

Review of Repindia.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.

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Search Engine Optimization

Mobile

Visitors

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Technologies

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Iconography

 Good

 To Improve

 Errors




 Not Important

 Hard to solve

 Little tough to solve

 Easy to solve





 No action necessary

 **Title Tag** Digital Marketing Services Company In India | RepIndia
   **Length:** 54 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** RepIndia is one of the top leading digital marketing companies in India. We offers best digital marketing service like SEO, SMO, PPC, ORM services.
   **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.

Digital Marketing Services Company In India | RepIndia
repindia.com/

RepIndia is one of the top leading digital marketing companies in India. We offers best digital marketing service like SEO, SMO, PPC, ORM services.

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>
0	4	31	22	0	28

- <H2> Let's Work On It </H2>
- <H2> Let's Work On It </H2>
- <H2> Public Safety Announcement </H2>
- <H2> Write a Message </H2>
- <H3> Got An Idea? </H3>
- <H3> Got An Idea? </H3>
- <H3> What's new in digital marketing? </H3>
- <H3> Everything! </H3>
- <H3> Hello there, </H3>
- <H3> Meet some of our resident digital magicians! </H3>
- <H3> Collaborations that </H3>
- <H3> created digital magic </H3>
- <H3> Here are </H3>
- <H3> Our services </H3>
- <H3> Multiple Award Winning </H3>
- <H3> Digital Marketing Agency </H3>
- <H3> Here are </H3>
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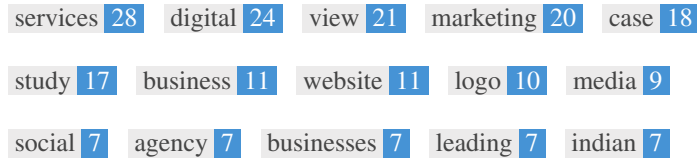
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<H4> Canon </H4>
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<H4> Canon PPP </H4>
<H4> Goodness Me </H4>
<H4> Canon India </H4>
<H4> Ethos Watches </H4>
<H4> The LaLiT Hotels & Resorts </H4>
<H4> Timex India </H4>
<H4> GoAir </H4>
<H4> Kajaria </H4>
<H4> Anita Dongre </H4>
<H4> Yourspace </H4>
<H4> Goodness.me </H4>
<H4> Digital Marketing Services </H4>
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<H6> One Of The Largest Watch Makers In The World </H6>
<H6> Ayesha ChenoyCo-Founder </H6>
<H6> Archit ChenoyCEO </H6>
<H6> Nazneen JoshiSenior Vice President- Business & Strategy (West) </H6>
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<H6> Neelanjan DasguptaCreative Head (West) </H6>
<H6> Ayesha ChenoyCo-Founder </H6>
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<H6> Neelanjan DasguptaCreative Head (West) </H6>
<H6> Please be advised: </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



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>
services	28	✓	✓	✓
digital	24	✓	✓	✓
view	21	✗	✗	✗
marketing	20	✓	✓	✓
case	18	✗	✗	✗
study	17	✗	✗	✗
business	11	✗	✗	✓
website	11	✗	✗	✓
logo	10	✗	✗	✗
media	9	✗	✗	✗
social	7	✗	✗	✗
agency	7	✗	✗	✓
businesses	7	✗	✗	✗
leading	7	✗	✓	✓
indian	7	✗	✗	✗

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 269 images on this web page
 28 ALT attributes are empty or missing.

data:image/svg+xml,%3Csvg%20xmlns='http://www.w3.org/2000/svg'%20viewBox='0%200%20560%20365'%3E%3C/svg%3E
https://www.repindia.com/wp-content/uploads/2022/05/goodnessme_thumbnail-560x365.png
data:image/svg+xml,%3Csvg%20xmlns='http://www.w3.org/2000/svg'%20viewBox='0%200%20222%20286'%3E%3C/svg%3E
https://www.repindia.com/wp-content/themes/repindia/assets/images/ayesha-chenoy.webp
data:image/svg+xml,%3Csvg%20xmlns='http://www.w3.org/2000/svg'%20viewBox='0%200%20222%20286'%3E%3C/svg%3E
https://www.repindia.com/wp-content/themes/repindia/assets/images/Nazneen_2.webp
data:image/svg+xml,%3Csvg%20xmlns='http://www.w3.org/2000/svg'%20viewBox='0%200%20222%20286'%3E%3C/svg%3E
https://www.repindia.com/wp-content/themes/repindia/assets/images/Nazneen_1.webp
data:image/svg+xml,%3Csvg%20xmlns='http://www.w3.org/2000/svg'%20viewBox='0%200%20222%20286'%3E%3C/svg%3E
https://www.repindia.com/wp-content/themes/repindia/assets/images/nikhil-kashyap.avif
data:image/svg+xml,%3Csvg%20xmlns='http://www.w3.org/2000/svg'%20viewBox='0%200%20222%20286'%3E%3C/svg%3E
https://www.repindia.com/wp-content/themes/repindia/assets/images/neelanjana-dasgupta.avif
data:image/svg+xml,%3Csvg%20xmlns='http://www.w3.org/2000/svg'%20viewBox='0%200%20222%20286'%3E%3C/svg%3E
https://www.repindia.com/wp-content/themes/repindia/assets/images/ayesha-chenoy.webp
data:image/svg+xml,%3Csvg%20xmlns='http://www.w3.org/2000/svg'%20viewBox='0%200%20222%20286'%3E%3C/svg%3E
https://www.repindia.com/wp-content/themes/repindia/assets/images/archit-chenoy.avif
data:image/svg+xml,%3Csvg%20xmlns='http://www.w3.org/2000/svg'%20viewBox='0%200%20222%20286'%3E%3C/svg%3E
https://www.repindia.com/wp-content/themes/repindia/assets/images/Nazneen_1.webp
data:image/svg+xml,%3Csvg%20xmlns='http://www.w3.org/2000/svg'%20viewBox='0%200%20222%20286'%3E%3C/svg%3E
https://www.repindia.com/wp-content/themes/repindia/assets/images/nikhil-kashyap.avif
data:image/svg+xml,%3Csvg%20xmlns='http://www.w3.org/2000/svg'%20viewBox='0%200%20222%20286'%3E%3C/svg%3E
https://www.repindia.com/wp-content/themes/repindia/assets/images/neelanjana-dasgupta.avif
data:image/svg+xml,%3Csvg%20xmlns='http://www.w3.org/2000/svg'%20viewBox='0%200%201200%20628'%3E%3C/svg%3E

https://www.repindia.com/wp-content/uploads/2024/03/How-to-Develop-a-Positive-Internet-Presence-Using-ORM-Services-2.png
data:image/svg+xml,%3Csvg%20xmlns='http://www.w3.org/2000/svg'%20viewBox='0%200%201200%20628'%3E%3C/svg%3E
https://www.repindia.com/wp-content/uploads/2024/01/search-engine-9.png
data:image/svg+xml,%3Csvg%20xmlns='http://www.w3.org/2000/svg'%20viewBox='0%200%20271%20229'%3E%3C/svg%3E
https://www.repindia.com/wp-content/themes/repindia/assets/images/alert-icon.png

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: **5.56%**

Text content size 16739 bytes

Total HTML size 301250 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 294 KB to 37 KB (87.3 % 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 172.67.171.114 does not redirect to repindia.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://repindia.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://repindia.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** 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: 11 Years, 278 Days

Created Date: 4th-Jul-2012

Updated Date: 10th-Oct-2022

Expiry Date: 4th-Jul-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**


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://repindia.com
Length: 8 characters

Keep your URLs short and avoid long domain names when possible.

A descriptive URL is better recognized by search engines.

A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g., http://www.mysite.com/en/products).



Favicon



 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



Bad, your website has no 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

294 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

2.67 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
repindia.net	Already Registered
repindia.org	Already Registered
repindia.biz	Already Registered
repindia.us	Available
repindia.info	Already Registered

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

Typo Availability



Domains (TLD)	Status
eepindia.com	Available
depindia.com	Already Registered
fepindia.com	Available
gepindia.com	Already Registered
tepindia.com	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
104.21.29.105	//www.repindia.comMain Languagen/aInbound Links76 RepIndia.com Web Se

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 audience. 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

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:  RepIndia

 Twitter:  RepIndia

 Instagram:  Repindiaofficial

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 105 links including both internal & external links of your site

Anchor	Type	Follow
No Anchor Text	Internal Links	Dofollow
Home	Internal Links	Dofollow
About	Internal Links	Dofollow
Work	Internal Links	Dofollow
Services	Internal Links	Dofollow
Contact Us	Internal Links	Dofollow
Let's Work On It	Internal Links	Dofollow
Blog	Internal Links	Dofollow
Join Our Team	Internal Links	Dofollow
Desh Ki Mitti Campaign Kajaria View the case study	Internal Links	Dofollow
Shift Your Focus Canon View the case study	Internal Links	Dofollow
Love duet MTV Beats View the case study	Internal Links	Dofollow
Cricket Family Havells View the case study	Internal Links	Dofollow
Importance Of SEO In Web Development Benefits Of Ecommerce Website Development Company Advantages Of Ecommerce Website Development Company How to Choose the Best CMS Platform For Your Website? View the case study	Internal Links	Dofollow
Adani Ahmedabad Airport View the case study	Internal Links	Dofollow
Canon PPP View the case study	Internal Links	Dofollow
Goodness Me View the case study	Internal Links	Dofollow
A World Leader In Imaging Technologies Canon India View the case study	Internal Links	Dofollow
Largest Authorised Luxury Watches Retailer in India Ethos Watches View the case study	Internal Links	Dofollow
A Leading Chain Of Luxury Hotels The LaLiT Hotels & Resorts View the case study	Internal Links	Dofollow
One Of The Largest Watch Makers In The World Timex India View the case study	Internal Links	Dofollow
GoAir View the case study	Internal Links	Dofollow
Kajaria View the case study	Internal Links	Dofollow
Anita Dongre View the case study	Internal Links	Dofollow
Yourspace View the case study	Internal Links	Dofollow
Goodness.me View the case study	Internal Links	Dofollow
All Projects	Internal Links	Dofollow
Know More	Internal Links	Dofollow
Digital Marketing Services Brand Strategy Social Media Marketing Branding Brand Campaigns View All	Internal Links	Dofollow
Brand Strategy	Internal Links	Dofollow
Social Media Marketing	Internal Links	Dofollow
Branding	Internal Links	Dofollow
Brand Campaigns	Internal Links	Dofollow
E-Commerce Solutions	Internal Links	Dofollow
Website Maintenance	Internal Links	Dofollow
UI/UX	Internal Links	Dofollow
App Development	Internal Links	Dofollow
Response Management	Internal Links	Dofollow
Perception Management	Internal Links	Dofollow
Listening	Internal Links	Dofollow
CRM	Internal Links	Dofollow
SEO	Internal Links	Dofollow

SEM	Internal Links	Dofollow
Paid Media	Internal Links	Dofollow
E-Commerce SEO	Internal Links	Dofollow
5 Tips for Voice Search Optimisation for Websites for Better Rankings The digital landscape is abuzz with the hum of conversation. Gone are the days of meticulously crafted keyword searches; users are increasingly turning to voice assistants like Siri, Alexa, and [...]	Internal Links	Dofollow
Insider Secrets: Instagram Algorithm Tips for 2024 Staying ahead of the Instagram algorithm can feel like a never-ending game. Just when you think you've cracked the code, it changes. If you find yourself constantly asking questions like [...]	Internal Links	Dofollow
A Checklist of the Top Technical SEO Factors You Should Focus On Why do some websites appear at the top of search results while others are hard to find? No, there is no genie that obeys the command of website owners. So, [...]	Internal Links	Dofollow
The A to Z of Performance Marketing: What It Is and How to Do It? "Deciding what not to do is as important as deciding what to do." – Steve Jobs Marketing does not always mean focusing on every single aspect of your strategy. When [...]	Internal Links	Dofollow
How to Grow Your Business Using Content Marketing in 2024? The importance of content marketing for businesses looking to establish and grow online has been stressed too many times to count. But with good reason. Content marketing remains a powerful [...]	Internal Links	Dofollow
How to Develop a Positive Internet Presence Using ORM Services With the internet being the primary source of information for many, your online presence often forms the first impression for potential employers, clients, or customers. A negative online reputation can [...]	Internal Links	Dofollow
4 Best Local SEO Tips to Boost Your Real Estate Website Traffic As online businesses gained steam after the COVID-19 pandemic, every business owner started scrambling for their slice of the online pie of customers. It is no different for real estate [...]	Internal Links	Dofollow
How to Score High in the Instagram Influencer Marketing Game in 2024? In today's digital age, where social media reigns supreme, Instagram stands at the top in the realm of influencer marketing. With its visually captivating interface and sprawling user base, Instagram [...]	Internal Links	Dofollow
Experiential Marketing: How Can It Boost Your Marketing Success Rate? If you're fed up with ordinary marketing strategies and want something exciting, you're at the right place! Experiential marketing is a more engaging approach that crafts immersive and memorable brand [...]	Internal Links	Dofollow
Best On-Page SEO Practices for Magento 2 Sites in 2024 Without proper SEO, e-commerce websites will always struggle to reach a wider audience and capitalise on sales opportunities. Hence, Magento Web Development Companies, including RepIndia, successfully bridge this gap, facilitating [...]	Internal Links	Dofollow
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Our Blogs	Internal Links	Dofollow
Career	Internal Links	Dofollow
Website SEO Audit	Internal Links	Dofollow
	Internal Links	Dofollow
No Anchor Text	External Links	Dofollow
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