

Website Analysis: bit.ly

Generated on May 11 2025 18:21 PM




The score is 59/100





SEO Content

|  | Title | Bitly Connections Platform Short URLs, QR Codes, and More Length : 59 Perfect, your title contains between 10 and 70 characters. | | | | | | | | | | | | | | | | |
|--|---|---|----------|---------|--------|-------|------|---------|-------|---|-------------|---|-----|--------------------|-----------|-------|-------|---|
|  | Description | Bitly’s Connections Platform is more than a free URL shortener, with robust link management software, advanced QR Code features, and a landing page solution. Length : 157 Great, your meta description contains between 70 and 160 characters. | | | | | | | | | | | | | | | | |
|  | Keywords | Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords. | | | | | | | | | | | | | | | | |
|  | Og Meta Properties | <div>Good, your page take advantage of Og Properties.</div> <table><tr><th>Property</th><th>Content</th></tr><tr><td>locale</td><td>en_US</td></tr><tr><td>type</td><td>website</td></tr><tr><td>title</td><td>Bitly Connections Platform Short URLs, QR Codes, and More</td></tr><tr><td>description</td><td>Bitly’s Connections Platform is more than a free URL shortener, with robust link management software, advanced QR Code features, and a landing page solution.</td></tr><tr><td>url</td><td>https://bitly.com/</td></tr><tr><td>site_name</td><td>Bitly</td></tr><tr><td>image</td><td>https://docrdsfx76ssb.cloudfront.net/static/1746731504/pages/wp-content/uploads/2024/05/hero-img_desktop@2x.png</td></tr></table> | Property | Content | locale | en_US | type | website | title | Bitly Connections Platform Short URLs, QR Codes, and More | description | Bitly’s Connections Platform is more than a free URL shortener, with robust link management software, advanced QR Code features, and a landing page solution. | url | https://bitly.com/ | site_name | Bitly | image | https://docrdsfx76ssb.cloudfront.net/static/1746731504/pages/wp-content/uploads/2024/05/hero-img_desktop@2x.png |
| Property | Content | | | | | | | | | | | | | | | | | |
| locale | en_US | | | | | | | | | | | | | | | | | |
| type | website | | | | | | | | | | | | | | | | | |
| title | Bitly Connections Platform Short URLs, QR Codes, and More | | | | | | | | | | | | | | | | | |
| description | Bitly’s Connections Platform is more than a free URL shortener, with robust link management software, advanced QR Code features, and a landing page solution. | | | | | | | | | | | | | | | | | |
| url | https://bitly.com/ | | | | | | | | | | | | | | | | | |
| site_name | Bitly | | | | | | | | | | | | | | | | | |
| image | https://docrdsfx76ssb.cloudfront.net/static/1746731504/pages/wp-content/uploads/2024/05/hero-img_desktop@2x.png | | | | | | | | | | | | | | | | | |





SEO Content

| | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|-----------------|---|----|----|----|----|----|-------------|------|----|----|----|----|--------------|------|----|----|---|---|------------|-----------|--|--|--|--|
| | | <table><tr><td>image:width</td><td colspan="5">1780</td></tr><tr><td>image:height</td><td colspan="5">1360</td></tr><tr><td>image:type</td><td colspan="5">image/png</td></tr></table> | | | | | | image:width | 1780 | | | | | image:height | 1360 | | | | | image:type | image/png | | | | |
| image:width | 1780 | | | | | | | | | | | | | | | | | | | | | | | | |
| image:height | 1360 | | | | | | | | | | | | | | | | | | | | | | | | |
| image:type | image/png | | | | | | | | | | | | | | | | | | | | | | | | |
|  | Headings | <table><tr><td>H1</td><td>H2</td><td>H3</td><td>H4</td><td>H5</td><td>H6</td></tr><tr><td>1</td><td>1</td><td>17</td><td>14</td><td>3</td><td>0</td></tr></table> | | | | | | H1 | H2 | H3 | H4 | H5 | H6 | 1 | 1 | 17 | 14 | 3 | 0 | | | | | | |
| | | H1 | H2 | H3 | H4 | H5 | H6 | | | | | | | | | | | | | | | | | | |
| 1 | 1 | 17 | 14 | 3 | 0 | | | | | | | | | | | | | | | | | | | | |
| | | <ul style="list-style-type: none">• [H1] Build stronger digital connections• [H2] What our customers are saying• [H3] Products• [H3] Features• [H3] Integrations• [H3] Discover more• [H3] By industry• [H3] By Team• [H3] By Business• [H3] Use Cases• [H3] learn more• [H3] Get inspired• [H3] Find Answers• [H3] What's new• [H3] The Bitly Connections Platform• [H3] Adopted and loved by millions of users for over a decade• [H3] See how other businesses use Bitly• [H3] More than a link shortener• [H3] More than a link shortener• [H4] QR Codes and the Future of Retail Webinar Recap• [H4] Products• [H4] Features• [H4] Why Bitly?• [H4] Products• [H4] Features• [H4] Solutions• [H4] Resources• [H4] Solutions• [H4] Company• [H4] Legal• [H4] Resources• [H4] Legal• [H4] Company• [H5] Start now:• [H5] Shorten a URL• [H5] Create a QR Code | | | | | | | | | | | | | | | | | | | | | | | |
|  | Images | <p>We found 72 images on this web page.</p> <p>23 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p> | | | | | | | | | | | | | | | | | | | | | | | |
|  | Text/HTML Ratio | <p>Ratio : 10%</p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p> | | | | | | | | | | | | | | | | | | | | | | | |

SEO Content

| | | |
|--|--------|---|
|  | Flash | Perfect, no Flash content has been detected on this page. |
|  | Iframe | Great, there are no Iframes detected on this page. |

SEO Links

| | | |
|--|-------------------------|---|
|  | URL Rewrite | Good. Your links looks friendly! |
|  | Underscores in the URLs | Perfect! No underscores detected in your URLs. |
|  | In-page links | We found a total of 58 links including 2 link(s) to files |
|  | Statistics | External Links : noFollow 0% External Links : Passing Juice 96.55% Internal Links 3.45% |

In-page links

| Anchor | Type | Juice |
|--|----------|---------------|
| Skip Navigation | Internal | Passing Juice |
| Platform | Internal | Passing Juice |
| See all integrations | External | Passing Juice |
| API & Documentation | External | Passing Juice |
| Trust Center | External | Passing Juice |
| Retail | External | Passing Juice |
| Consumer Packaged Goods | External | Passing Juice |
| Hospitality | External | Passing Juice |
| Media & Entertainment | External | Passing Juice |
| Technology Software & Hardware | External | Passing Juice |

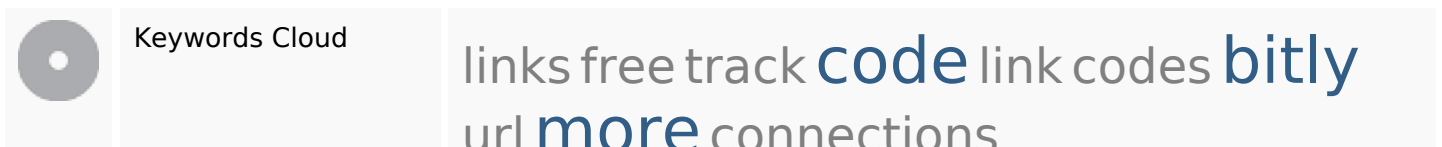
In-page links

| | | |
|--|----------|---------------|
| Healthcare | External | Passing Juice |
| Insurance | External | Passing Juice |
| Financial Services | External | Passing Juice |
| Professional Services | External | Passing Juice |
| Education | External | Passing Juice |
| Developers | External | Passing Juice |
| Marketing | External | Passing Juice |
| Customer Service | External | Passing Juice |
| Small Business | External | Passing Juice |
| Midmarket | External | Passing Juice |
| Enterprise | External | Passing Juice |
| Pricing | External | Passing Juice |
| Help Center | External | Passing Juice |
| Log in | External | Passing Juice |
| Get a Quote | External | Passing Juice |
| Learn more | External | Passing Juice |
| Learn more | External | Passing Juice |
| Learn more | External | Passing Juice |
| 2D Barcodes | External | Passing Juice |
| Analytics | External | Passing Juice |
| Link- in- bio | External | Passing Juice |
| Branded Links | External | Passing Juice |
| Mobile Links | External | Passing Juice |
| UTM Campaigns | External | Passing Juice |
| Digital Business Cards | External | Passing Juice |
| Integrations & API | External | Passing Juice |
| Blog | External | Passing Juice |
| Resource Library | External | Passing Juice |

In-page links

| | | |
|---|----------|---------------|
| QR Code Inspiration Gallery | External | Passing Juice |
| Developers | External | Passing Juice |
| Browser Extension | External | Passing Juice |
| Mobile App | External | Passing Juice |
| About Bitly | External | Passing Juice |
| Careers | External | Passing Juice |
| Diversity & Inclusion | External | Passing Juice |
| Partners | External | Passing Juice |
| Press | External | Passing Juice |
| Contact | External | Passing Juice |
| Reviews | External | Passing Juice |
| Accessibility Report | External | Passing Juice |
| Accessibility Statement | External | Passing Juice |
| Privacy Policy | External | Passing Juice |
| Cookie Policy | External | Passing Juice |
| Terms of Service | External | Passing Juice |
| Acceptable Use Policy | External | Passing Juice |
| Code of Conduct | External | Passing Juice |
| Transparency Report | External | Passing Juice |
| Accessibility Report | External | Passing Juice |

SEO Keywords








Keywords Consistency

| Keyword | Content | Title | Keywords | Description | Headings |
|---------|---------|-------|----------|-------------|----------|
|---------|---------|-------|----------|-------------|----------|






Keywords Consistency

| | | | | | |
|-------|----|---|---|---|---|
| bitly | 24 | ✓ | ✗ | ✓ | ✓ |
| code | 21 | ✓ | ✗ | ✓ | ✓ |
| more | 20 | ✓ | ✗ | ✓ | ✓ |
| links | 14 | ✗ | ✗ | ✗ | ✗ |
| codes | 12 | ✓ | ✗ | ✗ | ✓ |






Usability

| | | |
|--|--------------|---|
|  | Url | Domain : bit.ly Length : 6 |
|  | Favicon | Great, your website has a favicon. |
|  | Printability | We could not find a Print-Friendly CSS. |
|  | Language | Good. Your declared language is en. |
|  | Dublin Core | This page does not take advantage of Dublin Core. |





Document

| | | |
|--|-----------------|---|
|  | Doctype | HTML 5 |
|  | Encoding | Perfect. Your declared charset is UTF-8. |
|  | W3C Validity | Errors : 0 Warnings : 0 |
|  | Email Privacy | Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers. |
|  | Deprecated HTML | Great! We haven't found deprecated HTML tags in your HTML. |
| | Speed Tips | ✓ Excellent, your website doesn't use nested tables. |




Document

| | | |
|--|--|--|
|  | |  Too bad, your website is using inline styles. |
| | |  Great, your website has few CSS files. |
| | |  Perfect, your website has few JavaScript files. |
| | |  Too bad, your website does not take advantage of gzip. |

Mobile

| | | |
|--|---------------------|---|
|  | Mobile Optimization |  Apple Icon |
| | |  Meta Viewport Tag |
| | |  Flash content |

Optimization

| | | |
|---|-------------|--|
|  | XML Sitemap | <p>Missing</p> <p>Your website does not have an XML sitemap - this can be problematic.</p> <p>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.</p> |
|  | Robots.txt | <p>http://bit.ly/robots.txt</p> <p>Great, your website has a robots.txt file.</p> |
|  | Analytics | <p>Missing</p> <p>We didn't detect an analytics tool installed on this website.</p> <p>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.</p> |