



# Seo Analyzer bit.ly

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The score is 55/100







## SEO Content

	Title	<p>URL Shortener - Short URLs &amp; Custom Free Link Shortener   Bitly</p> <p><b>Length : 63</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>														
	Description	<p>Free URL shortener to create perfect URLs for your business. Bitly helps you create and share branded links with custom domains at scale. ✓ Check it out!</p> <p><b>Length : 153</b></p> <p>Great, your meta description contains between 70 and 160 characters.</p>														
	Keywords	<p>Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.</p>														
	Og Meta Properties	<p>Good, your page take advantage of Og Properties.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Property</th> <th style="text-align: left;">Content</th> </tr> </thead> <tbody> <tr> <td>locale</td> <td>en_US</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>title</td> <td>Bitly   Custom URL Shortener, Link Management &amp; Branded Links</td> </tr> <tr> <td>description</td> <td>Shorten, create and share trusted, powerful links for your business. Bitly's url and link shortener helps you with industry-leading features like custom domains, branded link and link redirects.</td> </tr> <tr> <td>url</td> <td>https://bitly.com/</td> </tr> <tr> <td>site_name</td> <td>Bitly</td> </tr> </tbody> </table>	Property	Content	locale	en_US	type	website	title	Bitly   Custom URL Shortener, Link Management & Branded Links	description	Shorten, create and share trusted, powerful links for your business. Bitly's url and link shortener helps you with industry-leading features like custom domains, branded link and link redirects.	url	https://bitly.com/	site_name	Bitly
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# SEO Content

		<ul style="list-style-type: none"><li>• [H1] Short links, big results</li><li>• [H2] A URL shortener built with powerful tools to help you grow and protect your brand.</li><li>• [H3] The link shortener that has your brand's back</li><li>• [H3] What our customers are saying</li><li>• [H3] The most recognized brands in the world love Bitly</li><li>• [H3] Frequently asked questions</li><li>• [H3] More than a link shortener</li><li>• [H3] More than a free link shortener</li><li>• [H3] More than a link shortener</li><li>• [H3] Cement Your Presence. Build Your Brand With Bitly Basic.</li><li>• [H4] Your brand wasn't built to be hidden. Help it stand out with branded links that drive more clicks.</li><li>• [H4] Why Bitly?</li><li>• [H4] Company</li><li>• [H4] Solutions</li><li>• [H4] Features</li><li>• [H4] Resources</li><li>• [H4] Legal</li><li>• [H4] Company</li><li>• [H5]</li><li>• [H5]</li><li>• [H5]</li><li>• [H5] Want to customize, brand, and track your links?</li><li>• [H5] Inspire trust</li><li>• [H5] Boost results</li><li>• [H5] Gain control</li><li>• [H5] What is a URL Shortener?</li><li>• [H5] Benefits of a Short URL</li><li>• [H5] What is a Custom URL Shortener?</li><li>• [H5] Features of Bitly's Link Management Platform</li><li>• [H5] Why Choose Bitly</li><li>• [H5] Want to customize, brand, and track your links?</li></ul>
	Images	<p>We found 52 images on this web page.</p> <p>30 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>
	Text/HTML Ratio	<p>Ratio : <b>14%</b></p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>
	Iframe	<p>Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.</p>

## SEO Links

	URL Rewrite	Good. Your links looks friendly!
	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 35 links including 0 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 94.29%</p> <p>Internal Links 5.71%</p>


## In-page links

Anchor	Type	Juice
<a href="#">Skip Navigation</a>	Internal	Passing Juice
<a href="#">Why Bitly?</a>	External	Passing Juice
<a href="#">Solutions</a>	External	Passing Juice
<a href="#">Features</a>	External	Passing Juice
<a href="#">Pricing</a>	External	Passing Juice
<a href="#">Resources</a>	External	Passing Juice
<a href="#">Company</a>	Internal	Passing Juice
<a href="#">About</a>	External	Passing Juice
<a href="#">Careers</a>	External	Passing Juice
<a href="#">Log in</a>	External	Passing Juice
<a href="#">Get a Quote</a>	External	Passing Juice
<a href="#">Learn more →</a>	External	Passing Juice
<a href="#">Terms of Service</a>	External	Passing Juice
<a href="#">Privacy Policy</a>	External	Passing Juice
<a href="#">Learn More</a>	External	Passing Juice
<a href="#">Get Started for Free</a>	External	Passing Juice

## In-page links

<a href="#">Bitly 101</a>	External	Passing Juice
<a href="#">Integrations &amp; API</a>	External	Passing Juice
<a href="#">Enterprise Class</a>	External	Passing Juice
<a href="#">Our Team</a>	External	Passing Juice
<a href="#">Press</a>	External	Passing Juice
<a href="#">Contact</a>	External	Passing Juice
<a href="#">Social Media</a>	External	Passing Juice
<a href="#">Digital Marketing</a>	External	Passing Juice
<a href="#">Customer Service</a>	External	Passing Juice
<a href="#">For Developers</a>	External	Passing Juice
<a href="#">Link Management</a>	External	Passing Juice
<a href="#">Mobile Links</a>	External	Passing Juice
<a href="#">Campaign Management &amp; Analytics</a>	External	Passing Juice
<a href="#">QR Codes</a>	External	Passing Juice
<a href="#">Blog</a>	External	Passing Juice
<a href="#">Developers</a>	External	Passing Juice
<a href="#">Support</a>	External	Passing Juice
<a href="#">Partners</a>	External	Passing Juice
<a href="#">Reviews</a>	External	Passing Juice

## SEO Keywords

 Keywords Cloud

link brand short shortener bitly  
more get url links free






## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
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## Keywords Consistency

links	26	✘	✘	✔	✔
bitly	25	✔	✘	✔	✔
link	24	✔	✘	✔	✔
url	21	✔	✘	✔	✔
more	21	✘	✘	✘	✔


## Usability

	Url	Domain : bit.ly Length : 6
	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	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 31 Warnings : 23
	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.





## Document

	Speed Tips	<ul style="list-style-type: none"><li>✓ Excellent, your website doesn't use nested tables.</li><li>✗ Too bad, your website is using inline styles.</li><li>✓ Great, your website has few CSS files.</li><li>✗ Too bad, your website has too many JS files (more than 6).</li><li>✗ Too bad, your website does not take advantage of gzip.</li></ul>
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## Mobile

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

	XML Sitemap	<p>Missing</p> <p>Your website does not have an XML sitemap - this can be problematic.</p> <p>A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.</p>
	Robots.txt	<p><a href="http://bit.ly/robots.txt">http://bit.ly/robots.txt</a></p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Great, your website has an analytics tool.</p> <p> Google Analytics</p>