



Review of Ifourtechnolab.com

Generated on 2024-02-05

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.

Usability

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

Please contact us for more information.

Tabl	e of	Conten	ts

Search Engine Optimization

Mobile Technologies

Visitors Social

Link Analysis

Iconography

🕜 Good

70 Improve

Errors

Not Important

••• Hard to solve

Little tough to solve

© © Easy to solve

No action necessary

Search Engine Optimization



Software Development Company USA | iFour Technolab

Length: 50 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.



iFour Technolab is a Microsoft Solutions Certified custom software, product and Add-in development company with offices in USA, Netherlands, Australia and India. We have been serving SMEs and large enterprises globally since 2013.

Length: 230 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.



Custom Software Development Company USA, Addin Software Developers, dot net developers, .net developers, dot net development company, development company, Software development company, IT outsourcing company, Software Outsourcing, IT outsourcing, offshore software development, Custom software developers, WPF Developement Company

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

However, google can't use meta keywords.



Google Preview

Software Development Company USA | iFour Technolab

ifourtechnolab.com/

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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> Software Development Company USA </h1>
<h2> Microsoft Office Add-in Development </h2>
<h2> Hire Dedicated Remote Software Developers </h2>
<h2> Custom Software Development </h2>
<h2> Mobile App Development </h2>
<h3> Why iFour Technolab? </h3>
<h3> USA (H.O.) </h3>
<h3> NETHERLANDS </h3>
<h3> AUSTRALIA </h3>
<h3> INDIA </h3>
<h3> HIPAA HMS ERP System </h3>
<h3> Healthcare Statistical Analysis System </h3>
<h3> Survey Management System </h3>
<h3> Customer Relationship Management System </h3>
<h3> Business Letters Template Manager </h3>
<h3> Help Generation System </h3>
<h3> Life Cycle Assessment Software </h3>
<h3> Universal Unique Identifier System </h3>
<h3> Airplane Parking Reservation System </h3>
<h3> Earned Value Management For Project Performance </h3>
<h3> Talent Hunting and interaction portal </h3>
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<h3> Building Voting System </h3>
<h3> Airport Parking Operator Booking System </h3>
<h3> Risk Management System Development </h3>
<h3> Communication and Collaboration Tool for Educators </h3>
<h3> School management system </h3>
<h3> Life Cycle Assessment System for Packaging Industry </h3>
<h3> Media Request Management System </h3>
<h3> Data Transfer for Fleet systems </h3>

- <H3> Task management and scheduler system </H3>
- <H3> Universal Recreational Booking Engine </H3>
- <H3> Blockchain Solution for Dental Healthcare Insurance </H3>
- <H3> Blockchain Solution for Municipality Insurance Management System </H3>
- <H3> Legal Records Management System </H3>
- <H3> Hose Management System </H3>
- <H3> Blockchain-based Building Management System </H3>
- <H3> Blockchain Solution for Real Estate Infrastructure Provider </H3>
- <H3> Building Roof Maintenance System </H3>
- <H3> eCommerce Portal for Industrial Products </H3>
- <H3> eCommerce Portal for Ranchers' Products </H3>
- <H3> Social Networking Website </H3>
- <H3> Shipment Process Management System </H3>
- <H3> Transportation and Logistics Management System </H3>
- <H3> Analytical Testing Solution </H3>
- <H3> Agency Management Platform </H3>
- <H3> Digital Inspection And Survey Management </H3>
- <H3> File Storage Management Addin </H3>
- <H3> Law Practice Management System </H3>
- <H3> Mini-Community Platform For Jobs </H3>
- <H3> Workflow Management Application </H3>
- <H3> Maternity Healthcare Solution </H3>
- <H3> Task Management System </H3>
- <H3> Customer Feedback Portal </H3>
- <H3> Patient Management System </H3>
- <H3> Truckload board management system </H3>
- <H3> Translation management system </H3>
- <H3> Digital NFT marketplace </H3>
- <H3> Easy document generation </H3>
- <H3> Competitor analysis portal </H3>
- <H3> Investment Planning App </H3>
- <H3> AI healthcare tracking system </H3>
- <H3> Microsoft Office Add-in Development </H3>
- <H3> Hire Dedicated Remote Software Developers </H3>
- <H3> Custom Software Development </H3>
- <H3> Mobile App Development </H3>
- <H3> PowerPoint Add-in Development </H3>
- <H3> Outlook Add-in Development </H3>
- <H3> Word Add-in Development </H3>
- <H3> Excel Add-in Development </H3>
- <H3> Office 365 Add-in Development </H3>
- <H3> Hire Remote .NET Software Developers </H3>
- <H3> Hire Remote .NET Core Software Developers </H3>
- <H3> Hire Remote Angular Software Developers </H3>
- <H3> Hire Remote WPF Application Developers </H3>
- <H3> Hire Remote Node.js Software Developers </H3>
- <H3> Hire Remote Blockchain Software Developers </H3>
- <H3> Hire Remote JAVA Software Developers </H3>
- <H3> Hire Remote React Software Developers </H3>
- <H3> .NET Custom Software Development </H3>
- <H3> Angular Web Development </H3>
- <H3> Node.js Web Development </H3>
- <H3> WPF Custom Software Development </H3>
- <H3> NopCommerce eCommerce Solution </H3>
- <H3> DNN (Dot Net Nuke) CMS Software Development </H3>
- <H3> Umbraco CMS Software Development </H3>
- <H3> Web Scraping Service </H3>



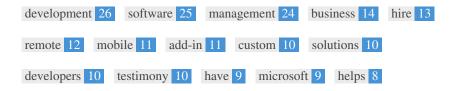
<H3> Native Mobile App Development </H3> <H3> Hybrid Mobile App Development </H3> <H3> Android Mobile App Development </H3> <H3> iOS Mobile App Development </H3> <H3> Xamarin Mobile App Development </H3> <H4> Get In Touch </H4> <H4> Front-end </H4> <H4> Backend </H4> <H4> Enterprise </H4> <H4> Office Add-in </H4> <H4> Mobile </H4> <H4> eCommerce & CMS </H4> <H4> Front-end </H4> <H4> Backend </H4> <H4> Enterprise </H4> <H4> Office add-in </H4> <H4> Mobile </H4> <H4> eCommerce & CMS </H4> <H4> Get in touch </H4> <H4> Our customers </H4> <H4> 10+ </H4> <H4> 95% </H4> <H4> 90% </H4> <H4> 7+ </H4> <H4> 300+ </H4> <H4> 11+ </H4> <H4> 4+ </H4> <H4> 120+ </H4> <H4> View our work </H4> <H4> What do our clients say </H4> <H4> Technologies </H4> <H4> Industry verticals we serve </H4> <H4> Healthcare </H4> <H4> Transportation & Logistics </H4> <H4> Legal </H4> <H4> Environment </H4> <H4> Finance </H4> <H4> Hospitality </H4> <H4> Fleet </H4> <H4> Education </H4> <H4> Aviation </H4> <H4> Construction </H4> <H4> Retail </H4> <H4> Media coverage </H4> <H4> Our other services </H4> <H4> Our Technology partners </H4> <H4> Blog Our insights </H4> <H4> Join our Newsletter </H4> <H5> Company </H5> <H5> Our Expertise </H5> <H5> Business With Us </H5> <H5> Website Use </H5> <H6> Delivery Everything Apps: Eco-friendly Strategies to Reduce Carbon Footprints </H6> <H6> Is Microsoft PowerApps the right choice for Healthcare application development </H6> <H6> 20 Essential DevOps Tools That Businesses Should Embrace In 2024 </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.







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.



Keywords development	Freq 26	Title	Desc	<h></h>
software	25	,	,	Ž
	24		· ·	
management				· ·
business	14	×	×	•
hire	13	×	×	~
remote	12	×	×	*
mobile	11	×	×	*
add-in	11	×	✓	~
custom	10	×	✓	~
solutions	10	×	✓	×
developers	10	×	×	~
testimony	10	×	×	×
have	9	×	✓	×
microsoft	9	×	✓	~
helps	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.



We found 252 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.



HTML to Text Ratio is: 7.32%

Text content size 17578 bytes Total HTML size 240108 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.



Wow! It's GZIP Enabled.

✓ Your webpage is compressed from 234 KB to 36 KB (84.5 % 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.



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

000

Great, you are not using ?underscores (these_are_underscores) in your URLs.

While Google treats hyphens as word separators, it does not for underscores.





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.



Good, you have XML Sitemap file! http://ifourtechnolab.com/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.



Good, you have Robots.txt file! http://ifourtechnolab.com/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.



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 000

Exactly how many years and months

Domain Age: 8 Years, 293 Days

Created Date: 18th-Apr-2015

Updated Date: 22nd-Feb-2023

Expiry Date: 18th-Apr-2024

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 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.



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.



Usability



http://ifourtechnolab.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).



wo 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.

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.

O Load Time

0.92 second(s)

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

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

Language

Good, you have declared your language Declared Language: English

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

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

Domain Availability

Domains (TLD)	Status
ifourtechnolab.net	Available
ifourtechnolab.org	Already Registered
ifourtechnolab.biz	Already Registered
ifourtechnolab.us	Already Registered
ifourtechnolab.info	Already Registered

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

Typo Availability

Г <u></u>	T	
Domains (TLD)	Status	
ufourtechnolab.com	Available	
jfourtechnolab.com	Available	
kfourtechnolab.com	Available	
lfourtechnolab.com	Available	
ofourtechnolab.com	Available	

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



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



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.



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.



Technologies



Server IP	Server Location
161.97.134.84	//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 your Search engines take the geolocation of a server into account as well as the server speed.



Tips for authoring fast-loading HTML pages:

- * Too bad, your website has too many CSS files.
- * Too bad, your website has too many JavaScript files.
- Perfect, your website doesn't use nested tables.
- Perfect, your website doesn't use 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.



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.



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.



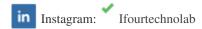
Social



Your social media status







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.

Visitors

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:

000

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

000

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



We found a total of 164 links including both internal & external links of your site

Anchor	Type	Follow
No Anchor Text	Internal Links	Dofollow
Cu stom Software Development	Internal Links	Dofollow
En terprise Product Development	Internal Links	Dofollow
.NE T Enterprise Content Management	Internal Links	Dofollow
Mi crosoft Azure Cloud Services	Internal Links	Dofollow
Io T Software Development	Internal Links	Dofollow
Mic rosoft Power BI Consulting Services	Internal Links	Dofollow
Mo bile Application Development	Internal Links	Dofollow
eC ommerce Solutions	Internal Links	Dofollow
Cu stom Blockchain Software Development	Internal Links	Dofollow
Mi crosoft 365 Development	Internal Links	Dofollow
Mic rosoft Powerapps Development	Internal Links	Dofollow
An gular	Internal Links	Dofollow
Re act	Internal Links	Dofollow
.NE T	Internal Links	Dofollow
Ja va	Internal Links	Dofollow
C#	Internal Links	Dofollow
No de	Internal Links	Dofollow
MS CRM	Internal Links	Dofollow
Sa lesforce	Internal Links	Dofollow
WP F	Internal Links	Dofollow
VS TO Add-in	Internal Links	Dofollow
Ou tlook Add-in	Internal Links	Dofollow
Ex cel Add-in	Internal Links	Dofollow
Wo rd Add-in	Internal Links	Dofollow
Of fice 365 Add-in	Internal Links	Dofollow
Po werPoint Add-in	Internal Links	Dofollow
Xa marin	Internal Links	Dofollow
Hy brid	Internal Links	Dofollow
An droid	Internal Links	Dofollow
iO S	Internal Links	Dofollow
No pCommerce	Internal Links	Dofollow
DN N	Internal Links	Dofollow
Um braco	Internal Links	Dofollow
Ke ntico	Internal Links	Dofollow
Our Work	Internal Links	Dofollow
.NE T Developer	Internal Links	Dofollow
.NE T Core Developer	Internal Links	Dofollow
An gular Developer	Internal Links	Dofollow
WP F Developer	Internal Links	Dofollow
No de.js Developer	Internal Links	Dofollow
Et hereum Blockchain Developer	Internal Links	Dofollow
Ja va Developer	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
HIRE US	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Co mpany	Internal Links	Dofollow



Te stimonial	Internal Links	Dofollow
Te am	Internal Links	Dofollow
Ac colades	Internal Links	Dofollow
Pa rtners	Internal Links	Dofollow
Ca reer	Internal Links	Dofollow
He althcare	Internal Links	Dofollow
Av iation	Internal Links	Dofollow
Le gal	Internal Links	Dofollow
En vironment	Internal Links	Dofollow
Ed ucation	Internal Links	Dofollow
Co nstruction	Internal Links	Dofollow
Fi nance	Internal Links	Dofollow
Tr ansportation And Logistics	Internal Links	Dofollow
Fl eet	Internal Links	Dofollow
Ho spitality	Internal Links	Dofollow
Re tail	Internal Links	Dofollow
In sights	Internal Links	Dofollow
Cu Iture	Internal Links	Dofollow
Co ntact	Internal Links	Dofollow
+1 410 892 1119	Internal Links	Dofollow
+61 4 8993 1698	Internal Links	Dofollow
HIPAA HMS ERP System	Internal Links	Dofollow
Healthcare Statistical Analysis System	Internal Links	Dofollow
Survey Management System	Internal Links	Dofollow
Customer Relationship Management System	Internal Links	Dofollow
Business Letters Template Manager	Internal Links	Dofollow
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Social Networking Website	Internal Links	Dofollow



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Transportation and Logistics Management System	Internal Links	Dofollow
Analytical Testing Solution	Internal Links	Dofollow
Agency Management Platform	Internal Links	Dofollow
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File Storage Management Addin	Internal Links	Dofollow
Law Practice Management System	Internal Links	Dofollow
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Workflow Management Application	Internal Links	Dofollow
Maternity Healthcare Solution	Internal Links	Dofollow
Task Management System	Internal Links	Dofollow
Customer Feedback Portal	Internal Links	Dofollow
Patient Management System	Internal Links	Dofollow
Truckload board management system	Internal Links	Dofollow
Translation management system	Internal Links	Dofollow
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Investment Planning App	Internal Links	Dofollow
AI healthcare tracking system	Internal Links	Dofollow
Web Scraping Service	Internal Links	Dofollow
Native Mobile App Development	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Events & News	Internal Links	Dofollow
Technologies	Internal Links	Dofollow
Services	Internal Links	Dofollow
Business Affiliates	Internal Links	Dofollow
Privacy	Internal Links	Dofollow
Terms Of Use	Internal Links	Dofollow
Sitemap	Internal Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
ifourconsultancy	External Links	Dofollow
+1 410 892 1119	External Links	Dofollow
+61 4 8993 1698	External Links	Dofollow
USA	External Links	Dofollow
NL	External Links	Dofollow
AUS	External Links	Dofollow
IN FAs	External Links	Dofollow
TW FAs	External Links	Dofollow
FB	External Links	Dofollow
YT	External Links	Dofollow
IG	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
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
110 I MICHOI TOAL	EAGIIGI EIIKS	DOTOTION



No Anchor Text No Anchor Text No Anchor Text External Links Dofollow
External Links Dofollow
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 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.

