



Your website score

# Review of google.com

Generated on 2017-01-20

## 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 Techlogical for more information.

## Competitors

 [bing.ca](#)

 [yahoo.ca](#)

 [ask.com](#)

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## Iconography

 Pass

 High impact

 Very hard to solve

 Moderate

 Medium impact

 Hard to solve

 Fail

 Low impact

 Easy to solve

 FYI



 Title Tag



Google	<input checked="" type="radio"/> google.com
Length: 6 character(s)	
Bing	<input type="radio"/> bing.ca
Yahoo	<input type="radio"/> yahoo.ca
Ask.com - What's Your Question?	<input type="radio"/> ask.com

HTML title tags appear in browser tabs, bookmarks and in search results.

It looks like your title tag is a little outside the ideal length. Since they are one of the most important on-page SEO elements you should make your title tags between 50 and 60 characters. Make sure each page has a unique title and use your most important keywords. For internal pages start your title tags with your most important keyword(s).

 Meta Description



Search the world's information, including webpages, images, videos and more. Google has many special features to help you find exactly what you're looking for.	<input checked="" type="radio"/> google.com
Length: 159 character(s)	
Bing helps you turn information into action, making it faster and easier to go from searching to doing.	<input type="radio"/> bing.ca
News, email and search are just the beginning. Discover more every day.	<input type="radio"/> yahoo.ca
Ask.com is the #1 question answering service that delivers the best answers from the web and real people - all in one place.	<input type="radio"/> ask.com

Great, your meta description contains between 70 and 160 characters (spaces included).

A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize click-through rate. They 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).

Check your Google Search Console account (Click 'Search Appearance', then 'HTML Improvements') to identify any issues with your meta descriptions, for example, they are too short/long, or duplicated across more than one page.

## Google Preview

### [Google](#)

[www.google.com/](http://www.google.com/)

Search the world's information, including webpages, images, videos and more. Google has many special features to help you find exactly what you're looking...

### [Bing](#)

[www.bing.com/](http://www.bing.com/)

Bing helps you turn information into action, making it faster and easier to go from searching to doing.

### [Yahoo](#)

[ca.yahoo.com/](http://ca.yahoo.com/)

News, email and search are just the beginning. Discover more every day.

### [Ask.com - What's Your Question?](#)

[www.ask.com/](http://www.ask.com/)

Ask.com is the #1 question answering service that delivers the best answers from the web and real people - all in one place.

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

Search engines may create their own titles and descriptions if they are missing, poorly written and/or not relevant to the content on the page and cut short if they go over the character limit. So it's important to be clear, concise and within the suggested character limit.

## Headings

We did not find HTML headings (<H1> to <H6>) on this page.



HTML header tags (or simply header tags) differentiate between headings, subheadings and the rest of the content on the page.

google.com currently has 0 HTML header tags. Each page should have one, and only one, <H1> tag. Use keywords in your headings with your most important keywords in the top level, and be sure to maintain the <H1> to <H6> hierarchy.

While it is important to ensure every page has an <H1> tag, only include more than one per page if you're using HTML5. 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.

### Keyword Consistency



	Keywords	Freq	Title	Desc	<H>
★★★	Google	2	✓	✓	✗
★★★	Search	2	✗	✓	✗

Keyword consistency is the use of keywords throughout the different elements of the webpage. Consistent keyword use helps crawlers index your site and determine relevancy to search queries.

The table above highlights the most frequently used keywords on your page and how consistently you're using them.

### Alt Attribute

We found 1 images on this web page.



No ALT attributes are empty or missing.

Alternative text allows you to add a description to an image. Since search engine crawlers cannot see images, they rely on alternative text attributes to determine relevance to a search query. Alternative text also helps makes an image more likely to appear in a Google image search and is used by screen readers to provide context for visually impaired users.

It looks like most or all of your images have alternative text. Check the images on your website to make sure accurate and relevant alternative text is specified for each image on the page. Try to minimize the number of alt text characters to 150 or less (including spaces!) to optimize page load times.

### Discovered Pages

4,650,180,904

A low number can indicate that bots are unable to discover your pages, which is commonly caused by bad site architecture & internal linking, or you're unknowingly preventing bots and search engines from crawling & indexing your pages. An unusually high number could be an indication of duplicate content due to URL parameters.

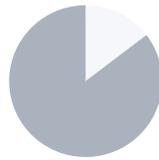
Make sure your website's XML sitemap is present and that you've submitted it to the major search engines. Building backlinks to your website's internal pages will also help bots to discover, crawl and index them, while building authority to help them rank in search results at the same time.

Check Index Status and Crawl Errors in Google Search Console to track the status of your crawled/indexed pages.

If you use parameters in your URL like session IDs or sorting and filtering, use the rel="canonical" tag tag to tell search engines which version of those pages is the original.

## ✓ In-Page Links

We found a total of 19 link(s) including 0 link(s) to files



External Links: NoFollow ( 0% )  
External Links: Follow ( 14.6% )  
Internal Links ( 85.4% )

Anchor	Type	Follow
+Google	External Links	Follow
Maps	External Links	Follow
Play	External Links	Follow
YouTube	External Links	Follow
News	External Links	Follow
Gmail	External Links	Follow

and **13** more.

Links pass value from one page to another. This value is called 'link juice'.

A page's link juice is split between all the links on that page so lots of unnecessary links on a page will dilute the value attributed to each link. There's no exact number of links to include on a page but best practice is to keep it under 200.

Using the Nofollow attribute in your links prevents some link juice, but these links are still taken into account when calculating the value that is passed through each link, so using lots of NoFollow links can still dilute PageRank.

## ✓ Broken links

No broken links were found on this web page



Broken links send users to non-existent web pages. They hurt a site's usability and reputation, which impacts SEO.

Fortunately your page doesn't contain any broken links.

Be proactive in checking your pages to make sure they don't have any broken links.

## ✓ WWW Resolve

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



Search engines see [www.google.com](http://www.google.com) and [google.com](http://google.com) as different websites. This means they could see a large amount of duplicate content, which they don't like.

Fortunately your website redirects [www.google.com](http://www.google.com) and [google.com](http://google.com) to the same site.

✓ Robots.txt <http://www.google.com/robots.txt>



A robots.txt file allows you to restrict the access of search engine crawlers to prevent them from accessing specific pages or directories. They also point the web crawler to your page's XML sitemap file.

Your site currently has a robot.txt file. You can use Google Search Console's Robots.txt Tester to submit and test your robot.txt file and to make sure Googlebot isn't crawling any restricted files.

✓ XML Sitemap [http://www.gstatic.com/culturalinstitute/sitemaps/www\\_google\\_com\\_culturalinstitute/sitemap.xml](http://www.gstatic.com/culturalinstitute/sitemaps/www_google_com_culturalinstitute/sitemap.xml)



<http://www.gstatic.com/earth/gallery/sitemaps/sitemap.xml>

<http://www.gstatic.com/s2/sitemaps/profiles-sitemap.xml>

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

<http://www.google.com/sitemap.xml>

XML sitemaps contain the list of your URLs that are available to index and allow the search engines to read your pages more intelligently. They can also include information like your site's latest updates, frequency of changes and the importance of URLs.

Be sure to only include the pages you want search engines to crawl, so leave out any that have been blocked in a robots.txt file. Avoid using any URLs that cause redirects or error codes and be sure to be consistent in using your preferred URLs (with or without www.), correct protocols (http vs. https) and trailing slashes. You should also use your robots.txt file to point search engine crawlers to the location of your sitemap.

• URL Parameters **Warning!** We've detected parameters in a significant number of URLs.

URL parameters are used to track user behaviors on site (session IDs), traffic sources (referrer IDs) or to give users control over the content on the page (sorting and filtering). The issue with URL parameters is that Google sees each unique parameter value as a new URL hosting the same thing - meaning you could have a duplicate content problem. Sometimes, it's able to recognize these URLs and group them together. It then algorithmically decides which URL is the best representation of the group and uses it to consolidate ranking signals and display in search results. You can help Google recognize the best URL by using the rel="canonical" tag.

Use the URL Parameters Tool in Google Search Console to tell Google how your URL parameters affect page content and how to crawl URLs with parameters. Use this tool very carefully - you can easily prevent Google from crawling pages you want indexed through overly restrictive crawling settings, especially if you have URLs with multiple parameters.

✗ Underscores in the URLs **We found underscores in this URL and/or in your in-page URLs.**



[http://www.google.com/advanced\\_search?hl=en&authuser=0](http://www.google.com/advanced_search?hl=en&authuser=0)

[http://www.google.com/language\\_tools?hl=en&authuser=0](http://www.google.com/language_tools?hl=en&authuser=0)

Using underscores in your URL makes it hard for search engines to determine your site's relevance to a search. Google sees hyphens as word separators while underscores are ignored. So the search engine sees [http://www.google.com/advanced\\_search?hl=en&authuser=0](http://www.google.com/advanced_search?hl=en&authuser=0) as all one word. Use hyphens in your URLs instead: <http://www.google.com/advanced-search?hl=en&authuser=0>.

We've detected underscores in your URLs. Change underscores to hyphens to maximize your SEO.

## Blocking Factors



✓ **Flash:** No

✓ **Frames:** No

Great, you aren't using Flash or frames on your site.

While it often looks nicer, Flash content can't be properly indexed by search engines. Maximize your SEO efforts by avoiding Flash.

Search engines also have problems with frames because they can't crawl or index the content within them. Avoid them if you can and use a NoFrames tag when you can't.

## Domain Registration



✓ Created 19 years ago

✓ Expires in 4 years

Your domain is the human-readable address of your website on the Internet. How long your domain name has been registered does have a limited impact on your rankings in search results. The newer your domain the harder it can be to achieve a higher rank. To help offset this, 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.

## Blog



We have not found a Blog on this website.

In a crowded digital marketing world, content is king. Publishing your content on other sites is beneficial, but publishing it on your own site is much more effective. One of the best ways to do this is through a blog.

We recommend you start a blog on google.com to engage with your audience and improve your online visibility to attract qualified traffic from a variety of new sources. Use our tips to get the most out of your blog.

If you don't think a blog would work for your site or business, consider publishing other forms of evergreen content such as guides or whitepapers.

## Related Websites

URL	Pages	Backlinks	Score
<a href="http://yahoo.com">http://yahoo.com</a>	210m	2b	87.1
<a href="http://googletruths.com">http://googletruths.com</a>	-	-	53.0
<a href="http://msn.com">http://msn.com</a>	13m	145m	84.2
<a href="http://altavista.com">http://altavista.com</a>	4m	18m	64.3

and **35** more.

This lists the websites related to your domain. Some may be competitors while others may be websites with related content.

You may be able to use this information to see how your competitors are doing.

Resource: Use tools to learn more about your competitors' web marketing strategies.



## ! Mobile-friendliness

Fair

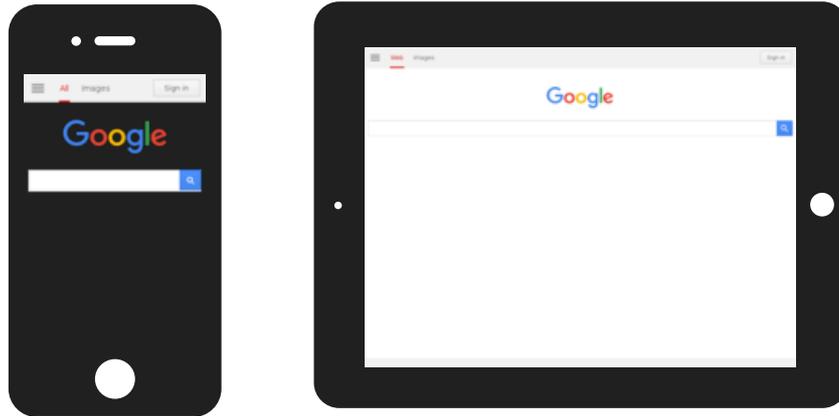


This website is not optimized for Mobile Visitors

Mobile friendly websites make it easy for users to complete their objectives and common tasks and use a design or template that is consistent across all devices (uses responsive web design).

Google released a new mobile ranking algorithm that expanded the use of mobile-friendliness in its mobile search rankings. With almost half of all Google search queries originating on a mobile device, it is important to make sure your mobile site is optimized for these users.

## ▶ Mobile Rendering



80% of adult Internet users now have a smartphone. You should definitely be optimizing your website to render on the most popular mobile devices.

## ✓ Touchscreen Readiness

Perfect, the most important buttons/links are large enough to be tapped easily.



Great, your User Interface allows for visitors to easily tap targets on their touchscreen. To go even further into improving your User Interface, use size and density buckets to accommodate varying device sizes and screen densities.

## ✓ Mobile Compatibility

Perfect, no embedded objects detected.



Great, your website does not embed any special types of web content, such as Flash, Silverlight or Java, so your content can be accessed on all devices.

## Font Size Legibility

This web page's text is too small for legibility on mobile devices.



The text on google.com is too small, impacting your mobile friendliness. To fix this, first make sure your viewport is configured. You can do this using our Mobile Viewport criteria below.

Next, implement the recommendations below:

- Use a base font size of 16 CSS pixels.
- Use sizes relative to the base size to define the typographic scale.
- The general recommendation for spacing between characters is 1.2em.
- Restrict the number of fonts used and the typographic scale.

## Mobile Viewport

✘ This page does not specify a viewport, or the viewport is not well configured.



✔ The content fits within the specified viewport size.

The viewport is an element of a page's responsive design. It's the area of a webpage visible to the user and varies between devices.

It looks like google.com could be missing a meta viewport.

Use the meta viewport tag in the <head> to set the viewport to the device's screen size. It should look like this: <meta name="viewport" content="width=device-width, initial-scale=1.0">.

## Mobile Speed

Very Fast



- ✔ Avoid landing page redirects
- ✔ Enable compression
- ✔ Leverage browser caching
- ✔ Reduce server response time
- ✔ Minify CSS

Your mobile/responsive website is adapted to high latency mobile networks. It is possible to make it even faster using PageSpeed and/or by implementing SPDY protocol.

## Mobile Frameworks

No mobile frameworks have been detected.

Mobile or responsive frameworks are an important part of website optimization as they assist developers in creating applications which are applicable to multiple devices.



🔍 URL google.com  
Length: 6 character(s)

Keep your URLs short and clean 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>).

Keep in mind that URLs are also an important part of a comprehensive SEO strategy. Use clean URLs to make your site more "crawlable" by Google™.

Resource: Search for a good domain name. If no good names are available, consider a second hand domain. To prevent brand theft, you might consider trademarking your domain name.

🔍 Favicon  Great, your website has a favicon.

Favicons are the small icons that appear next to your site's name or URL in a browser. They can be displayed in the address bar, a browser tab title or bookmarks. Make sure it is consistent with your brand.

Here is a way one company used a special favicon to improve user experience.

✅ Custom 404 Page Great, your website has a custom 404 error page.  
 Your server responded with the HTTP status code: 404

Custom 404 error pages are an opportunity for you to reduce customer frustration and link to other pages on your site.

🔍 Page Size 9.8 KB (World Wide Web average is 2 Mb)

Two of the main reasons for an increase in page size are images and JavaScript files. Large page size contributes to slow page speeds so try to keep your page size below 2 Mb.

Tip: Use images with a small size and optimize their download with gzip.

 <b>Load Time</b>      	2.2 second(s) (2,765.49 kB/s)	 google.com
	0.07 second(s) (886.06 kB/s)	 bing.ca
	0.84 second(s) (488.7 kB/s)	 yahoo.ca
	0.46 second(s) (822.7 kB/s)	 ask.com

Site speed is an important factor for ranking in Google search results. Load time affects not only visitor engagement, retention, and conversion rates, but it can also affect your rankings.

google.com took 2.2 seconds to load at a speed of 2,765.49 kb per second.

This is too slow and it is likely impacting your search rankings and user experience.

High load times can be caused by a number of things, including pages with poor code optimization (cache, Mysql queries, etc.), server problems, network problems, or third-party issues (advertising codes, analytics codes, etc.).

Site speed is an important factor for ranking high in Google search results.

Resources:

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

WooRank subscribers who have an Advanced Review can sign up for uptime notifications. We'll monitor your server and send you an email alert whenever your site goes down.

 <b>Language</b>      	Declared: <i>English</i>  Detected: <i>English</i>
---	--

Great, your declared language matches the language detected on the page.

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

Tips for multilingual websites:

- Define the language of the content in each page's HTML code.
- Specify the language code in the URL as well (e.g., "mywebsite.com/fr/mycontent.html").
- Use hreflang tags to specify language and country for Google, and the "content-language" meta tag to specify the language and country for Bing.

 <b>Structured Data Markup</b>      	<span style="border: 1px solid #ccc; padding: 2px;">microdata WebPage</span>
---	--

Structured Data Markup is used to generate Rich Snippets in search engine results. It is a way for website owners to send structured data to search engine robots; helping them to understand your content and create well-presented search results.

Get the most out of Google's rich snippets for content types such as: Reviews, People, Products, Businesses and Organizations, Recipes, Events, Videos and Music. If your website covers one of these topics, then we suggest that you annotate it with Schema.org using microdata.

## Domain Availability

Domains	Status	
google.net	Expires in 2 months	
google.org	This domain is booked	
google.info	This domain is booked	
google.biz	This domain is booked	
google.eu	This domain is booked	

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

## Typo Availability

Domains	Status	
googlw.com	This domain is booked	
ggoogle.com	This domain is booked	
google.com	This domain is booked	
glogle.com	This domain is booked	
gooble.com	This domain is booked	
googl.com	This domain is booked	

and 1 more.

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.

## Trust Indicators



This feature shows how trustworthy your domain is based on data provided by The Web of Trust (WOT). This group rates millions of websites based on the experience of millions of users together with information from a number of trusted sources, including phishing and malware blacklists.

Server IP 216.58.217.132  
Server location: Mountain View

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.

Use DNSstuff for comprehensive reports on your server.

Technologies	Technology Name	Category	Domain
	Google Web Server	Web server	● google.com
	IIS	Web server	● bing.ca
	Windows Server	Operating system	
	Apache Traffic Server	Web server	● yahoo.ca
	Modernizr	JavaScript framework	
	Moment.js	JavaScript framework	
	YUI	JavaScript framework	
	Apache	Web server	● ask.com
	Google Tag Manager	Tag Manager	
	jQuery	JavaScript framework	

Get to know the technologies used for your website. Some codes might slow down your website. Ask your webmaster to take a look at this.

## Speed Tips



Congratulations! Your website's speed is fully optimized.

- ✓ Perfect, your server is using a caching method to speed up page display.
- ✓ Perfect, your website doesn't use nested tables.
- ✗ Too bad, your website is using inline styles.
- ✓ Perfect, your website has few CSS files.
- ✓ Perfect, your website has few JavaScript files.
- ✓ Perfect, your website takes advantage of gzip.

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.

See Google's PageSpeed Insights Rules for more information on how to improve each of the elements in this section.

## 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.

Popular Analytics Tools Include: Google Analytics, Quantcast™, AdobeAnalytics™, Piwik™, chartbeat™, Clicky™, ClickTale™, etc.

## Doctype

HTML5

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.

## Encoding

Great, language/character encoding is specified: iso-8859-1



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

## SSL Secure

Great, your website is SSL secured (HTTPS).



-  Your website's URLs do not redirect to HTTPS pages.
-  Your headers are not properly set up to use HSTS.
-  The SSL certificate expires in 3 months.
-  The certificate issuer is Google Inc.

Modern websites tend to be SSL secured (HTTPS) as it provides an extra security layer while logging in to your Web Service. In 2014, Google announced that an HTTPS (vs HTTP) website would receive an extra boost in their ranking.

While switching to HTTPS, make sure your site remains optimized and see to it that your website will still run quickly. Follow these best practices for a smooth transition:

- Use a serious issuer to purchase your SSL certificate
- Redirect all of your HTTP pages to the HTTPS version of your website
- Use HTTP Strict Transport Security (HSTS) in your headers
- Renew your SSL certificate every year, before it expires
- Make sure that all of your content (CSS, etc.) is linked to HTTPS
- Update your XML sitemap to ensure the URLs include HTTPS and update the robots.txt file to reference this version
- Register the HTTPS website in Google & Bing Search Console/Webmaster Tools



## ✓ Backlinks Score



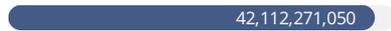
● google.com



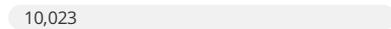
● ask.com

The backlinks score is calculated by looking at a combination of link signals. This includes the overall number of backlinks together with the number of linking domains, as well as rating the overall quality of the backlinks pointing to a website. The quality assessment is based on the linking pages.

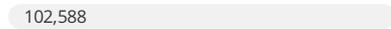
## ✓ Backlinks Counter



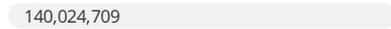
● google.com



● bing.ca



● yahoo.ca



● ask.com

We've detected 42,112,271,050 backlinks pointing to your site.

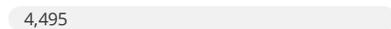
Backlinks are links that point to your website from other websites. They are like letters of recommendation for your site.

Since this factor is crucial to SEO, you should have a strategy to improve the quantity and quality of backlinks.

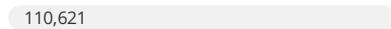
## ◉ Referring Domains



● google.com



● yahoo.ca



● ask.com

The number of domains your backlinks are coming from.



## ✓ Social Media Engagement



Your homepage is widely shared on Social Networks.

● google.com

Facebook Shares	40342903
Facebook Comments	0
Google™ +	12192196
LinkedIn Shares	897
Pinterest Shares	11278
StumbleUpon	255745

Your homepage is widely shared on Social Networks.

● ask.com

Facebook Shares	174317
Facebook Comments	6
Google™ +	64944
LinkedIn Shares	244
Pinterest Shares	1
StumbleUpon	9880

The impact of social media is huge for certain industries.

Learn how to further engage your social media audiences and create a consistent fan base. Check these helpful tools for managing your social media campaign.

Note: This data includes engagements from like and share buttons on your site, or people copying and pasting your URLs directly into Facebook from your website's URL. It does not count likes and shares from your branded Facebook page.

✓ Facebook Page



- Talking About 44,326
- Checkins 431,054

**URL**

<https://www.facebook.com/Google/>  
Change Account

**Name**

Google

**About**

Organizing the world's information and making it universally accessible and useful.

**Mission**

Google's mission is to organize the world's information and make it universally accessible and useful.

**Company overview**

Google is a public and profitable company focused on search services. Named for the mathematical term "googol," Google operates web sites at many international domains, with the most trafficked being [www.google.com](http://www.google.com). Google is widely recognized as the "world's best search engine" because it is fast, accurate and easy to use. The company also serves corporate clients, including advertisers, content publishers and site managers with cost-effective advertising and a wide range of revenue generating search services. Google's breakthrough technology and continued innovation serve the company's mission of "organizing the world's information and making it universally accessible and useful."

**Products**

See a full list:  
<http://www.google.com/options/index.html>

**Address**

Mountain View  
United States

Great, your brand's Facebook page is linking to [google.com](http://google.com).

Facebook is a vital part of modern digital marketing - no matter what type of business you have. Use Facebook Insights to optimize your Facebook posts to maximize engagement and website traffic.

✓ Twitter™ Account



The Twitter™ Account @Google is booked and it is linked to your website.

**Name**

Google

**Followers**

16,787,387

**Tweets**

63,559

**Bio**

News and updates from Google

**Location**

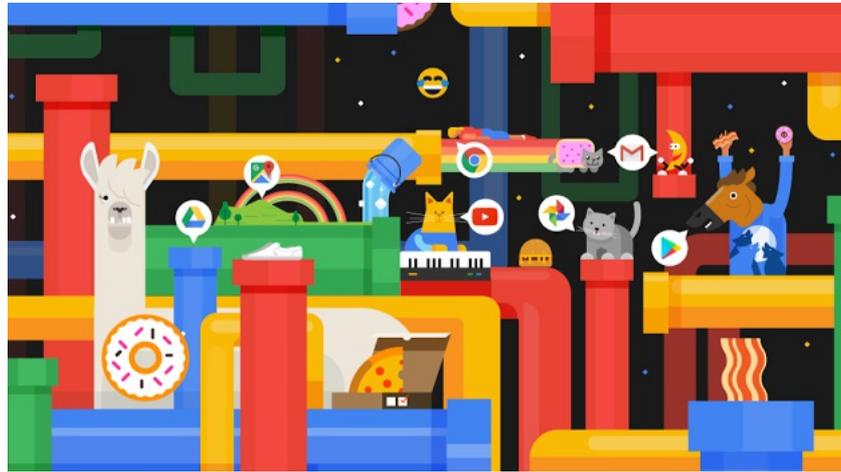
Mountain View, CA

**Created**

8 years ago

Great, your Twitter account is linked to google.com. Linking your Twitter account to your website helps prevent brandjacking and can help make your social media marketing more effective. Here are a few tips to help create a Twitter promotion plan. Plus, learn from today's top brands on Twitter. Use Twitter Dashboard and Analytics to track and optimize your Twitter feed.

✓ Google+ Page



**+1** Total page +1s 12,197,100

**○** Total circles you're in 11,076,776

**URL**

<https://plus.google.com/+google>

[Change Account](#)

**Name**

Google

**Verified**

Yes

**Tagline**

News and updates on Google's products, technology and more

**Introduction**

Welcome to Google's official page. Here, you'll find product news and announcements, company updates, glimpses into what it's like to work at Google, discussions on technology and the web, and much more.

Given the volume of feedback we receive here, we may not be able to respond individually to every comment and we're not able to provide product support (if you're having product issues, please visit our Help Center). Rest assured we're paying attention, and we're always eager to hear from you.

This is the Google+ page for google.com. Being active in this social network is important for claiming your brand, influencing your search engine rankings and interacting with your network. You might also consider managing your profile with Google My Business (formerly Google Places).



## Local Directories



### Google

123 Buckingham Palace Road  
UNITED KINGDOM  
+44 20 7031 3000

★★★★★

0 Reviews



### Google UK

Change Account - Claim listing  
1 St Giles High St, London  
UNITED KINGDOM

★★★★★

20 Reviews



### Google UK

Change Account - Claim listing  
1-13 St Giles High Street Dyott Street, London  
UNITED KINGDOM

★★★★★

3 Reviews

This is a list of the local directories where your business has been found. Take care of your listings in local directories; since maps are now an integral part of search results, your Google My Business page may have more visitors than your website!

It is important to make sure that your business details are correct in each directory where you are listed. Find the directories in your country (USA, UK, Spain, France, Canada, Australia, Brazil, and India) and enhance your listings with pictures, video, schedules and as many customer reviews as possible.

## Online Reviews

-  December 16, 2016 9:07 AM ★ ★ ★ ★ ★  
This building is located on Buckingham palace road and is pleasant to the eye. – Aaron Walker
-  December 11, 2016 11:17 PM ★ ★ ★ ★ ★  
Love it – Jon Ambrose
-  December 7, 2016 6:15 PM ★ ★ ★ ★ ★  
Awesome 🇸🇰( ٩̂ )> – Xavier Martínez Palau
-  November 30, 2016 8:39 AM ★ ★ ★ ★ ★  
The best palace in england – Mohd Sharhan Shukor
-  November 23, 2016 2:04 AM ★ ★ ★ ★ ★  
Great offices and great vibe of the people within, building reception could be better trained in meeting and greeting. – A Google User
-  November 23, 2016 2:04 AM ★ ★ ★ ★ ★  
Great offices and great vibe of the people within, building reception could be better trained in meeting and greeting. – Tommy Van Bogaert
-  November 20, 2016 5:39 PM ★ ★ ★ ★ ★  
I wish I had a chance to work for Google. After all this is my dream. And I will try my best for this. – Tanzim Hasan
-  October 31, 2016 12:46 PM ★ ★ ★ ★ ★  
Great office, great food, great place to work and visit – Owen Jones
-  October 30, 2016 9:53 AM ★ ★ ★ ★ ★  
Very special office – Matt Bush
-  October 22, 2016 6:27 AM ★ ★ ★ ★ ★  
Nice building and location. Can I come in? – Jeroen Spee

These are the latest reviews of your business that can be found in local directories. Surveys show that 90 percent of customers say buying decisions are influenced by online reviews so take the time to make a good impression and gather positive feedback. Strategies for gaining reviews may differ by audience or business type; in general, consider asking for reviews, making it easy to send in feedback and having a prominent social presence.

## Google Ranking

yahoo.ca

Keywords 	google.com	yahoo.ca
Search	4	100+
search engine	100+	100+

bing.ca

Keywords 	google.com	bing.ca
Search	4	100+
search engine	100+	100+

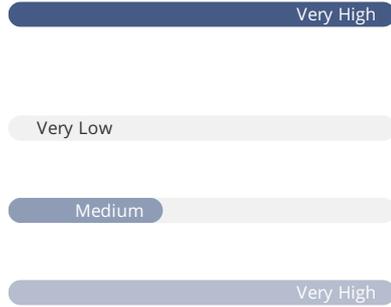
ask.com

Keywords 	google.com	ask.com
Search	4	100+
search engine	100+	100+

These are Google™'s rankings of your website based on a keyword search.



## Traffic Estimations



- google.com
- bing.ca
- yahoo.ca
- ask.com

This shows your estimated traffic for google.com compared to any competitors you have chosen. We use Alexa for this information.



## Traffic Rank

- 1th most visited website in the World
- 1th most visited website in United States
- 15,744,993th most visited website in the World
- 660,198th most visited website in the World
- 90th most visited website in the World

- google.com
- bing.ca
- yahoo.ca
- ask.com

A low rank means that your website gets a lot of visitors.

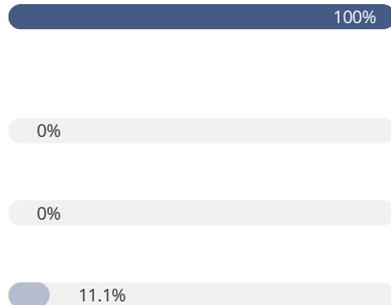
Your Alexa Rank is a good estimate of the worldwide traffic to google.com, although it is not 100 percent accurate.

Reviewing the most visited websites by country can give you valuable insights.

Quantcast provides similar services.



## Adwords Traffic

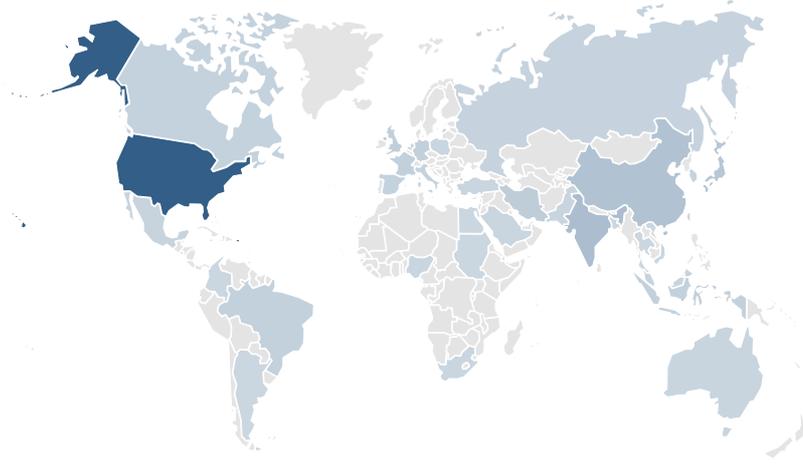


- google.com
- bing.ca
- yahoo.ca
- ask.com

This is an estimation of the traffic that is being bought through AdWords™ vs. unpaid Organic Traffic.

This data is provided by SEMRush™.

Visitors Localization



Popular Countries	ccTLD	Status
United States	google.us	This domain is booked
India	google.in	This domain is booked
China	google.cn	This domain is booked
Japan	google.jp	This domain is booked
Iran	google.ir	This domain is booked

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.