






Website review ebay.com

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The score is 43/100







SEO Content

	<p>Title</p>	<p>Electronics, Cars, Fashion, Collectibles, Coupons and More Online Shopping eBay</p> <p>Length : 81</p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.</p>												
	<p>Description</p>	<p>Buy and sell electronics, cars, fashion apparel, collectibles, sporting goods, digital cameras, baby items, coupons, and everything else on eBay, the world's online marketplace</p> <p>Length : 176</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.</p>												
	<p>Keywords</p>	<p>ebay, electronics, cars, clothing, apparel, collectibles, sporting goods, digital cameras, antiques, tickets, jewelry, online shopping, auction, online auction</p> <p>Good, your page contains meta keywords.</p>												
	<p>Og Meta Properties</p>	<p>This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them.</p>												
	<p>Headings</p>	<table border="1" data-bbox="544 1742 1481 1816"> <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>5</td> <td>12</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="616 1850 1054 2078" style="list-style-type: none"> • [H1] eBay • [H2] Welcome to eBay • [H2] Shop Safely On eBay • [H2] Sign In or Register • [H2] eBay Deals • [H2] Additional site navigation • [H3] Welcome! 	H1	H2	H3	H4	H5	H6	1	5	12	0	0	0
H1	H2	H3	H4	H5	H6									
1	5	12	0	0	0									

SEO Content

		<ul style="list-style-type: none">• [H3] Sign In• [H3] Not registered yet?• [H3] Buy• [H3] Sell• [H3] Tools & apps• [H3] eBay companies• [H3] Stay connected• [H3] About eBay• [H3] Help & Contact• [H3] Community• [H3] eBay Sites
	Images	We found 37 images on this web page. 9 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 : 7% 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 119 links including 15 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 10.92% Internal Links 89.08%

In-page links

Anchor	Type	Juice
Skip to main content	Internal	Passing Juice
Advanced	Internal	Passing Juice
Sign in	Internal	noFollow
register	Internal	noFollow
Sign in	Internal	Passing Juice
Daily Deals	Internal	Passing Juice
Gift Cards	Internal	Passing Juice
Sell	Internal	Passing Juice
Help & Contact	Internal	Passing Juice
My eBay	Internal	Passing Juice
Expand My eBay	Internal	Passing Juice
Summary	Internal	Passing Juice
Bids/Offers	Internal	Passing Juice
Watch list	Internal	Passing Juice
Wish list	Internal	Passing Juice
All lists	Internal	Passing Juice
Purchase history	Internal	Passing Juice
Selling	Internal	Passing Juice
My Collections	Internal	Passing Juice
Followed searches	Internal	Passing Juice
Messages	Internal	Passing Juice
Boats	Internal	Passing Juice
Motors Blog	Internal	Passing Juice
eBay Garage	Internal	Passing Juice
Other Vehicles	Internal	Passing Juice
Powersports	Internal	Passing Juice
RVs & Campers	Internal	Passing Juice

In-page links

Sales & Events	Internal	Passing Juice
Designer Collective	Internal	Passing Juice
Jewelry & Watches	Internal	Passing Juice
Handbags & Accessories	Internal	Passing Juice
Health & Beauty	Internal	Passing Juice
Sales & Events	Internal	Passing Juice
Car Audio, Video & GPS	Internal	Passing Juice
iPhone	Internal	Passing Juice
iPad	Internal	Passing Juice
TV, Audio & Surveillance	Internal	Passing Juice
Best Buy Free In-Store Pickup	Internal	Passing Juice
Sell Your Phone	Internal	Passing Juice
Live Auctions	Internal	Passing Juice
Sotheby's	Internal	Passing Juice
Bullion Center	Internal	Passing Juice
Antiques	Internal	Passing Juice
Art	Internal	Passing Juice
Entertainment Memorabilia	Internal	Passing Juice
Stamps	Internal	Passing Juice
Baby	Internal	Passing Juice
Home Improvement	Internal	Passing Juice
Kitchen, Dining & Bar	Internal	Passing Juice
Tools	Internal	Passing Juice
Yard, Garden & Outdoor	Internal	Passing Juice
Exercise & Fitness	Internal	Passing Juice
Fishing	Internal	Passing Juice
PGA Shops	Internal	Passing Juice
Outdoor Sports	Internal	Passing Juice

In-page links

Team Sports	Internal	Passing Juice
Sales & Events	Internal	Passing Juice
Action Figures	Internal	Passing Juice
Building Toys	Internal	Passing Juice
Dolls & Bears	Internal	Passing Juice
Railroads & Trains	Internal	Passing Juice
Radio Control & Control Line	Internal	Passing Juice
Gift Cards	Internal	Passing Juice
Innovators Collective	Internal	Passing Juice
Group Gifts	Internal	Passing Juice
Wish List	Internal	Passing Juice
Update your browser here	External	Passing Juice
New to eBay	Internal	Passing Juice
How to buy	Internal	Passing Juice
How to sell	Internal	Passing Juice
Increase your sales	Internal	Passing Juice
Sign In	Internal	Passing Juice
Register	Internal	Passing Juice
See all	Internal	Passing Juice
=	External	Passing Juice
Buy	Internal	Passing Juice
Registration	Internal	Passing Juice
eBay Money Back Guarantee	Internal	Passing Juice
Stores	Internal	Passing Juice
eBay Local	Internal	Passing Juice
eBay guides	Internal	Passing Juice
Start selling	Internal	Passing Juice
Business sellers	Internal	Passing Juice

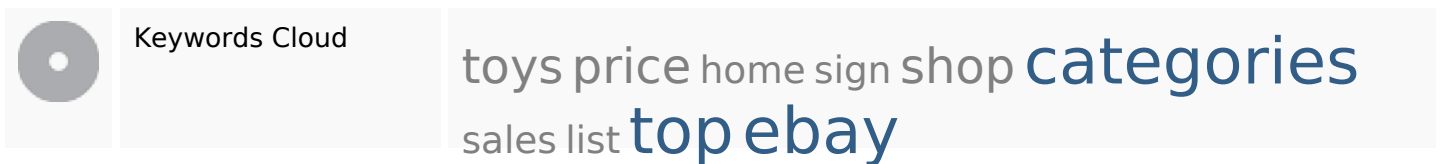
In-page links

Affiliates	External	Passing Juice
Mobile apps	Internal	Passing Juice
Downloads	Internal	Passing Juice
Developers	Internal	Passing Juice
Security center	Internal	Passing Juice
eBay official time	Internal	Passing Juice
Site map	Internal	Passing Juice
eBay Classifieds	External	Passing Juice
StubHub	External	Passing Juice
Close5	External	Passing Juice
See all companies	External	Passing Juice
eBay's Blogs	Internal	Passing Juice
About eBay	External	Passing Juice
Company info	External	Passing Juice
News	External	Passing Juice
Investors	External	Passing Juice
Careers	External	Passing Juice
Government relations	External	Passing Juice
Advertise with us	Internal	Passing Juice
Policies	Internal	Passing Juice
Verified Rights Owner (VeRO) Program	Internal	Passing Juice
Tell us what you think	Internal	Passing Juice
Resolution Center	Internal	Passing Juice
Seller Information Center	Internal	Passing Juice
Contact us	Internal	Passing Juice
Community	Internal	Passing Juice
Announcements	Internal	Passing Juice
Answer center	Internal	Passing Juice

In-page links

Discussion boards	Internal	Passing Juice
eBay Giving Works	Internal	Passing Juice
eBay Celebrity	Internal	Passing Juice
Groups	Internal	Passing Juice
eBay top shared	Internal	Passing Juice
User Agreement	Internal	Passing Juice
Privacy	Internal	Passing Juice
Cookies	Internal	Passing Juice

SEO Keywords





Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
categories	11	✗	✗	✗	✗
ebay	10	✓	✓	✓	✓
top	9	✗	✗	✗	✗
shop	6	✓	✓	✗	✓
price	6	✗	✗	✗	✗












Usability

	Url	Domain : ebay.com Length : 8
	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 : 757 Warnings : 105
	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	<ul style="list-style-type: none"> Attention! Try to avoid nested tables in HTML. Too bad, your website is using inline styles. Great, your website has few CSS files. Perfect, your website has few JavaScript files. Too bad, your website does not take advantage of gzip.

Mobile

	Mobile Optimization	<ul style="list-style-type: none"> Apple Icon Meta Viewport Tag Flash content
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Optimization

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <pre>http://www.ebay.com/lst/SRP_US_index.xml http://www.ebay.com/lst/ng/SRP_US_index.xml http://www.ebay.com/lst/GUIDES-0-index.xml http://www.ebay.com/lst/SSRP-0-index.xml http://www.ebay.com/lst/STORES-0-index.xml http://www.ebay.com/lst/BHP-0-index.xml http://www.ebay.com/lst/COLLECTIONS-0-index.xml http://www.ebay.com/lst/VI-0-index.xml http://www.ebay.com/lst/PRP-0-index.xml http://www.ebay.com/lst/RPP-0-index.xml</pre>
	Robots.txt	<p>http://ebay.com/robots.txt</p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Missing</p> <p>We didn't detect an analytics tool installed on this website.</p> <p>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.</p>