



Your Website Score

# Review of Lildurk.com

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## Introduction

This report provides a review of the key factors that influence the SEO and usability of your website.

The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.

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

Please contact us for more information.

## Table of Contents

Search Engine Optimization

Mobile

Visitors

Link Analysis

Usability

Technologies

Social

## Iconography



Good



To Improve



Errors



Not Important



Hard to solve



Little tough to solve



Easy to solve



No action necessary



## Title Tag



Lil Durk - Online Dispensary

**Length:** 28 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



Lil Durk is an exclusive online dispensary retailer and wholesaler for recreational cannabis and a trusted source for information about cannabis.

**Length:** 145 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



Lil Durk,lildurk,lil durk,LILDURK,LIL DURK,online dispensary,dispensary near me

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

Lil Durk - Online Dispensary

lildurk.com/

Lil Durk is an exclusive online dispensary retailer and wholesaler for recreational cannabis and a trusted source for information about cannabis.

This is an example of what your Title Tag and Meta Description will look like in Google search results.

While Title Tags & Meta Descriptions are used to build the search result listings, the search engines may create their own if they are missing, not well written, or not relevant to the content on the page.

Title Tags and Meta Descriptions are cut short if they are too long, so it's important to stay within the suggested character limits.

Headings

<H1>	<H2>	<H3>	<H4>	<H5>	<H6>
2	11	385	0	1	0

- <H1> Lil Durk </H1>
- <H1> Lil Durk Online Dispensary </H1>
- <H2> Budget </H2>
- <H2> Concentrates </H2>
- <H2> Edibles </H2>
- <H2> Bulk </H2>
- <H2> Mix & Match </H2>
- <H2> Accessories </H2>
- <H2> Clothing </H2>
- <H2> Craft Flower </H2>
- <H2> Limited </H2>
- <H2> Munchies </H2>
- <H2> Lil Durk Online Dispensary | LilDurk.com </H2>
- <H3> Sherbet </H3>
- <H3> 3 In The Pink </H3>
- <H3> Rockstar Tuna </H3>
- <H3> Passion Fruit </H3>
- <H3> Berry Pie </H3>
- <H3> Pink Rozay </H3>
- <H3> Master Kush </H3>
- <H3> Mango Haze </H3>
- <H3> Dosi Punch </H3>
- <H3> Glueberry OG </H3>
- <H3> Rock Candy </H3>
- <H3> Purple Punch </H3>
- <H3> Slurricane </H3>
- <H3> Maui Wowie </H3>
- <H3> Durban Poison </H3>
- <H3> Trainwreck </H3>
- <H3> Bubblegum </H3>
- <H3> Recovery Stick 300mg CBD </H3>

<H3> CBD Bath Bombs </H3>  
<H3> Calm Tincture 300mg CBD </H3>  
<H3> Day & Night CBD Skin Cream </H3>  
<H3> Miracle CBD Cream </H3>  
<H3> Rosin Vape Pen Cartridge </H3>  
<H3> Freshly Pressed Rosin </H3>  
<H3> Rosin Vape Pen Kit </H3>  
<H3> Full Spectrum Tincture 2500mg THC </H3>  
<H3> Full Spectrum Tincture 1000mg CBD </H3>  
<H3> Full Spectrum Tincture 2500mg CBD </H3>  
<H3> Love CBD Vape Pen </H3>  
<H3> Natural CBD Vape Pen </H3>  
<H3> Sleep CBD Vape Pen </H3>  
<H3> Revive CBD Vape Pen </H3>  
<H3> THC Honey Oil </H3>  
<H3> CBD Raw Shea Butter </H3>  
<H3> CBD Deep Freeze Rub </H3>  
<H3> CBD Eczema Relief Cream </H3>  
<H3> CBD Pain Relief Cream </H3>  
<H3> Goji Full Spectrum Cartridge </H3>  
<H3> Granddaddy Purple Full Spectrum Cartridge </H3>  
<H3> Vape Pen 250mg CBD </H3>  
<H3> Distillate Vaporizer Pen Starter Kit </H3>  
<H3> Premium Indica Kief </H3>  
<H3> THC-A Diamonds </H3>  
<H3> Exquisite Vape Cartridge 0.5ml </H3>  
<H3> Full Spectrum Organic Hemp Flower Oil </H3>  
<H3> Full Spectrum THC Vapes 0.5ml </H3>  
<H3> HTFSE Terp Sauce </H3>  
<H3> Pineapple Express Shatter </H3>  
<H3> Hooti Extracts THC Distillate </H3>  
<H3> Caliburn Replacement Pods (4 Pack) </H3>  
<H3> Caliburn Pod System Starter Kit </H3>  
<H3> Premium Blend Shatter </H3>  
<H3> Cherry Rick Simpson Oil </H3>  
<H3> Rick Simpson Oil </H3>  
<H3> Banana OG Shatter </H3>  
<H3> AK-47 Shatter </H3>  
<H3> Green Crack Shatter </H3>  
<H3> Purple Haze Shatter </H3>  
<H3> Silver Haze Shatter </H3>  
<H3> Jedi Kush Shatter </H3>  
<H3> Sensi Star Shatter </H3>  
<H3> Purple Trainwreck Shatter </H3>  
<H3> MK Ultra Sauce Refill Cartridge </H3>  
<H3> Wedding Cake Sauce Refill Cartridge </H3>  
<H3> Romulan Sauce Refill Cartridge </H3>  
<H3> High Voltage Extracts Sauce </H3>  
<H3> Cotton Candy Cartridge 1ml </H3>  
<H3> Watermelon Cartridge 0.5ml </H3>  
<H3> Extra Strength Cannabis Lotion </H3>  
<H3> Full Spectrum 1:1 Milk Bath </H3>  
<H3> Full Spectrum CBD Milk Bath </H3>  
<H3> After Sun CBD Lotion </H3>  
<H3> RSO </H3>  
<H3> HTFSE </H3>  
<H3> Shatter </H3>

<H3> Oil Pens </H3>  
<H3> Bubble Hash </H3>  
<H3> Live Resin </H3>  
<H3> Hazelnut Spread 400mg CBD </H3>  
<H3> Hazelnut Spread 400mg THC </H3>  
<H3> Vegan Peanut Butter Cups 200mg CBD </H3>  
<H3> CBD 10 Oil Drops </H3>  
<H3> Indica 1:1 ZZZ Bombs </H3>  
<H3> Sativa Jelly Bomb 80mg THC </H3>  
<H3> Chocolate Bars 450mg THC </H3>  
<H3> Canna Lean 1000mg THC </H3>  
<H3> Chocolate Covered Almonds 100mg THC </H3>  
<H3> Dark Chocolate Coffee Beans 200mg THC </H3>  
<H3> Medicated Tea Bags 60mg THC </H3>  
<H3> Dog Tincture 300mg CBD </H3>  
<H3> Full Spectrum CBD Tincture </H3>  
<H3> Cannabis Olive Oil 800mg THC </H3>  
<H3> Hazelnut Crunch Cannabar 150mg THC </H3>  
<H3> Oatmeal Chocolate Cookie 15mg THC </H3>  
<H3> Rice Crispy Square 60mg THC </H3>  
<H3> Vegan Blue Jay Bar 40mg THC </H3>  
<H3> Sunshower Gummies 75mg THC </H3>  
<H3> Double Chocolate Cookie 30mg THC </H3>  
<H3> Ginger Chew Cookie 30mg THC </H3>  
<H3> Chocolate Fudge Brownie 400mg THC </H3>  
<H3> Organic Honey Tincture 100mg THC </H3>  
<H3> Chocolate Fudge Brownie 200mg THC </H3>  
<H3> Mile High Mint Cannabar 210mg THC </H3>  
<H3> Salted Caramel Cannabar 75mg THC </H3>  
<H3> Sativa Bunnies 300mg THC </H3>  
<H3> Dog Treats 150mg CBD </H3>  
<H3> Mixed Fruit Gummies 200mg THC </H3>  
<H3> Infused Sour Gummies 300mg CBD </H3>  
<H3> Heart Gummies 150mg THC </H3>  
<H3> Grape Gummies 150mg THC </H3>  
<H3> Fruit Punch Gummies 150mg THC </H3>  
<H3> Sleep Comfortea 200mg THC </H3>  
<H3> Sour Gummy Bears 300mg THC </H3>  
<H3> Strawberry Lemonade Drink Mix 30mg THC </H3>  
<H3> Full Spectrum Plus Capsules 250mg THC </H3>  
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<H3> Medicated Raw Sugar 35mg THC </H3>  
<H3> Gummies 1:1 THC/CBD </H3>  
<H3> Cosmic Caviar Gummies 100mg THC </H3>  
<H3> Capsules 20mg CBD </H3>  
<H3> Vegan Gummies 80mg THC </H3>  
<H3> Capsules Super 100mg THC </H3>  
<H3> Capsules Mid 10mg THC </H3>  
<H3> Capsules Mid 10mg CBD </H3>  
<H3> Capsules High 25mg THC </H3>  
<H3> Capsules Low 5mg CBD </H3>  
<H3> Candy Colas 150mg CBD </H3>  
<H3> Peanut Butter Cups 100mg CBD </H3>  
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<H3> Strawberry Canna Lean Syrup 300mg THC </H3>  
<H3> Banana Blasts 150mg THC </H3>  
<H3> Grape Sours 150mg THC </H3>

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<H3> Blue Foot Blasts 150mg CBD </H3>  
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<H3> Twonkie Sponge Cake 150mg THC </H3>  
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<H3> Grape Crush Gummies 180mg THC </H3>  
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<H3> Gummy Edibles 500mg THC </H3>  
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<H3> Gummy Bears 200mg THC </H3>  
<H3> Happy Hour Gummies 50mg THC </H3>  
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<H3> Assorted Gummies 200mg THC </H3>  
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<H3> Cherry Cola Bottles 200mg THC </H3>  
<H3> Sour Peaches 200mg THC </H3>  
<H3> Candy Variety Pack 200mg THC </H3>  
<H3> Sour Keys 200mg THC </H3>  
<H3> Watermelon Candy 200mg THC </H3>  
<H3> Cherry Cola Bottles 200mg THC </H3>  
<H3> Gummy Worms 200mg THC </H3>  
<H3> Assorted Gummies 300mg CBD </H3>  
<H3> 120mg Indica Cola Bottles </H3>

<H3> 180mg THC Planets Hard Candy </H3>  
<H3> Brownies </H3>  
<H3> Chocolate </H3>  
<H3> Capsules </H3>  
<H3> Tincture </H3>  
<H3> Canna Lean </H3>  
<H3> Gummies </H3>  
<H3> Chocolate Sap </H3>  
<H3> Sky Master </H3>  
<H3> Zookies </H3>  
<H3> Green Goblin </H3>  
<H3> Dark Grape </H3>  
<H3> Ray Charles </H3>  
<H3> Black Domina </H3>  
<H3> Sour Grape </H3>  
<H3> Jedi Kush </H3>  
<H3> The Purp </H3>  
<H3> Romulan </H3>  
<H3> Papaya Cake </H3>  
<H3> Pink Bubba </H3>  
<H3> Grape Ape </H3>  
<H3> Hawaiian </H3>  
<H3> Biscotti </H3>  
<H3> Candyland </H3>  
<H3> Blue Sherbet </H3>  
<H3> Lemon Cake </H3>  
<H3> Meat Breath </H3>  
<H3> Amnesia Haze </H3>  
<H3> Hindu Kush </H3>  
<H3> Jack Herer </H3>  
<H3> White Rhino </H3>  
<H3> Chocolope </H3>  
<H3> Gas Daddy </H3>  
<H3> Cherry Punch </H3>  
<H3> Khalifa Mints </H3>  
<H3> Big Cat Kush </H3>  
<H3> Emancipator </H3>  
<H3> Candy Cane </H3>  
<H3> Lemon Haze </H3>  
<H3> Cactus Breath </H3>  
<H3> Garanimals </H3>  
<H3> Runtz </H3>  
<H3> Pink Kush </H3>  
<H3> Jungle Cake </H3>  
<H3> Gelato </H3>  
<H3> Apple Fritter </H3>  
<H3> Irish Cream </H3>  
<H3> Kush Mints </H3>  
<H3> Purple Haze </H3>  
<H3> Ice Cream </H3>  
<H3> Green Crack </H3>  
<H3> White Widow </H3>  
<H3> Dancehall </H3>  
<H3> Wedding Cake </H3>  
<H3> Diesel </H3>  
<H3> Blueberry </H3>  
<H3> Sensi Star </H3>

<H3> Grapefruit </H3>  
<H3> Rockstar Kush </H3>  
<H3> Blue Dream </H3>  
<H3> GMO Cookies </H3>  
<H3> Pineapple </H3>  
<H3> Daily Smoker Pack </H3>  
<H3> Chronic Moon Rocks </H3>  
<H3> Hooti Extracts Shatter </H3>  
<H3> Stoners Combo (Valentine's Day) </H3>  
<H3> Fuego Cartridges </H3>  
<H3> Canadian Moon Rocks </H3>  
<H3> Moonrock Pre-Roll Joints </H3>  
<H3> Hooti Extracts Syringes </H3>  
<H3> 2 Eighths for \$25 </H3>  
<H3> XXL Hemparillo Blunt Wraps </H3>  
<H3> Hemparillo Blunt Wraps </H3>  
<H3> Yocan Uni Pro </H3>  
<H3> Dab Rig </H3>  
<H3> Mini Pipe </H3>  
<H3> Beaker Bong </H3>  
<H3> Raw Cones </H3>  
<H3> 2-in-1 Grinder </H3>  
<H3> Hemp Blunt Wraps </H3>  
<H3> Raw Papers </H3>  
<H3> Boveda </H3>  
<H3> Lil Durk Tank </H3>  
<H3> Lil Durk Shirt </H3>  
<H3> Lil Durk Sweatshirt </H3>  
<H3> Lil Durk T-Shirt </H3>  
<H3> Lil Durk Mask </H3>  
<H3> Lil Durk Hoodie </H3>  
<H3> Rainbow Kush Mints 28g </H3>  
<H3> Mataro Blue 28G </H3>  
<H3> Red Dragon 28G </H3>  
<H3> Love Potion #9 28G </H3>  
<H3> Death Bubba 28G </H3>  
<H3> Platinum Punch 28G </H3>  
<H3> Grape Cookies 28G </H3>  
<H3> White Castle 28G </H3>  
<H3> Peanut Butter Breath 28G </H3>  
<H3> Monster Cookies 28G </H3>  
<H3> Pine Tar 28G </H3>  
<H3> Slurricane 28G </H3>  
<H3> Ghost Train Haze 28G </H3>  
<H3> Fire OG 28G </H3>  
<H3> Kush Mint 28G </H3>  
<H3> Miracle Alien Cookies 28G </H3>  
<H3> Bonkers 28G </H3>  
<H3> Dancehall 28G </H3>  
<H3> Banana Punch 28G </H3>  
<H3> Bubba Cookies 28G </H3>  
<H3> Blue Afghani 28G </H3>  
<H3> Strawberry Chronic Rocks </H3>  
<H3> Blueberry Chronic Rocks </H3>  
<H3> Original Chronic Rocks </H3>  
<H3> Lemon Chronic Rocks </H3>  
<H3> Mango Chronic Rocks </H3>



<H3> Watermelon Pie 14G </H3>  
<H3> Juice Cake 14G </H3>  
<H3> LA Kush Cake 14G </H3>  
<H3> Biscotti Dough 14G </H3>  
<H3> Han Solo Burger 14G </H3>  
<H3> Sunset Sherbet \*Craft Exotic\* 14G </H3>  
<H3> Miracle Alien Cookies \*Craft Exotic\* 14G </H3>  
<H3> Classic Pink 14G </H3>  
<H3> Cornbread \*Craft Exotic\* 14G </H3>  
<H3> Whitemeat \*Craft Exotic\* 14G </H3>  
<H3> Eleven Week Sacred Pink 14G </H3>  
<H3> Quadra Pink 14G </H3>  
<H3> Gas Station Bob 14G </H3>  
<H3> Death Bubba x Master Kush Ultra 14G </H3>  
<H3> Master Kush Ultra 14G </H3>  
<H3> Wedding Cake 14G </H3>  
<H3> Land Defender Pink 14G </H3>  
<H3> Gas Mask 14G </H3>  
<H3> Doughboy Pink 14G </H3>  
<H3> Whoa-Si-Whoa 14G </H3>  
<H3> Thin Mint Cookies 14G </H3>  
<H3> Jelly Breath x GMO Cookies 14G </H3>  
<H3> Bubblegum Wedding 14G </H3>  
<H3> Banana's and Blow 14G </H3>  
<H3> Big Dave's Pink 14G </H3>  
<H3> Banana Split Moon Rocks </H3>  
<H3> Original Moon Rocks </H3>  
<H3> Blueberry Moon Rocks </H3>  
<H3> Caramel Moon Rocks </H3>  
<H3> Blueberry Crumble Moon Rocks </H3>  
<H3> Strawberry Moon Rocks </H3>  
<H3> Peaches and Cream Moon Rocks </H3>  
<H3> Watermelon Moon Rocks </H3>  
<H3> Grape Moon Rocks </H3>  
<H3> Pina Colada Moon Rocks </H3>  
<H3> Vanilla Ice Cream Moon Rocks </H3>  
<H3> Strawberry Cheesecake Moon Rocks </H3>  
<H3> Skywalker OG </H3>  
<H3> Tahiti Lime </H3>  
<H3> Superglue OG </H3>  
<H3> Sour Tangie </H3>  
<H3> Kimbo Kush </H3>  
<H3> Mimosa </H3>  
<H3> Strawberry </H3>  
<H3> Purple Kush </H3>  
<H3> Motorbreath </H3>  
<H3> Fruit Punch </H3>  
<H3> Bananium </H3>  
<H3> Gushers </H3>  
<H3> Mini Pre-Roll Packs </H3>  
<H3> Weed Advent Calendar </H3>  
<H3> Pre-Rolled Moonrock Joint </H3>  
<H3> Seedsman Seeds </H3>  
<H3> Pre-Roll Joint (Hybrid) </H3>  
<H3> Pre-Roll Joint (Sativa) </H3>  
<H3> Pre-Roll Joint (Indica) </H3>  
<H3> Rosin Press </H3>

<H3> Security Cameras </H3>  
<H3> FloraFlex Nutrients </H3>  
<H3> Grow Tent </H3>  
<H3> LSO Clones </H3>  
<H3> Seed Junky Seeds </H3>  
<H3> Grow Lights </H3>  
<H3> Squirt Soda </H3>  
<H3> Sunkist Pineapple </H3>  
<H3> Pina Colada Fanta </H3>  
<H3> Flaming Cheetos Bold Mac N' Cheese </H3>  
<H3> Cheetos Bold & Cheesy Mac & Cheese </H3>  
<H3> Reese's Chocolate Lovers (King Size) </H3>  
<H3> Dunkaroos Vanilla Icing Frosting </H3>  
<H3> Kitkat Chunky Cinnabon Chocolate </H3>  
<H3> Dragon Chip x Frito Lay </H3>  
<H3> Coca Cola Frozen Lemon </H3>  
<H3> Arizona Half & Half Fruit Snacks </H3>  
<H3> Canada Dry Premier Ginger Ale </H3>  
<H3> Arizona Nachos & Salsa </H3>  
<H3> Arizona Fruit Snacks </H3>  
<H3> 7UP Exclusive Flavors </H3>  
<H3> Bounty Cookies </H3>  
<H3> Cookie Pop Popcorn </H3>  
<H3> Cheetos Shrimp </H3>  
<H3> Skittles Floral </H3>  
<H5> LiveChat: 9:30AM - 5PM PST MON-FRI Email: [email protected] </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.

## Keywords

cart 273 options 112 gummies 16 durk 15 moon 14  
spectrum 11 cookies 7 chocolate 7 vape 7 pink 6  
tincture 6 cola 6 chronic 5 kush 5 cake 5

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>
cart	273	✗	✗	✓
options	112	✗	✗	✗
gummies	16	✗	✗	✓
durk	15	✓	✓	✓
moon	14	✗	✗	✓
spectrum	11	✗	✗	✓
cookies	7	✗	✗	✓
chocolate	7	✗	✗	✓
vape	7	✗	✗	✓
pink	6	✗	✗	✓
tincture	6	✗	✗	✓
cola	6	✗	✗	✓
chronic	5	✗	✗	✓
kush	5	✗	✗	✓
cake	5	✗	✗	✓

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: **4.34%**

Text content size 25029 bytes

Total HTML size 576409 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 563 KB to 52 KB (90.9 % 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.

 **IP Canonicalization** No your domain IP 104.21.68.138 does not redirect to lildurk.com  


To check this for your website, enter your IP address in the browser and see if your site loads with the IP address. Ideally, the IP should redirect to your website's URL or to a page from your website hosting provider. If it does not redirect, you should do an htaccess 301 redirect to make sure the IP does not get indexed.

 **URL Rewrite** Good, all URLs look clean and friendly  


Your site's URLs contain unnecessary elements that make them look complicated. A URL must be easy to read and remember for users. Search engines need URLs to be clean and include your page's most important keywords. Clean URLs are also useful when shared on social media as they explain the page's content.

 **Underscores in the URLs** Great, you are not using underscores (these\_are\_underscores) in your URLs  


Great, you are not using ?underscores (these\_are\_underscores) in your URLs. While Google treats hyphens as word separators, it does not for underscores.


✔ **WWW Resolve**  Great, a redirect is in place to redirect traffic from your non-preferred domain.

Redirecting requests from a non-preferred domain is important because search engines consider URLs with and without "www" as two different websites.

✔ **XML Sitemap**  Good, you have XML Sitemap file!  
<http://lildurk.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.

✔ **Robots.txt**  Good, you have Robots.txt file!  
<http://lildurk.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.

 **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: 9 Years, 173 Days

Created Date: 11th-Jun-2012

Updated Date: 2nd-Nov-2021

Expiry Date: 11th-Jun-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.



## Indexed Pages



Indexed pages in search engines

998 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

405 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://lildurk.com  
**Length:** 7 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**  


563 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**  


0.28 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: EN-US

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
lildurk.net	Already Registered
lildurk.org	Already Registered
lildurk.biz	Already Registered
lildurk.us	Available
lildurk.info	Already Registered

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

## Typo Availability



Domains (TLD)	Status
pildurk.com	Available
oildurk.com	Available
iildurk.com	Available
kildurk.com	Available
mildurk.com	Available

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



### 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.



## 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

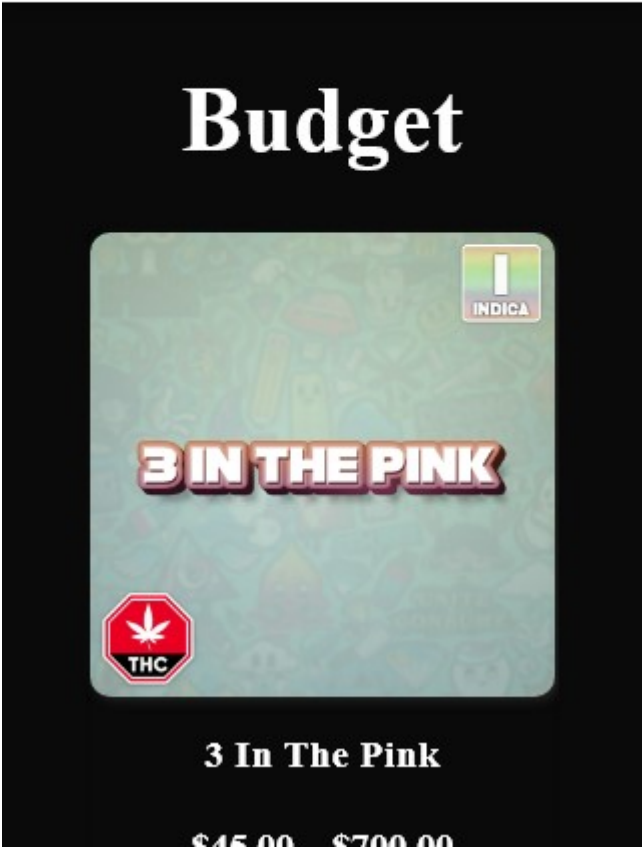


Perfect, no embedded objects detected.

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.

Enter your email to receive 25% off your first order! ×

GET 25% OFF



The number of people using the Mobile Web is huge; over 75 percent of consumers have access to smartphones. ??

Your website should look nice on the most popular mobile devices.

Tip: Use an analytics tool to track mobile usage of your website.

## Server IP

Server IP	Server Location	Service Provider
104.21.55.182	United StatesTimezone	CloudflareOrganization

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:

- ✘ 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.
- ✘ Too bad, your website is using inline styles.

Website speed has a huge impact on performance, affecting user experience, conversion rates and even rankings.

By reducing page load-times, users are less likely to get distracted and the search engines are more likely to reward you by ranking your pages higher in the SERPs.

Conversion rates are far higher for websites that load faster than their slower competitors.

## Analytics

We didn't detect an analytics tool installed on this website.

Web analytics let you measure visitor activity on your website.

You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.



## Doc Type

Your Web Page doctype is HTML 5



The Doctype is used to instruct web browsers about the document type being used.

For example, what version of HTML the page is written in.

Declaring a doctype helps web browsers to render content correctly.



## W3C Validity

W3C not validated



W3C is a consortium that sets web standards.

Using valid markup that contains no errors is important because syntax errors can make your page difficult for search engines to index. Run the W3C validation service whenever changes are made to your website's code.



## Encoding

Great, language/character encoding is specified: UTF-8



Specifying language/character encoding can prevent problems with the rendering of special characters.



## Social Data

Your social media status

 Facebook: 



 Twitter: 

 Instagram:  Wall

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** 1,826,228th 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:  


**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** \$1,176 USD  


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



## 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.



## 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.