500	1	1	1	1
	Roadster Sport	90	5	6 -1	4 +2	6 -2
	tesla supercharger	90500	1	1	1	1
	P85	720	-	-	-	-

Keyword	Search volume	Oct-26	Oct-27	Oct-28	Oct-29
tesla-motors	22200	1	1	1	1
Tesla Motors	301000	1	1	-	1 +99
Dual Motor	170	2	2	2	2
tesla cars	90500	1	1	1	1
solar shingles	9900	2	2	2	2
Gigafactory	8100	1	1	1	1
tesla charging stations	74000	1	1	1	1
tesla car	90500	1	1	1	1
P85D	1000	3	3	3	3
Car	1500000	79	71 +8	71	70 +1
▾ 📁 Cars					
Vehicle	110000	-	-	-	-
▾ 📁 Model					
Model 3	90500	1	1	1	1
Model S	301000	1	1	1	1
Model X	33100	1	1	1	1
tesla model s	246000	1	1	1	1
tesla model x	246000	1	1	1	1

Keyword	Search volume	Oct-30	Oct-31	Nov-01
▼ 📁 General				
Motors	40500	4	5 -1	4 +1
SUV	110000	76 -2	85 -9	82 +3
Sedan	49500	76 -7	76	80 -4
All Wheel Drive	6600	-	-	-
Tesla	2240000	1	1	1
Charging Battery	90500	-	-	-
Roadster	18100	1	1	1
Elon Musk	823000	3	3	3
tesla price	90500	1	1	1
Autopilot	12100	2	2	2
Supercharger	60500	1	1	1
Roadster Sport	90	5 +1	2 +3	8 -6
tesla supercharger	90500	1	1	1
P85	720	-	77 +23	-
tesla-motors	22200	1	1	1
Tesla Motors	301000	1	1	1
Dual Motor	170	2	2	1 +1
tesla cars	90500	1	1	1
solar shingles	9900	2	2	2
Gigafactory	8100	1	1	1
tesla charging stations	74000	1	1	1
tesla car	90500	1	1	1
P85D	1000	5 -2	5	5
Car	1500000	63 +7	28 +35	24 +4
▼ 📁 Cars				
Vehicle	110000	-	-	-
▼ 📁 Model				
Model 3	90500	1	1	1

Keyword	Search volume	Oct-30	Oct-31	Nov-01
Model S	301000	1	1	1
Model X	33100	1	1	1
tesla model s	246000	1	1	1
tesla model x	246000	1	1	1

G Google USA (New York, NY, USA)   Oct-26 2019 - Nov-01 2019

Keyword	Search volume	Oct-26	Oct-27	Oct-28	Oct-29
▼ 📁 General					
Motors	40500	69	56 +13	63 -7	72 -9
SUV	110000	88	92 -4	77 +15	73 +4
Sedan	49500	90	85 +5	79 +6	76 +3
All Wheel Drive	6600	-	-	-	-
Tesla	2240000	1 📍1	1 📍1	1 📍1	1 📍1
Charging Battery	90500	-	-	-	-
Roadster	18100	1	1	1	1
Elon Musk	823000	3	3	3	3
tesla price	90500	1	1	1	1
Autopilot	12100	2	2	2	2
Supercharger	60500	1 📍1	1 📍1	1 📍1	1 📍1
Roadster Sport	90	4	4	4	4
tesla supercharger	90500	1 📍1	1 📍1	1 📍1	1 📍1
P85	720	88	92 -4	79 +13	82 -3
tesla-motors	22200	1 📍1	1 📍1	1 📍1	1 📍1
Tesla Motors	301000	1 📍1	1 📍1	1 📍1	1 📍1
Dual Motor	170	2	2	2	2
tesla cars	90500	1 📍1	1 📍1	1 📍1	1 📍1
solar shingles	9900	2	2	2	2
Gigafactory	8100	1	1	1	1
tesla charging stations	74000	1	1	1	1
tesla car	90500	1	1	1	1

Keyword	Search volume	Oct-26	Oct-27	Oct-28	Oct-29
P85D	1000	3	3	3	3
Car	1500000	93	92 +1	85 +7	88 -3
📁 Cars					
Vehicle	110000	-	-	-	-
📁 Model					
Model 3	90500	1	1	1	1
Model S	301000	1	1	1	1
Model X	33100	1	1	1	1
tesla model s	246000	1	1	1	1
tesla model x	246000	1	1	1	1

Keyword	Search volume	Oct-30	Oct-31	Nov-01
▼ 📁 General				
Motors	40500	57 +15	75 -18	69 +6
SUV	110000	76 -3	87 -11	80 +7
Sedan	49500	86 -10	84 +2	90 -6
All Wheel Drive	6600	-	-	-
Tesla	2240000	1 📍1	1 📍1	1 📍1
Charging Battery	90500	-	-	-
Roadster	18100	1	1	1
Elon Musk	823000	3	3	3
tesla price	90500	1	1	1
Autopilot	12100	2	2	2
Supercharger	60500	1 📍1	1 📍1	1 📍1
Roadster Sport	90	4	4	5 -1
tesla supercharger	90500	1 📍1	1 📍1	1 📍1
P85	720	-	-	-
tesla-motors	22200	1 📍1	1 📍1	1 📍1
Tesla Motors	301000	1 📍1	1 📍1	1 📍1
Dual Motor	170	2	2	2
tesla cars	90500	1 📍1	1 📍1	1 📍1
solar shingles	9900	2 📍1	2	2
Gigafactory	8100	1	1	1
tesla charging stations	74000	1	1	1
tesla car	90500	1	1	1
P85D	1000	5 -2	5	5
Car	1500000	74 +14	26 +48	36 -10
▼ 📁 Cars				
Vehicle	110000	-	-	-
▼ 📁 Model				
Model 3	90500	1	1	1

Keyword	Search volume	Oct-30	Oct-31	Nov-01
Model S	301000	1	1	1
Model X	33100	1	1	1
tesla model s	246000	1	1	1
tesla model x	246000	1	1	1

Google South Africa (Johannesburg, South Africa) Oct-26 2019 - Nov-01 2019

Keyword	Search volume	Oct-26	Oct-27	Oct-28	Oct-29
▼ 📁 General					
Motors	2400	70	82 -12	80 +2	90 -10
SUV	3600	-	-	-	-
Sedan	880	-	-	-	-
All Wheel Drive	50	-	-	-	-
Tesla	22200	1	1	1	1
Charging Battery	2900	-	-	-	-
Roadster	210	4	3 +1	2 +1	3 -1
Elon Musk	33100	3	3	5 -2	7 -2
tesla price	480	1	1	1	1
Autopilot	480	18	23 -5	17 +6	18 -1
Supercharger	720	9	6 +3	6	7 -1
Roadster Sport	10	23	22 +1	24 -2	19 +5
tesla supercharger	50	1	1	1	1
P85	10	-	-	-	-
tesla-motors	390	1	1	1	1
Tesla Motors	390	1	1	1	1
Dual Motor	10	6	8 -2	9 -1	10 -1
tesla cars	1300	1	1	1	1
solar shingles	50	5	4 +1	5 -1	3 +2
Gigafactory	110	4	4	4	5 -1
tesla charging stations	50	1	1	1	1
tesla car	1300	1	1	1	1

Keyword	Search volume	Oct-26	Oct-27	Oct-28	Oct-29
P85D	10	29	30 -1	29 +1	29
Car	201000	-	-	-	-
▾ 📁 Cars					
Vehicle	4400	-	-	-	-
▾ 📁 Model					
Model 3	170	1	1	1	1
Model S	50	1	1	1	1
Model X	110	1	1	1	1
tesla model s	1000	1	1	1	1
tesla model x	2400	1	1	1	1

Keyword	Search volume	Oct-30	Oct-31	Nov-01
▼ 📁 General				
Motors	2400	85 +5	94 -9	97 -3
SUV	3600	-	-	-
Sedan	880	-	-	-
All Wheel Drive	50	-	-	-
Tesla	22200	1	1	1
Charging Battery	2900	-	-	-
Roadster	210	3	2 +1	3 -1
Elon Musk	33100	6 +1	6	5 +1
tesla price	480	1	1	1
Autopilot	480	16 +2	20 -4	17 +3
Supercharger	720	5 +2	8 -3	6 +2
Roadster Sport	10	26 -7	24 +2	23 +1
tesla supercharger	50	1	1	1
P85	10	-	-	-
tesla-motors	390	1	1	1
Tesla Motors	390	1	1	1
Dual Motor	10	6 +4	25 -19	6 +19
tesla cars	1300	1	1	1
solar shingles	50	5 -2	5	5
Gigafactory	110	5	4 +1	5 -1
tesla charging stations	50	1	1	1
tesla car	1300	1	1	1
P85D	10	29	12 +17	30 -18
Car	201000	-	-	-
▼ 📁 Cars				
Vehicle	4400	-	-	-
▼ 📁 Model				
▼ 📁 Model 3	170	1	1	1

Keyword	Search volume	Oct-30	Oct-31	Nov-01
Model S	50	1	1	1
Model X	110	1	1	1
tesla model s	1000	1	1	1
tesla model x	2400	1	1	1

Website Audit

 www.tesla.com

34012
Important fixes

46705
Semi-important fixes

0
Crawled pages

326180
Passed checks

33 /100

SCORE
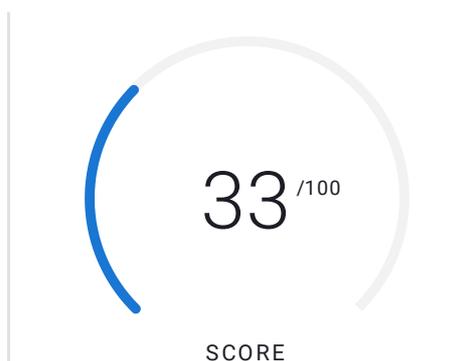
Domain overview

Domain characteristics		SEO metrics		Index status	
IP address	104.111.240.229	Yandex X	950	Google	310000
Server location	Netherlands	Moz DA	89	Bing	522000
Expiration date	2020-11-03	Alexa rank	1571	Yahoo	523000
Web archive age	2002-11-25	Backlinks	3135057	Yandex	144936

Health check

 1 Important fixes   9 Semi-important fixes

Wondering how well your website is performing? Here you can check your website against the major SEO parameters and see whether your site has the proper WWW redirect, SEO and user-friendly URLs with trailing slashes, functional robots.txt file, XML sitemap, duplicate content, etc. Take advantage of the website health check to eliminate all possible errors, and follow our recommendations on how to increase your search engine visibility.

WWW redirect

This option checks whether your website runs with www or without www in order to avoid the usage of duplicate content.

URL rewrite

Make sure to rewrite your URLs that will help users and search engines see clear and clean URLs.
Your website's URLs shouldn't contain vague elements that will make them difficult to read. All URLs should be clean and clear for users. With SEO Friendly URL it is easy to rank your website in search engines and share different articles with clear URLs in social media. Don't use underscores in your URLS.

Trailing slashes

If you use the trailing slashes at the end of the URL it makes it pretty and clear, while the URL without slash will look quite weird.

✅ **Redirects HTTP traffic to HTTPS**

HTTPS is a guarantee of user data protection (including payment details), as well as a good ranking signal for search engines. In 2016, Google officially announced that since January 2017 a secure communication will become the official algorithm. So, sites on HTTP will gradually lose their positions.

✅ **Robots.txt**

Robots.txt file helps to restrict access for the selected search engine robots and prevent them from indexing specific pages or the whole of the website. Robots.txt file contains the link to the XML sitemap file that helps search engine crawlers to discover and index the maximum number of the website's pages.

✅ **XML sitemap**

You should specify the change frequency for each URL, time when you have made the last changes and the importance of the URLs. You will help search engines to crawl the site easily and intelligently.

❌ **No flash**

Optimizing your content for search engines, we recommend you to avoid Flash as much as possible. It is better to use Flash for specific enhancements as search engines can't index properly Flash content.

> Try to avoid Flash content for websites in order to maximize your SEO. If you use Flash for your website you should follow the guide for your SEO:
>
> 1. Try to use multiple Flash files
> 2. Add your content in HTML format to your Flash files in order to be easily indexed by search engines
> 3. Make sure you have optimized your flash-based website for all browsers to enhance usability on your site. You can use the Scalable Inman Flash Replacement method (sIFR) or theSWFObject Method to change the flash content.
> 4. Use Sitemaps for your Flash website as it will help to facilitate the indexing of your website pages.
> 5. Don't use Flash for website navigation as you will confuse users for navigation options and you won't get accurate data to measure your site performance.

⚠️ **No frame**

Try not to use frames on your website as search engines can't index or crawl your website content via them.

> Avoid the use of frames on your web pages as much as possible and use the NoFrames tag on website.

✅ **Common homepage variations**

Make sure that your website content doesn't have multiple URLs as Google will consider it as duplicate content.

Pages analysis

❌ 486 Important fixes   ⚠️ 145 Semi-important fixes

> Here you can get all information about your website for the last months. It shows possible errors Google robots can meet while crawling your website. You will get all stats about the pages with too long URL, blocked robots.txt, too big size, Noindex meta tags, rel="canonical", rel="alternate", meta refresh redirect and etc.

✅ **35325 Pages with 2xx response**

✅ **108 Pages with 3xx response**

❌ **123 Pages with 4xx response**

✅ **0 Pages with 5xx response**

❌ **363 Pages with too big size**

⚠️ **145 Pages with too long URL**

✅ 0 Pages blocked by robots.txt

✅ 0 Pages blocked by meta noindex

✅ 0 Pages blocked by meta nofollow

✅ 0 Pages with meta refresh redirect

✅ 35999 Pages with rel="canonical"

✅ 1328 Pages without rel="canonical"

✅ 18713 Pages with the same canonical URL rel="canonical"

✅ 0 Pages with duplicate rel="canonical" tag

✅ 18593 Pages with rel="alternate"

✅ 18593 Pages with the hreflang attribute

✅ 786 Pages with no hreflang attribute

✅ 0 Pages with errors in the hreflang attribute

Meta analysis

❌ 3243 Important fixes   ⚠️ 19756 Semi-important fixes

> Make sure your titles and meta description have unique content and contain 10-70 characters for titles and 50-320 characters for meta description. All your titles and meta description should contain your important keywords. Your meta descriptions will influence your search results. Check your titles and meta descriptions with Google Search Console for warning messages about duplicate content.

❌ **3059 Pages with duplicate title**

❌ **184 Pages with missing or empty Title**

⚠️ **214 Pages with Title too long > 70**

⚠️ **1 Page with Title too short < 10**

⚠️ **15590 Pages with missing or empty Description**

⚠️ **2959 Pages with duplicate Description**

⚠️ **183 Pages with Description too short < 50**

⚠️ **809 Pages with Description too long**

Content analysis
❌ 20013 Important fixes   ⚠️ 14385 Semi-important fixes

> Keep in mind that unique content plays a vital role in search engine results. You website structure should include HTML headings (h1-h6). Try to use important keywords in your headings. The tag H1 must have the most important keywords. Don't use duplicate content for your heading tags. The best variant is just to use h1-h3.
> Write only unique content, no duplicate and rewritten content. Keep your content with 400 words and more. Too long articles are not good either. It is better to keep a happy medium. Try to minimize the number of spelling and grammar mistakes.

❌ **351 Pages with duplicate content**

⚠️ **12864 Pages with a low word count < 250**

❌ **285 Pages with empty H1 tag**

❌ **177 Pages with no H1 tag**

⚠️ **78 Pages with H1 too long**

❌ **19200 Pages with duplicate H1 tag**

⚠️ **260 Pages with empty H2 tag**

⚠️ **751 Pages with no H2 tag**

⚠️ **432 Pages with H2 too long**

Links analysis
❌ 1 Important fixes   ⚠️ 4556 Semi-important fixes

> Make sure you have no more than 100 external links per each page. Try to link only to quality website. Use Nofollow tag for external links if you don't want to show unsolicited links to search engines. Optimize the anchor text of your links with important keywords. Avoid keyword stuffing. Don't use too spammy links for your website. Analyze the structure of your interlinking here: Google Search Console: Search Traffic > Internal links.

❌ **1 Page with too many outgoing links > 100**

✅ **0 URLs with the excessive number of redirects > 5**

⚠️ **2068 Internal links with missing anchor**

⚠️ **2458 External links with missing anchor**

✅ **2 Internal links use rel="nofollow"**

✅ **1740 External links use rel="nofollow"**

0 **Pages with no inbound internal links**

✅ **88150 External links use rel="dofollow"**

⚠️ **24 External links with 4xx status**

⚠️ **6 External links with 5xx status**

✅ **89890 External links**

✅ **16925 Links in the XML site map**

Images analysis

❌ 10265 Important fixes   ⚠️ 7845 Semi-important fixes

> Keep your Alt text and Image titles unique per each image. Use no more than 7 words for Alt text. Avoid keyword stuffing. Make your images informative and detailed with important keywords. Get good-quality images with a specified width and height for each one.

⚠️ **7845 Images with missing ALT text**

❌ **10265 Images with 4xx status**

✅ **0 Images with 5xx status**

Page load optimization

🖥️ **For desktops**   ❌ 1 Important fixes   ⚠️ 5 Semi-important fixes

❌ **Optimize images**

Properly formatting and compressing images can save many bytes of data.

⚠️ **Enable compression**

Compressing resources with gzip or deflate can reduce the number of bytes sent over the network.

⚠️ **Leverage browser caching**

Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the browser to load previously downloaded resources from local disk rather than over the network.

⚠️ **Minify JavaScript**

Compacting JavaScript code can save many bytes of data and speed up downloading, parsing, and execution time.

⚠️ **Minify HTML**

Compacting HTML code, including any inline JavaScript and CSS contained in it, can save many bytes of data and speed up download and parse times.

⚠️ **Eliminate render-blocking JavaScript and CSS in above-the-fold content**

Your page has 1 blocking CSS resources. This causes a delay in rendering your page.

✅ **Avoid landing page redirects**

Your page has no redirects. Learn more about [avoiding landing page redirects](#).

✅ **Reduce server response time**

Your server responded quickly. Learn more about [server response time optimization](#).

✅ **Minify CSS**

Your CSS is minified. Learn more about [minifying CSS](#).

✅ **Prioritize visible content**

You have the above-the-fold content properly prioritized. Learn more about [prioritizing visible content](#).

📱 **For mobile**   ❌ 1 Important fixes   ⚠️ 3 Semi-important fixes

❌ **Eliminate render-blocking JavaScript and CSS in above-the-fold content**

Your page has 1 blocking CSS resources. This causes a delay in rendering your page.

⚠️ **Leverage browser caching**

Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the browser to load previously downloaded resources from local disk rather than over the network.

⚠️ **Minify JavaScript**

Compacting JavaScript code can save many bytes of data and speed up downloading, parsing, and execution time.

⚠️ **Optimize images**

Properly formatting and compressing images can save many bytes of data.

✅ **Avoid landing page redirects**

Your page has no redirects. Learn more about [avoiding landing page redirects](#).

✅ **Enable compression**

You have compression enabled. Learn more about [enabling compression](#).

✅ **Reduce server response time**

Your server responded quickly. Learn more about [server response time optimization](#).

✅ **Minify CSS**

Your CSS is minified. Learn more about [minifying CSS](#).

✅ **Minify HTML**

Your HTML is minified. Learn more about [minifying HTML](#).

Prioritize visible content

You have the above-the-fold content properly prioritized. Learn more about [prioritizing visible content](#).

Usability and technologies

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> This section covers usability and technical requirements that apply to a properly functioning website. Start from checking whether your website has a favicon in its place, valid markup and custom 404 error page. Also check your website loading and running speed as it directly affects the rankings, and test whether it's secure for browsing.

✅ Favicon

Make sure that you have a favicon for your website and it is consistent with your brand. The favicon should give your website a professional look, an easy identification and branding.

❌ Custom 404 page

Use a [Custom 404 page](#). If you correctly create your Custom 404 page, it will help people find all proper content, provide other useful information and encourage them to stay your website further.

> Create a 404 page and customize it in the way you use for other pages of your website, including the navigation bar.

✅ Safe browsing

Try to avoid phishing and malware for your website. You can make your website work safe with [Google Safe browsing](#).

⚠️ W3C HTML validation

Make sure that you use valid markup that doesn't contain HTML errors. With syntax errors you make your page difficult to get indexed by search engines.

> You can check website errors with [W3C validation service](#) and make sure your website meets the web standards.