SEO Report
Turbo Website Reviewer

Your Website Score

Review of Tomsguide.com

Generated on 2022-02-02

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

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Search Engine Optimization

Title Tag

Tom's Guide | Tech Product Reviews, Top Picks and How To

Length: 56 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

Tom's Guide upgrades your life by helping you decide what tech to buy, showing you how to get the most out of it and solving problems as they arise. Tom's Guide is here to help you....

Length: 184 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

Tom's Guide | Tech Product Reviews, Top Picks and How To

tomsguide.com/

Tom's Guide upgrades your life by helping you decide what tech to buy, showing you how to get the most out of it and solving problems as they arise. Tom's Guide is here to help you....

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	7	22	0	0	0

<H1> Tom's Guide </H1>
<H2> Latest News </H2>
<H2> News </H2>
<H2> Opinions </H2>
<H2> Deals </H2>
<H2> Reviews </H2>
<H2> How-to </H2>
<H2> Best Picks </H2>
<H3> Samsung Galaxy S22 vs. Galaxy S22 Plus: Biggest rumored differences </H3>
<H3> Samsung Galaxy S22 price leak just tipped prices for all three models [Update] </H3>
<H3> Massive Super Bowl TV sale knocks OLED TVs to $799 at Best Buy </H3>
<H3> iPhones can now use Google's One VPN — but should you? </H3>
<H3> Spotify controversy live blog: Joe Rogan apologizes and latest news </H3>
<H3> Spotify just lost two more artists over Joe Rogan controversy </H3>
<H3> Samsung Galaxy S22 vs. Galaxy S22 Plus: Biggest rumored differences </H3>
<H3> Samsung Galaxy S22 price leak just tipped prices for all three models [Update] </H3>
<H3> The Book of Boba Fett has a Disney problem </H3>
<H3> I used Apple’s $5,000 Pro Display XDR monitor for a month — here's what happened </H3>
<H3> Xbox Game Pass has grown into the home for online gaming — and I'm here for it </H3>
<H3> Hurry! The fantastic Dell XPS 15 is $269 off in this Presidents Day deal </H3>
<H3> This budget Peloton alternative is $100 off at Walmart </H3>
<H3> Nike Air Zoom Alphafly Next% Flyknit review </H3>
<H3> Cyberpunk 2077 review: Where do I start? </H3>
<H3> Dualit Architect Kettle review </H3>
<H3> How to make hot chocolate and never drink pre-mixed again </H3>
<H3> How to watch UK TV abroad: BBC iPlayer, ITV Hub, All 4 and more </H3>
<H3> How to turn an old router into a Wi-Fi extender </H3>
<H3> Best iPhones in 2022: Which iPhone should you buy? </H3>
<H3> Best phones in 2022: The top smartphones rated </H3>
<H3> The best streaming services in 2022 </H3>

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

galaxy 34 published 22 february 19 best 15 more 12

samsung 9 plus 6 view 6 iphone 6 rogan 6

iphones 5 gaming 5 smart 4 prices 4 game 4

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>
galaxy	34	✗	✗	✓
published	22	✗	✗	✗
february	19	✗	✗	✗
best	15	✗	✗	✓
more	12	✗	✗	✓
samsung	9	✗	✗	✓
plus	6	✗	✗	✓
view	6	✓	✗	✓
iphone	6	✗	✗	✓
rogan	6	✗	✗	✓
iphones	5	✗	✗	✓
gaming	5	✗	✗	✓
smart	4	✗	✗	✓
prices	4	✗	✗	✓
game	4	✗	✗	✓

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 43 images on this web page

✖ 2 ALT attributes are empty or missing.

https://t.myvisualiq.net/impression_pixel?r=1643781763061&et=i&ago=212&ao=803&aca=123513&si=1943169&ci=234568&pi=356748&ad=-4&advt=1943169&chnl=-4&vndr=1481&sz=8336&u=EncryptedId%7C1943169%7C&pt=i
https://track.adform.net/Serving/TrackPoint/?pm=2243513&ADFPageName=Future%20O%26O%20All%20Sites%20tag&ADFdivider=%7C

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: **1.32%**

Text content size	6872 bytes
Total HTML size	520770 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 509 KB to 112 KB (78 % 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 199.232.198.114 does not redirect to tomsguide.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

Warning! We have detected parameters in a massive number of URLs

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://tomsguide.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://tomsguide.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

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: 21 Years, 183 Days

Created Date: 3rd-Aug-2000

Updated Date: 4th-Jul-2021

Expiry Date: 3rd-Aug-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.

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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

8,068 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://tomsguide.com
Length: 9 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.

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Page Size

509 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

0.06 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
tomsguide.net	Already Registered
tomsguide.org	Already Registered
tomsguide.biz	Already Registered
tomsguide.io	Already Registered
tomsguide.info	Already Registered

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

Typo Availability

Domains (TLD)	Status
romsguide.com	Available
fomsguide.com	Available
gomsguide.com	Already Registered
homsguide.com	Available
yomsguide.com	Available

> 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 100/100

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.

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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
199.232.194.114	United States	Fastly

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

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: ✔ Tomsguide

Twitter: ✔ Tomsguide

Instagram: ✔ Tomsguide

> 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

1,726th 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	827

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

$1,311,792 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 81 links including both internal & external links of your site

Anchor	Type	Follow
logo Created with Sketch. Tom's Guide	Internal Links	Dofollow
RSS	Internal Links	Dofollow
Best Picks	Internal Links	Dofollow
News	Internal Links	Dofollow
Reviews	Internal Links	Dofollow
How Tos	Internal Links	Dofollow
Phones	Internal Links	Dofollow
TVs	Internal Links	Dofollow
Deals	Internal Links	Dofollow
Black Friday	Internal Links	Dofollow
Antivirus	Internal Links	Dofollow
Audio	Internal Links	Dofollow
Cameras	Internal Links	Dofollow
Gaming	Internal Links	Dofollow
Opinion	Internal Links	Dofollow
Smart Home	Internal Links	Dofollow
Software	Internal Links	Dofollow
Streaming	Internal Links	Dofollow
Best VPN	Internal Links	Dofollow
Wearables	Internal Links	Dofollow
Web hosting	Internal Links	Dofollow
What To Watch	Internal Links	Dofollow
Cloud Storage	Internal Links	Dofollow
Cloud Backup	Internal Links	Dofollow
All Topics	Internal Links	Dofollow
Samsung Galaxy S22	Internal Links	Dofollow
Samsung Unpacked	Internal Links	Dofollow
iPhone 14	Internal Links	Dofollow
PS5 restock	Internal Links	Dofollow
Xbox Series X restock	Internal Links	Dofollow
Samsung Galaxy S22 vs. Galaxy S22 Plus: Biggest rumored differences By Philip Michaels published 2 February 22 While they'll have a lot in common, the Galaxy S22 and Galaxy S22 Plus have some key differences. Our Samsung Galaxy S22 vs. Galaxy S22 Plus compares expectations for the two phones.	Internal Links	Dofollow
Samsung Galaxy S22 price leak just tipped prices for all three models [Update] By Richard Priday published 1 February 22 The US prices for the Galaxy S22, Galaxy S22 Plus and Galaxy S22 Ultra have all leaked.	Internal Links	Dofollow
Massive Super Bowl TV sale knocks OLED TVs to $799 at Best Buy By Louis Ramirez published 1 February 22 Here's your chance to save hundreds on a new OLED TV in time for the Super Bowl.	Internal Links	Dofollow
iPhones can now use Google's One VPN — but should you? By Paul Wagenseil published 1 February 22 Google's One VPN service is now available for iOS devices in North America and western Europe, but will it really appeal to iPhone users?	Internal Links	Dofollow
Spotify controversy live blog: Joe Rogan apologizes and latest news By Marc McLaren published 1 February 22 Spotify has released a statement explaining new changes to its misinformation policy and Joe Rogan has apologized. Here's the latest on the saga.	Internal Links	Dofollow
Spotify just lost two more artists over Joe Rogan controversy By Billy Givens published 1 February 22 Spotify's ongoing controversy with the Joe Rogan podcast has prompted two more musicians to pull their music from the service.	Internal Links	Dofollow

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Massive Samsung Galaxy S22 leak spills all the top features Spoiler alert	Internal Links	Dofollow
Gmail is getting a big redesign — here's your first look Your work Gmail is about to get better	Internal Links	Dofollow
How to remove ice from a driveway quickly and safely Here's how to remove ice from a driveway in six easy steps	Internal Links	Dofollow
iOS 15.4 — the new features coming to your iPhone iOS 15.4 is now in beta, with plenty of tweaks and enhancements to explore	Internal Links	Dofollow
The Book of Boba Fett has a Disney problem By Mike Prospero published 2 February 22 The House of Mouse probably wasn't the best place for a show about the criminal underworld of Star Wars.	Internal Links	Dofollow
I used Apple's $5,000 Pro Display XDR monitor for a month — here's what happened By Matthew Murray published 2 February 22 Apple's Pro Display XDR is a pro-grade monitor that costs $5K and doesn't come with a stand (it costs an extra $999). Here's what it's like to use one as your primary monitor for a month.	Internal Links	Dofollow
Xbox Game Pass has grown into the home for online gaming — and I'm here for it By Rory Mellon published 30 January 22 Xbox Game Pass has quickly become a home for online gaming — and that's a very good thing.	Internal Links	Dofollow
Hurry! The fantastic Dell XPS 15 is $269 off in this Presidents Day deal By Rory Mellon published 1 February 22 Dell has slashed the XPS 15 laptop by $269 in this epic early Presidents Day deal.	Internal Links	Dofollow
This budget Peloton alternative is $100 off at Walmart By Millie Davis-Williams published 1 February 22 The Echelon Connect is a great way to start working out from home on a budget — it's just $497 right now at Walmart.	Internal Links	Dofollow
View more	Internal Links	Dofollow
Nike Air Zoom Alphafly Next% Flyknit review By Jane McGuire published 1 February 22 A review of the Nike Air Zoom Alphafly Next% Flyknit - one of Nike's most famous running shoes.	Internal Links	Dofollow
Cyberpunk 2077 review: Where do I start? By Henry T. Casey published 31 January 22 Our Cyberpunk 2077 review pulls no punches, as this game was not ready — by a long shot.	Internal Links	Dofollow
Dualit Architect Kettle review By Katie Mortram published 31 January 22 The Dualit Architect Kettle is the most customizable kettle we've seen.	Internal Links	Dofollow
How to make hot chocolate and never drink pre-mixed again By Katie Mortram published 1 February 22 Once you know how to make hot chocolate yourself, you'll never buy pre-mixed again.	Internal Links	Dofollow
How to watch UK TV abroad: BBC iPlayer, ITV Hub, All 4 and more By Mo Harber-Lamond published 1 February 22 VPN UK TV has some of the best shows in the world, but if you're out of the country it'll all be blocked. Here's how to watch UK TV abroad.	Internal Links	Dofollow
How to turn an old router into a Wi-Fi extender By Brian Nadel published 1 February 22 Got Wi-Fi dead zones? A dusty old router can be easily transformed into a wireless network extender to get whole-house Wi-Fi.	Internal Links	Dofollow
Best iPhones in 2022: Which iPhone should you buy? By Philip Michaels published 2 February 22 These are the best iPhones for every need and budget based on our reviews.	Internal Links	Dofollow
Best phones in 2022: The top smartphones rated By Mark Spoonauer published 1 February 22 Here are the best phones that we've tested, including the top Android phones, iPhones and cheap phones	Internal Links	Dofollow
The best streaming services in 2022 By Henry T. Casey published 1 February 22 Our picks for the best streaming services and cable alternatives for those considering cord cutting.	Internal Links	Dofollow
About us	Internal Links	Dofollow
Archives	Internal Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
Technology Magazines	External Links	Dofollow
Forums	External Links	Dofollow
Learn more	External Links	Dofollow

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Sengled Smart Light Bulb Starter Kit,	External Links	Dofollow
Echo Dot (4th Gen)	Smart speaker with	External Links	Dofollow
Secretlab Titan Evo 2022	External Links	Dofollow
Alienware Aurora Ryzen Edition R10	External Links	Dofollow
SAMSUNG 50" Class Neo QLED 4K (2160P)	External Links	Dofollow
HP OMEN - 30L Gaming Desktop - AMD	External Links	Dofollow
Visit our corporate site	External Links	Dofollow
Privacy policy	External Links	Dofollow
Cookies policy	External Links	Dofollow
Accessibility Statement	External Links	Dofollow
Advertise	External Links	Dofollow
Contact us	External Links	Dofollow
Careers	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.

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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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