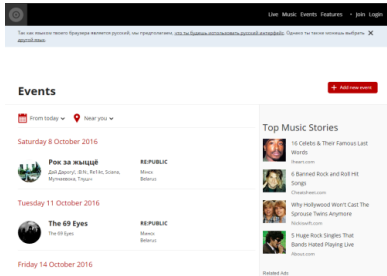# Page Audit (Details)

last.fm/events

Events near you — Last.fm

30.7% optimization rate

❌ **Errors:** 2 | ⚠️ **Warnings:** 65 | ℹ️ **Info:** 757 | **Date:** Oct 7, 2016

Content Optimization: Summary

Title

❌ **Keywords in title**	0
✅ **Title length**	25 chars
✅ **Multiple <title> tags**	No

Meta tags

⚠️ **Keywords in meta description tag**	0
✅ **Meta description length**	143 chars
✅ **Multiple meta description tags**	No
✅ **Keywords in meta keywords tag**	0

Body

❌ **Keywords in body**	0
✅ **Word count in body**	509
⚠️ **Keywords in H1**	0
ℹ️ **Keywords in H2-H6**	0
ℹ️ **Keywords in bold**	0
ℹ️ **Keywords in italic**	0
ℹ️ **Keywords in link anchors**	0

Images

ℹ️ **Keywords in alt texts**	0
⚠️ **Empty alt texts**	19

Markup

ℹ️ **Open Graph markup**	No
ℹ️ **Structured data markup**	No

Technical Audit: Summary

Page availability

✅	**Page status code**	200
✅	**Broken resources**	0
✅	**Page is restricted from indexing**	No
ℹ️	**Resources restricted from indexing**	1
✅	**Page uses meta refresh**	No
ℹ️	**Page uses rel="canonical"**	Yes

Encoding and technical factors

✅	**Multiple canonical URLs**	No
✅	**Conflicting character encoding**	No
✅	**Page uses frames**	No
ℹ️	**W3C HTML errors & warnings**	53
ℹ️	**W3C CSS errors & warnings**	657

URL

✅	**Dynamic URL**	No
✅	**URL length**	25 chars

Links

✅	**Broken links**	0
✅	**Number of links on the page**	80
ℹ️	**Dofollow ext. links on the page**	12

Page speed (Desktop)

⚠️	**Page size**	224.0 KB
ℹ️	**Server response time**	1.2 sec
✅	**Too many redirects**	No
✅	**Uncompressed resources**	0
⚠️	**Uncompressed images**	10
ℹ️	**Uncached resources**	21
ℹ️	**Unminified resources**	3
⚠️	**Render-blocking JavaScript/CSS**	3
ℹ️	**Above-the-fold content prioritized**	No

Page usability (Mobile)

✅	**Mobile friendly**	Yes
✅	**Viewport configured properly**	Yes
✅	**Too small text**	0
⚠️	**Too small tap targets**	30
✅	**Content outside viewport**	0
✅	**Page uses plugins**	0

Content Optimization: Details

❌ Keywords in title (0 keywords)

Keyword	Keyword count	Keyword density	Keyword Stuffing
music events	0	0.0%	No

None of your target keywords are present in the page's title.

How to fix:

Use approximately **4** word(s) in your page's title and place your keyword(s) as follows:

• "**music events**" should be repeated **1** time(s)

About this SEO Factor:

The title tag is considered one of the most important on-page elements, so remember to **use keywords in it**. For higher rankings, place important keywords towards the beginning of your title.

Because the title text is usually the most prominent part of your page displayed in search results, make it **click-enticing and appealing to human searchers**.

music events

Page	Keyword count	Keyword density	Word count
/events/	0	0.0%	4
Competitor Min.	1	40.0%	2
Competitor Max.	1	66.7%	11
Competitor Avg.	1	53.4%	6
http://www.ticketmaster.com/section/concerts	0	0.0%	8
http://www.etsu.edu/cas/music/events.php	1	66.7%	3
http://www.luther.edu/music/events/	0	0.0%	4
http://music.depaul.edu/concerts-events/Pages/default.aspx	0	0.0%	7
https://music.ku.edu/school-music-calendar	0	0.0%	7
http://eventful.com/events/categories/music	0	0.0%	10
http://www.visitmusiccity.com/visitors/events	0	0.0%	11
http://arts.ucdavis.edu/music-events	1	40.0%	5
http://www.northpark.edu/Academics/School-of-Music/Events-and-News	0	0.0%	6
http://music.colostate.edu/events/	0	0.0%	2

✅ Title length (25 chars)

Well done! The length of your title tag is within the required limits (1-55 characters with spaces).

About this SEO Factor:

The title tag is one of the most important on-page elements, so give it particular attention.

Not only do search engines consider the title to understand what your page is about, but they also show it to users in search results. Hence, it's important that your title is both **keyword-rich** and **appealing to human searchers**. For higher rankings, place your keyword(s) towards the beginning of the title.

Also try to keep title tags relatively short, as titles that exceed **55 characters** may get truncated by search engines. Besides, titles that are too long, too short (e.g., single-word titles) or **unrelated to the page's content** may get overwritten by search engines.

⊘ Multiple <title> tags (No)

Well done! There are no multiple <title> tags found on the page.

About this SEO Factor:
According to HTML coding best practices, **each webpage should have just one <title> tag**. If multiple title tags are found on a page, search engines may be confused as to which title text to show in search results or may overwrite both your titles altogether.

⚠ Keywords in meta description tag (0 keywords)

Keyword	Keyword count	Keyword density	Keyword Stuffing
music events	0	0.0%	No

No target keywords are present in the page's meta description.

How to fix:

Use approximately **24** word(s) in your page's meta description and place your keyword(s) as follows:

• "**music events**" should be repeated **1** time(s)

About this SEO Factor:
The meta description is an important on-page element, so pay particular attention to it. Not only do search engines consider it to understand what your page is about, but they also display your meta description in search results.

Hence, make your meta description both **keyword-rich** and **appealing to human searchers**. For higher rankings, place important keywords towards the beginning of the meta description.
Note: Meta descriptions that are not in line with the page's content (or are overly long/short) **may be ignored by search engines**, and the latter may pick a random text snippet to show in search results instead of your description.

music events

Page	Keyword count	Keyword density	Word count
/events/	0	0.0%	19
Competitor Min.	1	8.3%	19
Competitor Max.	1	8.3%	36
Competitor Avg.	1	8.3%	26
http://www.ticketmaster.com/section/concerts	0	0.0%	26

http://www.etsu.edu/cas/music/events.php	0	0.0%	0
http://www.luther.edu/music/events/	0	0.0%	0
http://music.depaul.edu/concerts-events/Pages/default.aspx	1	8.3%	24
https://music.ku.edu/school-music-calendar	0	0.0%	19
http://eventful.com/events/categories/music	0	0.0%	24
http://www.visitmusiccity.com/visitors/events	0	0.0%	36
http://arts.ucdavis.edu/music-events	0	0.0%	0
http://www.northpark.edu/Academics/School-of-Music/Events-and-News	0	0.0%	0
http://music.colostate.edu/events/	0	0.0%	0

✓ Meta description length (143 chars)

Well done! Your meta description length is within the required limits (1-155 characters with spaces).

About this SEO Factor:

The meta description is an important on-page element, so give it particular attention. Try to keep meta descriptions relatively short, because descriptions that exceed **155 characters** may get truncated by search engines.

Note: meta descriptions that are **unrelated to the page's content** or contain irrelevant keywords may get overwritten by search engines.

✓ Multiple meta description tags (No)

Well done! No multiple meta description tags have been found on the page.

About this SEO Factor:

According to HTML coding best practices, each page should have **just one meta description tag**. If multiple meta descriptions are found on a page, search engines may be confused as to which one to display in search results or may overwrite both your meta descriptions altogether.

✓ Keywords in meta keywords tag (0 keywords)

Keyword	Keyword count	Keyword density	Keyword Stuffing
music events	0	0.0%	No

Well done! The meta keywords tag is not present on the page or is empty.

About this SEO Factor:

The meta keywords tag used to play a big role at the dawn of the Internet, but is **largely ignored by search engines** today. Besides, if it has your

keywords, you run a risk of handing your keyword strategy over to the competitors.

However, if you still choose to use the meta keywords tag (e.g., if you target search engines like Baidu that are believed to still rely on meta keywords), make sure it's relevant to the page's content and contains a moderate number of keywords. Also, use comma (,) to separate keywords within the tag.

music events

Page	Keyword count	Keyword density	Word count
/events/	0	0.0%	0
Competitor Min.	-	-	20
Competitor Max.	-	-	50
Competitor Avg.	-	-	36
http://www.ticketmaster.com/section/concerts	0	0.0%	50
http://www.etsu.edu/cas/music/events.php	0	0.0%	0
http://www.luther.edu/music/events/	0	0.0%	0
http://music.depaul.edu/concerts-events/Pages/default.aspx	0	0.0%	0
https://music.ku.edu/school-music-calendar	0	0.0%	0
http://eventful.com/events/categories/music	0	0.0%	0
http://www.visitmusiccity.com/visitors/events	0	0.0%	20
http://arts.ucdavis.edu/music-events	0	0.0%	0
http://www.northpark.edu/Academics/School-of-Music/Events-and-News	0	0.0%	39
http://music.colostate.edu/events/	0	0.0%	0

⊗ Keywords in body (0 keywords)

Keyword	Keyword count	Keyword density	Keyword Stuffing
music events	0	0.0%	No

None of your keywords are found in the page's body.

How to fix:

Use approximately **1,246** word(s) in your page's body and place your keyword(s) as follows:

▪ **"music events"** should be repeated **3** time(s)

About this SEO Factor:
If your target keywords are present in the webpage's body, the page stands a better chance of high rankings. For greater impact, place keywords towards the beginning of your page.

You can use keywords without any additional tags on the page, or **put your target search terms in tags** like *H1, H2-H6, Bold, Italic* or *Link anchor*. Such tags are also part of your page's body and should be attended to during its optimization.

Also try to make the page's content not only **keyword-rich**, but also **appealing to human visitors**: maintain a logical structure, use headings and bullet points, add visuals and other multi-media content.

Be sure to refrain from black-hat page optimization practices (such as keyword stuffing, making your text the same color as the background, etc.), while these could incur a search engine penalty.

music events

Page	Keyword count	Keyword density	Word count
/events/	0	0.0%	509
Competitor Min.	1	0.1%	219
Competitor Max.	5	2.9%	3,926
Competitor Avg.	2	1.1%	1,439
http://www.ticketmaster.com/section/concerts	0	0.0%	1,852
http://www.etsu.edu/cas/music/events.php	3	2.7%	219
http://www.luther.edu/music/events/	0	0.0%	1,103
http://music.depaul.edu/concerts-events/Pages/default.aspx	1	0.4%	516
https://music.ku.edu/school-music-calendar	1	0.1%	2,174
http://eventful.com/events/categories/music	0	0.0%	578
http://www.visitmusiccity.com/visitors/events	1	0.5%	364
http://arts.ucdavis.edu/music-events	2	0.1%	3,926
http://www.northpark.edu/Academics/School-of-Music/Events-and-News	5	2.9%	348

http://music.colostate.edu/events/	0	0.0%	3,314

✅ Word count in body (509 words)

Good job! The length of your page's body text is within the recommended limits (219 - 3,926 words).

About this SEO Factor:

Webpages with a lot of textual content tend to rank higher in search results, as they're considered more useful to users. It's also a good practice to **place textual content above the fold**, as search engines may frown at pages top-heavy with ads and other non-textual content.

However, specific recommendations on how much text to put on a page **vary from niche to niche**, and it's better to look at competitor averages to get the optimum word count for your particular keyword niche.

⚠ Keywords in H1 (0 keywords)

Keyword	Keyword count	Keyword density	Keyword Stuffing
music events	0	0.0%	No

None of your target keywords are present in the page's H1 tag.

If search engines don't see your keywords in the pages H1 text (one of the most important page elements), they may rank the page lower for these search terms than they would otherwise.

How to fix:

Please, make sure your target keyword(s) are present in the page's H1 text.

About this SEO Factor:

The H1 tag serves to mark the heading on a page. The best practice is to use **just one H1 tag per page**, while all subheadings should be marked up using less important heading tags: H2 to H6 tags subsequently.

To achieve higher rankings, place your keyword(s) towards the beginning of your heading.
If you're optimizing your page for **multiple keywords**, it's best to define your top-important keyword and use it in your H1 tag.

music events

Page	Keyword count	Keyword density	Word count
/events/	0	0.0%	2
Competitor Min.	1	33.3%	1
Competitor Max.	1	100.0%	8
Competitor Avg.	1	66.7%	3
http://www.ticketmaster.com/section/concerts	0	0.0%	0

http://www.etsu.edu/cas/music/events.php	0	0.0%	2
http://www.luther.edu/music/events/	0	0.0%	8
http://music.depaul.edu/concerts-events/Pages/default.aspx	0	0.0%	2
https://music.ku.edu/school-music-calendar	0	0.0%	4
http://eventful.com/events/categories/music	0	0.0%	4
http://www.visitmusiccity.com/visitors/events	0	0.0%	1
http://arts.ucdavis.edu/music-events	1	100.0%	2
http://www.northpark.edu/Academics/School-of-Music/Events-and-News	1	33.3%	6
http://music.colostate.edu/events/	0	0.0%	1

ℹ **Keywords in H2-H6** (0 keywords)

Keyword	Keyword count	Keyword density	Keyword Stuffing
music events	0	0.0%	No

None of your target keywords are present in the page's H2-H6 tags.

Before optimizing the element, see how your competition uses your keywords in their H2-H6 tags. However, there is no need to strive to copy your competitor averages, because keyword usage in such tags is optional and may vary from competitor to competitor.

About this SEO Factor:

H2-H6 tags serve to mark subheadings on a page (unlike the H1 tag that's used to mark the main heading). It is important to **observe the hierarchy of H2-H6 tags** on a page to avoid confusing search engines with your coding. For example, it's illogical use the H3 tag ahead of the H2 one, and so on.

At the same time, the use of keywords in H2-H6 tags is optional and would only give your page a slight ranking boost for such keywords.

music events

Page	Keyword count	Keyword density	Word count
/events/	0	0.0%	76
Competitor Min.	1	0.7%	3
Competitor Max.	1	0.7%	289
Competitor Avg.	1	0.7%	78

http://www.ticketmaster.com/section/concerts	0	0.0%	17
http://www.etsu.edu/cas/music/events.php	0	0.0%	7
http://www.luther.edu/music/events/	0	0.0%	57
http://music.depaul.edu/concerts-events/Pages/default.aspx	0	0.0%	20
https://music.ku.edu/school-music-calendar	0	0.0%	4
http://eventful.com/events/categories/music	0	0.0%	51
http://www.visitmusiccity.com/visitors/events	0	0.0%	50
http://arts.ucdavis.edu/music-events	1	0.7%	285
http://www.northpark.edu/Academics/School-of-Music/Events-and-News	0	0.0%	3
http://music.colostate.edu/events/	0	0.0%	289

ℹ Keywords in bold (0 keywords)

Keyword	Keyword count	Keyword density	Keyword Stuffing
music events	0	0.0%	No

None of your target keywords are present in the page's bold text.

Before optimizing the element, see how your competition uses your keywords in their bold text. However, there is no need to strive to copy your competitor averages, because keyword usage in such tags is optional and may vary from competitor to competitor.

About this SEO Factor:
Bold text is used on a page to give certain words additional emphasis (e.g., if you write bananas or bananas in the code - the visitors will see **bananas**). Search engines usually consider words in bold text **slightly more important** than words with no additional mark-up.

Hence, wherever natural, try to use your important keywords in bold text, but don't overdo to avoid over-optimization.

music events

Page	Keyword count	Keyword density	Word count
/events/	0	0.0%	1
Competitor Min.	-	-	1
Competitor Max.	-	-	51

Competitor Avg.	-	-	20
http://www.ticketmaster.com/section/concerts	0	0.0%	42
http://www.etsu.edu/cas/music/events.php	0	0.0%	0
http://www.luther.edu/music/events/	0	0.0%	10
http://music.depaul.edu/concerts-events/Pages/default.aspx	0	0.0%	11
https://music.ku.edu/school-music-calendar	0	0.0%	1
http://eventful.com/events/categories/music	0	0.0%	36
http://www.visitmusiccity.com/visitors/events	0	0.0%	8
http://arts.ucdavis.edu/music-events	0	0.0%	51
http://www.northpark.edu/Academics/School-of-Music/Events-and-News	0	0.0%	3
http://music.colostate.edu/events/	0	0.0%	0

❶ Keywords in italic (0 keywords)

Keyword	Keyword count	Keyword density	Keyword Stuffing
music events	0	0.0%	No

None of your target keywords are present in the page's italicized text.

Before optimizing the element, see how your competition uses your keywords in their italicized text. However, there is no need to strive to copy your competitor averages, because keyword usage in such tags is optional and may vary from competitor to competitor.

About this SEO Factor:
Italics (or italicized text) are used on a page to give certain words additional emphasis (e.g., if you write <i>bananas</i> or bananas in the code - the visitors will see *bananas*). Search engines usually consider words in italics slightly more important than words with no additional mark-up.

Hence, wherever natural, try to use your important keywords in italics, but don't overdo to avoid over-optimization.

---

music events

Page	Keyword count	Keyword density	Word count
/events/	0	0.0%	0
Competitor Min.	-	-	2

Competitor Max.	-	-	83
Competitor Avg.	-	-	26
http://www.ticketmaster.com/section/concerts	0	0.0%	0
http://www.etsu.edu/cas/music/events.php	0	0.0%	0
http://www.luther.edu/music/events/	0	0.0%	0
http://music.depaul.edu/concerts-events/Pages/default.aspx	0	0.0%	0
https://music.ku.edu/school-music-calendar	0	0.0%	3
http://eventful.com/events/categories/music	0	0.0%	0
http://www.visitmusiccity.com/visitors/events	0	0.0%	0
http://arts.ucdavis.edu/music-events	0	0.0%	83
http://www.northpark.edu/Academics/School-of-Music/Events-and-News	0	0.0%	15
http://music.colostate.edu/events/	0	0.0%	2

ⓘ Keywords in link anchors (0 keywords)

Keyword	Keyword count	Keyword density	Keyword Stuffing
music events	0	0.0%	No

None of your target keywords are present in the page's link anchor text.

Before optimizing the element, see how your competition uses your keywords in their link anchor text. However, there is no need to strive to copy your competitor averages, because keyword usage in such tags is optional and may vary from competitor to competitor.

About this SEO Factor:
Link anchor texts are visible parts of links present on your page. Although the use of keywords in anchor texts **helps strengthen your page's semantic whole**, search engines are more likely to attribute the meaning of a link's anchor text to the page the link is pointing to.

Hence, you could also check the internal links pointing to your current page and make sure their anchor texts are in line with your page's semantics.

music events

Page	Keyword count	Keyword density	Word count
/events/	0	0.0%	113

Competitor Min.	1	0.2%	133
Competitor Max.	3	2.7%	1,777
Competitor Avg.	2	1.5%	656
http://www.ticketmaster.com/section/concerts	0	0.0%	487
http://www.etsu.edu/cas/music/events.php	1	1.5%	133
http://www.luther.edu/music/events/	0	0.0%	951
http://music.depaul.edu/concerts-events/Pages/default.aspx	0	0.0%	387
https://music.ku.edu/school-music-calendar	0	0.0%	1,777
http://eventful.com/events/categories/music	0	0.0%	343
http://www.visitmusiccity.com/visitors/events	0	0.0%	193
http://arts.ucdavis.edu/music-events	1	0.2%	809
http://www.northpark.edu/Academics/School-of-Music/Events-and-News	3	2.7%	221
http://music.colostate.edu/events/	0	0.0%	1,254

ℹ **Keywords in alt texts** (0 keywords)

Keyword	Keyword count	Keyword density	Keyword Stuffing
music events	0	0.0%	No

None of your keywords are present in the page's image alt text.

If you use images on the page, it is better to create **keyword-rich alt attributes** for them, as this helps increase webpage rankings.

For more precise fine-tuning, see how your top competitors use keywords in their alt texts. However, you don't need to strive to copy competitor averages in regards to image alt text as they could vary from competitor to competitor.

About this SEO Factor:
While search engines can't read text off images, alt attributes (also known as "alternative attributes") help the former understand what your images portray. Therefore, they should **describe the image** and, if relevant, **include target keywords**.

Besides, with optimized alt texts you could get higher rankings in and more traffic from Google's image search.

music events

Page	Keyword count	Keyword density	Word count
/events/	0	0.0%	3
Competitor Min.	1	28.6%	7
Competitor Max.	1	28.6%	295
Competitor Avg.	1	28.6%	60
http://www.ticketmaster.com/section/concerts	0	0.0%	44
http://www.etsu.edu/cas/music/events.php	0	0.0%	40
http://www.luther.edu/music/events/	0	0.0%	52
http://music.depaul.edu/concerts-events/Pages/default.aspx	0	0.0%	0
https://music.ku.edu/school-music-calendar	0	0.0%	25
http://eventful.com/events/categories/music	0	0.0%	0
http://www.visitmusiccity.com/visitors/events	0	0.0%	10
http://arts.ucdavis.edu/music-events	0	0.0%	7
http://www.northpark.edu/Academics/School-of-Music/Events-and-News	1	28.6%	7
http://music.colostate.edu/events/	0	0.0%	295

⚠ Empty alt texts (19 images)

There are empty image alt attributes on your page.

How to fix:

Create alternative texts that best describe your image's content and, if relevant, include target keywords.

Image URL

http://img2-ak.lst.fm/i/u/avatar70s/7088e186dcc04e5ace2ee3dc857aedc3.jpg

http://img2-ak.lst.fm/i/u/avatar70s/9097eb22fc9e40

[95827becdb8091c42e.jpg](#)

[http://img2-ak.lst.fm/i/u/avatar70s/9841471c821a4eeb85732f24d2eec67c.jpg](#)

[http://img2-ak.lst.fm/i/u/avatar70s/a3e101e7f1cf434ac331c893c534d8c8.jpg](#)

[http://img2-ak.lst.fm/i/u/avatar70s/a9fdc329373e4921a67077bbe95f80be.jpg](#)

[http://img2-ak.lst.fm/i/u/avatar70s/aa0a3d88689e4e6dad01e1ba71449658.jpg](#)

[http://img2-ak.lst.fm/i/u/avatar70s/d43bc919d8ff5bee059cb4609381dd8b.jpg](#)

[http://img2-ak.lst.fm/i/u/avatar70s/d69a593975384b179d46d9f875ec529c.jpg](#)

[http://img2-ak.lst.fm/i/u/avatar70s/ef87b3a0f5064b14b22bd97f19c496e2.jpg](#)

[http://static-web.last.fm/static/images/defaults/player_default_album.430223706b14.png](#)

[https://lastfm-img2.akamaized.net/i/u/avatar70s/038936cf0ef04d8b97eaded0a5504c24.jpg](#)

[https://lastfm-img2.akamaized.net/i/u/avatar70s/0527393fd69042c9ab0e1af4ecbc43b1.jpg](#)

[https://lastfm-img2.akamaized.net/i/u/avatar70s/15ba0fc4c54e48ef8f434b03fe78bf8d.jpg](#)

[https://lastfm-img2.akamaized.net/i/u/avatar70s/220eda1c03984961a01007f3ca212676.jpg](#)

[https://lastfm-img2.akamaized.net/i/u/avatar70s/313d76b9604f444ca8632500bb84ac2e.jpg](#)

[https://lastfm-img2.akamaized.net/i/u/avatar70s/3d8e36d5007d4f0ca9eb5b5d436360dc.jpg](#)

[https://lastfm-img2.akamaized.net/i/u/avatar70s/45cf29a5e5acb9675462562e9d61e80d.jpg](#)

[https://lastfm-img2.akamaized.net/i/u/avatar70s/4e2e9d617ac741a8c1ea7ff4b047b107.jpg](#)

[https://lastfm-img2.akamaized.net/i/u/avatar70s/5291 0ea9bf764aa99ad8a329131ef0b2.jpg](https://lastfm-img2.akamaized.net/i/u/avatar70s/52910ea9bf764aa99ad8a329131ef0b2.jpg)

About this SEO Factor:

While search engines can't read text off images, alt attributes (also known as "alternative attributes") help the former understand what your images portray.

The best practice is to **create a keyword-rich alt text for each image** on the page to help search engines better understand your page's content and hopefully rank it higher in search results.

ℹ️ Open Graph markup (No)

There's no Open Graph markup found on the page. So if the page gets shared on social networks, it will be accompanied by a random summary and thumbnail image determined by the social network's bot.

It is recommended to add at least the most important Open graph tags (og:title, og:description and og:image).

About this SEO Factor:

Open Graph is a special page markup protocol that lets webmasters influence the social snippets of their shared URLs. It is the Open Graph tags' data that determines the title, description and thumbnail image that accompany a URL when someone posts it to social networks.

Right now Open Graph markup is supported by all the major social networks, including **Facebook, Twitter, Google+, Pinterest, LinkedIn, Instagram and others**.

The Open Graph tags need to be placed within meta tags in the head of a webpage. And they must be present on every page that may be shared on social networks to make sure it gets the most relevant and compelling snippet.

ℹ️ Structured data markup (No)

No structured data markup is implemented on this page.

Consider using semantic markup on your page, as this will help search engines better understand its meaning, and may lead to a rich snippet (basically, an image or a prominent piece of text) appearing in search results next to your link.

Detailed information on types of structured data and its implementation is available [here](#).

About this SEO Factor:

Structured data markup serves to **better structure the data that's being sent to search engines** and to label certain types of content: reviews, events, product information, the information about your organization, etc.

Such markup can **greatly improve the presentation of your page** in search results. For example, with its help you can create rich snippets that look extremely attractive and can increase click-through rates to up to 300%.

Consider using Google's [Structured Data Testing Tool](#) to check the validity of your structure markup (please note that intentionally misleading semantic markup could incur a [search engine penalty](#)).

✅ Page status code (200 status code)

Congratulations! Your page is available and has the **200** status code.

About this SEO Factor:

When a user accesses your page in a browser or when Googlebot crawls the page, the server returns **an HTTP status code** in response to the request. This code provides information about the status of the request. Some common status codes are:

- **200** - the server successfully returned the page
- **301** - the page has been moved permanently
- **404** - the requested page doesn't exist
- **503** - the server is temporarily unavailable

Ideally, your page should return either the **200** or the **301** status code.

✅ Broken resources (0 resources)

Well done! There are no broken resources found on the page.

About this SEO Factor:

Though broken resources (videos, images, css files, etc.) on the website are not directly connected to search engine rankings, they definitely deserve being fixed for two reasons.

First and foremost, they are a crucial factor for user experience and may result in visitors bouncing away from the site without completing their goals.

And second, broken resources may impede the site's crawling and indexation, wasting its crawl budget and making it hard for search engine bots to crawl some of the site's important content.

✅ Page is restricted from indexing (No)

Well done! The page is not restricted from indexing.

About this SEO Factor:

A page can be restricted from indexing in several ways:

- in the robots.txt file
- by noindex X-Robots-Tag
- by noindex <meta> tag.

It makes sense to restrict from indexing pages with sensitive information, old sales copies or other types of **pages you don't want to appear in search results**.

ℹ️ Resources restricted from indexing (1 resources)

Some of the page's resources are restricted from indexing.

It is recommended to re-check your robots' instructions and make sure that none of these resources include useful content and got forbidden by mistake.

Resource URL	HTML tag	Robots instructions
http://static-web.last.fm/static/images/defaults/pla	<img>	Disallowed Robots.txt

[yer_default_album.430223706b14.png](#)

About this SEO Factor:

If some of your important resources get restricted from indexing by mistake, this may result in a number of SEO issues. For instance, images restricted from indexing will not show up in Google's image search. Blocking the JS or CSS files makes it difficult for Google to render the page properly and might result, for instance, in your page not passing the search engine's mobile usability test (which, in its turn, will hold back your mobile rankings).

✔ Page uses meta refresh (No)

Well done! No Meta refresh redirect has been found on the page.

About this SEO Factor:

Meta refresh should not be used as it may be seen as a violation of Google's Quality Guidelines.

As one of Google representatives points out: *"In general, we recommend **not using meta-refresh type redirects**, as this can cause confusion with users (and search engine crawlers, who might mistake that for an attempted redirect)... This is currently not causing any problems with regards to crawling, indexing, or ranking, but it would still be a good idea to remove that."*

ℹ Page uses rel="canonical" (Yes)

The page specifies http://www.last.fm/events as its canonical page.

Since the canonical page is normally the paragon page and other URLs are its variants, it is recommended to choose the canonical page for analysis instead of your current page.
If the canonical URL and your current URL coincide (for example, this is quite common in WordPress sites), there is no need to make any changes.

Also please check that the canonical ULR doesn't name your current page as its canonical version (i.e., *URL A* doesn't say that its canonical is *URL B*, while *URL B* says that its canonical is *URL A*).

About this SEO Factor:

In most cases duplicate URLs are handled via **301** redirects. However sometimes, for example when the same product appears in two categories with two different URLs and both need to be live, you can specify **which page should be considered a priority** with the help of rel="canonical" tags. Alternatively, if you can configure your server, you can indicate the canonical URL using rel="canonical" HTTP headers.

✔ Multiple canonical URLs (No)

Congratulations! Your page doesn't have multiple canonical URLs specified.

About this SEO Factor:

In many cases, rel="canonical" duplication occurs due to the use of SEO plugins that automatically insert a default rel="canonical" link into the code of the page, possibly unbeknownst to the site owner who installed the plugin.
If this happens, search engines will likely **ignore all the rel="canonical" hints** on the page. Hence, any benefit that a legitimate rel="canonical" might have offered will be lost.

✔ Conflicting character encoding (No)

Well done! The same charset type is specified in the HTTP header and in the content of your page.

About this SEO Factor:

Character encoding is an important line of code that tells the browser which character set (charset type) a website uses. This helps ensure the browser **displays the page correctly** across all media, which also helps reduce the page's load time among other things.

If the character set in your HTTP header and the one used on the page do not coincide, the webpage **may be rendered incorrectly**, not to mention that

this will look as sloppy coding to search engines and may affect your rankings.

✅ Page uses frames (No)

Good job! No Frames are being used on the page.

About this SEO Factor:
Frames allow for more than one HTML document to be displayed in the same browser window. As a result, text and hyperlinks (the most important signals for search engines) are missing from such documents.

If you use Frames, **search engines will fail to properly index your content**, which may have a negative impact on rankings.

ℹ️ W3C HTML errors & warnings (53 HTML errors & warnings)

The page has **51** errors and **2** warnings.
Please, analyze the HTML issues on the page and fix the most critical ones.

About this SEO Factor:
The validation is usually performed via the W3C Markup Validation Service (W3C stands for World Wide Web Consortium).
While **perfect HTML is not required** for high rankings, it may be not worth your time trying to eliminate all W3C errors and warnings.
However, errors in the HTML code can lead to crawlers not indexing your page correctly. For example, if you have forgotten to close an important tag, the spiders may miss the entire chunk of the content, and the value of your page will be diminished.

ℹ️ W3C CSS errors & warnings (657 CSS errors & warnings)

The page has **223** errors and **434** warnings.
Please, analyze the CSS issues on the page and fix the most critical ones.

About this SEO Factor:
The validation is usually performed via the W3C Markup Validation Service (W3C stands for World Wide Web Consortium).
CSS styles are used to control **the design and formatting of the page**, and to separate styles from the structure, which ultimately makes the page load faster.
Errors in CSS may be not that important to search engines, but they can lead to your page being incorrectly displayed to visitors, which, in turn, may affect your conversion and bounce rates. So, make sure the page is displayed as intended across all browsers (including mobile ones) important to you.

✅ Dynamic URL (No)

Well done! The page's URL does not contain dynamic characters.

About this SEO Factor:
URLs that contain dynamic characters like "?" and parameters are not user-friendly, while they **are not descriptive and are harder to memorize**.
As Google Webmaster Guidelines state, *"URLs should be clean coded for best practice, and not contain dynamic characters."*

✅ URL length (25 chars)

Well done! The length of the URL is within the recommended limits (is less than or equals 115 characters).

About this SEO Factor:
The general rule is to try to keep URLs on the shorter side. Shorter URLs may get **more clicks in search results**, are easier to remember and are more likely to be displayed without a problem in a browser.
Besides, the maximum URL length a browser can handle varies from browser to browser, and some browsers may not be able to parse overly long URLs.

✅ Broken links (0 links)

Great job! There are no broken outgoing links on your page

About this SEO Factor:

Broken links are bad for both users and search engines. They are bad for users, because the latter may get disappointed after trying to follow a particular link on your page.

And they are bad for search engines, because search engines may conclude that your page hasn't been updated in a while or that it provides poor user experience. As a result, the page's rankings may be downgraded.

So, try to regularly check your page for broken links and fix them when necessary.

✅ Number of links on the page (80 links)

Great job! Your page has fewer than 100 outgoing links.

Anchor

<no url>
<no text>

javascript:window.location.reload()
reload

http://cbsi.force.com/CBSi/lastfm
Help

http://cbsi.force.com/CBSi/template_lf mfbk?p_userid=
Leave feedback

http://www.cbsinteractive.com/
CBS Interactive

http://www.cbsinteractive.com/careers
Jobs at CBSi

http://www.gamespot.com/
Gamespot

http://www.last.fm/
Last.fm

http://www.last.fm/about
About

http://www.last.fm/about/contact
Contact

http://www.last.fm/api
Developer API

http://www.last.fm/dashboard
Live

http://www.last.fm/dashboard
Live

http://www.last.fm/event/4221671+Dead+by+April
Dead by April

http://www.last.fm/event/4221671+Dead+by+April
<no text>

http://www.last.fm/event/4240978+Океан+Ельзи+at+Минск-Арена+on+10+December+2016
Океан Ельзи

http://www.last.fm/event/4240978+Океан+Ельзи+at+Минск-Арена+on+10+December+2016
<no text>

http://www.last.fm/event/4250634+The+69+Eyes
The 69 Eyes

http://www.last.fm/event/4250634+The+69+Eyes
<no text>

http://www.last.fm/event/4262284+Little+Big+at+RE:PUBLIC+on+05+November+2016
Little Big

http://www.last.fm/event/4262284+Little+Big+at+RE:PUBLIC+on+05+November+2016
<no text>

http://www.last.fm/event/4263366+Breakdown+of+Sanity+at+RE:PUBLIC+on+01+December+2016
Breakdown of Sanity

http://www.last.fm/event/4263366+Breakdown+of+Sanity+at+RE:PUBLIC+on+01+December+2016
<no text>

http://www.last.fm/event/4267257+Poets+of+the+Fall
Poets of the Fall

http://www.last.fm/event/4267257+Poets+of+the+Fall
<no text>

http://www.last.fm/event/4268922+Тіна+Кароль+at+Дворец+Республики+on+09+November+2016
Тіна Кароль

http://www.last.fm/event/4268922+Тіна+Кароль+at+Дворец+Республики+on+09+November+2016
<no text>

http://www.last.fm/event/4268923+Сергей+Лазарев+at+Дворец+Республики+on+12+November+2016

Сергей Лазарев

http://www.last.fm/event/4268923+Сергей+Лазарев+at+Дворец+Республики+on+12+November+2016
<no text>

http://www.last.fm/event/4269041+Музыка+из+фильма+"Брат-2"
Музыка из фильма "Брат-2"

http://www.last.fm/event/4269041+Музыка+из+фильма+"Брат-2"
<no text>

http://www.last.fm/event/4269045+Ленинград+at+Минск-Арена+on+19+March+2017
Ленинград

http://www.last.fm/event/4269045+Ленинград+at+Минск-Арена+on+19+March+2017
<no text>

http://www.last.fm/event/4269049+Сергей+Бабкин+at+RE:PUBLIC+on+28+October+2016
Сергей Бабкин

http://www.last.fm/event/4269049+Сергей+Бабкин+at+RE:PUBLIC+on+28+October+2016
<no text>

http://www.last.fm/event/4269051+Akira+Yamaoka+at+RE:PUBLIC+on+07+November+2016
Akira Yamaoka

http://www.last.fm/event/4269051+Akira+Yamaoka+at+RE:PUBLIC+on+07+November+2016
<no text>

http://www.last.fm/event/4269053+Oxxxymiron+at+RE:PUBLIC+on+20+November+2016
Oxxxymiron

http://www.last.fm/event/4269053+Oxxxymiron+at+RE:PUBLIC+on+20+November+2016
<no text>

http://www.last.fm/event/4269762+Sabaton+at+RE:PUBLIC+on+10+December+2016
Sabaton

http://www.last.fm/event/4269762+Sabaton+at+RE:PUBLIC+on+10+December+2016
<no text>

http://www.last.fm/event/4276583+Anacondaz+at+RE:PUBLIC+on+04+Novem

ber+2016
Anacondaz

**http://www.last.fm/event/4276583+Ana
condaz+at+RE:PUBLIC+on+04+Novem
ber+2016**
<no text>

**http://www.last.fm/event/4277212+Пет
ля+Пристрастия+at+RE:PUBLIC+on+
14+October+2016**
Петля Пристрастия

**http://www.last.fm/event/4277212+Пет
ля+Пристрастия+at+RE:PUBLIC+on+
14+October+2016**
<no text>

**http://www.last.fm/event/4277214+Рок
+за+жыццё**
Рок за жыццё

**http://www.last.fm/event/4277214+Рок
+за+жыццё**
<no text>

**http://www.last.fm/event/4278377+Brit
+Floyd:+Space+and+Time+Continuum**
Brit Floyd: Space and Time Continuum

**http://www.last.fm/event/4278377+Brit
+Floyd:+Space+and+Time+Continuum**
<no text>

http://www.last.fm/events
Playing via Spotify

http://www.last.fm/events
Playing via YouTube

http://www.last.fm/events
Skip to YouTube video

http://www.last.fm/events
Events

http://www.last.fm/events
Events

http://www.last.fm/events
Use your current location

**http://www.last.fm/events/add?reset=t
rue**
Add new event

http://www.last.fm/features
Features

http://www.last.fm/features
Features

http://www.last.fm/help/guidelines
Community Guidelines

http://www.last.fm/legal

Legal Policies

http://www.last.fm/legal/privacy
Privacy Policy

http://www.last.fm/legal/terms
Terms of Use

http://www.last.fm/music
Music

http://www.last.fm/music
Music

http://www.last.fm/music/+free-music-downloads
Free Music Downloads

http://www.last.fm/search
Search

http://www.last.fm/subscribe
Subscribe

http://www.last.fm/subscribe
Subscribe

https://getsatisfaction.com/lastfm
Community Support

https://secure.last.fm/login
Login

https://secure.last.fm/login
Login

https://secure.last.fm/login
Login

https://secure.last.fm/login?next=/settings/website
Playback settings

https://twitter.com/lastfm
Twitter

https://www.facebook.com/lastfm
Facebook

https://www.instagram.com/last_fm
Instagram

https://www.last.fm/join
Join

https://www.last.fm/join
Join

https://www.last.fm/join
Join

https://www.youtube.com/user/lastfm
YouTube

About this SEO Factor:

According to Google, a really large number of outgoing links on a page (namely, more than 100) could be **overwhelming to users**.

Besides, when a page has too many outbound links, this is often **a sign of a low-quality site** or a page that sells links, which could send the wrong kind of signal to search engines.

ℹ️ **Dofollow ext. links on the page** (12 links)

There are *dofollow* links to other sites on this page.

Please, revise your followed links and make sure they point to high-quality, relevant pages. It's recommended to remove any links to pages of questionable quality or accompany them with *rel="nofollow"*. To add the nofollow attribute to the link, simply write *rel="nofollow"* within the <a href> tag.

For instance: *<a **rel="nofollow"** href="example.com">Example*

Anchor

http://cbsi.force.com/CBSi/lastfm
Help

http://cbsi.force.com/CBSi/template_lf mfbk?p_userid=
Leave feedback

http://www.cbsinteractive.com/careers
Jobs at CBSi

https://getsatisfaction.com/lastfm
Community Support

https://secure.last.fm/login
Login

https://secure.last.fm/login
Login

https://secure.last.fm/login
Login

https://secure.last.fm/login?next=/setti ngs/website
Playback settings

https://twitter.com/lastfm
Twitter

https://www.facebook.com/lastfm
Facebook

https://www.instagram.com/last_fm
Instagram

https://www.youtube.com/user/lastfm
YouTube

About this SEO Factor:

Simply put, *dofollow* links are links missing *rel="nofollow"* attribute. Such links are followed by search engines and pass PageRank (please note that links can also be restricted from following in bulk via the nofollow <meta> tag).

While there is nothing wrong with linking to other sites via dofollow links, if you **link extensively to irrelevant or low-quality sites**, search engines may conclude your site sells links or participates in other link schemes, and it can get penalized.

Besides, the use of rel="nofollow" in outbound links can help you **preserve some portions of PageRank** within your page instead of passing it to the resources you link to.

⚠ Page size (224.0 KB)

Your page size can be significantly reduced.

How to fix:

To reduce total page size, consider cutting the size of its individual components by compressing and minifying resources and optimizing images.

About this SEO Factor:

Page size shows how big your page is, including all elements like JavaScript, CSS, images, etc. Apart from directly affecting page speed and user experience, page size is an important ranking factor. Make sure your page loads quickly and doesn't include too many components that can increase its load time.

ℹ Server response time (1.20 sec)

Your server response time could be improved. Look into possible causes (slow application logic, slow database queries, slow routing, frameworks, libraries, resource CPU starvation, memory starvation) and try to fix them.

About this SEO Factor:

Server response time is an important user experience factor, as it contributes to the page's overall load speed.

✅ Too many redirects (No)

Good job! Your page has no redirects, or there is only one redirect that doesn't slow the page down.

About this SEO Factor:

Too many redirects can significantly increase your page's load time, thus negatively impacting user experience.

✅ Uncompressed resources (0)

Congratulations! The size of compressible resources on your page is minimized properly.

About this SEO Factor:

GZIP compression of text resources (HTML, JavaScript, CSS) can significantly reduce page size and improve page speed. GZIP compression is configured on the site's server and applied to all site's resources.

⚠ Uncompressed images (10)

There are uncompressed images on your page. Compressing them will save you 18.3 KB (8% of page size) with no drop in image quality, which will ensure that the page loads quicker.

How to fix:

Upload optimized versions of your images to your site to increase page speed. You can download an archive with your images compressed by Google here: https://developers.google.com/speed/pagespeed/insights/optimizeContents?url=http://www.last.fm/events&strategy=desktop.

Image URL	Size	Reduction size
https://lastfm-img2.akamaized.net/i/u/avatar70s/0527393fd69042c9ab0e1af4ecbc43b1.jpg	5.2 KB	3.3 KB (64%)
http://img2-ak.lst.fm/i/u/avatar70s/9097eb22fc9e4095827becdb8091c42e.jpg	5.4 KB	3.3 KB (61%)
http://img2-ak.lst.fm/i/u/avatar70s/7088e186dcc04e5ace2ee3dc857aedc3.jpg	6.4 KB	3.2 KB (50%)
https://lastfm-img2.akamaized.net/i/u/avatar70s/52910ea9bf764aa99ad8a329131ef0b2.jpg	5.6 KB	3.1 KB (55%)
http://cl-c.netseer.com/clmedia/creative/20632_lastfm_300x250_bg_j1_1365.png	1.3 KB	1.1 KB (83%)
http://www.last.fm/static/images/icons/dropdown_arrow_16.png?2ded577dcfcc	1.2 KB	983 B (81%)
http://static-web.last.fm/static/images/defaults/player_default_album.430223706b14.png	1.4 KB	974 B (68%)
http://www.last.fm/static/images/icons/add_fff_16.png?2ded577dcfcc	986 B	848 B (86%)
http://www.last.fm/static/images/icons/search_16.png?2ded577dcfcc	1.1 KB	812 B (72%)
http://static-web.last.fm/static/images/footer_logo.ddcfd65712a6.png	1.5 KB	779 B (50%)

About this SEO Factor:

Using uncompressed images or images with unnecessarily high resoultion on your pages will have a negative impact on page speed. Optimizing images can yield the largest byte savings and performance improvements. Using PNG and JPEG formats for photos and GIF for smaller images is recommended. Using CSS sprites also helps improve page speed, as it reduces the number of images the browser has to load.

ℹ **Uncached resources** (21)

There are static resources on your page that are not being cached or are only being cached for a short time. To make sure resources are cached properly, configure caching on your server (it will be applied to all site resources).

Resource URL	Expiration
http://ads.rubiconproject.com/ad/9818.js	1 hr
http://cache.btrll.com/default/Pix-1x1.gif	Not specified
http://cl-c.netseer.com/clmedia/creative/20632_lastfm_300x250_bg_j1_1365.png	Not specified

http://gum.criteo.com/sync?c=2&r=2&j=rp_onUserIdLoaded_283792_2	1 hr
http://img4.zergnet.com/994383_100.jpg	Not specified
http://img5.zergnet.com/994406_100.jpg	Not specified
http://js-agent.newrelic.com/nr-974.min.js	1 hr
http://load.s3.amazonaws.com/pixel.gif	Not specified
http://pagead2.googlesyndication.com/pagead/osd.js	1 hr
http://pixel.everesttech.net/1x1	Not specified
http://ps.ns-cdn.com/dsatserving2/scripts/render.js	3 hr
http://secure-us.imrworldwide.com/v60.js	Not specified
http://www.google-analytics.com/analytics.js	2 hr
http://www.last.fm/static/CACHE/css/9175d08892df.css	Not specified
https://js-sec.indexww.com/ht/ls-lastfm.js?1475507661	45 min
https://pixel.everesttech.net/1x1	Not specified
https://ps.ns-cdn.com/dsatserving2/scripts/netseerads.js?1475507661	3 hr
https://secure-assets.rubiconproject.com/static/psa/casala/CASALA_leaderboard_ad.gif	Not specified
https://static.doubleclick.net/instream/ad_status.js	15 min
https://tags.tiqcdn.com/utag/cbsi/lastfmsite/prod/utag.js	5 min
https://www.googletagservices.com/tag/js/gpt.js	15 min

About this SEO Factor:
Browser caching is an important page speed factor. Caching makes the page load faster when the user revisits it, and speeds up the loading of the site's other pages that use the same resources.

ⓘ Unminified resources (3)

Some resources on your page are not minified. Minifying those will let you save 19.4 KB (9% of current page size) and improve page speed. You can download an archive with your page's JavaScript and CSS readily minifed here: https://developers.google.com/speed/pagespeed/insights/optimizeContents?url=http://www.last.fm/events&strategy=desktop.

Resource URL	Type	Size	Reduction size
http://www.last.fm/static/CACHE/css/9175d08892df.css	CSS	126.1 KB	16.4 KB (13%)
http://www.last.fm/events	HTML	15.0 KB	1.8 KB (12%)
http://secure-us.imrworldwide.com/storageframe.html	HTML	3.4 KB	1.2 KB (35%)

About this SEO Factor:

Minifying resources means getting rid of unnecessary spaces, empty lines, and line breaks in the page's HTML, JavaScript, and CSS. Optimizing resources in this way results in improved page speed.

⚠ Render-blocking JavaScript/CSS (3)

There is render-blocking JavaScript and/or CSS on your page that affects the load time of the above-the-fold part of your page.

How to fix:

Make sure that the JavaScript and CSS necessary to render page content are inlined and execute quickly, while the code that is not critical to initial render is deferred until after the first render.

Resource URL	Type
http://static-web.last.fm/static/js-build/lib/require/require.df447417ad50.js	JavaScript
http://www.last.fm/static/CACHE/css/9175d08892df.css	CSS
https://fonts.googleapis.com/css?family=Open+Sans:400italic,700italic,300,400,700&subset=cyrillic,latin,latin-ext	CSS

About this SEO Factor:

This factor shows whether there are JavaScript or CSS issues on your page. The JavaScript code and CSS resources used for loading the above-the-fold part of your page need to be inlined, while the scripts and styles that are not critical to initial render should be performed after the first render.

ⓘ Above-the-fold content prioritized (No)

The above-the-fold part of your page is not fully optimized. After the HTML code of the page is loaded, only 33% of the content of the above-the-fold portion of the page is displayed.

About this SEO Factor:

Prioritizing the above-the-fold part of your page ensures that the page's visible portion loads quickly. If large amounts of data are required to load the page's above-the-fold portion, additional round trips between your server and the user's browser will need to be made.

● Mobile friendly (Yes)

Great job! This page is mobile-friendly.

About this SEO Factor:

According to Google, the mobile-friendly algorithm affects mobile searches in all languages worldwide and has a significant impact in Google's search results. This algorithm works on a page-by-page basis - it is not about how mobile-friendly your pages are, it is simply are you mobile-friendly or not.

The algo is based on such criteria as small font sizes, tap targets/links, readable content, your viewpoint, etc.

● Viewport configured properly (Yes)

Well done! Your viewport meta tag is configured properly, and the part of the page defined by it adapts well to different screen sizes. This means that your page is user-friendly on any device.

About this SEO Factor:

A viewport controls how a webpage is displayed on mobile devices. Without a viewport, mobile browsers will render the page at a typical desktop screen width, scaled to fit the device's screen size. This will likely lead to readability and navigation issues on mobile devices.

● Too small text (0)

Congrats! The font size and line height on your page make your text easy to read on mobile devices.

About this SEO Factor:

This factor shows whether there is text on your page that can be hard to read due to its small size. This can occur if the page hasn't been optimized for mobile devices (e.g. there is no viewport tag on the page, or the viewport is configured to use a fixed width). As a result, mobile browsers will automatically scale the page to fit the screen, making the text smaller and harder to read.

⚠ Too small tap targets (30)

Some of the tap targets on your page are too small and/or tightly packed. These links and buttons can be hard to click on touchscreen devices.

How to fix:

Most probably, tap targets on your page appear too small on mobile devices due to a missing or poorly set up viewport tag. To solve the problem, make sure your page's *<head>* block contains the viewport tag with the following contents: *<meta name=viewport content="width=device-width, initial-scale=1">*.

HTML code	Instances
`<a href="/about">About</a>`	14
`<button type="submit" name="de" class="mimic-link">Deutsch</button>`	11
`<a href="http://www.cbsinteractive.com/">CBS Interactive</a>`	5

About this SEO Factor:

Tap targets are elements on your page that you expect users to click on, such as links and buttons. Small or tightly packed tap targets are difficult to press on touchscreen. This can occur if the page hasn't been adjusted for mobile devices (e.g. the viewport meta tag is missing or not configured properly). As a result, mobile browsers will automatically scale the page to fit the screen, making page elements and the space between them smaller.

✅ Content outside viewport (0)

Good job! Your page adapts to different screen sizes well, with all its elements fitting within the viewport. There is no horizontal scrolling on the page.

About this SEO Factor:

Page content that falls outside the viewport is content that does not fit the user's screen width, thus forcing the user to scroll horizontally to view it.

✅ Page uses plugins (0)

No plugins are used on the page, so its content is equally accessible to all users browsing your site from mobile devices.

About this SEO Factor:

Plugins help browsers process certain types of web content, such as Flash, Silverlight, and Java. Most mobile devices do not support plugins; in those that do, plugins are a leading cause of hangs, crashes, and security incidents. Desktop browsers are also restricting plugins increasingly.