



Review of Espn.com

Generated on 2024-03-18

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

Search Engine Optimization

Mobile

Visitors

Link Analysis

Usability

Technologies

Social

Iconography



Good



To Improve



Errors



Not Important



Hard to solve



Little tough to solve



Easy to solve



No action necessary



Title Tag



ESPN - Serving Sports Fans. Anytime. Anywhere.

Length: 46 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



Visit ESPN for live scores, highlights and sports news. Stream exclusive games on ESPN+ and play fantasy sports.

Length: 112 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.

[ESPN - Serving Sports Fans. Anytime. Anywhere.](#)
[espn.com/](#)

Visit ESPN for live scores, highlights and sports news. Stream exclusive games on ESPN+ and play fantasy sports.

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	57	5	0	0	0

<H2> ESPN </H2>
<H2> Quick Links </H2>
<H2> Favorites </H2>
<H2> Customize ESPN </H2>
<H2> ESPN Sites </H2>
<H2> ESPN Apps </H2>
<H2> Follow ESPN </H2>
<H2> Men's Bracketology: Bid stealers leave out Pitt, Virginia, Seton Hall, Indiana State </H2>
<H2> Is Iowa State the final 1-seed? What the selection committee has to contemplate </H2>
<H2> TOP HEADLINES </H2>
<H2> CONFERENCE CHAMPIONSHIP GAMES </H2>
<H2> Denver Nuggets vs. Dallas Mavericks </H2>
<H2> Patrick Mahomes loves Luka Doncic's stepback 3 </H2>
<H2> Luka Doncic is automatic from 3-point land </H2>
<H2> Christian Braun climbs the ladder for a powerful jam </H2>
<H2> Jamal Murray with the massive block at the rim </H2>
<H2> Michael Malone and Reggie Jackson get T'd up for arguing with refs </H2>
<H2> Nikola Jokic gets the and-1 to fall </H2>
<H2> Derek Lively II throws down a rim-rattling dunk </H2>
<H2> Aaron Gordon flushes it with authority </H2>
<H2> Nikola Jokic tries to draw shooting foul with a logo 3 attempt </H2>
<H2> Kyrie shows off with a mid-air transition dime </H2>
<H2> CHAMP WEEK MOMENTS </H2>
<H2> Yale wins Ivy League title on a buzzer-beater </H2>
<H2> Duquesne wins A-10 championship, punches ticket for first time in 47 years </H2>
<H2> WHO'S IN? WHO'S OUT? </H2>
<H2> Women's Bracketology: The field of 68 is coming into focus </H2>
<H2> Key questions the women's selection committee must answer </H2>
<H2> CONFERENCE CHAMPIONSHIP GAMES </H2>
<H2> TICKET PUNCHED AT THE BUZZER </H2>
<H2> Drake's Anna Miller hits a buzzer-beater to win Missouri Valley championship </H2>

<H2> PGA TOUR: THE PLAYERS CHAMPIONSHIP </H2>

<H2> The PLAYERS Championship: Featured Hole #17 </H2>

<H2> BEST FROM THE PLAYERS </H2>

<H2> Austin Eckroat assessed 1-stroke penalty as ball takes too long to drop </H2>

<H2> 'Unbelievable!' Scottie Scheffler wows with hole-out eagle </H2>

<H2> Top Headlines </H2>

<H2> Favorites </H2>

<H2> Fantasy </H2>

<H2> Customize ESPN </H2>

<H2> ICYMI </H2>

<H2> Tempers flare in WAC title game after retaliation for late dunk </H2>

<H2> Best of ESPN+ </H2>

<H2> NFL free agency, trade grades 2024: Best, worst moves </H2>

<H2> The realistic paths for LeBron, Steph and KD winning the 2024 NBA title </H2>

<H2> 2024 NFL trades: Why did Pickett, Ridder, Howell, Allen change teams? </H2>

<H2> Trending Now </H2>

<H2> The Nebraska wrestler who beat flesh-eating bacteria </H2>

<H2> Women's All-America teams, major award picks for 2023-24 </H2>

<H2> MLB Rank 2024: Ranking baseball's top 100 players </H2>

<H2> Sign up to play the #1 Fantasy Baseball Game </H2>

<H2> ESPN+ </H2>

<H2> Quick Links </H2>

<H2> ESPN Sites </H2>

<H2> ESPN Apps </H2>

<H2> Follow ESPN </H2>

<H3> MEN'S COLLEGE BASKETBALL </H3>

<H3> MEN'S COLLEGE HOOPS </H3>

<H3> WOMEN'S COLLEGE HOOPS </H3>

<H3> WOMEN'S COLLEGE BASKETBALL </H3>

<H3> WOMEN'S COLLEGE HOOPS </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

espn 20 ncaa 15 men's 10 tournament 9 women's 9
challenge 6 watch 6 fantasy 5 college 5 games 5
jokic 4 tour 4 live 4 bubble 4 basketball 4

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>
espn	20	✓	✓	✓
ncaa	15	✗	✗	✗
men's	10	✗	✗	✓
tournament	9	✗	✗	✗
women's	9	✗	✗	✓
challenge	6	✗	✗	✗
watch	6	✗	✗	✗
fantasy	5	✗	✓	✓
college	5	✗	✗	✓
games	5	✗	✓	✓
jokic	4	✗	✗	✓
tour	4	✗	✗	✓
live	4	✗	✓	✓
bubble	4	✗	✗	✗
basketball	4	✗	✗	✓

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 69 images on this web page
 ❌ 66 ALT attributes are empty or missing.

<https://s.secure.espncdn.com/stitcher/image.png?height=200&width=200&source=https://artwork.espncdn.com/categories/332ef689a1a5f11421517316f48120200112021011417181912>
https://artwork.espncdn.com/categories/2a2a6f3a-a852-3cf9-a870-e80992a07517/logo/original_20200612195142.svg

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<https://a1.espncdn.com/combiner/i?img=%2Fdesign%2Fassets%2Fimg%2Ficons%2FESPN%2Dicon%2Dbasketball.png&w=80&h=80&scale=crop&cquality=40&location=origin>

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Text/HTML Ratio

HTML to Text Ratio is: **2.94%**

Alt 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 content size: 8012 bytes

Total HTML size 272865 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 264 KB to 48 KB (81.9 % 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 13.35.116.10 does not redirect to espn.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://espn.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://espn.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

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: 29 Years, 165 Days

Created Date: 4th-Oct-1994

Updated Date: 29th-Aug-2023

Expiry Date: 3rd-Oct-2024

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

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://espn.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).



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

264 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

0.15 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
espn.net	Already Registered
espn.org	Already Registered
espn.biz	Already Registered
espn.us	Already Registered
espn.info	Already Registered

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



Typo Availability



Domains (TLD)	Status
wspn.com	Already Registered
sspn.com	Already Registered
dspn.com	Already Registered
fspn.com	Already Registered
rspn.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



Perfect, no 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
13.35.116.10	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



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:  ESPN

 Twitter:  ESPN

 Instagram:  Espn

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



\$60 USD

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



In-Page Links



We found a total of 116 links including both internal & external links of your site

Anchor	Type	Follow
ESPN	Internal Links	Dofollow
NFL	Internal Links	Dofollow
NBA	Internal Links	Dofollow
NCAAM	Internal Links	Dofollow
NCAAW	Internal Links	Dofollow
NHL	Internal Links	Dofollow
Soccer	Internal Links	Dofollow
MLB	Internal Links	Dofollow
NCAAF	Internal Links	Dofollow
Sports Betting	Internal Links	Dofollow
Boxing	Internal Links	Dofollow
NCAA	Internal Links	Dofollow
F1	Internal Links	Dofollow
Golf	Internal Links	Dofollow
Horse	Internal Links	Dofollow
LLWS	Internal Links	Dofollow
MMA	Internal Links	Dofollow
NASCAR	Internal Links	Dofollow
NBA G League	Internal Links	Dofollow
Olympic Sports	Internal Links	Dofollow
PLL	Internal Links	Dofollow
Professional Wrestling	Internal Links	Dofollow
Racing	Internal Links	Dofollow
RN BB	Internal Links	Dofollow
RN FB	Internal Links	Dofollow
Rugby	Internal Links	Dofollow
Tennis	Internal Links	Dofollow
WNBA	Internal Links	Dofollow
UFL	Internal Links	Dofollow
Fantasy	Internal Links	Dofollow
Watch	Internal Links	Dofollow
ESPN+	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
FA Cup: Quarterfinals	Internal Links	Dofollow
PGA TOUR LIVE	Internal Links	Dofollow
NHL	Internal Links	Dofollow
NCAA Men's Basketball	Internal Links	Dofollow
NCAA Women's Basketball	Internal Links	Dofollow
LALIGA	Internal Links	Dofollow
Bundesliga	Internal Links	Dofollow
NCAA Baseball	Internal Links	Dofollow
NCAA Softball	Internal Links	Dofollow
NFL Free Agency	Internal Links	Dofollow
Men's Bracketology	Internal Links	Dofollow
Women's Bracketology	Internal Links	Dofollow
NFL Draft	Internal Links	Dofollow
ESPN Radio: Listen Live	Internal Links	Dofollow

How To Watch NHL Games	Internal Links	Dofollow
Watch PGA Tour on ESPN	Internal Links	Dofollow
espnW	Internal Links	Dofollow
ESPNFC	Internal Links	Dofollow
ESPN	Internal Links	Dofollow
ESPN Fantasy	Internal Links	Dofollow
Tournament Challenge	Internal Links	Dofollow
Is Iowa State the final 1-seed? What the selection committee has to contemplate Where does all the bid stealing leave the final field? We have a lot of questions for the selection committee.16h Jeff Borzello	Internal Links	Dofollow
Champ Week: Breaking down every auto bid	Internal Links	Dofollow
Gators' Handlogten fractures left leg in SEC final	Internal Links	Dofollow
Source: Browns add Huntley as 4th QB on roster	Internal Links	Dofollow
Source: Pats, ex-Vikes WR Osborn agree to deal	Internal Links	Dofollow
Duquesne earns 1st NCAA tourney bid in 47 years	Internal Links	Dofollow
Yale earns Ivy title, NCAA spot on buzzer-beater	Internal Links	Dofollow
Cohen doesn't expect new Alonso deal in 2024	Internal Links	Dofollow
Ten Hag: Liverpool win can be United's 'moment'	Internal Links	Dofollow
Bettis follows in dad's footsteps, commits to Irish	Internal Links	Dofollow
Men's Bubble Watch: Bid thieves rule	Internal Links	Dofollow
Denver Nuggets vs. Dallas Mavericks	Internal Links	Dofollow
Key questions the women's selection committee must answer How will Elizabeth Kitley's injury impact Virginia Tech's seed? Will Stanford, USC or Texas get the final No. 1?16h Charlie Creme	Internal Links	Dofollow
Bubble Watch: Which teams are NCAA tournament locks?	Internal Links	Dofollow
Champ Week: Schedules, tickets punched	Internal Links	Dofollow
The PLAYERS Championship: Featured Hole #17live	Internal Links	Dofollow
Clark's gaffe helps Schaufele seize Players lead	Internal Links	Dofollow
Fantasy Home	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Tempers flare in WAC title game after retaliation for late dunk	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
Watch Now	Internal Links	Dofollow
Contact Us	Internal Links	Dofollow
Corrections	Internal Links	Dofollow
CFL	External Links	Dofollow
Cricket	External Links	Dofollow
X Games	External Links	Dofollow
ESPN BET	External Links	Dofollow
Subscribe Now	External Links	Dofollow
Men's Tournament Challenge	External Links	Dofollow
Women's Tournament Challenge	External Links	Dofollow
ESPN Deportes	External Links	Dofollow
Andscape	External Links	Dofollow
X Games	External Links	Dofollow
SEC Network	External Links	Dofollow
Facebook	External Links	Dofollow
X/Twitter	External Links	Dofollow
Instagram	External Links	Dofollow

Snapchat	External Links	Dofollow
TikTok	External Links	Dofollow
YouTube	External Links	Dofollow
Sign up to play Men's Tournament Challenge!	External Links	Dofollow
Sign up to play Women's Tournament Challenge	External Links	Dofollow
Reactivate A League	External Links	Dofollow
Create A League	External Links	Dofollow
Join a Public League	External Links	Dofollow
Practice With a Mock Draft	External Links	Dofollow
YouTube	External Links	Dofollow
Terms of Use	External Links	Dofollow
Privacy Policy	External Links	Dofollow
Your US State Privacy Rights	External Links	Dofollow
Children's Online Privacy Policy	External Links	Dofollow
Interest-Based Ads	External Links	Dofollow
About Nielsen Measurement	External Links	Dofollow
Do Not Sell or Share My Personal Information	External Links	Dofollow
Disney Ad Sales Site	External Links	Dofollow
Work for ESPN	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.