

Review of Devtechnosys.ae

Generated on 2024-05-24

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** Offshore App & Web Development Company Dubai, Middle East
⚙️⚙️⚙️
Length: 57 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** Dev Technosys UAE is a mobile app & web development company in Middle East. We transform your idea into a web or app using the latest technologies.
⚙️⚙️⚙️
Length: 147 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.

[Offshore App & Web Development Company Dubai, Middle East](#)
[devtechnosys.ae/](#)

Dev Technosys UAE is a mobile app & web development company in Middle East. We transform your idea into a web or app using the latest technologies.

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.

<H1>	<H2>	<H3>	<H4>	<H5>	<H6>
1	2	16	45	7	3

- <H1> Transforming Businesses with Modern App & Website Development </H1>
- <H2> Leading Mobile & Web Development Company In UAE Offering Breakthrough IT Solutions </H2>
- <H2> </H2>
- <H3> Company </H3>
- <H3> Services </H3>
- <H3> On Demand App Development </H3>
- <H3> Hire Dedicated Developers </H3>
- <H3> Industries </H3>
- <H3> App Of The Month </H3>
- <H3> Our services </H3>
- <H3> Experience Scalable & Smart IT Solutions </H3>
- <H3> Hire Developers </H3>
- <H3> Need Our Assistance? </H3>
- <H3> Portfolio </H3>
- <H3> Industries We Serve </H3>
- <H3> Latest Blogs </H3>
- <H3> Listen To Our Success Story From Clients Worldwide </H3>
- <H3> Our Awards </H3>
- <H3> Have A Project Idea?We Can Help You Accomplish! </H3>
- <H4> Mobile App Development </H4>
- <H4> Full Stack Development </H4>
- <H4> Trending Solutions </H4>
- <H4> On-Demand App Development </H4>
- <H4> Hire Dedicated Developers </H4>
- <H4> E-Commerce Solutions </H4>
- <H4> Hire Dedicated Developers in Middle East to Take Your Business to New Heights </H4>
- <H4> Startup Consulting Services </H4>
- <H4> IoT App Development </H4>
- <H4> Business App Development </H4>
- <H4> Food App Development </H4>
- <H4> Wearable App Development </H4>

<H4> Augmented Reality App Development </H4>
<H4> Our Recent Endeavors </H4>
<H4> Let's Sugar </H4>
<H4> Holy Reads </H4>
<H4> Fynda </H4>
<H4> Revealing Our Leading Industrial Zones Of Expertise </H4>
<H4> Oil and Gas </H4>
<H4> Retail </H4>
<H4> Corporate </H4>
<H4> Real Estate </H4>
<H4> Tours & Travel </H4>
<H4> Finance </H4>
<H4> Education </H4>
<H4> Food & Restaurant </H4>
<H4> Empowering Audience Through Industry Trends, Innovations, And Tech Solutions! </H4>
<H4> How to Develop An App Like Toters </H4>
<H4> Cost to Develop An App Like Wego: A Tour and Travelling App </H4>
<H4> How to Develop An App Like Alibaba: A Marketplace App </H4>
<H4> Need Our Assistance? </H4>
<H4> Zaynab </H4>
<H4> Javed Ali </H4>
<H4> Khalid Khan </H4>
<H4> Drop your project requirements via email and our team will get back to you soon </H4>
<H4> Get in Touch </H4>
<H4> UAE Office </H4>
<H4> US Office </H4>
<H4> INDIA Office </H4>
<H4> Company </H4>
<H4> Quick Links </H4>
<H4> Join Our Newsletter </H4>
<H4> Get Your Free Copy Of Industry Specific Report. Download Now! </H4>
<H4> Awesome! </H4>
<H4> Sorry! </H4>
<H5> Let's Start A New Project Together! </H5>
<H5> Let's Sugar </H5>
<H5> Holy Reads </H5>
<H5> Fynda </H5>
<H5> Client Testimonials </H5>
<H5> Marking Footprints Globally </H5>
<H5> Contact Us </H5>
<H6> Online Dating Website </H6>
<H6> Mobile App Development </H6>
<H6> Online Healthcare Solutions </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

development 58 middle 32 company 24 mobile 17 business 15
 solutions 13 more 10 develop 9 like 8 online 8
 sugar 6 dedicated 6 developers 6 services 6 read 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>
development	58	✓	✓	✓
middle	32	✓	✓	✓
company	24	✓	✓	✓
mobile	17	✗	✓	✓
business	15	✗	✗	✓
solutions	13	✗	✗	✓
more	10	✗	✗	✗
develop	9	✓	✓	✓
like	8	✗	✗	✓
online	8	✗	✗	✓
sugar	6	✗	✗	✓
dedicated	6	✗	✗	✓
developers	6	✗	✗	✓
services	6	✗	✗	✓
read	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 15 images on this web page
✔ No ALT attributes are empty or missing.

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: **9.25%**

Text content size 10807 bytes

Total HTML size 116830 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 114 KB to 24 KB (79 % 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 104.21.18.7 does not redirect to devtechnosys.ae


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://devtechnosys.ae/sitemap.xml>

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.

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

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.

 **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: Not Available

Created Date: Not Available

Updated Date: Not Available

Expiry Date: Not Available

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

0 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

0 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://devtechnosys.ae
Length: 12 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

114 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 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
devtechnosys.com	Already Registered
devtechnosys.net	Already Registered
devtechnosys.org	Already Registered
devtechnosys.biz	Already Registered
devtechnosys.us	Already Registered

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

Typo Availability



Domains (TLD)	Status
xevtechnosys.ae	Available
sevtechnosys.ae	Available
wevtechnosys.ae	Available
eevtechnosys.ae	Available
revtechnosys.ae	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



Oh No! This page is not mobile-friendly.
Your mobile friendly score is 0/100

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.

● 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.

Server IP

Server IP	Server Location
104.21.18.7	//s.ipaddress.com/leaflet/leaflet.js";head.append (script);var style = document.create

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 you. 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.

 **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:  Devtechnosysdubai

 Twitter:  Devtechno

 Instagram:  Devtechnosys

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** No Global Rank


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:


No data available

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** \$60 USD


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

In-Page Links

We found a total of 155 links including both internal & external links of your site

Anchor	Type	Follow
No Anchor Text	Internal Links	Dofollow
Company	Internal Links	Dofollow
Industries	Internal Links	Dofollow
Blogs	Internal Links	Dofollow
App Of The Month	Internal Links	Dofollow
Request A Quote	Internal Links	Dofollow
Our Team	Internal Links	Dofollow
Awards	Internal Links	Dofollow
Portfolio	Internal Links	Dofollow
Infrastructure	Internal Links	Dofollow
Testimonials	Internal Links	Dofollow
Contact Us	Internal Links	Dofollow
Blogs	Internal Links	Dofollow
Top Software	Internal Links	Dofollow
Custom Web Development	Internal Links	Dofollow
Startup Consulting Services	Internal Links	Dofollow
AEM development	Internal Links	Dofollow
Mvp Development	Internal Links	Dofollow
Custom Software Development	Internal Links	Dofollow
Web Designing Company	Internal Links	Dofollow
Mobile App Development	Internal Links	Dofollow
Android App Development	Internal Links	Dofollow
iOS App Development	Internal Links	Dofollow
React Native App Development	Internal Links	Dofollow
Hybrid App Development	Internal Links	Dofollow
Flutter App Development	Internal Links	Dofollow
Full Stack Development	Internal Links	Dofollow
CMS Development	Internal Links	Dofollow
Magento Development	Internal Links	Dofollow
Meanstack Development	Internal Links	Dofollow
PHP Development	Internal Links	Dofollow
Drupal Development	Internal Links	Dofollow
On Demand App Development	Internal Links	Dofollow
Fantasy App Development	Internal Links	Dofollow
Food Delivery App Development	Internal Links	Dofollow
Taxi App Development	Internal Links	Dofollow
eWallet App Development	Internal Links	Dofollow
eCommerce App Development	Internal Links	Dofollow
Alcohol Delivery App Development	Internal Links	Dofollow
Super App Development	Internal Links	Dofollow
Beauty And Cosmetics App Development	Internal Links	Dofollow
Pickup Delivery App Development	Internal Links	Dofollow
Car Wash App Development	Internal Links	Dofollow
Handyman On Demand App Development	Internal Links	Dofollow
Car Rental Mobile App Development	Internal Links	Dofollow
Grocery Delivery App Development	Internal Links	Dofollow
Laundry App Development	Internal Links	Dofollow

Trending Solutions	Internal Links	Dofollow
Drone Software Development	Internal Links	Dofollow
Wearable App Development	Internal Links	Dofollow
Business App Development	Internal Links	Dofollow
AR App Development	Internal Links	Dofollow
IoT App Development	Internal Links	Dofollow
Renewable Energy Software Solutions	Internal Links	Dofollow
E Scooter App Development	Internal Links	Dofollow
Livestock Management Software Development	Internal Links	Dofollow
Hire Dedicated Developers	Internal Links	Dofollow
Hire Vue.js Developers	Internal Links	Dofollow
Oil & Gas	Internal Links	Dofollow
Real Estate	Internal Links	Dofollow
Agriculture	Internal Links	Dofollow
Healthcare	Internal Links	Dofollow
Retail & eCommerce	Internal Links	Dofollow
Restaurant	Internal Links	Dofollow
Tours & Travels	Internal Links	Dofollow
Banking & Finance	Internal Links	Dofollow
Education	Internal Links	Dofollow
Corporate	Internal Links	Dofollow
Construction	Internal Links	Dofollow
Transportation	Internal Links	Dofollow
App Of The Month	Internal Links	Dofollow
Tubi App	Internal Links	Dofollow
Careem App	Internal Links	Dofollow
Talabat App	Internal Links	Dofollow
Noon App	Internal Links	Dofollow
Botim App	Internal Links	Dofollow
Property Finder App	Internal Links	Dofollow
Muzz App	Internal Links	Dofollow
Olymp Trade App	Internal Links	Dofollow
Cafu App	Internal Links	Dofollow
Coursera App	Internal Links	Dofollow
Procore App	Internal Links	Dofollow
Mashreq App	Internal Links	Dofollow
Seha App	Internal Links	Dofollow
Rta Dubai App	Internal Links	Dofollow
M And S App	Internal Links	Dofollow
Lottery App Development	Internal Links	Dofollow
Fmovies	Internal Links	Dofollow
Tim Hortons	Internal Links	Dofollow
Instashop	Internal Links	Dofollow
Lime	Internal Links	Dofollow
Vivino	Internal Links	Dofollow
Urban Company	Internal Links	Dofollow
Airbnb	Internal Links	Dofollow
Babbel	Internal Links	Dofollow
Practo	Internal Links	Dofollow
Namshi	Internal Links	Dofollow
Estyshop	Internal Links	Dofollow
Shein	Internal Links	Dofollow
Bolt	Internal Links	Dofollow

TaxiF	Internal Links	Dofollow
Home Box Online	Internal Links	Dofollow
Bayut	Internal Links	Dofollow
Dubizzle	Internal Links	Dofollow
Udrive	Internal Links	Dofollow
Lose IT	Internal Links	Dofollow
Jetblue	Internal Links	Dofollow
One Click Drive	Internal Links	Dofollow
Nextdoor	Internal Links	Dofollow
Albaik App	Internal Links	Dofollow
Develop An App Like KFC UAE	Internal Links	Dofollow
Develop An App Like Maxim	Internal Links	Dofollow
Develop An App Like Flydubai	Internal Links	Dofollow
Develop An App Like Betterme	Internal Links	Dofollow
Develop An App Like Groupon	Internal Links	Dofollow
View Portfolio	Internal Links	Dofollow
Mobile App Development	Internal Links	Dofollow
Full Stack Development	Internal Links	Dofollow
Trending Solutions	Internal Links	Dofollow
On-Demand App Development	Internal Links	Dofollow
Hire Dedicated Developers	Internal Links	Dofollow
E-Commerce Solutions	Internal Links	Dofollow
Get a Quote	Internal Links	Dofollow
Startup Consulting Services	Internal Links	Dofollow
IoT App Development	Internal Links	Dofollow
Business App Development	Internal Links	Dofollow
Food App Development	Internal Links	Dofollow
Wearable App Development	Internal Links	Dofollow
Augmented Reality App Development	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
	Internal Links	Dofollow
+91 99832 63662	Internal Links	Dofollow
+91 9468631333	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
No Anchor Text	External Links	Dofollow
Web	External Links	Dofollow
Web	External Links	Dofollow
Android	External Links	Dofollow
Web	External Links	Dofollow
Android	External Links	Dofollow
IOS	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

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



Broken links were found on this web page

<https://apps.apple.com/in/app/fynda/id1589736738>

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.