



Review of Poki.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.

Usability

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

Please contact us for more information.

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Goo

To Improve

Errors

Not Important

• • • Hard to solve

• • Easy to solve

No action necessary

• Little tough to solve

Search Engine Optimization



Free Online Games at Poki - Play Now!

Length: 37 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.



Poki is the #1 website for playing free online games on your mobile, tablet or computer. No downloads, no login. Play now!

Length: 122 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.



Free Online Games

Meta Keywords are a specific type of meta tag that appear in the HTML code of a Web page and help tell search engines what the topic of the page is.

However, google can't use meta keywords.



Google Preview

Free Online Games at Poki - Play Now! poki.com/

Poki is the #1 website for playing free online games on your mobile, tablet or computer. No downloads, no login. Play now!

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> Free Online Games </H1>

<H3> Our game selection </H3>

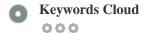
<H3> Start playing </H3>

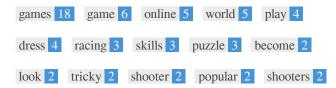
<H3> What is Poki? </H3>

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.

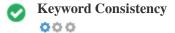






This Keyword Cloud provides an insight into the frequency of keyword usage within the page.

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.



Keywords	Freq	Title	Desc	<h></h>
games	18	~	~	~
game	6	*	*	~
online	5	✓	✓	~
world	5	×	×	×
play	4	✓	✓	~
dress	4	×	×	×
racing	3	×	×	×
skills	3	×	×	×
puzzle	3	×	×	×
become	2	×	×	×
look	2	×	×	×
tricky	2	×	×	×
shooter	2	×	×	×
popular	2	×	×	×
shooters	2	×	×	×

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 186 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.



HTML to Text Ratio is: 1.3%

Text content size 4325 bytes Total HTML size 332115 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.



Wow! It's GZIP Enabled.

✓ Your webpage is compressed from 323 KB to 63 KB (80.4 % size savings)

Gzip is a method of compressing files (making them smaller) for faster network transfers.

It allows to reduce the size of web pages and any other typical web files to about 30% or less of its original size before it transfer.



IP Canonicalization No your domain IP 104.18.144.9 does not redirect to poki.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

Oreat, 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.





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.



Good, you have XML Sitemap file! http://poki.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.

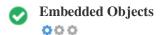


Good, you have Robots.txt file! http://poki.com/robots.txt

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.





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.



Perfect, no Iframe content has been detected on this page

Frames can cause problems on your web page because search engines will not crawl or index the content within them.

Avoid frames whenever possible and use a NoFrames tag if you must use them.

Domain Registration

Exactly how many years and months

Domain Age: 24 Years, 66 Days

Created Date: 18th-Apr-2001

Updated Date: 14th-Mar-2025

Expiry Date: 18th-Apr-2026

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 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.



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.



Usability



http://poki.com
Length: 4 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).



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.



Two of the main reasons for an increase in page size are images and JavaScript files.

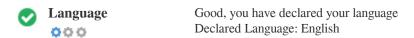
Page size affects the speed of your website; try to keep your page size below 2 Mb.

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



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 to make your website run faster.



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
poki.net	Already Registered
poki.org	Already Registered
poki.biz	Already Registered
poki.us	Already Registered
poki.info	Already Registered

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

Typo Availability

Domains (TLD)	Status
ooki.com	Already Registered
loki.com	Already Registered
piki.com	Already Registered
pkki.com	Already Registered
plki.com	Already Registered

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





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.



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.

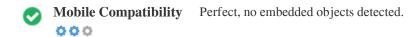


Mobile



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.



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.



Technologies



Server IP	Server Location	Service Provider
104.18.144.9	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.



Tips for authoring fast-loading HTML pages:

- * Too bad, your website has too many CSS files.
- X 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.



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.





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

W3Cis 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



Your social media status







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.

Visitors

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.

Link Analysis



We found a total of 213 links including both internal & external links of your site

Anchor	Туре	Follow
No Anchor Text	Internal Links	Dofollow
Perfect Landing, Plane Pilot	Internal Links	Dofollow
Merge Rot	Internal Links	Dofollow
Harvest Simulator	Internal Links	Dofollow
Blocky Blast Puzzle	Internal Links	Dofollow
Subway Surfers	Internal Links	Dofollow
Vortella's Dress Up	Internal Links	Dofollow
Indoor Soccer	Internal Links	Dofollow
Drive Mad	Internal Links	Dofollow
MineFun.io	Internal Links	Dofollow
Stickman Hook	Internal Links	Dofollow
PolyTrack	Internal Links	Dofollow
Kour.io	Internal Links	Dofollow
Watermelon Drop	Internal Links	Dofollow
SnapStyle Dress Up	Internal Links	Dofollow
Level Devil	Internal Links	Dofollow
Make It Meme	Internal Links	Dofollow
Stunt Bike Extreme	Internal Links	Dofollow
My Perfect Hotel	Internal Links	Dofollow
Bubble Shooter	Internal Links	Dofollow
Mech Bots Arena	Internal Links	Dofollow
Jump Only	Internal Links	Dofollow
Hexellent	Internal Links	Dofollow
Monkey Mart	Internal Links	Dofollow
My Cozy Home	Internal Links	Dofollow
Johnny Trigger - Sniper Game	Internal Links	Dofollow
War of Sticks	Internal Links	Dofollow
Happy Glass	Internal Links	Dofollow
Jumping Shell	Internal Links	Dofollow
Sprint League	Internal Links	Dofollow
Plane Wars	Internal Links	Dofollow
Sushi Party	Internal Links	Dofollow
Vectaria.io	Internal Links	Dofollow
Tiny Towers	Internal Links	Dofollow
Tunnel Rush	Internal Links	Dofollow
MR RACER - Car Racing	Internal Links	Dofollow
We Become What We Behold	Internal Links	Dofollow
Color Pencil Run	Internal Links	Dofollow
Red Ball 4	Internal Links	Dofollow
Brain Test: Tricky Puzzles	Internal Links	Dofollow
Numbers	Internal Links	Dofollow
Blumgi Merge	Internal Links	Dofollow
Blacktop: Police Chase	Internal Links	Dofollow
Super Liquid Soccer	Internal Links	Dofollow
Ping Pong Go!	Internal Links	Dofollow
Ragdoll Hit	Internal Links	Dofollow
Penalty Shooters 2	Internal Links	Dofollow



Hills of Steel	Internal Links	Dofollow
Color Artist	Internal Links	Dofollow
Rainbow Obby	Internal Links	Dofollow
Master Chess	Internal Links	Dofollow
Flick Goal	Internal Links	Dofollow
Combat Reloaded	Internal Links	Dofollow
Cryzen.io	Internal Links	Dofollow
Sword Masters	Internal Links	Dofollow
Brainrot Craft	Internal Links	Dofollow
Who Is?	Internal Links	Dofollow
Star Blogger: Left or Right	Internal Links	Dofollow
Combat Online	Internal Links	Dofollow
Stickman Crazy Box	Internal Links	Dofollow
12 Mini Battles 2	Internal Links	Dofollow
Karate Fighter	Internal Links	Dofollow
Soccer Skills World Cup	Internal Links	Dofollow
Punch Legend Simulator	Internal Links	Dofollow
Superhero Look Alike Contest	Internal Links	Dofollow
Merge Arena	Internal Links	Dofollow
Cozy Garden Design	Internal Links	Dofollow
Crazy Cars	Internal Links	Dofollow
Office Manager	Internal Links	Dofollow
Tiger Tank	Internal Links	Dofollow
Mowing Mazes	Internal Links	Dofollow
Brain Test All-Star	Internal Links	Dofollow
Warbrokers.io	Internal Links	Dofollow
Digging Master	Internal Links	Dofollow
Draw my Path Obby	Internal Links	Dofollow
Narrow.One	Internal Links	Dofollow
Shenzhen Mahjong	Internal Links	Dofollow
Duel of Chance	Internal Links	Dofollow
Animal Obby	Internal Links	Dofollow
SimplyUp.io	Internal Links	Dofollow
Sweet And Fruity Makeup	Internal Links	Dofollow
Bubbles	Internal Links	Dofollow
Escape From School	Internal Links	Dofollow
Soccer Skills Champions League	Internal Links	Dofollow
Under the Red Sky	Internal Links	Dofollow
Super Star Car	Internal Links	Dofollow
Stick Rush	Internal Links	Dofollow
Sweet World	Internal Links	Dofollow
Bufo Merge	Internal Links	Dofollow
Prankster 3D	Internal Links	Dofollow
Idle Mining Empire	Internal Links	Dofollow
Village Craft	Internal Links	Dofollow
Mad Skills Motocross 2	Internal Links	Dofollow
Cooking Fast	Internal Links	Dofollow
Fishing World	Internal Links	Dofollow
Temple of Boom	Internal Links	Dofollow
Funny Haircut	Internal Links	Dofollow
Funny Hair Salon	Internal Links	Dofollow
Alchemix - Match 3	Internal Links	Dofollow
Stickman Fight: Ragdoll	Internal Links	Dofollow



Stickman Dragon Fight	Internal Links	Dofollow
Summer Fashion Makeover	Internal Links	Dofollow
Pool Club	Internal Links	Dofollow
Onet Master	Internal Links	Dofollow
Master Checkers	Internal Links	Dofollow
EvoWorld io (FlyOrDie io)	Internal Links	Dofollow
Fear Response	Internal Links	Dofollow
Stick Merge	Internal Links	Dofollow
Funny Bone Surgery	Internal Links	Dofollow
Tribals.io	Internal Links	Dofollow
Tiger Simulator 3D	Internal Links	Dofollow
Ellie and Ben: Date Night	Internal Links	Dofollow
Stick Defenders	Internal Links	Dofollow
Backgammon Online	Internal Links	Dofollow
Retro Bowl	Internal Links	Dofollow
Basketball Stars	Internal Links	Dofollow
GoBattle	Internal Links	Dofollow
Blaze Drifter	Internal Links	Dofollow
The Walking Merge	Internal Links	Dofollow
Dasi Hospital Manager	Internal Links	Dofollow
Tennis Masters	Internal Links	Dofollow
Moto X3M	Internal Links	Dofollow
Jigsaw Surprise	Internal Links	Dofollow
Bubbles 2	Internal Links	Dofollow
Fleeing the Complex	Internal Links	Dofollow
Smash It	Internal Links	Dofollow
Princess Lovely Fashion	Internal Links	Dofollow
Noob Archer	Internal Links	Dofollow
War Master	Internal Links	Dofollow
Simply City	Internal Links	Dofollow
Horse Shoeing	Internal Links	Dofollow
Spider Solitaire	Internal Links	Dofollow
Super Tunnel Rush	Internal Links	Dofollow
Glam Girl: Dress Up and Makeover	Internal Links	Dofollow
Solitaire Klondike 2.0	Internal Links	Dofollow
Wheat Farming	Internal Links	Dofollow
Cashchubbies Islands	Internal Links	Dofollow
Merge Summer	Internal Links	Dofollow
Magic Coloring Book	Internal Links	Dofollow
Forgotten Hill: Puppeteer	Internal Links	Dofollow
Zuma Boom	Internal Links	Dofollow
Mosaic Puzzle Art	Internal Links	Dofollow
Papa's Freezeria	Internal Links	Dofollow
Hospital Stories: Doctor Soccer	Internal Links	Dofollow
Escape From Spider	Internal Links	Dofollow
Yummy Super Pizza	Internal Links	Dofollow
Adventure Games	Internal Links	Dofollow
2 Player Games	Internal Links	Dofollow
Games for Girls	Internal Links	Dofollow
Animal Games	Internal Links	Dofollow
Car Games	Internal Links	Dofollow
Shooting Games	Internal Links	Dofollow
Tycoon Games	Internal Links	Dofollow



Simulation Games	Internal Links	Dofollow
Brainrot Games	Internal Links	Dofollow
War Games	Internal Links	Dofollow
Mobile Games	Internal Links	Dofollow
Skill Games	Internal Links	Dofollow
Action Games	Internal Links	Dofollow
3D Games	Internal Links	Dofollow
Online Games	Internal Links	Dofollow
Platform Games	Internal Links	Dofollow
Cool Games	Internal Links	Dofollow
Obby Games	Internal Links	Dofollow
Games for Boys	Internal Links	Dofollow
Mouse Games	Internal Links	Dofollow
Multiplayer Games	Internal Links	Dofollow
Puzzle Games	Internal Links	Dofollow
Arcade Games	Internal Links	Dofollow
Funny Games	Internal Links	Dofollow
Cozy Games	Internal Links	Dofollow
Car Racing Games	Internal Links	Dofollow
First Person Shooter Games	Internal Links	Dofollow
Racing Games	Internal Links	Dofollow
Crazy Games	Internal Links	Dofollow
Video Games	Internal Links	Dofollow
Farm Games	Internal Links	Dofollow
Brain Games	Internal Links	Dofollow
Zombie Games	Internal Links	Dofollow
Soccer Games	Internal Links	Dofollow
Block Games	Internal Links	Dofollow
Flash Games	Internal Links	Dofollow
Watermelon Games	Internal Links	Dofollow
.io Games	Internal Links	Dofollow
Co-op Games	Internal Links	Dofollow
All Categories	Internal Links	Dofollow
New Games	Internal Links	Dofollow
Popular Games	Internal Links	Dofollow
Subway Surfers	Internal Links	Dofollow
Temple Run 2	Internal Links	Dofollow
Stickman Hook	Internal Links	Dofollow
Rodeo Stampede	Internal Links	Dofollow
Moto X3M	Internal Links	Dofollow
Venge.io	Internal Links	Dofollow
Dino Game	Internal Links	Dofollow
Smash Karts	Internal Links	Dofollow
2048	Internal Links	Dofollow
Penalty Shooters 2	Internal Links	Dofollow
Bad Ice-Cream	Internal Links	Dofollow
Puzzle Games	Internal Links	Dofollow
.io Games	Internal Links	Dofollow
2 Player Games	Internal Links	Dofollow
Car Games	Internal Links	Dofollow
Shooting Games	Internal Links	Dofollow
Privacy Center	Internal Links	Dofollow
FAQ	Internal Links	Dofollow



Contact	Internal Links	Dofollow
No Anchor Text	External Links	Dofollow
company	External Links	Dofollow
Poki for Developers	External Links	Dofollow
About	External Links	Dofollow
Poki for Developers	External Links	Dofollow
Jobs	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 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.

