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57

Your Website Score

Review of Binance.com

Generated on 2023-03-02

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.

Table of Contents

Iconography

✅ Good

⚠️ To Improve

❌ Errors

⬤ Not Important

⚙⚙⚙ Hard to solve

⚙⚙⚙ Little tough to solve

⚙⚙⚙ Easy to solve

⚙⚙⚙ No action necessary

Search Engine Optimization

✅ Title Tag

Binance - Cryptocurrency Exchange for Bitcoin, Ethereum & Altcoins

Length: 66 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

Binance is the largest cryptocurrency exchange by trading volume, serving 185M+ users across 180+ countries. With over 350 listed Altcoins, it is the world's leading crypto exchange.

Length: 182 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

Blockchain Crypto Exchange, Cryptocurrency Exchange, Bitcoin Trading, Ethereum price trend, BNB, CZ, BTC price, ETH wallet registration, LTC price, Binance, Poloniex, Bittrex

> 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
○○○

Binance - Cryptocurrency Exchange for Bitcoin, Ethereum & Altcoins
binance.com/

Binance is the largest cryptocurrency exchange by trading volume, serving 185M+ users across 180+ countries. With over 350 listed Altcoins, it is the world's leading crypto exchange.

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>
1	2	7	0	0	0

<H1> 219,508,730USERSTRUST US </H1>

<H2> Trade on the go. Anywhere, anytime. </H2>

<H2> Frequently Asked Questions </H2>

<H3> Community </H3>

<H3> About Us </H3>

<H3> Products </H3>

<H3> Business </H3>

<H3> Learn </H3>

<H3> Service </H3>

<H3> Support </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   No keyword found!

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.

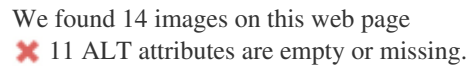**Keyword Consistency**

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.

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Alt Attribute

We found 14 images on this web page

✖ 11 ALT attributes are empty or missing.

data:image/png;base64,iVBORw0KGgoAAAANSUhEUgAAAWgAAAADACAYAAAAp3fniAAAAACXBIWXMAACE4AAAhOAFFljFgAAA
https://bin.bnbstatic.com/image/admin_mgs_image_upload/20201110/87496d50-2408-43e1-ad4c-78b47b448a6a.png
https://bin.bnbstatic.com/image/admin_mgs_image_upload/20201110/3a8c9fe6-2a76-4ace-aa07-415d994de6f0.png
https://bin.bnbstatic.com/image/admin_mgs_image_upload/20220218/94863af2-c980-42cf-a139-7b9f462a36c2.png
https://bin.bnbstatic.com/image/admin_mgs_image_upload/20201110/4766a9cc-8545-4c2b-bfa4-cad2be91c135.png
https://bin.bnbstatic.com/image/admin_mgs_image_upload/20230404/b2f0c70f-4fb2-4472-9fe7-480ad1592421.png
https://bin.bnbstatic.com/image/admin_mgs_image_upload/20240826/6193b3d3-bd09-40a2-b54a-a241fa99563a.png
https://bin.bnbstatic.com/image/admin_mgs_image_upload/20240821/2e948a93-a01a-43c9-a7df-367451026854.png
https://bin.bnbstatic.com/image/admin_mgs_image_upload/20240827/6ac49469-619b-457e-83ee-fa7698ac9452.png
https://bin.bnbstatic.com/image/admin_mgs_image_upload/20240718/eda12d5a-d135-4d90-b6f2-3bc8ffe3d409.png
https://bin.bnbstatic.com/image/admin_mgs_image_upload/20240812/e95e5c1f-f407-4685-b040-e9adf6cdec23.png

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

b3fUZ4rgtZnevRXlUHi5vu+BwsdMsKNb1ubrYivSuyjXTvInz1zM3rcCC7Q9fr9kKIynd7iAtehKfI9f3yv/qfKyZR4sTvWBW8kPW5dH4uONCO
6iben05Y3MioOpOVBZoss9VZdvNvZVU7MVY2o/ftBlkRRwy1k2Kie31llgOl13V7qV7YK33GjWjLx7V1YRjY/wbvAprYunm6n7z/C/z48zzy
YSZW+zyy0KQnNr0HlDumg4J/KGZunTPWveXhu4K6sELlOsjYzwtEcXPjfCq/aDKLNzopzt5lGvK1fWzrhLLSV3CTdbkVPSPdjZyptgsxUTZ
YS0ifvt5SOMi6rXjKcr7YnrUP/vjXROv1imqHC0rdVaQPhfGy3+c773kbacar/snv8TuZdZ6fw/tZkS8kiZIRnD8w9mV+bLnVUOb96zDtZOwvNp
bp7udxcGx2Akdtr5Wckm73we2sfVDNL0lmn2GfmU26+OJYRb30+5j8fbYb42YhgapOFiz/fFUHnRXSocL5anvfnz2z25ss317YsMwK6SZGznb
8DtbGX9YHqGg69GRy0ubfyIjLCO3nff25DK3MWICM8d2QjcEZLaZ3J/pmjYIEiBwvtckKdNcCyD9oPmL9IuV/GXbft0lnp9Wh5Xe32JhkfvIG
fl9YNettylRN5c9zzheul1qutKF0flXBvJGd89d9nrtQPWnHlUI7eOaDvmtRw9U4AuN5r0gbChNdLkz06lXfbRSwUa2mSNOHcdZo/q1sLAXx8
TwP22vQFe6mrrgtc7siHy6uHhz+aa5k250A1eF6fV2VBNkFF1z9z63Hu15yn0ImSfvOPpxV0tGQ1razS4JzSLhPB95bBcJ6cJd6WrogtdGsl6rMk
wjvGBCTOcLm10Sq1bD3d/fes5WypOTdzyErtLpYv/31H7Qsx6qhcI5kTukS3Wlq7ALXqvp9Om9jqJOly3NKg70E1WToheEDaXOkrvr5rOVI1
y5OKD0Gevtq1DzXIZeV9zhyM49rvjutSudBV0wWuzeaVB50YGeUnjoSL1+kVo/4sgV6XWkrvr7Gxl4XX8wm/H77UMcUbv6WH/5fzitCN3IleH
260q1JSLvnYkNlNg8ycbwSp87KDKvqEZ7X1T5myy3jkrf0TXj0TK6Cm614XO+y/HbOjjxboM5C2u7PeYNVVKkHkilB2KfP6klGnQnpDlZSjt0
XaNdlnHja+MGDMxxRO\0bU02tj8VbEzesmoJ++BkapA1Ov9lFVaZ6ab35VtJu9qp9M+CBoouUtIeJ6833qRVcJZlrmUNrO9HZ/3sOzPNlhlyeM
43Vw0TLz1XIAnp+22/KECpgC7Q+KhwSBfqSteBkLZZ8Nh+yu/k+JaRUhcyqvD/jtW49JUzq4/esiFtsk8OycmrtM7zzMEsMsW3j2En7T7zkrsj1
dURdxrefgfT7WKfVvIjmQ0bcN13+4zx3LNTa2isfsfbQZGarm13T9i4zNTDxLSIftBXzfYPXc7eOEljqJd6VSB5Y4i4Zxo/XLHbPQwynHLa9yV
nKuXiU1pmpyd3XZRE3xc+qTGmg5O6rzW9uyoHZsaqQqx4pdmxhW0rxjDLP3G1eOZbzeIwN6S+t7lITOKDjaf7Octd4h3SZcE4U6YK3KlyT9
a5K3arQOwoOrusrYGSu8RVk/+qt1OwYVsAx+bTrVYvgRYO6ABPamZIhwjnVWh8VJR77F24cGxBIUd4PqV1OvQBytsbr7Lu0lTJXcI1+a9it
Nh66aUquKoMqQJ53JmV1dZ7ccccoTnU1qX1VY0L8964MZK7hJutuJZcVFqOy5PVOVlfpILg4dnrQ9nUbrMroqQJpxLkJFBrO8Pvz/PHJ2tgh.
qO+PvUAzdVcnedXHRW1VAf7fqvxNP7pkAPdw/Hbt/oUC4EqYMOE9Jfrg7kFb1MVWLtwtkebJKresibz40MHq3WQcEsOS46u5CU1mXeSf

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 333 KB to 60 KB (82 % 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 13.115.164.111 does not redirect to binance.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

Oh no, you are 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://binance.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://binance.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: 5 Years, 335 Days

Created Date: 1st-Apr-2017

Updated Date: 12th-Jun-2020

Expiry Date: 1st-Apr-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

2,180,000 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

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

URL

http://binance.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

333 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 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
binance.net	Already Registered
binance.org	Already Registered
binance.biz	Already Registered
binance.us	Already Registered
binance.info	Already Registered

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

Typo Availability

Domains (TLD)	Status
vinance.com	Already Registered
finance.com	Already Registered
ginance.com	Already Registered
hinance.com	Already Registered
ninance.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

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.

                                                                                      KnowMySite.com

Technologies

Server IP
⚙ ⚙ ⚙

Server IP	Server Location	Service Provider
3.114.147.162	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
⚙ ⚙ ⚙

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

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

Social Data
⚙ ⚙ ⚙

Your social media status

f Facebook: ✔ Binance

G+ Twitter: ✔ Binance

in Instagram: ✔ Binance

> 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.

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Visitors

Traffic Rank

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
✿ ✿ ✿

$60 USD

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

Link Analysis

In-Page Links

⦿⦿⦿

We found a total of 122 links including both internal & external links of your site

Anchor	Type	Follow
No Anchor Text	Internal Links	Dofollow
ExchangeBlockchain and crypto asset exchange	Internal Links	Dofollow
Binance Gift CardCustomizable crypto gift card	Internal Links	Dofollow
Binance LiveBringing blockchain broadcasts to you live	Internal Links	Dofollow
BABTVerified user credentials for the Web3 era	Internal Links	Dofollow
Markets	Internal Links	Dofollow
Binance ConvertThe easiest way to trade	Internal Links	Dofollow
MarginIncrease your profits with leverage	Internal Links	Dofollow
Strategy TradingTrading made easy, trade like a pro	Internal Links	Dofollow
Swap FarmingSwap to earn BNB	Internal Links	Dofollow
Fan TokenUpgrade your fan experience	Internal Links	Dofollow
Binance OTCOTC liquidity and execution services	Internal Links	Dofollow
USDⓈ-M FuturesPerpetual or Quarterly Contracts settled in USDT or BUSD	Internal Links	Dofollow
COIN-M FuturesPerpetual or Quarterly Contracts settled in Cryptocurrency	Internal Links	Dofollow
OptionsBuy and Sell European-style Options.	Internal Links	Dofollow
Leveraged TokensEnjoy increased leverage without risk of liquidation	Internal Links	Dofollow
LeaderboardExclusive ranking for Binance traders, follow top traders' strategies	Internal Links	Dofollow
Binance Futures OverviewView our full range of crypto-derivative instruments	Internal Links	Dofollow
Responsible TradingLearn how you could practice responsible trading with Binance Futures	Internal Links	Dofollow
BlogExpand your knowledge and get the latest insights in Derivatives Trading	Internal Links	Dofollow
VIP PortalVIP Exclusive, Tailor-made Institutional Grade Services	Internal Links	Dofollow
Binance EarnOne-stop Investment Solution	Internal Links	Dofollow
Simple EarnEarn daily rewards on your idle tokens	Internal Links	Dofollow
DeFi StakingEasy Access to DeFi Opportunities	Internal Links	Dofollow
BNB VaultEarn Multi-benefits with BNB	Internal Links	Dofollow
Dual InvestmentCommit your crypto holdings and enjoy high returns	Internal Links	Dofollow
Liquidity FarmingAdd liquidity and earn double	Internal Links	Dofollow
Auto-InvestnewAccumulate crypto on autopilot	Internal Links	Follow
ETH 2.0One click staking, rewards paid daily	Internal Links	Dofollow
Binance CardConvert and pay with crypto worldwide	Internal Links	Dofollow
Crypto LoansGet an instant loan secured by crypto assets	Internal Links	Dofollow
Binance PaySend and spend crypto at zero fees	Internal Links	Dofollow
NFT	Internal Links	Dofollow
Institutional HomePremium digital asset solutions for institutions	Internal Links	Dofollow
LinkConnect and grow with Binance liquidity solutions	Internal Links	Dofollow
Asset Management SolutionsDiscover various asset management solutions	Internal Links	Dofollow
VIP PortalOne-stop station made for VIP and institutions	Internal Links	Dofollow
VIP LoanBespoke institutional loan with wide coverage	Internal Links	Dofollow
APIsUnlimited opportunities with one key	Internal Links	Dofollow
Historical Market DataYour all-in-one trading data repository	Internal Links	Dofollow
Feed	Internal Links	Dofollow
Trade Bitcoin for free	Internal Links	Dofollow

–BNB0–––	Internal Links	Dofollow
–BTC0–––	Internal Links	Dofollow
–ETH0–––	Internal Links	Dofollow
–GAL0–––	Internal Links	Dofollow
–GMT0–––	Internal Links	Dofollow
Dive into the world of NFTsOpen rare Mystery Boxes, explore IGOs, Fan Tokens, and more with Binance NFT.Learn more	Internal Links	Dofollow
Learn more	Internal Links	Dofollow
More download options	Internal Links	Dofollow
Linux	Internal Links	Dofollow
Chat now	Internal Links	Dofollow
Learn more	Internal Links	Dofollow
About	Internal Links	Dofollow
Careers	Internal Links	Dofollow
Business Contacts	Internal Links	Dofollow
Community	Internal Links	Dofollow
Building Trust	Internal Links	Dofollow
Legal	Internal Links	Dofollow
Terms	Internal Links	Dofollow
Privacy	Internal Links	Dofollow
Risk Warning	Internal Links	Dofollow
Announcements	Internal Links	Dofollow
News	Internal Links	Dofollow
Notices	Internal Links	Dofollow
Sitemap	Internal Links	Dofollow
BABT	Internal Links	Dofollow
Desktop Application	Internal Links	Dofollow
Buy Crypto	Internal Links	Dofollow
Referral	Internal Links	Dofollow
Affiliate	Internal Links	Dofollow
BNB	Internal Links	Dofollow
Listing Application	Internal Links	Dofollow
Proof of Reserves	Internal Links	Dofollow
Request a Feature	Internal Links	Dofollow
Fees	Internal Links	Dofollow
Trading Rules	Internal Links	Dofollow
Binance Verify	Internal Links	Dofollow
Law Enforcement Requests	Internal Links	Dofollow
Binance Legal (Court Orders)	Internal Links	Dofollow
Binance Airdrop Portal	Internal Links	Dofollow
Browse Crypto Prices	Internal Links	Dofollow
Buy BNB	Internal Links	Dofollow
Buy BUSD	Internal Links	Dofollow
Buy Bitcoin	Internal Links	Dofollow
Buy Ethereum	Internal Links	Dofollow
Buy Dogecoin	Internal Links	Dofollow
Buy XRP	Internal Links	Dofollow
Buy Tradable Altcoins	Internal Links	Dofollow
AcademyBlockchain and crypto education	External Links	Dofollow
Learn & EarnEarn free crypto through learning	External Links	Dofollow
CharityPowering blockchain for good	External Links	Dofollow
CloudEnterprise exchange solutions	External Links	Dofollow
DEXFast and secure decentralized digital asset exchange	External Links	Dofollow

LabsIncubator for top blockchain projects	External Links	Dofollow
LaunchpadToken Launch Platform	External Links	Dofollow
ResearchInstitutional-grade analysis and reports	External Links	Dofollow
Trust WalletBinance's official crypto wallet	External Links	Dofollow
P2PBank transfer and 100+ options	External Links	Dofollow
Binance PoolMine more rewards by connecting to the pool	External Links	Dofollow
CustodySecure digital assets with leading infrastructure	External Links	Dofollow
Sign up with Email or Phone	External Links	Dofollow
Google	External Links	Dofollow
Grow your business with Binance PayReach more customers as you pay and get paid in crypto with our borderless payment technology on Binance Pay & Binance Marketplace.Learn more	External Links	Dofollow
App Store	External Links	Dofollow
Android APK	External Links	Dofollow
Google Play	External Links	Dofollow
MacOS	External Links	Dofollow
Windows	External Links	Dofollow
API	External Links	Dofollow
Research	External Links	Dofollow
P2P Merchant Application	External Links	Dofollow
P2Pro Merchant Application	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
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No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	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.