



Review of Byrdie.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

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Good



To Improve



Errors



Not Important



Hard to solve



Little tough to solve



Easy to solve



No action necessary



Title Tag



Byrdie - Insider Beauty Tips, Product Reviews & Makeup Trends

Length: 61 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



Your one-stop destination for insider beauty secrets, product reviews, and more—all vetted by our editors and the industry's top pros.

Length: 134 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.

[Byrdie - Insider Beauty Tips, Product Reviews & Makeup Trends](#)
[byrdie.com/](#)

Your one-stop destination for insider beauty secrets, product reviews, and more—all vetted by our editors and the industry's top pros.

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	13	1	0	0	0

<H2> We Care About Your Privacy </H2>
<H2> The Latest </H2>
<H2> On the Cover </H2>
<H2> Most Clicked </H2>
<H2> Shopping </H2>
<H2> Meet Team Byrdie </H2>
<H2> Skin </H2>
<H2> Nails </H2>
<H2> Makeup </H2>
<H2> Hair </H2>
<H2> Style </H2>
<H2> Beauty & Wellness Review Board </H2>
<H2> On Instagram </H2>
<H3> We and our partners process data to provide: </H3>

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 Cloud

wearing 25 hair 20 cover 18 issue 17 byrdie 16
 nail 15 summer 11 black 11 best 9 nails 8
 skin 8 perfume 8 model 8 email 8 featuring 7

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>
wearing	25	×	×	×
hair	20	×	×	✓
cover	18	×	×	✓
issue	17	×	×	×
byrdie	16	✓	×	✓
nail	15	×	×	✓
summer	11	×	×	×
black	11	×	×	×
best	9	×	×	×
nails	8	×	×	✓
skin	8	×	×	✓
perfume	8	×	×	×
model	8	×	×	×
email	8	×	×	×
featuring	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.



Alt Attribute



We found 78 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: **2.16%**

Text content size 6914 bytes

Total HTML size 320423 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 311 KB to 57 KB (81.7 % 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 151.101.194.137 does not redirect to byrdie.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://byrdie.com/sitemap.xml>

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.

✓ **Robots.txt** Good, you have Robots.txt file!



<http://byrdie.com/robots.txt>

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.



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: 17 Years, 182 Days

Created Date: 23rd-Dec-2007

Updated Date: 21st-Nov-2024

Expiry Date: 23rd-Dec-2025

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://byrdie.com
Length: 6 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

B 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



311 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



0.65 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: English

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

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

Domain Availability

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

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

Typo Availability

Domains (TLD)	Status
vyrdie.com	Available
fyrdie.com	Available
gyrdie.com	Available
hyrdie.com	Available
nyrdie.com	Already Registered

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	Service Provider
162.159.141.224	Not Available	Not Available

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:

- ✓ Perfect, your website has few CSS files.
- ✓ Perfect, your website has few 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:  ByrdieBeauty

 Twitter: 

 Instagram:  Byrdie

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:

Popularity at	None
Regional Rank	None

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

\$10 USD

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



In-Page Links



We found a total of 146 links including both internal & external links of your site

Anchor	Type	Follow
No Anchor Text	Internal Links	Dofollow
Skin	Internal Links	Dofollow
Skincare Ingredients A-Z	Internal Links	Dofollow
Skin Type	Internal Links	Dofollow
Skin Concerns	Internal Links	Dofollow
Sun Care	Internal Links	Dofollow
Body	Internal Links	Dofollow
Hair Removal	Internal Links	Dofollow
Facecare	Internal Links	Dofollow
Moisturizers	Internal Links	Dofollow
Fragrance	Internal Links	Dofollow
Devices	Internal Links	Dofollow
Makeup	Internal Links	Dofollow
Tools and Techniques	Internal Links	Dofollow
Face	Internal Links	Dofollow
Eyes	Internal Links	Dofollow
Lips	Internal Links	Dofollow
Hair	Internal Links	Dofollow
Hair Care	Internal Links	Dofollow
Hair Types	Internal Links	Dofollow
Hair Concerns	Internal Links	Dofollow
Scalp Care	Internal Links	Dofollow
Hair Styling	Internal Links	Dofollow
Hair Color	Internal Links	Dofollow
Haircuts	Internal Links	Dofollow
Nails	Internal Links	Dofollow
Style	Internal Links	Dofollow
Fashion Trends	Internal Links	Dofollow
What to Wear	Internal Links	Dofollow
Shoes	Internal Links	Dofollow
Accessories	Internal Links	Dofollow
Clothing and Apparel	Internal Links	Dofollow
News	Internal Links	Dofollow
Celebrities	Internal Links	Dofollow
Product and Brand News	Internal Links	Dofollow
Trends and Innovation	Internal Links	Dofollow
What to Buy	Internal Links	Dofollow
Shopping	Internal Links	Dofollow
Amazon Picks	Internal Links	Dofollow
Gift Guides	Internal Links	Dofollow
Product Reviews	Internal Links	Dofollow
Health and Wellness	Internal Links	Dofollow
Nutrition	Internal Links	Dofollow
Mental Health and Mood	Internal Links	Dofollow
Fitness	Internal Links	Dofollow
About Us	Internal Links	Dofollow
The Byrdie Team	Internal Links	Dofollow

Editorial Guidelines	Internal Links	Dofollow
Contact Us	Internal Links	Dofollow
Terms of Use and Policies	Internal Links	Dofollow
Everyone's Doing "Olsen Waves" This Summer—How to Get the Effortless Look	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
10 Nude Pedicure Colors to Pair With Your Warm-Weather Wardrobe	Internal Links	Dofollow
Hailey Bieber, Addison Rae, and Sabrina Carpenter All Love This Fun Summer Manicure	Internal Links	Dofollow
20 Iridescent Nail Ideas for a Softer Take on Chrome	Internal Links	Dofollow
The Micro Bob Is Summer's Coolest Cut: 15 Ways to Wear the CLB	Internal Links	Dofollow
15 Seafoam Green Manicure to Unleash Your Inner Mermaid This Summer	Internal Links	Dofollow
Olivia Rodrigo's Barely-There Summer Bottoms Made Me Rethink This Bold, Trending Print	Internal Links	Dofollow
The 14 Best Boxers to Dress Like a Cool Girl This Summer	Internal Links	Dofollow
Selena Gomez's Dreamy Purple Manicure Is Extending Lilac Season	Internal Links	Dofollow
How to Style Bloomers, My Comfy Alternative for Denim Shorts	Internal Links	Dofollow
E.l.f. Just Made Curating Your Summer Mood Board Easier Than Ever	Internal Links	Dofollow
9 Millennial-Coded Perfumes That Smell Like Nostalgia and the Mall	Internal Links	Dofollow
20 Cancer Season Nail Ideas That Celebrate the Intuitive, Emotional Sign	Internal Links	Dofollow
These Are the Best Skincare Products of 2025	Internal Links	Dofollow
These Are the Best Body Products of 2025	Internal Links	Dofollow
These Are the Best Fragrances of 2025	Internal Links	Dofollow
These Are the Best Makeup Products of 2025	Internal Links	Dofollow
Eva Longoria The Summer Issue	Internal Links	Dofollow
Emma Chamberlain The Expression Issue	Internal Links	Dofollow
Kelsea Ballerini The Special Issue	Internal Links	Dofollow
Eve Hewson The Holiday Issue	Internal Links	Dofollow
Alicia Keys The Glow Issue	Internal Links	Dofollow
Tracee Ellis Ross The Muse Issue	Internal Links	Dofollow
Serena Williams The Spring Issue	Internal Links	Dofollow
Shay Mitchell The Holiday Issue	Internal Links	Dofollow
Dove Cameron The Fall Issue	Internal Links	Dofollow
Yara Shahidi The Revival Issue	Internal Links	Dofollow
Kate Hudson The After-Dark Issue	Internal Links	Dofollow
Hailey Bieber The Special Issue	Internal Links	Dofollow
Laverne Cox The Legends Issue	Internal Links	Dofollow
Joey King The Fall Issue	Internal Links	Dofollow
Jamie Chung The Power Issue	Internal Links	Dofollow
Lily Collins The Dualities Issue	Internal Links	Dofollow
Halsey New Beginnings	Internal Links	Dofollow
Taylor Russell The Debut Issue	Internal Links	Dofollow
You're Not Imagining Things—You Really Might Be Losing More Hair in the Summer	Internal Links	Dofollow
These Are the Best Nail Products of 2025	Internal Links	Dofollow
Glossier Bottled Two Versions of Summertime With Its New Sheer Fragrance Sprays	Internal Links	Dofollow
These 7 “BB Cream” Nail Polish Colors Are Like No-Makeup Makeup for Your Manicure	Internal Links	Dofollow
The 15 Best Bronzers for a Sun-kissed Complexion, Awarded After 400 Hours of Testing	Internal Links	Dofollow
The 21 Best Beach Cover-Ups We're Living in This Summer	Internal Links	Dofollow
We Tried the 3 Most Popular Clothing Rental Services—Here Are Our Honest Thoughts	Internal Links	Dofollow

The 12 Best Lip Liners Byrdie Editors Use for a Fuller, More Defined Pout	Internal Links	Dofollow
My Mom and I Tried Old Navy's New Wedding Guest Dresses—and They're Up to 64% Off RN	Internal Links	Dofollow
Our Product Testing Seal of Approval Learn More	Internal Links	Dofollow
Hallie Gould HAIR TYPE: Wavy; 2b SKIN TYPE: Combination	Internal Links	Dofollow
Star Donaldson HAIR TYPE: Curly; 3c/4a SKIN TYPE: Acne-Prone	Internal Links	Dofollow
Holly Rhue HAIR TYPE: Wavy; 2b SKIN TYPE: Combination	Internal Links	Dofollow
Olivia Hancock HAIR TYPE: Curly; 3b/3c SKIN TYPE: Dry	Internal Links	Dofollow
The Byrdies: Our Annual Beauty Award Winners Are Here	Internal Links	Dofollow
Tatcha's Dewy Milk Moisturizer Is My New Go-To For Glow Skin All Summer	Internal Links	Dofollow
Celebrity MUA Sir John Shares Exactly How He Keeps His Skin Lifted and Sculpted	Internal Links	Dofollow
Even Snooki Wears Sunscreen Now	Internal Links	Dofollow
Scalp Sunburn: 17 Treatment Methods Approved by Dermatologists	Internal Links	Dofollow
Kojic Acid Is the Dermatologist-Loved Ingredient For Fading Dark Spots	Internal Links	Dofollow
21 Italian Summer-Inspired Nail Ideas for Living La Dolce Vita	Internal Links	Dofollow
15 Strawberry Nail Art Ideas That Are Beyond Sweet for Summer	Internal Links	Dofollow
This Korean Nail Trend Takes Fruity Summer Manicures to the Next Level	Internal Links	Dofollow
20 Blueberry Nail Art Ideas That'll Make You Feel Like You're Summering in Maine	Internal Links	Dofollow
Try Jennifer Aniston's Frosted Glass Nails For a Chic Summer Manicure	Internal Links	Dofollow
Elle Fanning Takes This \$16 Concealer With Her "Everywhere"	Internal Links	Dofollow
Clinique Dropped a Nude Version of Its Viral Black Honey Lipstick, and We Tried It	Internal Links	Dofollow
A Step-by-Step Guide to Creating Bantu Knots	Internal Links	Dofollow
31 Cool (and Easy) Bun Hairstyles for Short Hair	Internal Links	Dofollow
10 Ways to Straighten Your Hair Without Heat	Internal Links	Dofollow
14 Tips for Braids That Are Too Tight, Straight From Hair Pros	Internal Links	Dofollow
20 Chic Buzz Cut Styles to Screenshot For Your Next Salon Visit	Internal Links	Dofollow
Megan Thee Stallion's New Swim Line Has Me Ready for Hot Girl Summer	Internal Links	Dofollow
Lace Is Back Again—Here's How Cool Girls Are Styling It in 2025	Internal Links	Dofollow
Everyone Is Dressing Like Carrie Bradshaw Except Carrie Bradshaw	Internal Links	Dofollow
Introducing: Byrdie's 2025 Sweat Awards	Internal Links	Dofollow
Learn More	Internal Links	Dofollow
C. Nicole Swiner, MD Board-Certified Family Doctor	Internal Links	Dofollow
Jalessa Jaikaran Makeup Artist	Internal Links	Dofollow
Dr. Dendy Engelman Board-Certified Dermatologist	Internal Links	Dofollow
Sweepstakes	Internal Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
Careers	External Links	Dofollow
Advertise	External Links	Dofollow
Privacy Policy	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow

[Advertise](#)
[Terms of Service](#)
[Careers](#)
[No Anchor Text](#)
[Dotdash Meredith](#)

External Links	Dofollow
External Links	Dofollow
External Links	Dofollow
External Links	Dofollow
External Links	Dofollow

While there's no exact limit to the number of links you should include on a page, best practice is to avoid exceeding 200 links.

Links pass value from one page to another, but the amount of value that can be passed is split between all of the links on a page. This means that adding unnecessary links will dilute the potential value attributed to your other links.

Using the Nofollow attribute prevents value from being passed to the linking page, but it's worth noting that these links are still taken into account when calculating the value that is passed through each link, so Nofollow links can also dilute pagerank.



Broken Links



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.