

Review of Timeout.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



Time Out | Best Things To Do and Events In Cities Worldwide

Length: 59 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 ultimate guide to the best art and entertainment, food and drink, attractions, hotels and things to do in the world's greatest cities.

Length: 139 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.

[Time Out | Best Things To Do and Events In Cities Worldwide](#)
[timeout.com/](#)

Your ultimate guide to the best art and entertainment, food and drink, attractions, hotels and things to do in the world's greatest cities.

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.

✓ Headings
⚙⚙⚙

<H1>	<H2>	<H3>	<H4>	<H5>	<H6>
2	13	73	0	26	0

<H1> Discover the world's coolest cities </H1>

<H1> Welcome to Time Out </H1>

<H2> Your ultimate guide to the world's best cities </H2>

<H2> Trending around the world </H2>

<H2> Discover Time Out Market </H2>

<H2> Top travel inspiration </H2>

<H2> Pride Month 2025 </H2>

<H2> Movies we love </H2>

<H2> Music we love </H2>

<H2> Explore Europe </H2>

<H2> Explore North America </H2>

<H2> Explore Asia </H2>

<H2> Explore the South Pacific </H2>

<H2> Explore Africa </H2>

<H2> Explore South America </H2>

<H3> The 24 most beautiful buildings in the world </H3>

<H3> The South American restaurant just crowned best in the world for 2025 </H3>

<H3> The island country named best in the world for work-life balance (again) </H3>

<H3> The world's best cities for music lovers, ranked </H3>

<H3> The 24 most beautiful buildings in the world </H3>

<H3> The South American restaurant just crowned best in the world for 2025 </H3>

<H3> The island country named best in the world for work-life balance (again) </H3>

<H3> The world's best cities for music lovers, ranked </H3>

<H3> The South American restaurant just crowned best in the world for 2025 </H3>

<H3> The island country named best in the world for work-life balance (again) </H3>

<H3> All the spectacular winning shots of the UN World Oceans Day photo competition </H3>

<H3> The world's best universities have been crowned for 2026 – here's the top 20 </H3>

<H3> It's official: this is Europe's best airline in 2025 </H3>

<H3> Time Out Market Bahrain </H3>

<H3> Time Out Market Barcelona </H3>

<H3> Time Out Market Boston </H3>

<H3> Time Out Market Cape Town </H3>
<H3> Time Out Market Chicago </H3>
<H3> Time Out Market Dubai </H3>
<H3> Time Out Market Lisboa </H3>
<H3> Time Out Market Montréal </H3>
<H3> Time Out Market New York </H3>
<H3> Time Out Market Osaka </H3>
<H3> The 50 best cities in the world right now </H3>
<H3> The world's 20 best cities for food right now </H3>
<H3> The world's 20 best cities for culture right now </H3>
<H3> NYC's best Pride events for 2025, from the marches to concerts </H3>
<H3> The best gay bars in NYC and LGBTQ+ hot spots for a fun night out </H3>
<H3> Orville Peck drops the mask in Cabaret </H3>
<H3> Pride in London 2025: your ultimate guide to events, parties and more </H3>
<H3> The best gay bars in London </H3>
<H3> The best LGBTQ+ movies of all time </H3>
<H3> 28 Years Later review: Danny Boyle's punk-rock horror sequel starts like a rocket </H3>
<H3> F1: The Movie review: spectacle, sonics and just enough human drama </H3>
<H3> F1: The Movie review: spectacle, sonics and just enough human drama </H3>
<H3> The best films to see in cinemas in June: from 'F1' to '28 Years Later' </H3>
<H3> The best films to see in cinemas in June: from 'F1' to '28 Years Later' </H3>
<H3> How To Train Your Dragon review: a likeable but lukewarm live-action remake </H3>
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<H3> Ballerina review: Ana de Armas makes a charismatic super-assassin </H3>
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<H3> Best Movies to Watch: Your Ultimate Guide to New Releases & Streaming </H3>
<H3> Best Movies to Watch: Your Ultimate Guide to New Releases & Streaming </H3>
<H3> The best comedy movies of all time </H3>
<H3> The best comedy movies of all time </H3>
<H3> The best songs of 2025 so far </H3>
<H3> The 37 best inspirational songs of all time </H3>
<H3> The 40 best party songs ever made </H3>
<H3> The best albums of 2025 so far </H3>
<H3> The 40 best summer songs of all time </H3>
<H3> The 50 best karaoke songs ever made </H3>
<H3> The 30 best love songs of all time </H3>
<H3> The 50 best sad songs ever written </H3>
<H3> The 64 best '80s hits </H3>
<H3> The 35 best cover songs of all time </H3>
<H3> London </H3>
<H3> Paris </H3>
<H3> Barcelona </H3>
<H3> New York </H3>
<H3> Los Angeles </H3>
<H3> Chicago </H3>
<H3> Singapore </H3>
<H3> Tokyo </H3>
<H3> Hong Kong </H3>
<H3> Sydney </H3>
<H3> Melbourne </H3>
<H3> Brisbane </H3>
<H3> Cape Town </H3>
<H3> Marrakech </H3>
<H3> Johannesburg </H3>
<H3> Buenos Aires </H3>
<H3> Rio de Janeiro </H3>
<H3> Bogotá </H3>

<H5> Things to do </H5>

<H5> Travel </H5>

<H5> Travel </H5>

<H5> LGBTQ+ </H5>

<H5> LGBTQ+ </H5>

<H5> Theatre </H5>

<H5> Things to do </H5>

<H5> Nightlife </H5>

<H5> Film </H5>

<H5> Film </H5>

<H5> Film </H5>

<H5> Film </H5>

<H5> Film </H5>

<H5> Film </H5>

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<H5> Music </H5>

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

best 70 time 25 songs 24 market 23 world 17
cities 14 music 12 more 11 world's 11 bars 10
south 10 just 10 movies 10 crowned 8 about 8

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>
best	70	✓	✓	✓
time	25	✓	✗	✓
songs	24	✗	✗	✓
market	23	✗	✗	✓
world	17	✓	✓	✓
cities	14	✓	✓	✓
music	12	✗	✗	✓
more	11	✗	✗	✓
world's	11	✗	✓	✓
bars	10	✗	✗	✓
south	10	✗	✗	✓
just	10	✗	✗	✓
movies	10	✗	✗	✓
crowned	8	✗	✗	✓
about	8	✗	✗	✗

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 70 images on this web page
 6 ALT attributes are empty or missing.

<https://media.timeout.com/images/106272557/750/562/image.jpg>
<https://media.timeout.com/images/106280913/750/562/image.jpg>
<https://media.timeout.com/images/106241045/750/562/image.jpg>
<https://media.timeout.com/images/106280105/750/562/image.jpg>
<https://media.timeout.com/images/106215280/750/562/image.jpg>
<https://media.timeout.com/images/106155250/750/562/image.jpg>

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: **4.62%**

Text content size 14239 bytes
Total HTML size 307893 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 301 KB to 47 KB (84.3 % size savings)

Gzip is a method of compressing files (making them smaller) for faster network transfers.
It allows to reduce the size of web pages and any other typical web files to about 30% or less of its original size before it transfer.

 **IP Canonicalization** No your domain IP 13.224.103.38 does not redirect to timeout.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://timeout.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://timeout.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: 26 Years, 287 Days

Created Date: 9th-Sep-1998

Updated Date: 9th-Aug-2024

Expiry Date: 8th-Sep-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://timeout.com
Length: 7 characters

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

A descriptive URL is better recognized by search engines.

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



Favicon

 Great, your website has a favicon.

Favicons improve a brand's visibility.

As a favicon is especially important for users bookmarking your website, make sure it is consistent with your brand.



Custom 404 Page

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



301 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



0.48 second(s)

Site speed is an important factor for ranking high in Google search results and enriching the user experience.

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



Language



Good, you have declared your language
Declared Language: EN-GB

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

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

Typo Availability

Domains (TLD)	Status
rimeout.com	Already Registered
fimeout.com	Available
gimeout.com	Available
himeout.com	Available
yimeout.com	Available

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.



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
3.160.57.87	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.
- ✗ Too bad, your website has too many JavaScript files.
- ✓ Perfect, your website doesn't use nested tables.
- ✗ Too bad, your website is using inline styles.

Website speed has a huge impact on performance, affecting user experience, conversion rates and even rankings.

By reducing page load-times, users are less likely to get distracted and the search engines are more likely to reward you by ranking your pages higher in the SERPs.

Conversion rates are far higher for websites that load faster than their slower competitors.

Analytics



Perfect, We detect an analytics tool installed on this website.

Web analytics let you measure visitor activity on your website.

You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.



Doc Type

Your Web Page doctype is HTML 5



The Doctype is used to instruct web browsers about the document type being used.

For example, what version of HTML the page is written in.

Declaring a doctype helps web browsers to render content correctly.



W3C Validity

W3C not validated



W3C is a consortium that sets web standards.

Using valid markup that contains no errors is important because syntax errors can make your page difficult for search engines to index.

Run the W3C validation service whenever changes are made to your website's code.



Encoding

Great, language/character encoding is specified: UTF-8



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

Social Data

Your social media status

 Facebook:  TimeOutTravel

 Twitter:  TimeOutTravel

 Instagram:  Timeouttravel

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 136 links including both internal & external links of your site

Anchor	Type	Follow
Terms of Use	Internal Links	Dofollow
Privacy Policy	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Explore Cities	Internal Links	Dofollow
Time Out Markets	Internal Links	Dofollow
Subscribe	Internal Links	Dofollow
News	Internal Links	Dofollow
Things to Do	Internal Links	Dofollow
Food & Drink	Internal Links	Dofollow
Arts & Culture	Internal Links	Dofollow
Travel	Internal Links	Dofollow
Movies	Internal Links	Dofollow
Music	Internal Links	Dofollow
Time Out Market	Internal Links	Dofollow
London	Internal Links	Dofollow
New York	Internal Links	Dofollow
Paris	Internal Links	Dofollow
Chicago	Internal Links	Dofollow
Los Angeles	Internal Links	Dofollow
Lisboa	Internal Links	Dofollow
Hong Kong	Internal Links	Dofollow
Sydney	Internal Links	Dofollow
Melbourne	Internal Links	Dofollow
Porto	Internal Links	Dofollow
Singapore	Internal Links	Dofollow
Barcelona	Internal Links	Dofollow
Madrid	Internal Links	Dofollow
Montréal	Internal Links	Dofollow
Boston	Internal Links	Dofollow
Miami	Internal Links	Dofollow
Barcelona	Internal Links	Dofollow
Boston	Internal Links	Dofollow
Chicago	Internal Links	Dofollow
Lisboa	Internal Links	Dofollow
Montréal	Internal Links	Dofollow
New York	Internal Links	Dofollow
Porto	Internal Links	Dofollow
Dubai	Internal Links	Dofollow
Bahrain	Internal Links	Dofollow
Cape Town	Internal Links	Dofollow
Osaka	Internal Links	Dofollow
Subscribe	Internal Links	Dofollow
Português	Internal Links	Dofollow
Español	Internal Links	Dofollow
Français	Internal Links	Dofollow
🇪🇺	Internal Links	Dofollow
Català	Internal Links	Dofollow

🌐	Internal Links	Dofollow
ไทย	Internal Links	Dofollow
Русский	Internal Links	Dofollow
🌐	Internal Links	Dofollow
Türkçe	Internal Links	Dofollow
London	Internal Links	Dofollow
New York	Internal Links	Dofollow
Paris	Internal Links	Dofollow
Chicago	Internal Links	Dofollow
Los Angeles	Internal Links	Dofollow
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The world's best cities for music lovers, ranked	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
More news	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
More Time Out travel tips	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
More great movies to watch	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
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See more	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
See more	Internal Links	Dofollow
About us	Internal Links	Dofollow
Press office	Internal Links	Dofollow
Investor relations	Internal Links	Dofollow
Our awards	Internal Links	Dofollow
Work for Time Out	Internal Links	Dofollow
Editorial guidelines	Internal Links	Dofollow
Do not sell my information	Internal Links	Dofollow
Cookie policy	Internal Links	Dofollow
Accessibility statement	Internal Links	Dofollow
Contact us	Internal Links	Dofollow
Advertising	Internal Links	Dofollow
Time Out Market	Internal Links	Dofollow
All Time Out Locations	Internal Links	Dofollow
Africa	Internal Links	Dofollow
Asia	Internal Links	Dofollow
Europe	Internal Links	Dofollow
North America	Internal Links	Dofollow
South America	Internal Links	Dofollow
South Pacific	Internal Links	Dofollow
Site Map	Internal Links	Dofollow
instagram	External Links	Dofollow
tiktok	External Links	Dofollow
facebook	External Links	Dofollow
twitter	External Links	Dofollow
youtube	External Links	Dofollow
Modern slavery statement	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.