

Review of [Pikiran-rakyat.com](https://pikiran-rakyat.com)

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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.

Table of Contents

Search Engine Optimization

Mobile

Visitors

Link Analysis

Usability

Technologies

Social

Iconography



Good



To Improve



Errors



Not Important



Hard to solve



Little tough to solve



Easy to solve



No action necessary



Title Tag



Media Nasional Berjaringan, Fakta Independen Terpercaya

Length: 55 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



Pikiran-rakyat.com - Media Jawa Barat, Media Nasional, Media Bandung, Indonesia dan Dunia Terkini Hari Ini, Update Harian Terbaru Fakta Terpercaya Terlengkap Politik, Ekonomi, Travel, Teknologi, Otomotif, Bola

Length: 209 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



Berita Terkini, Berita Hari Ini, Berita Harian, Berita Terbaru, Berita, Berita Terpercaya, Berita indonesia, Berita Terpopuler, Berita, Info Jawa Barat, Info Bandung, Info Terkini, Info Hari Ini, Info Harian, Info Terbaru, Info Akurat, Info Terpercaya, Info indonesia, Info Terpopuler, Info Nasional, Pikiran Rakyat

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.

[Media Nasional Berjaringan, Fakta Independen Terpercaya](#)
[pikiran-rakyat.com/](#)

Pikiran-rakyat.com - Media Jawa Barat, Media Nasional, Media Bandung, Indonesia dan Dunia
Terkini Hari Ini, Update Harian Terbaru Fakta Terpercaya Terlengkap Politik, Ekonomi, Travel,
Teknologi, Otomotif, Bola

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>
4	90	18	65	0	0

<H1> Pesawat Jatuh di Perkemahan Cibubur, Sky Ranger 912 Rusak Parah Tabrak Pohon Pisang </H1>
<H1> Said Didu Kena Jewer Mahfud MD Gegara Kata 'Beruntung' Soal Gugurnya 3 Prajurit TNI di Papua </H1>
<H1> Penjelasan BMKG Sabu Raijua NTT Diguncang Gempa Magnitudo 5,2 Senin Dini Hari </H1>
<H1> Merana Karena Sering Dicibir Kucel, Rizky Billar Akui Tak Diurus Lesti Kejora </H1>
<H2> Pesawat Jatuh di Perkemahan Cibubur, Sky Ranger 912 Rusak Parah Tabrak Pohon Pisang </H2>
<H2> Said Didu Kena Jewer Mahfud MD Gegara Kata 'Beruntung' Soal Gugurnya 3 Prajurit TNI di Papua </H2>
<H2> Penjelasan BMKG Sabu Raijua NTT Diguncang Gempa Magnitudo 5,2 Senin Dini Hari </H2>
<H2> Merana Karena Sering Dicibir Kucel, Rizky Billar Akui Tak Diurus Lesti Kejora </H2>
<H2> 20 Ucapan Selamat Tahun Baru Imlek 2022, Penuh Doa Baik untuk Awal yang Baru </H2>
<H2> Gus Yahya Sebut Ibu Kota Baru adalah Balasan dari Iman dan Amal Saleh, PBNU Kebagian Jatah </H2>
<H2> POPULER HARI INI: Buya Yahya Soal Wasiat Dorce Gamalama hingga Ibu Kota Baru Dituding Sengsarakan Rakyat </H2>

<H2> Roundup: Faisal Basri Tuduh Biaya Bangun Tol di Era Jokowi Lebih Mahal </H2>
<H2> Istri Bupati Langkat Unggah Video Perayaan HUT Kabupaten ke-272, Sawer Undangan dengan Uang 'Limited Edition' </H2>

<H2> Ridwan Kamil Beberkan Rumus yang Harus Diingat Politisi, Konten Politik Bisa Jangkau Generasi Milenial </H2>

<H2> Ramalan Zodiak 1 Februari 2022: Capricorn, Aquarius, dan Pisces, akan Khawatir dengan Status Hubunganmu </H2>

<H2> Ramalan Zodiak 1 Februari 2022: Cancer, Leo, dan Virgo, Kelelahan Terlalu Keras Bekerja </H2>
<H2> Menlu Aljazair Nyatakan Proses Satukan Palestina dengan Damaikan Hamas dan Abbas Telah Dimulai </H2>
<H2> Beberkan Alasan Penahanan Terhadap Edy Mulyadi, Polri Khawatir akan Menghilangkan Barang Bukti </H2>
<H2> Ramalan Zodiak 1 Februari 2022: Libra, Scorpio, dan Sagitarius, Kerja Keras akan Buahkan Hasil </H2>
<H2> Ditahan Lima Bulan, Yahya Waloni Resmi Bebas dari Rutan Bareskrim Polri </H2>
<H2> Rayakan Tradisi Minum Kopi, Arab Saudi Ubah Nama Kopi Arabica Menjadi Kopi Saudi </H2>
<H2> 1.965 Aparat Gabungan Dikerahkan Untuk Amankan Perayaan Imlek di Jakarta </H2>
<H2> Habiskan Uang untuk Koleksi 5.000 Maskot Olimpiade, Pria di China Tak Sabar Nantikan Olimpiade Musim Dingin </H2>

<H2> Resmi Jadi Tersangka, Edy Mulyadi Ditahan Selama 20 Hari ke Depan </H2>
<H2> Buya Yahya 'Turun Gunung' soal Wasiat Dorce Gamalama: Bukan Dihinakan Kemudian Dilaknat! </H2>
<H2> Aurel Hermansyah Kesulitan Makan Banyak hingga Semakin Kurus, Ashanty: Perutnya Sudah ke Bawah Banget </H2>

<H2> Fakta Baru Kecelakaan Vanessa Angel Terungkap, Haji Faisal Bongkar Pesan Menantunya pada Tubagus Joddy </H2>

<H2> Sambil Pegangi Perut Aurel Hermansyah, Ashanty Panik Bawa Istri Atta ke Rumah Sakit </H2>

<H2> Penampakan Sepotong Tangan Dekat Anak Lesti Kejora Jadi Sorotan, Netizen: kok Ngeri </H2>

<H2> Gala Sky Kembali Dihantam Ujian, 'Head to Head' Faisal vs Tiara Marleen Memanas? </H2>

<H2> Gerah Wasiat Soal Pemakaman Transgender Dikritik Ulama, Dorce Gamalama: Jangan Komentar yang Tak Baik! </H2>

<H2> Jokowi Tak Terima Pembangunan Ibu Kota Baru Cuma Disebut Memindahkan Gedung Pemerintahan </H2>

<H2> Profil Rommi Halley, Pacar Berondong Rohimah Eks Kiwil yang Meninggal Dunia </H2>

<H2> Berani 'Langkahi' Puput, Denise Chariesta Tembak Doddy Sudrajat: Mau Nggak Jadi Pacar Aku? </H2>

<H2> Ikatan Cinta </H2>

<H2> Persib Bandung </H2>

<H2> Cek Fakta </H2>

<H2> Renungan 2021 Harapan 2022 </H2>

<H2> Jadi Tersangka Ujaran Kebencian Bermuatan SARA, Edy Mulyadi Terancam 10 Tahun Penjara </H2>

<H2> Edy Mulyadi Ditahan, Polisi Ungkap Dua Alasan </H2>

<H2> Polri Tetapkan Edy Mulyadi sebagai Tersangka Kasus Ujaran Kebencian Bermuatan SARA </H2>

<H2> Anies Baswedan ke Acara PPP di Yogyakarta Saat Covid-19 Meledak, Wagub Riza Patria: Bukan Liburan, Ada Tugas </H2>

<H2> Ramalan Zodiak 1 Februari 2022: Aries, Taurus, dan Gemini, Komunikasi dengan Pasangan Perlu Diperbaiki </H2>

<H2> Kecewa Layanan Bukalapak </H2>

<H2> Garuda Indonesia Tidak Bertanggungjawab </H2>

<H2> Kecewa Tak Berkesudahan Membeli Rumah di Puri Indah Ciwidey </H2>

<H2> RAMALAN Zodiak Leo Besok Selasa 1 Februari 2022: Tidak Punya Kesempatan Bekerja di Tengah Hari </H2>

<H2> Prakiraan Cuaca saat Imlek di Kota Semarang dari BMKG, Selasa 1 Februari 2022, Berawan hingga Hujan Ringan </H2>

<H2> Cara Menghitung Jumlah Hari Berlalu di Google Kalkulator Day Since Cek Kapan Kelahiran Total Waktu Hidup Viral </H2>

<H2> Kecelakaan di Simpang Lapan Padang Panjang, Kombes Stefanus: Diduga Sopir tidak Mengikuti Rambu-Salah Jalur </H2>

<H2> Doa Keluar Kamar Mandi, Lengkap dengan Bahasa Arab, Latin dan Terjemahannya </H2>

<H2> Terbaru Lirik Lagu Sholawat Quthbul Aqthob Viral di TikTok </H2>

<H2> Chord Gitar Lagu Berjudul Hal Hebat Terbaru dari Govinda </H2>

<H2> Frekuensi Terbaru ANTV di Satelit Telkom 4 Bulan Februari, Nonton Serial India Lancar Jaya </H2>

<H2> Tradisi Perayaan Tahun Baru Imlek di Beberapa Negara: Mulai dari Korea Selatan, Vietnam, Hingga Malaysia </H2>

<H2> Kode Redeem Top War Battle Game Selasa, 1 Februari 2022 Ayo Bangun Benteng dan Menangkan Permainan Mu </H2>

<H2> Lirik Sholawat Quthbul Aqthob Viral Tiktok, IG, dan YouTube </H2>

<H2> Link Nonton Pretty Little Liars Season 2 Episode 1 Streaming Trailer di Viu, Nama Pemeran, Jadwal Tayang Resmi </H2>

<H2> Apa Doa Di Bulan Rajab? Berikut Bacaan Doa Menyambut Bulan Rajab 2022 Sesuai Ajaran Rasulullah SAW </H2>

<H2> Lagi Viral di TikTok, Berikut Lirik Lagu Sholawat Quthbul Aqthob </H2>

<H2> Angelababy dan Huang Xiaoming Sepakat Bercerai Hari Ini </H2>

<H2> Edy Mulyadi Resmi Jadi Tersangka Ujaran Kebencian, Saat Ini Ditahan di Rutan Bareskrim Polri </H2>

<H2> Jelang Laga Lawan Persib Bandung, Covid-19 Juga Landa PSM Makassar </H2>

<H2> Ramalan Zodiak Mingguan Scorpio 31 Januari – 6 Februari 2022: Saatnya Menjadi Logis Mengenai Masa Depan Anda! </H2>

<H2> Doa Rasulullah SAW Ketika Memasuki Bulan Rajab Tulisan Arab, Latin dan Artinya Bahasa Indonesia </H2>

<H2> Trending di TikTok Lirik Sholawat Quthbul Aqthob Lengkap </H2>

<H2> Jadwal Acara SCTV 1 Februari 2022 Lengkap: Ada Dari Jendela SMP, Dewi Rindu dan Love Story The Series </H2>

<H2> Deretan Artis K-Pop Positif Covid-19 Sepanjang Januari 2022 </H2>

<H2> Hendra Rapper Majalengka Tampil Super Keren Berkat Aksi Rapp, Dance dan Bernyanyi di X Factor Indonesia </H2>

<H2> Neptu Weton 17: Cek Daftar Weton dan Cara Menghitung Neptu Hari Kelahiran dalam Primbon Jawa </H2>

<H2> Full Lirik Sholawat Quthbul Aqthob Backsound Trending dan Viral </H2>

<H2> Jadi Pelaku Pembunuhan, Pria di Jepang Baru Didakwa 10 Tahun Kemudian </H2>

<H2> Pesan Pelatih Kiper Persib untuk Teja Paku Alam, Luizinho Passos Singgung Target </H2>

<H2> Cuaca Dingin Ekstrem Melanda Florida, Iguana Berjatuh dari Pohon </H2>

<H2> Pelaku Tindak Kekerasan di Kerangkeng Manusia Rumah Bupati Langkat Gunakan Kode Khusus </H2>

<H2> Menteri PUPR Sebut Jokowi Minta Pembangunan Jalan Tol Tak Merusak Bukit yang Dilewati </H2>

<H2> Viral! Video Pria Peluk Seekor Buaya yang Telah Dianggapnya sebagai 'Putri Angkat' Sendiri </H2>

<H2> Terlibat Cekkock! Penambang Emas Ilegal di Gunung Botak Maluku Tewas Ditembak Anggota Brimob </H2>

<H2> [UPDATE] Covid-19 di Indonesia per 31 Januari 2022, Kasus Positif Bertambah hingga 10.185 Kasus! </H2>

<H2> Viral! Video Bapak-bapak Tarik Mobil Truk yang Diduga Mogok Pakai Sepeda Motor Bebek Miliknya </H2>

<H2> Prediksi Puncak Gelombang Omicron di Indonesia, Menkes Gunadi Sadikin: Kita Mesti Siap-siap </H2>

<H2> Penuhi Segala Kebutuhan, Suzuki Berikan Layanan Terbaik Untuk Konsumen di Indonesia </H2>

<H2> Sri Mulyani Nyatakan Indonesia Kesulitan Keuangan pada 2023, Said Didu: Saya Maklum </H2>

<H2> Satgas Penanganan Covid-19 IDI Sebut Indonesia Telah Memasuki Gelombang Tiga Covid-19 </H2>

<H2> Umi Pipik Beri Tindakan Tegas pada Adiba Khanza dan Egy Maulana Vikri: Gak Boleh Berdua-duaan </H2>

<H2> Aksi Solidaritas Untuk Jurnalis Nurhadi </H2>

<H2> Jimat, Pameran Tunggal Karya Koko Pagi Triono </H2>

<H2> Bank Mandiri Bukukan Laba Bersih di Kuartal III 2021 </H2>

<H2> Sterilisasi Gereja Jelang Natal </H2>

<H2> Ridwan Kamil Ungkap Data Fantastis Penderita Covid-19 di Jawa Barat, 492 Orang Diduga Terpapar Omicron </H2>

<H2> Acara Pernikahan Jadi Klaster Baru Penyebaran Covid-19 di Kulon Progo, Satgas Ingatkan Masyarakat soal Proses </H2>

<H2> Jabar-Jateng di Sisi Selatan Akan Tersambung Jalan Tol Getaci Sepanjang 206,65 KM </H2>

<H2> Rumor Atta Halilintar Buat Pesantren Merebak, Gus Miftah: Nanti Korbannya Santri </H2>

<H2> Soal Temuan Kerangkeng Manusia, LPSK Ungkap Tiga Dugaan Tindak Pidana Bupati Langkat </H2>

<H3> Pilihan Editor </H3>

<H3> Berita Terkini </H3>

<H3> Terpopuler </H3>

<H3> Kolom </H3>

<H3> Warga Keturunan Indonesia perkuat Hubungan Indonesia- Sri Lanka </H3>

<H3> Angin Segar untuk Penetrasi Produk Indonesia ke India </H3>

<H3> Hukum </H3>

<H3> Otang Fharyana, S.H., M.H. </H3>

<H3> Agus Indra Firdaus., S.H. </H3>

<H3> Aprian Setiawan, S.H., M.H. </H3>

<H3> Topik Khusus </H3>

<H3> Berita Terkini </H3>

<H3> Surat Pembaca </H3>

<H3> Pikiran Rakyat Media Network </H3>

<H3> PR VIDEO </H3>

<H3> Berita Terkini </H3>

<H3> PR Images </H3>

<H3> Berita Terkini </H3>

<H4> Nasional </H4>

<H4> Nasional </H4>

<H4> Nasional </H4>

<H4> Seleb </H4>

<H4> Tren </H4>

<H4> Nasional </H4>

<H4> Nasional </H4>

<H4> Bisnis </H4>

<H4> Nasional </H4>

<H4> Nasional </H4>

<H4> Zodiak </H4>

<H4> Zodiak </H4>

<H4> Internasional </H4>

<H4> Nasional </H4>
<H4> Zodiak </H4>
<H4> Nasional </H4>
<H4> Internasional </H4>
<H4> Nasional </H4>
<H4> Internasional </H4>
<H4> Nasional </H4>
<H4> Nasional </H4>
<H4> Nasional </H4>
<H4> Nasional </H4>
<H4> Nasional </H4>
<H4> Zodiak </H4>
<H4> Warta Sambas Raya </H4>
<H4> Demak Bicara </H4>
<H4> Metro Lampung News </H4>
<H4> Portal Magetan </H4>
<H4> Banjarnegaraku </H4>
<H4> Portal Pati </H4>
<H4> Berita Majalengka </H4>
<H4> Portal Jepara </H4>
<H4> Media Jawa Timur </H4>
<H4> Media Purwodadi </H4>
<H4> Portal Pati </H4>
<H4> Metro Lampung News </H4>
<H4> Portal Pati </H4>
<H4> Portal Pati </H4>
<H4> Indramayu Hits </H4>
<H4> Ponorogo Terkini </H4>
<H4> Portal Majalengka </H4>
<H4> Berita Majalengka </H4>
<H4> Portal Pati </H4>
<H4> Portal Pati </H4>
<H4> Lingkar Madura </H4>
<H4> Media Jawa Timur </H4>
<H4> Bagikan Berita </H4>
<H4> Portal Pati </H4>
<H4> Portal Pati </H4>
<H4> Internasional </H4>
<H4> Bola </H4>
<H4> Internasional </H4>
<H4> Nasional </H4>
<H4> Nasional </H4>
<H4> Nasional </H4>
<H4> Otomotif </H4>
<H4> Ekonomi </H4>
<H4> Nasional </H4>
<H4> Seleb </H4>
<H4> Jawa Barat </H4>
<H4> Nasional </H4>
<H4> Infrastruktur </H4>
<H4> Seleb </H4>
<H4> Nasional </H4>

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

januari 68 februari 16 yang 15 baru 14 zodiak 12
 dari 12 portal 12 untuk 11 dengan 10 soal 10
 indonesia 10 quthbul 10 jadi 10 sholat 10 mulyadi 10

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>
januari	68	×	×	✓
februari	16	×	×	✓
yang	15	×	×	✓
baru	14	×	✓	✓
zodiak	12	×	×	✓
dari	12	×	×	✓
portal	12	×	×	✓
untuk	11	×	×	✓
dengan	10	×	×	✓
soal	10	×	×	✓
indonesia	10	×	✓	✓
quthbul	10	×	×	✓
jadi	10	×	×	✓
sholawat	10	×	×	✓
mulyadi	10	×	×	✓

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 95 images on this web page
 5 ALT attributes are empty or missing.

<https://assets.pikiran-rakyat.com/www/2019/desktop/images/blank335x198.png?v=>
<https://assets.pikiran-rakyat.com/www/2019/desktop/images/blank335x198.png?v=>
<https://assets.pikiran-rakyat.com/www/2019/desktop/images/blank335x198.png?v=>
<https://assets.pikiran-rakyat.com/www/2019/desktop/images/blank335x198.png?v=>
<https://assets.pikiran-rakyat.com/www/2019/desktop/images/blank233x233.png?v=>

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: **7.64%**

Text content size 12796 bytes
Total HTML size 167526 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



Wow! It's GZIP Enabled.
 Your webpage is compressed from 164 KB to 21 KB (87 % 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 143.204.98.100 does not redirect to pikiran-rakyat.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** Great, you are not 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://pikiran-rakyat.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://pikiran-rakyat.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

Oh 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: 25 Years, 149 Days

Created Date: 4th-Sep-1996

Updated Date: 12th-Mar-2018

Expiry Date: 3rd-Sep-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

13,704 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://pikiran-rakyat.com>

Length: 14 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

164 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

1.8 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 make your website run faster.



Language

Good, you have declared your language
Declared Language: Indonesian



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
pikiran-rakyat.net	Available
pikiran-rakyat.org	Available
pikiran-rakyat.biz	Already Registered
pikiran-rakyat.io	Already Registered
pikiran-rakyat.info	Already Registered

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

Typo Availability

Domains (TLD)	Status
oikiran-rakyat.com	Available
likiran-rakyat.com	Available
pukiran-rakyat.com	Available
pjkiran-rakyat.com	Available
pkkiran-rakyat.com	Available

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



Bad, 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
104.26.10.250	United States	Amazon CloudFront

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.
- ✗ Too bad, your website has too many 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:  Pikiranrakyatonline

 Twitter:  Pikiran

 Instagram:  Pikiranrakyat

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



78th 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	Indonesia
Regional Rank	4

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



\$29,755,872 USD

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

 In-Page Links

We found a total of 200 links including both internal & external links of your site

Anchor	Type	Follow
No Anchor Text	Internal Links	Dofollow
Pikiran Rakyat	Internal Links	Dofollow
Lihat Semua	Internal Links	Dofollow
Bandung Raya	Internal Links	Dofollow
Jawa Barat	Internal Links	Dofollow
Nasional	Internal Links	Dofollow
Internasional	Internal Links	Dofollow
Persib	Internal Links	Dofollow
Maung Bandung	Internal Links	Dofollow
Bobotoh	Internal Links	Dofollow
Pernak-Pernik	Internal Links	Dofollow
Bola	Internal Links	Dofollow
Indonesia	Internal Links	Dofollow
Inggris	Internal Links	Dofollow
Spanyol	Internal Links	Dofollow
Italia	Internal Links	Dofollow
Bolastyle	Internal Links	Dofollow
lainnya	Internal Links	Dofollow
Olahraga	Internal Links	Dofollow
Bulutangkis	Internal Links	Dofollow
Basket	Internal Links	Dofollow
Atletik	Internal Links	Dofollow
Lainnya	Internal Links	Dofollow
Pendidikan	Internal Links	Dofollow
Tingkat Sekolah	Internal Links	Dofollow
Perguruan Tinggi	Internal Links	Dofollow
Pendidikan Khusus	Internal Links	Dofollow
Ekonomi	Internal Links	Dofollow
Bisnis	Internal Links	Dofollow
Keuangan	Internal Links	Dofollow
Energi	Internal Links	Dofollow
Infrastruktur	Internal Links	Dofollow
Industri	Internal Links	Dofollow
Startup	Internal Links	Dofollow
Lainnya	Internal Links	Dofollow
Teknologi	Internal Links	Dofollow
Gadget	Internal Links	Dofollow
Game	Internal Links	Dofollow
Apps	Internal Links	Dofollow
Tren	Internal Links	Dofollow
Telekomunikasi	Internal Links	Dofollow
Entertainment	Internal Links	Dofollow
Seleb	Internal Links	Dofollow
Musik	Internal Links	Dofollow
Film	Internal Links	Dofollow
Budaya	Internal Links	Dofollow
Gaya Hidup	Internal Links	Dofollow

Otomotif	Internal Links	Dofollow
Properti	Internal Links	Dofollow
Belia	Internal Links	Dofollow
Kolom	Internal Links	Dofollow
Cek Fakta	Internal Links	Dofollow
Khazanah	Internal Links	Dofollow
Hukum	Internal Links	Dofollow
PR VIDEO	Internal Links	Dofollow
PR IMAGES	Internal Links	Dofollow
SURAT PEMBACA	Internal Links	Dofollow
Pesawat Jatuh di Perkemahan Cibubur, Sky Ranger 912 Rusak Parah Tabrak Pohon Pisang	Internal Links	Dofollow
Said Didu Kena Jewer Mahfud MD Gegara Kata 'Beruntung' Soal Gugurnya 3 Prajurit TNI di Papua	Internal Links	Dofollow
Penjelasan BMKG Sabu Raijua NTT Diguncang Gempa Magnitudo 5,2 Senin Dini Hari	Internal Links	Dofollow
Merana Karena Sering Diczibir Kucel, Rizky Billar Akui Tak Diurus Lesti Kejora	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
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No Anchor Text	Internal Links	Dofollow
Zodiak	Internal Links	Dofollow
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No Anchor Text	Internal Links	Dofollow
Buya Yahya 'Turun Gunung' soal Wasiat Dorce Gamalama: Bukan Dihinakan Kemudian Dilaknat!	Internal Links	Dofollow
Aurel Hermansyah Kesulitan Makan Banyak hingga Semakin Kurus, Ashanty: Perutnya Sudah ke Bawah Banget	Internal Links	Dofollow
Fakta Baru Kecelakaan Vanessa Angel Terungkap, Haji Faisal Bongkar Pesan Menantunya pada Tubagus Joddy	Internal Links	Dofollow
Sambil Pegangi Perut Aurel Hermansyah, Ashanty Panik Bawa Istri Atta ke Rumah Sakit	Internal Links	Dofollow
Penampakan Sepotong Tangan Dekat Anak Lesti Kejora Jadi Sorotan, Netizen: kok Ngeri	Internal Links	Dofollow
Gala Sky Kembali Dihantam Ujian, 'Head to Head' Faisal vs Tiara Marleen Memanas?	Internal Links	Dofollow
Gerah Wasiat Soal Pemakaman Transgender Dikritik Ulama, Dorce Gamalama: Jangan Komentar yang Tak Baik!	Internal Links	Dofollow
Jokowi Tak Terima Pembangunan Ibu Kota Baru Cuma Disebut Memindahkan Gedung Pemerintahan	Internal Links	Dofollow
Profil Rommi Halley, Pacar Berondong Rohimah Eks Kiwil yang Meninggal Dunia	Internal Links	Dofollow
Berani 'Langkahi' Puput, Denise Chariesta Tembak Doddy Sudrajat: Mau Nggak Jadi Pacar Aku?	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Warga Keturunan Indonesia perkuat Hubungan Indonesia- Sri Lanka	Internal Links	Dofollow

Angin Segar untuk Penetrasi Produk Indonesia ke India	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Topik Khusus	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
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No Anchor Text	Internal Links	Dofollow
Kecewa Layanan Bukalapak	Internal Links	Dofollow
Garuda Indonesia Tidak Bertanggungjawab	Internal Links	Dofollow
Kecewa Tak Berkesudahan Membeli Rumah di Puri Indah Ciwidey	Internal Links	Dofollow
Tulis Surat	Internal Links	Dofollow
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No Anchor Text	Internal Links	Dofollow
Lihat Semua	Internal Links	Dofollow
Tentang Kami	Internal Links	Dofollow
Redaksi	Internal Links	Dofollow
Pedoman Pemberitaan	Internal Links	Dofollow
Info Iklan	Internal Links	Dofollow
Kontak	Internal Links	Dofollow
Karir	Internal Links	Dofollow
Gowapos.com	External Links	Dofollow
PR Cirebon	External Links	Dofollow
PR Cianjur	External Links	Dofollow
PR Tasikmalaya	External Links	Dofollow
Pedoman Tangerang	External Links	Dofollow
PR Bogor	External Links	Dofollow
PR Depok	External Links	Dofollow

PR Pangandaran	External Links	Dofollow
PR Indramayu	External Links	Dofollow
PR Bekasi	External Links	Dofollow
PRFM News	External Links	Dofollow
Seputar Tangsel	External Links	Dofollow
Portal Jember	External Links	Dofollow
Ringtimes Banyuwangi	External Links	Dofollow
Zona Jakarta	External Links	Dofollow
Kabar Besuki	External Links	Dofollow
Mantra Sukabumi	External Links	Dofollow
Lensa Purbalingga	External Links	Dofollow
Zona Banten	External Links	Dofollow
No Anchor Text	External Links	Dofollow
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No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
Warta Sambas Raya	External Links	Dofollow
No Anchor Text	External Links	Dofollow
Demak Bicara	External Links	Dofollow
No Anchor Text	External Links	Dofollow
Metro Lampung News	External Links	Dofollow
No Anchor Text	External Links	Dofollow
Portal Magetan	External Links	Dofollow
No Anchor Text	External Links	Dofollow
Banjarnegaraku	External Links	Dofollow
No Anchor Text	External Links	Dofollow
Portal Pati	External Links	Dofollow
No Anchor Text	External Links	Dofollow
Berita Majalengka	External Links	Dofollow
No Anchor Text	External Links	Dofollow
Portal Jepara	External Links	Dofollow
No Anchor Text	External Links	Dofollow
Media Jawa Timur	External Links	Dofollow
No Anchor Text	External Links	Dofollow
Media Purwodadi	External Links	Dofollow
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Ponorogo Terkini	External Links	Dofollow
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Portal Majalengka	External Links	Dofollow
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No Anchor Text	External Links	Dofollow
Lingkar Madura	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
Bagikan Berita	External Links	Dofollow
No Anchor Text	External Links	Dofollow

No Anchor Text
No Anchor Text
PR Info
MyPikiranRakyat

External Links
External Links
External Links
External Links
Dofollow
Dofollow
Dofollow
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.