



Website review microsoft.com

Generated on October 25 2015 18:16 PM





The score is 49/100







SEO Content

	<p>Title</p>	<p>Microsoft - Official Home Page</p> <p>Length : 30</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	<p>Description</p>	<p>At Microsoft our mission and values are to help people and businesses throughout the world realize their full potential.</p> <p>Length : 120</p> <p>Great, your meta description contains between 70 and 160 characters.</p>												
	<p>Keywords</p>	<p>Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create 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 1547 1481 1615"> <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>0</td> <td>1</td> <td>5</td> <td>8</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="616 1653 1490 2078" style="list-style-type: none"> • [H2] For work • [H3] Introducing Surface Book & Surface Pro 4 • [H3] Windows 10. The best Windows ever. • [H3] Great apps for Windows • [H3] Inside the making of 'Halo 5' • [H3] How a Red Bull Air Race pilot is helping solve future robot navigation challenges • [H4] The new Microsoft Band • [H4] Lumia 950 and Lumia 950 XL • [H4] Xbox One Elite Bundle • [H4] The new Office • [H4] Windows 10 Enterprise • [H4] Visual Studio Community 	H1	H2	H3	H4	H5	H6	0	1	5	8	0	0
H1	H2	H3	H4	H5	H6									
0	1	5	8	0	0									

SEO Content

		<ul style="list-style-type: none">• [H4] Windows 10 Dev Tools• [H4] Microsoft Cloud
	Images	We found 26 images on this web page. 2 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 : 15% Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.
	Flash	Perfect, no Flash content has been detected on this page.
	Iframe	Great, there are no Iframes detected on this page.

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 184 links including 19 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 42.39% Internal Links 57.61%

In-page links

Anchor	Type	Juice
Store	External	Passing Juice
Store home	External	Passing Juice
Surface	External	Passing Juice

In-page links

PCs & tablets	External	Passing Juice
Xbox	External	Passing Juice
Accessories	External	Passing Juice
Windows Phone	External	Passing Juice
Microsoft Band	External	Passing Juice
Wearables	External	Passing Juice
Office	External	Passing Juice
Windows	External	Passing Juice
Additional software	External	Passing Juice
All apps	Internal	Passing Juice
Windows apps	Internal	Passing Juice
Windows Phone apps	Internal	Passing Juice
Xbox One games	External	Passing Juice
Xbox 360 games	External	Passing Juice
PC games	External	Passing Juice
Windows games	Internal	Passing Juice
Windows Phone games	Internal	Passing Juice
All Entertainment	Internal	Passing Juice
Movies & TV	Internal	Passing Juice
Music	Internal	Passing Juice
Business Store	External	Passing Juice
Education Store	External	Passing Juice
Sale	External	Passing Juice
Find a store	Internal	Passing Juice
Gift cards	Internal	Passing Juice
Windows	Internal	Passing Juice
Office	External	Passing Juice
Free downloads & security	Internal	Passing Juice

In-page links

Internet Explorer	Internal	Passing Juice
Skype	External	Passing Juice
OneNote	External	Passing Juice
OneDrive	External	Passing Juice
Microsoft Health	Internal	Passing Juice
MSN	External	Passing Juice
Bing	External	Passing Juice
Microsoft Groove	Internal	Passing Juice
Microsoft Movies & TV	Internal	Passing Juice
All Microsoft Devices	Internal	Passing Juice
Surface	Internal	Passing Juice
All Windows PCs and tablets	External	Passing Juice
PC accessories	Internal	Passing Juice
Xbox & games	External	Passing Juice
Microsoft Band	Internal	Passing Juice
Lumia phones	Internal	Passing Juice
All Windows phones	External	Passing Juice
Microsoft HoloLens	Internal	Passing Juice
Cloud Platform	Internal	Passing Juice
Microsoft Azure	Internal	Passing Juice
Microsoft Dynamics	Internal	Passing Juice
Windows for business	Internal	Passing Juice
Office for business	External	Passing Juice
Skype for business	External	Passing Juice
Surface for business	Internal	Passing Juice
Enterprise solutions	Internal	Passing Juice
Small business solutions	Internal	Passing Juice
Find a solutions provider	Internal	Passing Juice

In-page links

Develop Windows apps	External	Passing Juice
MSDN	Internal	Passing Juice
TechNet	Internal	Passing Juice
Visual Studio	External	Passing Juice
Office for students	Internal	Passing Juice
OneNote in classroom	Internal	Passing Juice
Microsoft in Education	Internal	Passing Juice
All Windows support	Internal	Passing Juice
Contact Windows sales support	External	Passing Juice
Contact Windows technical support	Internal	Passing Juice
Get started	Internal	Passing Juice
Install & upgrade	Internal	Passing Juice
Search, touch and mouse	Internal	Passing Juice
Personalization & Ease of Access	Internal	Passing Juice
Security, privacy, & account	Internal	Passing Juice
Apps & Windows Store	Internal	Passing Juice
Email & communication	Internal	Passing Juice
Music, photos, video	Internal	Passing Juice
Files, folders, & online storage	Internal	Passing Juice
Repair & recovery	Internal	Passing Juice
Devices & drivers	Internal	Passing Juice
All Office support	External	Passing Juice
Contact Office technical support	Internal	Passing Juice
Get started	External	Passing Juice
Download, backup, & restore	External	Passing Juice
Word help	External	Passing Juice
Outlook help	External	Passing Juice
Excel help	External	Passing Juice

In-page links

PowerPoint help	External	Passing Juice
OneNote help	External	Passing Juice
Access help	External	Passing Juice
Publisher help	External	Passing Juice
All Surface support	Internal	Passing Juice
Contact Surface technical support	Internal	Passing Juice
Surface Pro 3	Internal	Passing Juice
Surface 2	Internal	Passing Juice
Surface Pro 2	Internal	Passing Juice
Surface Pro	Internal	Passing Juice
Surface RT	Internal	Passing Juice
Covers & keyboards	Internal	Passing Juice
Accessories	Internal	Passing Juice
All Xbox support	External	Passing Juice
Contact Xbox technical support	External	Passing Juice
Xbox One help	External	Passing Juice
Xbox 360 help	External	Passing Juice
Xbox on Windows 10 help	External	Passing Juice
Billing	External	Passing Juice
My account	External	Passing Juice
Xbox on other devices	External	Passing Juice
Error & status code search	External	Passing Juice
Repair	External	Passing Juice
All Windows Phone support	External	Passing Juice
Contact Windows Phone technical support	External	Passing Juice
Get started	External	Passing Juice
Lumia Phone support	Internal	Passing Juice
Accounts + billing	External	Passing Juice

In-page links

Apps & store	External	Passing Juice
Calling & messaging	External	Passing Juice
Connectivity	External	Passing Juice
Cortana	External	Passing Juice
Settings & personalization	External	Passing Juice
Email & calendar	External	Passing Juice
Microsoft account	Internal	Passing Juice
Music & videos	External	Passing Juice
Microsoft Support Home	Internal	Passing Juice
Download Center	Internal	Passing Juice
Call or chat with Answer Desk	Internal	Passing Juice
Ask the experts	Internal	Passing Juice
Security Home	Internal	Passing Juice
Microsoft Security Essentials	Internal	Passing Juice
Windows Update: service packs & fixes	Internal	Passing Juice
Error messages	Internal	Passing Juice
Microsoft Hardware driver	Internal	Passing Juice
All sales & orders	External	Passing Juice
Orders & shipping	External	Passing Juice
Download instructions	External	Passing Juice
Refund>Returns	External	Passing Juice
Technical support	External	Passing Juice
FAQs	External	Passing Juice
Online services	External	Passing Juice
In-Store services	External	Passing Juice
Answer Desk	External	Passing Juice
Contact us	Internal	Passing Juice
Retail stores	Internal	Passing Juice

In-page links

General inquiries	Internal	Passing Juice
Contact customer service worldwide	Internal	Passing Juice
Microsoft Community forums	Internal	Passing Juice
Privacy feedback	Internal	Passing Juice
Learn more	Internal	Passing Juice
Pre-order now	External	Passing Juice
Upgrade for free*	Internal	Passing Juice
Download Center	Internal	Passing Juice
Windows downloads	Internal	Passing Juice
Free Downloads	Internal	Passing Juice
Internet Explorer	Internal	Passing Juice
Office downloads	Internal	Passing Juice
Drivers (sound, printer, USB, more)	Internal	Passing Juice
Microsoft At Home RSS	External	Passing Juice
Microsoft At Work RSS	External	Passing Juice
Microsoft newsletters	Internal	Passing Juice
Support home	Internal	Passing Juice
Microsoft Security Essentials	Internal	Passing Juice
Windows Update: Service packs & fixes	Internal	Passing Juice
Windows help & how-to	Internal	Passing Juice
Office (Outlook, Excel, more)	External	Passing Juice
Microsoft	Internal	Passing Juice
Microsoft Account	Internal	Passing Juice
Careers	Internal	Passing Juice
Company News	Internal	Passing Juice
Investor relations	Internal	Passing Juice
Site map	Internal	Passing Juice
Microsoft Cloud	Internal	Passing Juice

In-page links

PC and Laptops	Internal	Passing Juice
Lumia smartphones	Internal	Passing Juice
Windows Phone apps and games	External	Passing Juice
Microsoft computer security	Internal	Passing Juice
Cortana	External	Passing Juice
Microsoft Dynamics CRM	Internal	Passing Juice
Windows Apps	Internal	Passing Juice
United States - English	Internal	Passing Juice
Contact us	Internal	Passing Juice
Privacy & cookies	Internal	Passing Juice
Terms of use	Internal	Passing Juice
Trademarks	Internal	Passing Juice
About our ads	Internal	Passing Juice






SEO Keywords














Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
windows	36	✘	✘	✘	✔
microsoft	33	✔	✘	✔	✔
support	24	✘	✘	✘	✘
surface	16	✘	✘	✘	✔
xbox	15	✘	✘	✘	✔





Usability

	Url	Domain : microsoft.com Length : 13
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is en.
	Dublin Core	This page does not take advantage of Dublin Core.




Document

	Doctype	Missing doctype
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 394 Warnings : 384
	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"> Excellent, your website doesn't use nested tables. Too bad, your website is using inline styles. Great, your website has few CSS files. Too bad, your website has too many JS files (more than 6). 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> <ul style="list-style-type: none">http://www.microsoft.com/en-us/explore/msft_sitemap_index.xmlhttps://www.microsoft.com/store/apps.games.index.xmlhttps://www.microsoft.com/store/music.video.index.xml
	Robots.txt	<p>http://microsoft.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>