SEO Report
Turbo Website Reviewer

Your Website Score

Review of Thehindu.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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Usability
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Iconography

- Good
- To Improve
- Errors
- Not Important
- Hard to solve
- Little tough to solve
- Easy to solve
- No action necessary

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Search Engine Optimization

Title Tag

The Hindu: Breaking News, India News, Sports News and Live Updates

Length: 68 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

Today's News Headlines, Breaking News & Latest News from India and World, News from Politics, Sports, Business, Arts and Entertainment

Length: 134 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.

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Google Preview

The Hindu: Breaking News, India News, Sports News and Live Updates

thehindu.com/

Today's News Headlines, Breaking News & Latest News from India and World, News from Politics, Sports, Business, Arts and Entertainment

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.

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Headings

<H1>	<H2>	<H3>	<H4>	<H5>	<H6>
1	29	95	3	23	0

<H1> Union Budget 2022 | Medium Wave </H1>

<H2> Union Budget 2022 | Income tax slabs unchanged, tax payers can file returns in two years </H2>

<H2> News Analysis: India abstention on UNSC vote on Ukraine a significant play to all sides </H2>

<H2> Union Budget 2022 | Virtual digital assets such as cryptos, NFTs to be taxed at 30% </H2>

<H2> Union Budget 2022 | 5G services auction, roll-out likely in 2022-23, says FinMin </H2>

<H2> Union Budget 2022 | Govt. has not lost sight of inflation, says Nirmala Sitharaman </H2>

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<H2> The Hindu Specials </H2>

<H2> International </H2>

<H2> National </H2>

<H2> International </H2>

<H2> National </H2>

<H2> States States Andhra Pradesh Karnataka Kerala Tamil Nadu Telangana Other States </H2>

<H2> Cities Cities Bengaluru Chennai Coimbatore Delhi Hyderabad Kochi Kolkata Mumbai Kozhikode Madurai Mangaluru Puducherry Thiruvananthapuram Tiruchirapalli Vijayawada Visakhapatnam </H2>

<H2> States </H2>

<H2> Cities </H2>

<H2> Sport All </H2>

<H2> Business All </H2>

<H2> Science </H2>

<H2> Technology </H2>

<H2> Science </H2>

<H2> Technology </H2>

<H2> Viewfinder </H2>

<H2> Entertainment | </H2>

<H2> Life & Style | </H2>

<H2> Society </H2>

<H3> Over half of all news shows have aggressive content: Study </H3>

<H3> 4mins Union Budget 2022 | A zero for common man, says Mamata </H3>

<H3> 5mins News Analysis: India abstention on UNSC vote on Ukraine a significant play to all sides </H3>

<H3> 13mins Union Budget 2022 | Ayush Ministry receives ₹3,050 crore in Budget </H3>

<H3> 15mins Union Budget 2022 | Govt. has not lost sight of inflation, says Nirmala Sitharaman </H3>

<H3> 16mins Union Budget 2022 | ‘Most capitalist speech ever read by an FM’: Chidambaram </H3>

<H3> 19mins Union Budget 2022| Emergency credit line for MSMEs extended till March 2023 </H3>

<H3> 24mins Amnesty joins other rights group in condemning Israeli ‘apartheid’ </H3>

<H3> 30mins Chinese, French oil majors seal deal for Uganda megaproject </H3>

<H3> 32mins Union Budget 2022 | 5G services auction, roll-out likely in 2022-23, says FinMin </H3>

<H3> 36mins Union Budget 2022 | Drone services to be promoted through startups, skilling at ITIs </H3>

<H3> 40mins Union Budget 2022 | Medium Wave </H3>

<H3> 49mins Domestic violence amid the pandemic | In Focus podcast </H3>

<H3> 1hr Japan parliament adopts resolution on China rights issues </H3>

<H3> 1hr Union Budget 2022 | Rationalisation of Customs duty rates to boost domestic electronic manufacturing: Finance Minister </H3>

<H3> Budget speech sans electoral references </H3>

<H3> Union Budget 2022 | Boost to mental healthcare sector welcome, others services ignored: experts </H3>

<H3> Domestic violence amid the pandemic | In Focus podcast </H3>

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<H3> Watch | Highlights of Union Budget 2022-23 </H3>
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<H3> IPL Auction: Dhawan, Shreyas, Ashwin in top bracket along with Cummins, Rabada, Smith </H3>
<H3> Over half of all news shows have aggressive content: Study </H3>
<H3> New York Times buys Wordle </H3>
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<H3> Spotlight on western Uttar Pradesh | Talking Politics with Nistula Hebbar </H3>
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<H3> Another one: On Nadal's Australian Open win </H3>
<H3> The mind and the state of Russia’s President </H3>
<H3> The case for vaccinating children against COVID-19 </H3>
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<H3> The supreme failure </H3>
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<H3> Allegedly | Thus spake the speaker </H3>
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<H3> Political Line newsletter by Varghese K George </H3>
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<H3> David Attenborough, WHO, Tsikhanouskaya among nominees for Nobel Peace Prize </H3>
<H3> Myanmar protesters defy junta with strike and clapping protests on coup anniversary </H3>
<H3> Japan parliament adopts resolution on China rights issues </H3>
<H3> Russia’s U.N. Envoy thanks India, others, for not supporting Ukraine discussion at UNSC </H3>
<H3> Union Budget 2022 | MGNREGA budget slashed 25% amid high rural unemployment </H3>
<H3> Union Budget 2022 | ‘Most capitalist speech ever read by an FM’: Chidambaram </H3>
<H3> Budget gives MEA funds for Taliban-ruled Afghanistan </H3>
<H3> Big push to improve connectivity to villages on China border </H3>
<H3> Court orders CBI probe into Thanjavur schoolgirl’s death case </H3>
<H3> Pandya period inscriptions found in Sivaganga district </H3>
<H3> Environmentalists flag concerns over tourism proposals in Bapatla </H3>
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<H3> Union Budget 2022 | Sports Budget increased by ₹305.58 crore, emphasis on Khelo India and National Youth Schemes </H3>

<H3> Selectors and team management know where I stand, it's communicated to them: Hardik Pandya </H3>
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<H3> Australia’s darling Ashleigh Barty: a sportswoman of many talents </H3>
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<H3> Union Budget 2022 | Expert committee may facilitate better connect between VC/PEs and authorities </H3>

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<H3> Explained | Why did stock markets witness a significant fall recently </H3>
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<H3> Lung abnormalities found in long COVID patients with breathlessness </H3>
<H3> Sony to acquire ‘Halo’ creator Bungie for $3.6 billion </H3>
<H3> Facebook’s cryptocurrency venture to wind down after asset sale to Silvergate </H3>
<H3> Google to stop offering unlimited Whatsapp backups </H3>
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<H3> Good intentions, poor outcomes </H3>
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<H3> Watch | Farhan Akhtar on his latest sports drama, Toofan </H3>
<H3> Watch | In conversation with Richa Moorjani and Poorna Jagannathan from 'Never Have I Ever' </H3>
<H3> In conversation with Mani Ratnam, Jayendra on upcoming Tamil anthology ‘Navarasa’ </H3>
<H3> Watch | In conversation with Taapsee Pannu </H3>
<H3> Watch | Actor Arya talks about his upcoming movie Teddy </H3>
<H4> Trending on The Hindu </H4>
<H4> COVID-19 Compendium: Official Information on COVID-19 Released by India and the WHO [HTML and PDF] </H4>

<H4> Resources </H4>
<H5> 164K Faster spread of Omicron is not due to higher viral load </H5>
<H5> 43K Union Budget 2022 updates | 'Private investment will also have to pick up': FM </H5>
<H5> 21K Union Budget 2022 highlights | Sharp hike in capital expenditure; no changes in Income Tax </H5>
<H5> 17K Budget Session 2022, Jan 31 updates | Rajya Sabha adjourned for the day </H5>
<H5> 10K Turbulence ahead: On Tata Group acquisition of Air India </H5>
<H5> 9K Second BrahMos order from Philippines in the pipeline </H5>
<H5> 9K Explained | Can a recipient decline a Padma award? </H5>
<H5> 8K India records a sharp spike in COVID-19 fatalities </H5>
<H5> 7K Economic Survey 2022 updates | 'Revival of economic activity to pre-pandemic levels' </H5>
<H5> 6K Limits of power: On Maharashtra MLAs suspension case </H5>
<H5> 5K Risky bets: On Russia, Ukraine and hopes of a diplomatic solution </H5>
<H5> 5K Economic Survey projects 8%-8.5% growth in 2022-23 </H5>
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<H5> 4K Gurugram namaz case: SC agrees to immediately list contempt plea against Haryana officials </H5>
<H5> 4K Union Budget 2022 | Finance Minister Nirmala Sitharaman raises wager on capex push for growth, jobs </H5>

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<H5> GO on TN Telecom Infrastructure Policy 2022 </H5>
<H5> Full list of Padma Awards 2022 </H5>

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.

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Keywords Cloud

budget 64 union 49 minister 12 news 12 nirmala 12

hindu 11 explained 11 finance 11 india 11 sitharaman 10

updates 10 watch 10 economic 9 world 8 group 8

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>
budget	64	✗	✗	✓
union	49	✗	✗	✓
minister	12	✗	✗	✓
news	12	✓	✓	✓
nirmala	12	✗	✗	✓
hindu	11	✓	✗	✓
explained	11	✗	✗	✓
finance	11	✗	✗	✓
india	11	✓	✓	✓
sitharaman	10	✗	✗	✓
updates	10	✓	✗	✓
watch	10	✗	✗	✓
economic	9	✗	✗	✓
world	8	✗	✓	✓
group	8	✗	✗	✓

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.

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Alt Attribute

We found 112 images on this web page
✖ 22 ALT attributes are empty or missing.

https://sb.scorecardresearch.com/p?c1=2&c2=123456&cs_ucfr=1&cv=2.0&cj=1
https://www.thehindu.com/housing-real-estate-india/r9q0f9/article30495011.ece/BINARY/Housingmenu
https://www.thehindu.com/static/img/1x1_spacer.png
https://th.thgim.com/static/img/1x1_spacer.png
https://www.thehindu.com/static/img/1x1_spacer.png
https://th.thgim.com/static/img/1x1_spacer.png
https://th.thgim.com/static/img/1x1_spacer.png
https://th.thgim.com/static/img/1x1_spacer.png
https://th.thgim.com/static/img/1x1_spacer.png
https://th.thgim.com/static/img/1x1_spacer.png
https://th.thgim.com/static/img/1x1_spacer.png
https://th.thgim.com/static/img/1x1_spacer.png
https://th.thgim.com/static/img/1x1_spacer.png
https://www.thehindu.com/static/img/1x1_spacer.png
https://th.thgim.com/static/img/1x1_spacer.png
https://th.thgim.com/static/img/1x1_spacer.png
https://th.thgim.com/static/img/1x1_spacer.png
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https://th.thgim.com/static/img/1x1_spacer.png
https://th.thgim.com/static/img/1x1_spacer.png
https://th.thgim.com/static/img/1x1_spacer.png
https://www.thehindu.com/housing-real-estate-india/r9q0f9/article30495011.ece/BINARY/Housingmenu

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: **4.78%**

Text content size	17062 bytes
Total HTML size	356626 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.

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GZIP compression

Wow! It's GZIP Enabled.

Your webpage is compressed from 345 KB to 66 KB (80.9 % 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.

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IP Canonicalization No your domain IP 104.18.13.153 does not redirect to thehindu.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.

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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://thehindu.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://thehindu.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.

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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, 337 Days

Created Date: 1st-Mar-1996

Updated Date: 26th-Nov-2019

Expiry Date: 2nd-Mar-2023

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.

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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

16,723 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.

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Usability

URL

http://thehindu.com
Length: 8 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

TH 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.

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Page Size

345 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

0.17 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.

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Domain Availability

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

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

Typo Availability

Domains (TLD)	Status
rhehindu.com	Available
fhehindu.com	Available
ghehindu.com	Available
hhehindu.com	Available
yhehindu.com	Already Registered

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

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Email Privacy

Good, no 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.

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Mobile

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.

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Mobile View

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.

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Technologies

Server IP

Server IP	Server Location	Service Provider
172.64.148.21	Not Available	Not Available

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

Perfect, We 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.

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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

W3Cis 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.

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Social

Social Data

Your social media status

Facebook: ✔ Thehindu

Twitter: ✔ The

Instagram: ✔ The

> 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.

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Visitors

Traffic Rank

1443rd 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	India
Regional Rank	174

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

$1,571,316 USD

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

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Link Analysis

In-Page Links

We found a total of 0 links including both internal & external links of your site

Anchor	Type	Follow

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.

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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.

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