

Review of Autotrader.com

Generated on 2022-02-01

Introduction

This report provides a review of the key factors that influence the SEO and usability of your website.

The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.

Our reports provide actionable advice to improve a site's business objectives.

Please contact us for more information.

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Good



To Improve



Errors



Not Important



Hard to solve



Little tough to solve



Easy to solve



No action necessary



Title Tag



Used and New Car Sales, Review - Autotrader

Length: 43 character(s)

Ideally, your title tag should contain between 10 and 70 characters (spaces included).

Make sure your title is explicit and contains your most important keywords.

Be sure that each page has a unique title.



Meta Description



Find used cars and new cars for sale at Autotrader. With millions of cars, finding your next new car or used car and the car reviews and information you're looking for is easy at Autotrader.

Length: 190 character(s)

Meta descriptions contains between 100 and 300 characters (spaces included).

It allow you to influence how your web pages are described and displayed in search results.

Ensure that all of your web pages have a unique meta description that is explicit and contains your most important keywords (these appear in bold when they match part or all of the user's search query).

A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize click-through rate.



Meta Keywords



No Keywords

Meta Keywords are a specific type of meta tag that appear in the HTML code of a Web page and help tell search engines what the topic of the page is.

However, google can't use meta keywords.

Google Preview

[Used and New Car Sales, Review - Autotrader
autotrader.com/](https://www.autotrader.com/)

Find used cars and new cars for sale at Autotrader. With millions of cars, finding your next new car or used car and the car reviews and information you're looking for is easy at Autotrader.

This is an example of what your Title Tag and Meta Description will look like in Google search results.

While Title Tags & Meta Descriptions are used to build the search result listings, the search engines may create their own if they are missing, not well written, or not relevant to the content on the page.

Title Tags and Meta Descriptions are cut short if they are too long, so it's important to stay within the suggested character limits.

Headings

<H1>	<H2>	<H3>	<H4>	<H5>	<H6>
1	2	0	1	0	4

- <H1> Search Cars for Sale </H1>
- <H2> Browse By Style </H2>
- <H2> Tips for Shopping and Buying from Home </H2>
- <H4> Featured </H4>
- <H6> Oversteer </H6>
- <H6> Best Cars </H6>
- <H6> Oversteer </H6>
- <H6> Trim Comparisons </H6>

Use your keywords in the headings and make sure the first level (H1) includes your most important keywords. Never duplicate your title tag content in your header tag.

While it is important to ensure every page has an H1 tag, never include more than one per page. Instead, use multiple H2 - H6 tags.

Keywords Cloud

vehicles 77 starting 77 used 70 cars 24 ford 11
chevrolet 11 toyota 9 under 8 sale 7 find 7
sell 6 jeep 6 deals 6 reviews 6 home 6

This Keyword Cloud provides an insight into the frequency of keyword usage within the page.

It's important to carry out keyword research to get an understanding of the keywords that your audience is using. There are a number of keyword research tools available online to help you choose which keywords to target.

Keyword Consistency

Keywords	Freq	Title	Desc	<H>
vehicles	77	✗	✗	✗
starting	77	✗	✗	✗
used	70	✓	✓	✗
cars	24	✗	✓	✓
ford	11	✗	✗	✗
chevrolet	11	✗	✗	✗
toyota	9	✗	✗	✗
under	8	✗	✗	✗
sale	7	✓	✓	✓
find	7	✗	✓	✗
sell	6	✗	✗	✗
jeep	6	✗	✗	✗
deals	6	✗	✗	✗
reviews	6	✗	✓	✗
home	6	✗	✗	✓

This table highlights the importance of being consistent with your use of keywords.

To improve the chance of ranking well in search results for a specific keyword, make sure you include it in some or all of the following: page URL, page content, title tag, meta description, header tags, image alt attributes, internal link anchor text and backlink anchor text.

 **Alt Attribute**


We found 9 images on this web page
 2 ALT attributes are empty or missing.

<https://sb.scorecardresearch.com/p?c1=2&c2=6035944&cv=2.0&cj=1&c4=www.autotrader.com%2F>

https://www.autotrader.com/akam/11/pixel_3137a55?a=dD1mYzY5NzgyZTkZjkyNzhkMWJkZWl2MTIxYmQ3YzZhYWQ3YmE0YTdjJmpzP

Alternative text is used to describe images to give the search engine crawlers (and the visually impaired).

Also, more information to help them understand images, which can help them to appear in Google Images search results.

 **Text/HTML Ratio**


HTML to Text Ratio is: **3.24%**

Text content size 7986 bytes

Total HTML size 246280 bytes

Code to text ratio represents the percentage of actual text on a web page compared to the percentage of HTML code, and it is used by search engines to calculate the relevancy of a web page.

A higher code to text ratio will increase your chances of getting a better rank in search engine results.

 **GZIP compression**


Oh No! GZIP is not enabled.

 Your webpage size is 4 KB, could be compressed upto 1 KB using GZIP (61 % size savings)

Gzip is a method of compressing files (making them smaller) for faster network transfers.

It allows to reduce the size of web pages and any other typical web files to about 30% or less of its original size before it transfer.

 **IP Canonicalization** No your domain IP 2.20.193.199 does not redirect to autotrader.com


To check this for your website, enter your IP address in the browser and see if your site loads with the IP address. Ideally, the IP should redirect to your website's URL or to a page from your website hosting provider. If it does not redirect, you should do an htaccess 301 redirect to make sure the IP does not get indexed.

 **URL Rewrite** Good, all URLs look clean and friendly


Your site's URLs contain unnecessary elements that make them look complicated. A URL must be easy to read and remember for users. Search engines need URLs to be clean and include your page's most important keywords. Clean URLs are also useful when shared on social media as they explain the page's content.

 **Underscores in the URLs** Oh no, you are using underscores (these_are_underscores) in your URLs


Great, you are not using ?underscores (these_are_underscores) in your URLs. While Google treats hyphens as word separators, it does not for underscores.

✔ **WWW Resolve** Great, a redirect is in place to redirect traffic from your non-preferred domain.
⚙️⚙️⚙️

Redirecting requests from a non-preferred domain is important because search engines consider URLs with and without "www" as two different websites.

✔ **XML Sitemap** Good, you have XML Sitemap file!
⚙️⚙️⚙️ <http://autotrader.com/sitemap.xml>

A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.
You can check for errors in your robots.txt file using Google Search Console (formerly Webmaster Tools) by selecting 'Robots.txt Tester' under 'Crawl'. This also allows you to test individual pages to make sure that Googlebot has the appropriate access.

✔ **Robots.txt** Good, you have Robots.txt file!
⚙️⚙️⚙️ <http://autotrader.com/robots.txt>

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.
We recommend that you generate an XML sitemap for your website and submit it to both Google Search Console and Bing Webmaster Tools. It is also good practice to specify your sitemap's location in your robots.txt file.

 **Embedded Objects** Perfect, no embedded objects has been detected on this page


Embedded Objects such as Flash. It should only be used for specific enhancements.
Although Flash content often looks nicer, it cannot be properly indexed by search engines.
Avoid full Flash websites to maximize SEO.

 **Iframe** Perfect, no Iframe content has been detected on this page


Frames can cause problems on your web page because search engines will not crawl or index the content within them.
Avoid frames whenever possible and use a NoFrames tag if you must use them.

 **Domain Registration** Exactly how many years and months


Domain Age: 26 Years, 263 Days

Created Date: 15th-May-1995

Updated Date: 17th-Nov-2021

Expiry Date: 16th-May-2022

Domain age matters to a certain extent and newer domains generally struggle to get indexed and rank high in search results for their first few months (depending on other associated ranking factors). Consider buying a second-hand domain name.
Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.

 **Indexed Pages**


Indexed pages in search engines

39 Page(s)

This is the number of pages that we have discovered on your website.

A low number can indicate that bots are unable to discover your webpages, which is a common cause of a bad site architecture & internal linking, or you're unknowingly preventing bots and search engines from crawling & indexing your pages.

 **Backlinks Counter**


Number of backlinks to your website

3,307 Backlink(s)

Backlinks are links that point to your website from other websites. They are like letters of recommendation for your site.

Since this factor is crucial to SEO, you should have a strategy to improve the quantity and quality of backlinks.



URL

http://autotrader.com
Length: 10 characters

Keep your URLs short and avoid long domain names when possible.

A descriptive URL is better recognized by search engines.

A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g., http://www.mysite.com/en/products).



Favicon

 Great, your website has a favicon.

Favicons improve a brand's visibility.

As a favicon is especially important for users bookmarking your website, make sure it is consistent with your brand.



Custom 404 Page

Great, your website has a custom 404 error page.

When a visitor encounters a 404 File Not Found error on your site, you're on the verge of losing the visitor that you've worked so hard to obtain through the search engines and third party links.

Creating your custom 404 error page allows you to minimize the number of visitors lost that way.

✔ **Page Size**
⚙️⚙️⚙️

4 KB (World Wide Web average is 320 Kb)

Two of the main reasons for an increase in page size are images and JavaScript files.

Page size affects the speed of your website; try to keep your page size below 2 Mb.

Tip: Use images with a small size and optimize their download with gzip.

✔ **Load Time**
⚙️⚙️⚙️

0.11 second(s)

Site speed is an important factor for ranking high in Google search results and enriching the user experience.

Resources: Check out Google's developer tutorials for tips on how to to make your website run faster.

✔ **Language**
⚙️⚙️⚙️

Good, you have declared your language
Declared Language: English

Make sure your declared language is the same as the language detected by Google

Also, define the language of the content in each page's HTML code.

Domain Availability

Domains (TLD)	Status
autotrader.net	Already Registered
autotrader.org	Already Registered
autotrader.biz	Already Registered
autotrader.io	Already Registered
autotrader.info	Already Registered

Register the various extensions of your domain to protect your brand from cybersquatters.

Typo Availability

Domains (TLD)	Status
qutotrader.com	Already Registered
wutotrader.com	Already Registered
zutotrader.com	Already Registered
xutotrader.com	Available
aytotrader.com	Already Registered

Register the various typos of your domain to protect your brand from cybersquatters.



Email Privacy

Email address has been found in plain text!



We don't recommend adding plain text/linked email addresses to your webpages.

As malicious bots scrape the web in search of email addresses to spam. Instead, consider using a contact form.



Safe Browsing

The website is not blacklisted and looks safe to use.



Safe Browsing to identify unsafe websites and notify users and webmasters so they can protect themselves from harm.



Mobile Friendliness



Awesome! This page is mobile-friendly!
Your mobile friendly score is 80/100

Mobile Friendliness refers to the usability aspects of your mobile website, which Google uses as a ranking signal in mobile search results.



Mobile Compatibility



Perfect, no embedded objects detected.

Embedded Objects such as Flash, Silverlight or Java. It should only be used for specific enhancements.
But avoid using Embedded Objects, so your content can be accessed on all devices.



The number of people using the Mobile Web is huge; over 75 percent of consumers have access to smartphones. ??

Your website should look nice on the most popular mobile devices.

Tip: Use an analytics tool to track mobile usage of your website.

Server IP

Server IP	Server Location	Service Provider
23.0.213.207	France	Akamai Technologies

Your server's IP address has little impact on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors.

Search engines take the geolocation of a server into account as well as the server speed.

Speed Tips

Tips for authoring fast-loading HTML pages:

- ✓ Perfect, your website has few CSS files.
- ✓ Perfect, your website has few JavaScript files.
- ✓ Perfect, your website doesn't use nested tables.
- ✗ Too bad, your website is using inline styles.

Website speed has a huge impact on performance, affecting user experience, conversion rates and even rankings.

By reducing page load-times, users are less likely to get distracted and the search engines are more likely to reward you by ranking your pages higher in the SERPs.

Conversion rates are far higher for websites that load faster than their slower competitors.

Analytics

We didn't detect an analytics tool installed on this website.

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.

 **Doc Type**


Your Web Page doctype is HTML 5

The Doctype is used to instruct web browsers about the document type being used.
For example, what version of HTML the page is written in.
Declaring a doctype helps web browsers to render content correctly.

 **W3C Validity**


W3C not validated

W3C is a consortium that sets web standards.
Using valid markup that contains no errors is important because syntax errors can make your page difficult for search engines to index.
Run the W3C validation service whenever changes are made to your website's code.

 **Encoding**


Great, language/character encoding is specified: UTF-8

Specifying language/character encoding can prevent problems with the rendering of special characters.

Social Data

Your social media status

 Facebook:  Autotrader

 Twitter:  Autotrader

 Instagram:  Autotrader

Social data refers to data individuals create that is knowingly and voluntarily shared by them.

Cost and overhead previously rendered this semi-public form of communication unfeasible.

But advances in social networking technology from 2004-2010 has made broader concepts of sharing possible.

Traffic Rank 1,030th most visited website in the World.
○○○

A low rank means that your website gets a lot of visitors.

Your Alexa Rank is a good estimate of the worldwide traffic to your website, although it is not 100 percent accurate.

Visitors Localization Your website is popular on following countries:
○○○

Popularity at	United States
Regional Rank	234

We recommend that you book the domain names for the countries where your website is popular.

This will prevent potential competitors from registering these domains and taking advantage of your reputation in such countries.

Estimated Worth \$2,207,316 USD
○○○

Just a estimated worth of your website based on Alexa Rank.

In-Page Links

We found a total of 156 links including both internal & external links of your site

Anchor	Type	Follow
No Anchor Text	Internal Links	Dofollow
Used Cars	Internal Links	Dofollow
New Cars	Internal Links	Dofollow
Sell My Car	Internal Links	Dofollow
Instant Cash Offer	Internal Links	Dofollow
Car Deals	Internal Links	Dofollow
Truck Deals	Internal Links	Dofollow
SUV Deals	Internal Links	Dofollow
Best Cars	Internal Links	Dofollow
Buy Cars Online	Internal Links	Dofollow
Research & Information	Internal Links	Dofollow
Latest Articles	Internal Links	Dofollow
New & Future Models	Internal Links	Dofollow
Car Reviews	Internal Links	Dofollow
How to Buy a Car	Internal Links	Dofollow
Car Payment Calculator	Internal Links	Dofollow
Affordability Calculator	Internal Links	Dofollow
Car Lease Calculator	Internal Links	Dofollow
Car Trade-In Tips	Internal Links	Dofollow
Buying a Used Car	Internal Links	Dofollow
Find Local Dealers	Internal Links	Dofollow
Advanced Search	Internal Links	Dofollow
Shop Now	Internal Links	Dofollow
Find Your Next Car	Internal Links	Dofollow
Sedan	Internal Links	Dofollow
Truck	Internal Links	Dofollow
SUV/Crossover	Internal Links	Dofollow
Coupe	Internal Links	Dofollow
Hatchback	Internal Links	Dofollow
Van/Minivan	Internal Links	Dofollow
Convertible	Internal Links	Dofollow
Wagon	Internal Links	Dofollow
AWD/4WD	Internal Links	Dofollow
Hybrid/Electric	Internal Links	Dofollow
Sell My CarMake more money when you sell your car yourself. Place an ad	Internal Links	Dofollow
Find Out What Your Car Is WorthGet the value of the car you would like to sell or buy. Value a car	Internal Links	Dofollow
Get an Instant Cash OfferUse the offer to purchase another car or walk away with a check in hand. The choice is yours. Start your offer	Internal Links	Dofollow
Search Certified CarsSave money and get a quality used car when you buy a Certified Pre-Owned (CPO) vehicle. Find Certified Cars	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
New Chevrolet Silverado 1500	Internal Links	Dofollow

New Chevrolet Camaro	Internal Links	Dofollow
New Chevrolet Corvette	Internal Links	Dofollow
New Ford F150	Internal Links	Dofollow
New Ford F250	Internal Links	Dofollow
New Ford Mustang	Internal Links	Dofollow
New Honda Accord	Internal Links	Dofollow
New Jeep Grand Cherokee	Internal Links	Dofollow
New Jeep Wrangler	Internal Links	Dofollow
New Porsche 911	Internal Links	Dofollow
New Toyota 4Runner	Internal Links	Dofollow
New Toyota Tacoma	Internal Links	Dofollow
Used Acura MDX	Internal Links	Dofollow
Used Audi TT	Internal Links	Dofollow
Used BMW X5	Internal Links	Dofollow
Used Cadillac CTS	Internal Links	Dofollow
Used Chevrolet Camaro	Internal Links	Dofollow
Used Chevrolet Colorado	Internal Links	Dofollow
Used Chevrolet Corvette	Internal Links	Dofollow
Used Chevrolet Silverado 1500	Internal Links	Dofollow
Used Chevrolet Silverado 2500	Internal Links	Dofollow
Used Chevrolet Suburban	Internal Links	Dofollow
Used Chevrolet Tahoe	Internal Links	Dofollow
Used Chevrolet Traverse	Internal Links	Dofollow
Used Chrysler 300	Internal Links	Dofollow
Used Dodge Challenger	Internal Links	Dofollow
Used Dodge Charger	Internal Links	Dofollow
Used Dodge Durango	Internal Links	Dofollow
Used Ford Escape	Internal Links	Dofollow
Used Ford Explorer	Internal Links	Dofollow
Used Ford F150	Internal Links	Dofollow
Used Ford F250	Internal Links	Dofollow
Used Ford F350	Internal Links	Dofollow
Used Ford Focus	Internal Links	Dofollow
Used Ford Fusion	Internal Links	Dofollow
Used Ford Mustang	Internal Links	Dofollow
Used Genesis G80	Internal Links	Dofollow
Used GMC Acadia	Internal Links	Dofollow
Used GMC Sierra 1500	Internal Links	Dofollow
Used GMC Yukon	Internal Links	Dofollow
Used Honda Accord	Internal Links	Dofollow
Used Honda Civic	Internal Links	Dofollow
Used Honda Odyssey	Internal Links	Dofollow
Used Honda Pilot	Internal Links	Dofollow
Used Jeep Cherokee	Internal Links	Dofollow
Used Jeep Grand Cherokee	Internal Links	Dofollow
Used Jeep Renegade	Internal Links	Dofollow
Used Jeep Wrangler	Internal Links	Dofollow
Used Kia Optima	Internal Links	Dofollow
Used Kia Sorento	Internal Links	Dofollow
Used Mazda CX-5	Internal Links	Dofollow
Used MINI Cooper	Internal Links	Dofollow
Used Nissan Murano	Internal Links	Dofollow
Used Nissan Rogue	Internal Links	Dofollow

Used Nissan Titan	Internal Links	Dofollow
Used Porsche 911	Internal Links	Dofollow
Used RAM 1500	Internal Links	Dofollow
Used RAM 2500	Internal Links	Dofollow
Used Subaru Forester	Internal Links	Dofollow
Used Subaru Outback	Internal Links	Dofollow
Used Subaru WRX	Internal Links	Dofollow
Used Tesla Model S	Internal Links	Dofollow
Used Toyota 4Runner	Internal Links	Dofollow
Used Toyota Camry	Internal Links	Dofollow
Used Toyota Corolla	Internal Links	Dofollow
Used Toyota Highlander	Internal Links	Dofollow
Used Toyota RAV4	Internal Links	Dofollow
Used Toyota Tacoma	Internal Links	Dofollow
Used Toyota Tundra	Internal Links	Dofollow
Used Volvo XC90	Internal Links	Dofollow
Cars Under \$30,000	Internal Links	Dofollow
Cars Under \$15,000	Internal Links	Dofollow
Cars Under \$10,000	Internal Links	Dofollow
Cheap Cars	Internal Links	Dofollow
SUVs Under \$15,000	Internal Links	Dofollow
Trucks Under \$15,000	Internal Links	Dofollow
Convertibles Under \$15,000	Internal Links	Dofollow
All Used Cars for Sale	Internal Links	Dofollow
Cars for Sale by Owner	Internal Links	Dofollow
Buying Advice	Internal Links	Dofollow
Car Reviews	Internal Links	Dofollow
Certified Car Reviews	Internal Links	Dofollow
Hybrid / Electric Car Reviews	Internal Links	Dofollow
New Car Reviews	Internal Links	Dofollow
New and Used SUV Reviews	Internal Links	Dofollow
New and Used Truck Reviews	Internal Links	Dofollow
Oversteer	Internal Links	Dofollow
Used Car Reviews	Internal Links	Dofollow
Certified Cars	Internal Links	Dofollow
Trade-In Values and Car Pricing	Internal Links	Dofollow
Car Subscription Services	Internal Links	Dofollow
Find Cars Using Your Smart Speaker	Internal Links	Dofollow
Company Information	Internal Links	Dofollow
Site Map	Internal Links	Dofollow
Contact Us	Internal Links	Dofollow
Do Not Sell My Personal Information (CA Residents Only)	Internal Links	Dofollow
Fraud Awareness	Internal Links	Dofollow
Visitor Agreement	Internal Links	Dofollow
Privacy Statement	Internal Links	Dofollow
Accessibility Statement	Internal Links	Dofollow
Corporate Information	External Links	Dofollow
Jobs at Autotrader	External Links	Dofollow
Become an Autotrader Dealer	External Links	Dofollow
Press Room	External Links	Dofollow
Find Classic & Exotic Cars for Sale	External Links	Dofollow
Find Motorcycles for Sale	External Links	Dofollow
Find RVs for Sale	External Links	Dofollow

Find Cars for Bad-Credit Buyers	External Links	Dofollow
Find Cars for Sale in Australia	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
AdChoices	External Links	Dofollow

While there's no exact limit to the number of links you should include on a page, best practice is to avoid exceeding 200 links.

Links pass value from one page to another, but the amount of value that can be passed is split between all of the links on a page. This means that adding unnecessary links will dilute the potential value attributed to your other links.

Using the Nofollow attribute prevents value from being passed to the linking page, but it's worth noting that these links are still taken into account when calculating the value that is passed through each link, so Nofollow links can also dilute pagerank.



Broken Links



No broken links were found on this web page

Broken links send users to non-existing web pages. They are bad for your site's usability, reputation and SEO. If you find broken links in the future, take the time to replace or remove each one.