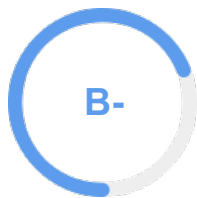


# Website Report for disney.com

This report grades your website on the strength of a range of important factors such as on-page SEO optimization, off-page backlinks, social, performance, security and more. The overall grade is on a A+ to F-scale, with most major industry leading websites in the A range. Improving a website's grade is recommended to ensure a better website experience for your users and improved ranking and visibility by search engines.

## disney.com's Result



Your page is good



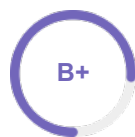
SEO



Usability



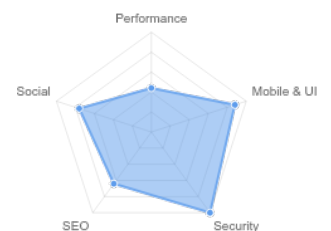
Performance



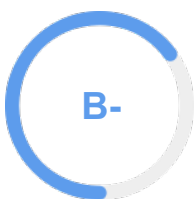
Social



Security



## SEO Results



### Your SEO is good

Your page is largely optimized for SEO performance. SEO optimization is important to ensure you can maximize ranking potential and drive traffic to your website from search engines. You can continue to build on your position by ensuring On and Off-Page factors highlighted here are improved, as well as through application of SEO strategies like content generation and link building.

### HTML HEADER

#### Title Tag

You have a title tag of optimal length (between 10 and 70 characters).



Length : 52

### Meta Description Tag



Your page has a meta description of optimal length (between 70 and 320 characters).

The official website for all things Disney: theme parks, resorts, movies, tv programs, characters, games, videos, music, shopping, and more!

Length : 140

## BODY CONTENT

### Header Tags



Your page is making good use of header tags.

HTML header tags are an important way of signaling to search engines the important content topics of your page, and subsequently the keywords it should rank for.

Header Tag	Frequency
H1	0
H2	8
H3	96
H4	0
H5	0
H6	0

### Keyword Consistency



Your page's main keywords are not distributed well across the important HTML tags.

Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

## Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
disney	✓	✓	✓	130	
quiz	✗	✗	✓	96	
take	✗	✗	✗	94	
set	✗	✗	✓	26	
ornament	✗	✗	✓	25	
prince	✗	✗	✓	24	
mouse	✗	✗	✓	21	
featuring	✗	✗	✗	19	

## Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
take quiz	✗	✗	✗	92	
oh my disney	✗	✗	✓	39	
my disney	✗	✗	✓	39	
oh my	✗	✗	✓	39	
- oh my	✗	✗	✓	27	
- oh	✗	✗	✓	27	
with this	✗	✗	✗	18	
take quiz disney	✗	✗	✗	16	

### Amount of Content

Your page has a good level of textual content, which will assist in it's ranking potential.



Word Count: 2937

### Image Alt Attributes

You have images on your page that are missing ALT attributes.



We found 99 images on your page and 2 of them are missing the attribute.

LINKS

## Number of Backlinks



You have a strong level of backlink activity to this page.

  
**3517237**

External  
Backlinks

  
**3633909**

All Backlinks

  
**88**

Moz Domain  
Authority

## On-Page Link Structure



We found 380 total links. 74% of your links are external links and are sending authority to other sites. 1% of your links are nofollow links, meaning authority is not being passed to those destination pages.

## Broken Links



We have found 1 broken link(s) on your page. Broken links are confusing to users and can reduce traffic and ranking ability of pages.

## Friendly URLs



Some of your link URLs do not appear friendly to humans or search engines. We would recommend making links as readable as possible by reducing length, file names, code strings and special characters.

## OTHER

### Robots.txt



We have not detected or been able to retrieve a robots.txt file successfully.

A robots.txt file is recommended as it can provide important instructions to a search engine for how to most appropriately crawl your website as well as site areas that should be ignored.

### XML Sitemaps



Your website appears to have an XML sitemap.

<https://www.disney.com/sitemap.xml>

<https://www.disney.com/en/sitemap.xml>

### Analytics



We could not detect an analytics tool installed on your page.

Website analytics tools like Google Analytics assist you in measuring, analyzing and ultimately improving traffic to your page.

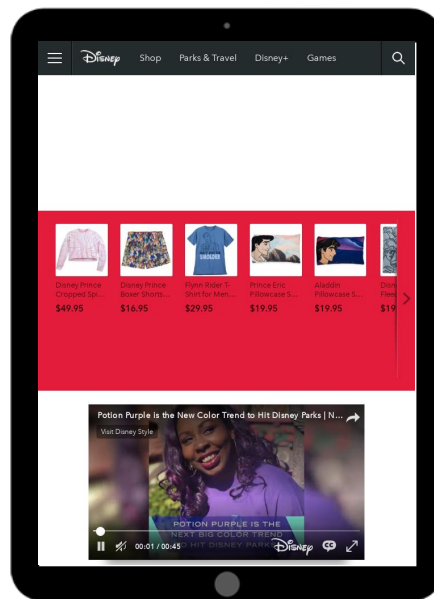
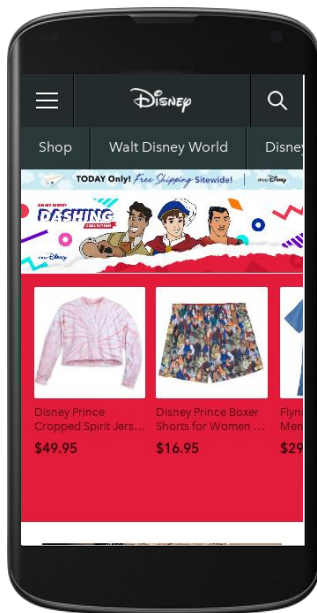


## Your usability is very good!

Your page is highly usable across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

### Device Rendering

This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.



### Use of Mobile Viewports

Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.



### Flash Used?

No Flash content has been identified on your page.



### iFrames Used?

There are no iFrames detected on your page.



### Favicon

Your page has specified a favicon.



### Legible Font Sizes

The text on your page appears to be legible across devices.



### Tap Target Sizing

Some of the links or buttons on your page may be too small for a user to easily tap on a



touchscreen. Consider making these tap targets larger to provide a better user experience.

## Performance Results



### Your performance could be better

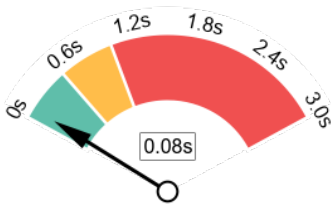
Your page's performance has some issues and room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

#### Page Speed Info

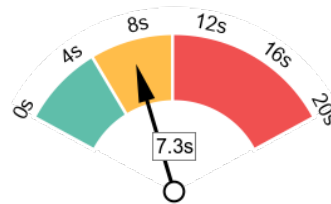
Your page's server response time is reasonably low which is good for load speed and user experience.



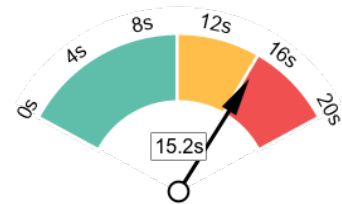
Server Response



All Page Content Loaded



All Page Scripts Complete

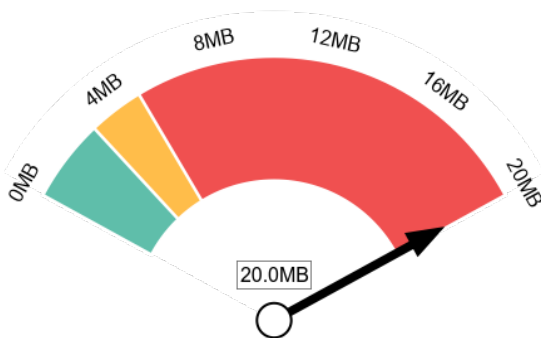


#### Page Size Info

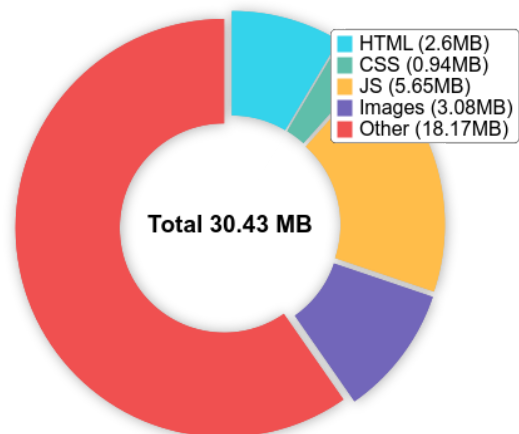
Your page's file size is quite large which, regardless of other optimizations, can reduce load speed and impact user experience. A general rule is to keep your page under 5MB in total file size.



Total Page Size









Page Size Breakdown



## Number of Resources



This check displays the total number of files that need to be retrieved from web servers to load your page. As a general rule, having more files to retrieve increases the number of server requests and can subsequently increase page load time. It is a good idea to removing unnecessary files or consolidate files like styles and scripts where possible.

 <b>291</b>	 <b>12</b>	 <b>59</b>	 <b>18</b>	 <b>131</b>	 <b>71</b>
Total Objects	Number of HTML Pages	Number of JS Resources	Number of CSS Resources	Number of Images	Other Resources

## JavaScript Errors

Your page is not reporting any JavaScript errors.



## GZIP Compression

Your website is using GZIP compression.



## Optimize Images

Your page appears to include images which are poorly optimized. Properly formatting and compressing images can have a significant impact on page load performance.



## Minification

All your JavaScript and CSS files appear to be minified.



## Deprecated HTML

Deprecated HTML tags have been found within your page. These tags are no longer officially supported in modern web browsers, and hence are recommended to be removed as they could cause display issues.

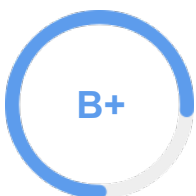


## Inline Styles

Your page appears to be using inline styles. Inline styles are an older coding practice and discouraged in favor of using CSS style sheets, due to their ability to degrade page load performance and unnecessarily complicate HTML Code.



## Social Results



### Your social is good

You have a reasonably good social presence. Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to your website. We recommend that you have all of your profiles listed on your page, and work to build a larger following on those networks.

### Facebook Connected

Your page has a link to a Facebook Page.



### Facebook Activity

Your level of Facebook Page activity is low.



### Twitter Connected

Your page has a link to a Twitter profile.



### Twitter Activity

You have a strong following on Twitter.



**5958635**  
Followers

### Google+ Connected

Your page has a link to a Google+ profile.



### Google+ Activity

You have a large number of Google+ followers.



**965995**  
Followers

### Instagram Connected

Your page has a link to an Instagram profile.



### Instagram Activity

Your number of Instagram followers is low.



### Youtube Connected

No associated Youtube channel found linked on your page.



### LinkedIn Connected

No associated LinkedIn profile found linked on your page.



### Social Shares

Your page appears to be being shared on social networks.



**192427**  
Facebook



**0**  
LinkedIn

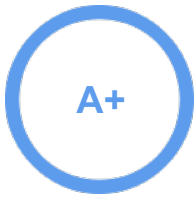


**0**  
Pinterest



**0**  
Stumbleupon





## Your security looks very good!

We haven't identified obvious security problems on your website. Security is important to ensure your website protects user data, doesn't become compromised or experience downtime or data loss. We recommend ongoing patching and the continuous use of protective monitoring tools.

### SSL Enabled

Your website has SSL enabled.



### HTTPS Redirect

Your page successfully redirects to a HTTPS (SSL secure) version.



### Malware Check

Your website has been flagged as safe by popular malware scanners



Google Safe Browsing



### Critical Software Up To Date

No outdated software versions were identified on your server.



### Email Privacy

No email addresses have been found in plain text on your page.



# Technology Results

## Technology List

No software or coding libraries could be identified on your page.

*i*

## Server IP Address

130.211.198.204

*i*

## DNS Servers

Sens02.dig.com

huey.disney.com

Orns01.dig.com

Sens01.dig.com

huey11.disney.com

Orns02.dig.com

*i*

## Web Server

*i*

## Charset

text/html;charset=utf-8

*i*