







# Website Analysis: ebay.com

Generated on September 05 2024 05:22 AM

The score is 44/100



## SEO Content

	<p>Title</p>	<p>Electronics, Cars, Fashion, Collectibles &amp; More   eBay</p> <p>Length : 58</p> <p>Perfect, your title contains between 10 and 70 characters.</p>														
	<p>Description</p>	<p>Buy &amp; sell electronics, cars, clothes, collectibles &amp; more on eBay, the world's online marketplace. Top brands, low prices &amp; free shipping on many items.</p> <p>Length : 170</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>														
	<p>Keywords</p>	<p>Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.</p>														
	<p>Og Meta Properties</p>	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1344 1481 2004"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>image</td> <td><a href="https://ir.ebaystatic.com/cr/v/c1/ebay-logo-1-1200x630-margin.png">https://ir.ebaystatic.com/cr/v/c1/ebay-logo-1-1200x630-margin.png</a></td> </tr> <tr> <td>site_name</td> <td>eBay</td> </tr> <tr> <td>title</td> <td>Electronics, Cars, Fashion, Collectibles &amp; More   eBay</td> </tr> <tr> <td>description</td> <td>Buy &amp; sell electronics, cars, clothes, collectibles &amp; more on eBay, the world's online marketplace. Top brands, low prices &amp; free shipping on many items.</td> </tr> <tr> <td>url</td> <td><a href="https://www.ebay.com">https://www.ebay.com</a></td> </tr> </tbody> </table>	Property	Content	type	website	image	<a href="https://ir.ebaystatic.com/cr/v/c1/ebay-logo-1-1200x630-margin.png">https://ir.ebaystatic.com/cr/v/c1/ebay-logo-1-1200x630-margin.png</a>	site_name	eBay	title	Electronics, Cars, Fashion, Collectibles & More   eBay	description	Buy & sell electronics, cars, clothes, collectibles & more on eBay, the world's online marketplace. Top brands, low prices & free shipping on many items.	url	<a href="https://www.ebay.com">https://www.ebay.com</a>
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type	website															
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	<p>Headings</p>	<p>H1      H2      H3      H4      H5      H6</p>														

# SEO Content

1 10 69 20 0 0

- [H1] eBay Home
- [H2] Shop by category
- [H2] Up to 50% off—all month long
- [H2] Trending in Sneakers
- [H2] Trending in Watches
- [H2] Score these trending kicks
- [H2] Trending in Refurbished
- [H2] Get your home ready for fall
- [H2] Today's Deals
- [H2] Today's Deals
- [H2] Additional site navigation
- [H3] Nike Air Tech Challenge HRCHE Black 630957-002 Size 12
- [H3] Nike Air Foamposite One White Out Size 9 .5 Mens 314996-100
- [H3] SIZE 7.5 Mens- Nike Air Tech Challenge 2 2024 Hot Lava-FZ9033001
- [H3] Nike Air Jordan 5 Retro SE UNC University Blue Men's Size 11
- [H3] Nike Air Jordan 1 Retro Low Top Court Purple Black Size 10
- [H3] Size 10.5 - Nike Air Tech Challenge 2 Kumquat
- [H3] Women Size 11 —Men Size 9- Air Jordan 4 Retro Rasta
- [H3] Nike Air Tech Challenge II Kumquat - Size 10.5 ( 318408-180 ) \*Read Description
- [H3] Nike Air Max 95 Mandarin Orange Cool Grey White Black Mens Size 12 609048-103
- [H3] Nike Air Tech Challenge 2 2024 Hot Lava Size-9 FZ9033-001 BRAND NEW SHIPS ASAP
- [H3] Tudor Rolex Submariner 7928 Vintage 1967 Diver 390 Small Rose Meter Dial
- [H3] Rolex Datejust 18k Gold SS Original Blue Dial Mens Watch Box Booklets
- [H3] Tudor Black Bay Fifty-Eight Auto Steel 39mm Blue Dial Strap Watch 79030B
- [H3] Rolex Oyster 6565 34mm
- [H3] HEUER 1163 GMT AUTAVIA Watch Pepsi w/ Gay Freres Bracelet Vintage
- [H3] Omega Speedmaster Professional 145.022-71 Cal. 861 Manual Wind 42mm #W111608-1
- [H3] FRANCK MULLER GUILLOCHE FANCY DIAL 18K SOLID GOLD MANUAL WIND WRISTWATCH.
- [H3] Vintage 1971 Rolex Air-King Oyster Perpetual ref 5500 stainless steel watch
- [H3] 1997 Rolex Submariner 18k Yellow Gold/Steel Serti Dial 40mm Men's Watch 16613LB
- [H3] RARE 1947 Men's Vintage Midsize Rolex Wristwatch Model# 3882
- [H3] A Ma Manière x Jordan 3 While You Were Sleeping WMNS
- [H3] Jordan 4 Paris Olympics Wet Cement
- [H3] Jordan 4 Retro White Thunder
- [H3] Nike SB Dunk Low x THERE Skateboards
- [H3] Jordan 4 RMs
- [H3] Kobe 4 Protro Gold Medal 2024
- [H3] Kobe 4 Protro Girl Dad
- [H3] iRobot Braava Jet M6 (6110) Ultimate Robot Mop- Wi-Fi

## SEO Content


Connected, Precision Jet!

- [H3] 2023 ASUS Zenbook UM3402YA 14" 2.8K OLED Touch Laptop Ryzen5 7530U 8GB 256GB W11
- [H3] Edifier R1280T Bookshelf Speakers Studio Monitor Speaker - Certified Refurbished
- [H3] HP 15 Laptop 15.6" HD Pentium Quad-Core N200 8GB 128GB SSD Webcam Win11 Home Red
- [H3] Xbox Series X (Certified Refurbished) Microsoft Direct
- [H3] Dell Latitude 5410 14" FHD i7-10610U 32GB 512GB SSD FPRreader Cam Windows 10 Pro
- [H3] Anker Soundcore Motion Boom Plus Portable Bluetooth Speaker Outdoor 80W |Refurb
- [H3] Lenovo Thinkbook Plus Gen 3 Dual Display 17.3" 3K Touch i7-12700H 16GB 512GB W11
- [H3] HP Victus 15L TG02-0346ST Intel i5-12400 2.5 GHz 8GB DDR4 RAM 256GB SSD W11H
- [H3] Soundcore Space One Wireless Headphones 40H ANC Playtime 2XStronger Voice Reduct
- [H3] Leaf blowers
- [H3] Hedge trimmers
- [H3] Power tools
- [H3] Bedding
- [H3] Small kitchen appliances
- [H3] Temperature control
- [H3] Home décor
- [H3] Roborock Q Revo Robot Vacuum, Self-Drying, Self-Washing - Certified Refurbished
- [H3] Sennheiser HD 560 S Over-The-Ear Audiophile Headphones
- [H3] Clarks Mens Bradley Mid Brown Leather Casual Boots Shoes
- [H3] Xbox Series S 512GB SSD Console - Includes Xbox Wireless Controller - Up to 120
- [H3] GoPro HERO 11 Black 5.3K UHD Ultra HD Action Camera Bundle w/Case CHDCB-111-CN
- [H3] Samsung Galaxy S21 5G Unlocked G991U 128GB Android Smartphone Excellent
- [H3] Lenovo IdeaPad Pro 5i, 16", i5-13500H, 16GB, 1 TB SSD, RTX 3050, 120Hz, Laptop
- [H3] Apple Watch Series 6 GPS Cellular Aluminum 40mm Case with Sport Band - Very Good
- [H3] Roborock Q Revo Robot Vacuum, Self-Drying, Self-Washing - Certified Refurbished
- [H3] Sennheiser HD 560 S Over-The-Ear Audiophile Headphones
- [H3] Clarks Mens Bradley Mid Brown Leather Casual Boots Shoes
- [H3] Xbox Series S 512GB SSD Console - Includes Xbox Wireless Controller - Up to 120
- [H3] GoPro HERO 11 Black 5.3K UHD Ultra HD Action Camera Bundle w/Case CHDCB-111-CN
- [H3] Samsung Galaxy S21 5G Unlocked G991U 128GB Android Smartphone Excellent
- [H3] Lenovo IdeaPad Pro 5i, 16", i5-13500H, 16GB, 1 TB SSD, RTX 3050, 120Hz, Laptop
- [H3] Apple Watch Series 6 GPS Cellular Aluminum 40mm Case




## SEO Content

		<p>with Sport Band - Very Good</p> <ul style="list-style-type: none"><li>• [H3] Buy</li><li>• [H3] Sell</li><li>• [H3] Tools &amp; apps</li><li>• [H3] eBay companies</li><li>• [H3] Stay connected</li><li>• [H3] About eBay</li><li>• [H3] Help &amp; Contact</li><li>• [H3] Community</li><li>• [H3] eBay Sites</li><li>• [H4] Parts &amp; Accessories</li><li>• [H4] Vehicles</li><li>• [H4] Top Categories</li><li>• [H4] Additional Categories</li><li>• [H4] Top Categories</li><li>• [H4] Featured</li><li>• [H4] Top Categories</li><li>• [H4] Additional Categories</li><li>• [H4] Top Categories</li><li>• [H4] Additional Categories</li><li>• [H4] Top Categories</li><li>• [H4] Featured</li><li>• [H4] Top Categories</li><li>• [H4] Popular Topics</li><li>• [H4] Top Categories</li><li>• [H4] Additional Categories</li><li>• [H4] Top Categories</li><li>• [H4] Top Brands</li><li>• [H4] Shop eBay Refurbished Electronics</li><li>• [H4] Shop eBay Refurbished Home</li></ul>
	Images	<p>We found 156 images on this web page.</p> <p>52 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 : 0%</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>
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>
	Iframe	<p>Great, there are no Iframes detected on this page.</p>

## SEO Links

	URL Rewrite	<p>Bad. Your links have query string.</p>
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## SEO Links

	Underscores in the URLs	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 73 links including 3 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 20.55% Internal Links 79.45%

## In-page links

Anchor	Type	Juice
<a href="#">Skip to main content</a>	Internal	Passing Juice
<a href="#">Advanced</a>	Internal	Passing Juice
<a href="#">Sign in</a>	Internal	Passing Juice
<a href="#">Sign in</a>	Internal	noFollow
<a href="#">register</a>	Internal	noFollow
<a href="#">Daily Deals</a>	Internal	Passing Juice
<a href="#">Brand Outlet</a>	Internal	Passing Juice
<a href="#">Gift Cards</a>	Internal	Passing Juice
<a href="#">Help &amp; Contact</a>	Internal	Passing Juice
<a href="#">Sell</a>	Internal	Passing Juice
<a href="#">Expand Watch List</a>	Internal	Passing Juice
<a href="#">Sign in</a>	Internal	Passing Juice
<a href="#">Expand My eBay</a>	Internal	Passing Juice
<a href="#">Summary</a>	Internal	Passing Juice
<a href="#">Recently Viewed</a>	Internal	Passing Juice
<a href="#">Bids/Offers</a>	Internal	Passing Juice
<a href="#">Watchlist</a>	Internal	Passing Juice
<a href="#">Purchase History</a>	Internal	Passing Juice


## In-page links

<a href="#">Buy Again</a>	Internal	Passing Juice
<a href="#">Selling</a>	Internal	Passing Juice
<a href="#">Saved Searches</a>	Internal	Passing Juice
<a href="#">Saved Sellers</a>	Internal	Passing Juice
<a href="#">My Garage</a>	Internal	Passing Juice
<a href="#">Sizes</a>	Internal	Passing Juice
<a href="#">My Collection</a>	Internal	Passing Juice
<a href="#">Messages</a>	Internal	Passing Juice
<a href="#">PSA Vault</a>	Internal	Passing Juice
<a href="#">Expand Cart</a>	Internal	Passing Juice
<a href="#">Authenticity Guarantee</a>	Internal	Passing Juice
<a href="#">Buy</a>	Internal	Passing Juice
<a href="#">Registration</a>	Internal	Passing Juice
<a href="#">Bidding &amp; buying help</a>	Internal	Passing Juice
<a href="#">Stores</a>	Internal	Passing Juice
<a href="#">eBay for Charity</a>	Internal	Passing Juice
<a href="#">Charity Shop</a>	Internal	Passing Juice
<a href="#">Seasonal Sales and events</a>	Internal	Passing Juice
<a href="#">How to sell</a>	Internal	Passing Juice
<a href="#">Business sellers</a>	Internal	Passing Juice
<a href="#">Affiliates</a>	Internal	Passing Juice
<a href="#">Developers</a>	Internal	Passing Juice
<a href="#">Security center</a>	Internal	Passing Juice
<a href="#">Site map</a>	Internal	Passing Juice
<a href="#">TCGplayer</a>	External	Passing Juice
<a href="#">About eBay</a>	External	Passing Juice
<a href="#">Company info</a>	External	Passing Juice
<a href="#">News</a>	External	Passing Juice

## In-page links

<a href="#">Deferred Prosecution Agreement with District of Massachusetts</a>	External	Passing Juice
<a href="#">Investors</a>	External	Passing Juice
<a href="#">Careers</a>	External	Passing Juice
<a href="#">Diversity &amp; Inclusion</a>	External	Passing Juice
<a href="#">Global Impact</a>	External	Passing Juice
<a href="#">Government relations</a>	External	Passing Juice
<a href="#">Advertise with us</a>	External	Passing Juice
<a href="#">Policies</a>	Internal	Passing Juice
<a href="#">Verified Rights Owner (VeRO) Program</a>	Internal	Passing Juice
<a href="#">eCI Licenses</a>	Internal	Passing Juice
<a href="#">Seller Center</a>	Internal	Passing Juice
<a href="#">eBay Returns</a>	Internal	Passing Juice
<a href="#">eBay Money Back Guarantee</a>	Internal	Passing Juice
<a href="#">Community</a>	Internal	Passing Juice
<a href="#">Announcements</a>	Internal	Passing Juice
<a href="#">eBay for Business Podcast</a>	Internal	Passing Juice
<a href="#">About eBay</a>	External	Passing Juice
<a href="#">Community</a>	Internal	Passing Juice
<a href="#">Accessibility</a>	External	Passing Juice
<a href="#">User Agreement</a>	Internal	Passing Juice
<a href="#">Privacy</a>	Internal	Passing Juice
<a href="#">Consumer Health Data</a>	External	Passing Juice
<a href="#">Payments Terms of Use</a>	Internal	Passing Juice
<a href="#">Cookies</a>	Internal	Passing Juice
<a href="#">CA Privacy Notice</a>	External	Passing Juice
<a href="#">Your Privacy Choices</a>	Internal	Passing Juice
<a href="#">AdChoice</a>	Internal	Passing Juice






## SEO Keywords

	Keywords Cloud	new expand help sell sellers <b>ebay</b> center now cards <b>shop</b>
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## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
ebay	14	✓	✗	✓	✓
shop	9	✗	✗	✗	✓
now	6	✗	✗	✗	✗
expand	4	✗	✗	✗	✗
center	4	✗	✗	✗	✗

## Usability










	Url	Domain : ebay.com Length : 8
	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.






## Document

	W3C Validity	Errors : 1 Warnings : 0
	Email Privacy	Great no email address has been found in plain text!
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<ul style="list-style-type: none"><li> Attention! Try to avoid nested tables in HTML.</li><li> Too bad, your website is using inline styles.</li><li> Great, your website has few CSS files.</li><li> Perfect, your website has few JavaScript files.</li><li> Too bad, your website does not take advantage of gzip.</li></ul>

## Mobile

	Mobile Optimization	<ul style="list-style-type: none"><li> Apple Icon</li><li> Meta Viewport Tag</li><li> Flash content</li></ul>
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## Optimization

	XML Sitemap	Great, your website has an XML sitemap. <ul style="list-style-type: none"><li><a href="https://www.ebay.com/lst/PRP-0-index.xml">https://www.ebay.com/lst/PRP-0-index.xml</a></li><li><a href="https://www.ebay.com/lst/VIS-0-index.xml">https://www.ebay.com/lst/VIS-0-index.xml</a></li><li><a href="https://www.ebay.com/lst/NGS-0-index.xml">https://www.ebay.com/lst/NGS-0-index.xml</a></li><li><a href="https://www.ebay.com/lst/BROWSE-0-index.xml">https://www.ebay.com/lst/BROWSE-0-index.xml</a></li></ul>
	Robots.txt	<a href="http://ebay.com/robots.txt">http://ebay.com/robots.txt</a> Great, your website has a robots.txt file.
	Analytics	Missing We didn't detect an analytics tool installed on this website.

## Optimization

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.