


# Website Analysis: theverge.com

Generated on May 22 2025 20:53 PM






The score is 40/100







## SEO Content

	Title	<p>The Verge</p> <p>Length : 9</p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>												
	Description	<p>The Verge is about technology and how it makes us feel. Founded in 2011, we offer our audience everything from breaking news to reviews to award-winning features and investigations, on our site, in video, and in podcasts.</p> <p>Length : 221</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>												
	Keywords	<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>												
	Og Meta Properties	<p>Good, your page take advantage of Og Properties.</p> <table><tr><th>Property</th><th>Content</th></tr><tr><td>title</td><td>The Verge</td></tr><tr><td>description</td><td>The Verge is about technology and how it makes us feel. Founded in 2011, we offer our audience everything from breaking news to reviews to award-winning features and investigations, on our site, in video, and in podcasts.</td></tr><tr><td>url</td><td>https://www.theverge.com/</td></tr><tr><td>type</td><td>website</td></tr><tr><td>image</td><td>https://platform.theverge.com/wp-content/uploads/sites/2/2024/10/the_verge_social_share.png</td></tr></table>	Property	Content	title	The Verge	description	The Verge is about technology and how it makes us feel. Founded in 2011, we offer our audience everything from breaking news to reviews to award-winning features and investigations, on our site, in video, and in podcasts.	url	https://www.theverge.com/	type	website	image	https://platform.theverge.com/wp-content/uploads/sites/2/2024/10/the_verge_social_share.png
Property	Content													
title	The Verge													
description	The Verge is about technology and how it makes us feel. Founded in 2011, we offer our audience everything from breaking news to reviews to award-winning features and investigations, on our site, in video, and in podcasts.													
url	https://www.theverge.com/													
type	website													
image	https://platform.theverge.com/wp-content/uploads/sites/2/2024/10/the_verge_social_share.png													

## SEO Content

		site_name	The Verge				
	Headings	H1	H2	H3	H4	H5	H6
		0	10	1	0	0	0
		<ul style="list-style-type: none"> <li>• [H2] Top Stories</li> <li>• [H2] Today's Storystream</li> <li>• [H2] Most Popular</li> <li>• [H2] Just For You</li> <li>• [H2] Inside the AI Factory</li> <li>• [H2] Tech</li> <li>• [H2] Podcasts</li> <li>• [H2] Science</li> <li>• [H2] Creators</li> <li>• [H2] Entertainment</li> <li>• [H3] This is the title for the native ad</li> </ul>					
	Images	<p>We found 73 images on this web page.</p> <p>1 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	Perfect, no Flash content has been detected on this page.					
	Iframe	Great, there are no Iframes detected on this page.					

## SEO Links

	URL Rewrite	Bad. Your links have query string.
	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 165 links including 1 link(s) to files
	Statistics	External Links : noFollow 4.24%
		External Links : Passing Juice 13.33%
		Internal Links 82.42%

## SEO Links

### In-page links

Anchor	Type	Juice
<a href="#">Login</a>	Internal	Passing Juice
<a href="#">All Tech</a>	Internal	Passing Juice
<a href="#">Amazon</a>	Internal	Passing Juice
<a href="#">Apple</a>	Internal	Passing Juice
<a href="#">Facebook</a>	Internal	Passing Juice
<a href="#">Google</a>	Internal	Passing Juice
<a href="#">Microsoft</a>	Internal	Passing Juice
<a href="#">Samsung</a>	Internal	Passing Juice
<a href="#">Business</a>	Internal	Passing Juice
<a href="#">Creators</a>	Internal	Passing Juice
<a href="#">Mobile</a>	Internal	Passing Juice
<a href="#">Policy</a>	Internal	Passing Juice
<a href="#">Security</a>	Internal	Passing Juice
<a href="#">Transportation</a>	Internal	Passing Juice
<a href="#">All Reviews</a>	Internal	Passing Juice
<a href="#">Buying Guides</a>	Internal	Passing Juice
<a href="#">Deals</a>	Internal	Passing Juice
<a href="#">Gift Guide</a>	Internal	Passing Juice
<a href="#">Laptops</a>	Internal	Passing Juice
<a href="#">Phones</a>	Internal	Passing Juice
<a href="#">Headphones</a>	Internal	Passing Juice
<a href="#">Tablets</a>	Internal	Passing Juice
<a href="#">Smart Home</a>	Internal	Passing Juice
<a href="#">Smartwatches</a>	Internal	Passing Juice

## In-page links

<a href="#">Speakers</a>	Internal	Passing Juice
<a href="#">Drones</a>	Internal	Passing Juice
<a href="#">All Science</a>	Internal	Passing Juice
<a href="#">Space</a>	Internal	Passing Juice
<a href="#">Energy</a>	Internal	Passing Juice
<a href="#">Environment</a>	Internal	Passing Juice
<a href="#">Health</a>	Internal	Passing Juice
<a href="#">COVID-19</a>	Internal	Passing Juice
<a href="#">All Entertainment</a>	Internal	Passing Juice
<a href="#">Games</a>	Internal	Passing Juice
<a href="#">TV Shows</a>	Internal	Passing Juice
<a href="#">Movies</a>	Internal	Passing Juice
<a href="#">Audio</a>	Internal	Passing Juice
<a href="#">AI</a>	Internal	Passing Juice
<a href="#">All Cars</a>	Internal	Passing Juice
<a href="#">Electric Cars</a>	Internal	Passing Juice
<a href="#">Autonomous Cars</a>	Internal	Passing Juice
<a href="#">Ride-Sharing</a>	Internal	Passing Juice
<a href="#">Scooters</a>	Internal	Passing Juice
<a href="#">Features</a>	Internal	Passing Juice
<a href="#">All Videos</a>	Internal	Passing Juice
<a href="#">YouTube</a>	External	Passing Juice
<a href="#">TikTok</a>	External	Passing Juice
<a href="#">Instagram</a>	External	Passing Juice
<a href="#">All Podcasts</a>	Internal	Passing Juice
<a href="#">Decoder</a>	Internal	Passing Juice
<a href="#">The Vergecast</a>	Internal	Passing Juice

## In-page links

<a href="#">All Newsletters</a>	Internal	Passing Juice
<a href="#">Command Line</a>	Internal	Passing Juice
<a href="#">Installer</a>	Internal	Passing Juice
<a href="#">Notepad</a>	Internal	Passing Juice
<a href="#">Verge Deals</a>	Internal	Passing Juice
<a href="#">Store</a>	Internal	Passing Juice
<a href="#">What in the world are Jony Ive and Sam Altman building?</a>	Internal	Passing Juice
<a href="#">The new Mission: Impossible is a comedy wearing a convincing disguise</a>	Internal	Passing Juice
<a href="#">Nvidia's RTX 5060 review debacle should be a wake-up call for gamers and reviewers</a>	Internal	Passing Juice
<a href="#">Microsoft is racing to build an AI 'agent factory'</a>	Internal	Passing Juice
<a href="#">Pro-AI, pro-pollution, pro-surveillance: what you should know about Trump's budget</a>	Internal	Passing Juice
<a href="#">Google's AI product names are confusing as hell</a>	Internal	Passing Juice
<a href="#">Halfway there</a>	Internal	Passing Juice
<a href="#">Warhammer's free new game makes typing grimdark</a>	Internal	Passing Juice
<a href="#">=</a>	Internal	Passing Juice
<a href="#">Donald Trump's tariff chaos</a>	Internal	Passing Juice
<a href="#">Walmart</a>	Internal	Passing Juice
<a href="#">Bright Data</a>	External	Passing Juice
<a href="#">here</a>	External	Passing Juice
<a href="#">Apple's first smart glasses could arrive next year</a>	Internal	Passing Juice
<a href="#">Senate Republicans vote to revoke California's right to set its own tailpipe pollution rules</a>	Internal	Passing Juice
<a href="#">What if Tesla made a Slate-like EV instead of the Cybertruck?</a>	Internal	Passing Juice
<a href="#">So long, EV tax credits</a>	Internal	Passing Juice
<a href="#">Microsoft adds over 50 'Retro Classics' to Game Pass</a>	Internal	Passing Juice
<a href="#">OpenAI is buying Jony Ive's AI hardware company</a>	Internal	Passing Juice

## In-page links

<a href="#">Microsoft blocks emails that contain 'Palestine' after employee protests</a>	Internal	Passing Juice
<a href="#">Details leak about Jony Ive's new 'screen-free' OpenAI device</a>	Internal	Passing Juice
<a href="#">Fujifilm's X Half camera is so dedicated to the analog vibes, it can't shoot RAW</a>	Internal	Passing Juice
<a href="#">Microsoft Notepad can now write for you using generative AI</a>	Internal	Passing Juice
<a href="#">=</a>	Internal	Passing Juice
<a href="#">once went on a shopping spree</a>	Internal	Passing Juice
<a href="#">After that fell through</a>	Internal	Passing Juice
<a href="#">spin out its tabletop and indie games into independent companies</a>	Internal	Passing Juice
<a href="#">Embracer to spin off Coffee Stain Group - remaining business to be renamed Fellowship Entertainment - Embracer Group</a>	External	Passing Juice
<a href="#">House GOP moves to slash renewable energy tax breaks</a>	Internal	Passing Juice
<a href="#">=</a>	Internal	Passing Juice
<a href="#">Recurring Screens</a>	External	Passing Juice
<a href="#">The wireless GameCube controller for Switch 2 is available to preorder once again</a>	Internal	Passing Juice
<a href="#">Mozilla is shutting down Pocket</a>	Internal	Passing Juice
<a href="#">The AirPods Max with USB-C are a great Memorial Day deal at \$70 off</a>	Internal	Passing Juice
<a href="#">3D Instagram photos are coming to Meta Quest headsets</a>	Internal	Passing Juice
<a href="#">=</a>	Internal	Passing Juice
<a href="#">Rivian's smaller, more affordable electric SUV</a>	Internal	Passing Juice
<a href="#">the industry standard black-and-white design</a>	External	Passing Juice
<a href="#">a Yeti</a>	External	Passing Juice
<a href="#">The best Sonos speakers to buy in 2025</a>	Internal	Passing Juice
<a href="#">=</a>	Internal	Passing Juice
<a href="#">The complaint alleges</a>	External	Passing Juice
<a href="#">when I wrote about them</a>	Internal	Passing Juice

## In-page links

=	Internal	Passing Juice
<a href="#">The writing is on the wall in first trailer for Netflix's new OceanGate documentary</a>	Internal	Passing Juice
<a href="#">Signal says no to Windows 11's Recall screenshots</a>	Internal	Passing Juice
<a href="#">Rode's tiny wireless mic can now connect directly to your iPhone without a dongle</a>	Internal	Passing Juice
<a href="#">Blue Prince is getting one more major update, but that's it</a>	Internal	Passing Juice
<a href="#">Anthropic's Claude 4 AI models are better at coding and reasoning</a>	Internal	Passing Juice
=	Internal	Passing Juice
<a href="#">first lady has announced</a>	External	Passing Juice
<a href="#">and suspiciously robotic</a>	External	Passing Juice
<a href="#">AI clone of her own voice created by ElevenLabs</a>	External	Passing Juice
<a href="#">more than 50,000 AI-narrated books on Audible alone</a>	External	Passing Juice
<a href="#">Melania Trump releases audiobook of memoir created with artificial intelligence</a>	External	Passing Juice
=	Internal	Passing Juice
<a href="#">closing in on his operation</a>	External	Passing Juice
=	Internal	Passing Juice
<a href="#">Trump's 'big, beautiful bill' bans transgender care for Medicaid and Obamacare</a>	External	Passing Juice
<a href="#">Uber CEO Dara Khosrowshahi is okay with reinventing the bus</a>	Internal	Passing Juice
<a href="#">The Razr Ultra proves flip phones are almost ready</a>	Internal	Passing Juice
<a href="#">Microsoft CTO Kevin Scott on how AI can save the web, not destroy it</a>	Internal	Passing Juice
<a href="#">HBO's no good very bad rebrand</a>	Internal	Passing Juice
<a href="#">Workday's new head of product wants you to like Workday as much as he does</a>	Internal	Passing Juice
<a href="#">Now you can watch the Internet Archive preserve documents in real time</a>	Internal	Passing Juice
=	Internal	Passing Juice

## In-page links

<a href="#">on May 28th</a>	External	Passing Juice
<a href="#">Google's Home APIs are gaining Gemini intelligence</a>	Internal	Passing Juice
<a href="#">=</a>	Internal	Passing Juice
<a href="#">preorder at Best Buy</a>	External	Passing Juice
<a href="#">Hori's</a>	External	Passing Juice
<a href="#">GuliKit</a>	Internal	Passing Juice
<a href="#">=</a>	Internal	Passing Juice
<a href="#">\$4 for new subscribers</a>	Internal	Passing Juice
<a href="#">Build</a>	Internal	Passing Juice
<a href="#">I/O</a>	Internal	Passing Juice
<a href="#">WWDC 2025</a>	Internal	Passing Juice
<a href="#">Honor's 400 phones are midrangers built to last</a>	Internal	Passing Juice
<a href="#">Energy efficiency rollbacks could cost Americans \$43 billion in higher utility bills</a>	Internal	Passing Juice
<a href="#">The most powerful laser in the US recently produced 2 quadrillion watts of power</a>	Internal	Passing Juice
<a href="#">Grid's framed retro gadgets are up to 40 percent off for Father's Day</a>	Internal	Passing Juice
<a href="#">Verizon wants to wait longer before unlocking your phone</a>	Internal	Passing Juice
<a href="#">Xiaomi's first flagship phone chip is a genuine Snapdragon 8 Elite rival</a>	Internal	Passing Juice
<a href="#">Nvidia's 1440p GeForce Now tier is 40 percent off for six months</a>	Internal	Passing Juice
<a href="#">Jony Ive's AI gadget rumored to be 'slightly larger' than Humane's AI pin</a>	Internal	Passing Juice
<a href="#">TikTok users can now save songs directly to SoundCloud</a>	Internal	Passing Juice
<a href="#">Chicago Sun-Times publishes made-up books and fake experts in AI debacle</a>	Internal	Passing Juice
<a href="#">Windows 95 chime composer Brian Eno denounces Microsoft for its ties to Israeli government</a>	Internal	Passing Juice
<a href="#">=</a>	Internal	Passing Juice



## In-page links

<a href="#">Extradimensional Crisis</a>	External	Passing Juice
<a href="#">Tamagotchi Paradise has you caring for an entire planet of virtual pets</a>	Internal	Passing Juice
<a href="#">=</a>	Internal	Passing Juice
<a href="#">Write (or, in a few months, read) about it.</a>	External	Passing Juice
<a href="#">As the game industry cuts back, accessibility is feeling the impact</a>	Internal	Passing Juice
<a href="#">How MrBeast ended up in the new season of Love, Death, and Robots</a>	Internal	Passing Juice
<a href="#">Contact</a>	Internal	noFollow
<a href="#">Tip Us</a>	Internal	noFollow
<a href="#">Community Guidelines</a>	Internal	noFollow
<a href="#">About</a>	Internal	noFollow
<a href="#">Ethics Statement</a>	Internal	noFollow
<a href="#">How We Rate and Review Products</a>	Internal	noFollow
<a href="#">Terms of Use</a>	External	noFollow
<a href="#">Privacy Notice</a>	External	noFollow
<a href="#">Cookie Policy</a>	External	noFollow
<a href="#">Licensing FAQ</a>	External	noFollow
<a href="#">Accessibility</a>	External	noFollow
<a href="#">Platform Status</a>	External	noFollow
<a href="#">Vox Media</a>	External	noFollow

## SEO Keywords








Keywords Cloud

comments icon comment utc  
expand all two verge bubble ago





## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
comment	11	✖	✖	✖	✖
bubble	11	✖	✖	✖	✖
icon	11	✖	✖	✖	✖
comments	11	✖	✖	✖	✖
expand	10	✖	✖	✖	✖








## Usability

	Url	Domain : theverge.com Length : 12
	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	Great no email address has been found in plain text!




## Document

	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<div><div> Excellent, your website doesn't use nested tables.</div><div> Too bad, your website is using inline styles.</div><div> Great, your website has few CSS files.</div><div> Too bad, your website has too many JS files (more than 6).</div><div> Too bad, your website does not take advantage of gzip.</div></div>

## Mobile

	Mobile Optimization	<div><div> Apple Icon</div><div> Meta Viewport Tag</div><div> Flash content</div></div>
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## Optimization

	XML Sitemap	<div>Great, your website has an XML sitemap.</div> <div><div><a href="https://www.theverge.com/sitemaps/google_news">https://www.theverge.com/sitemaps/google_news</a></div><div><a href="https://www.theverge.com/sitemaps">https://www.theverge.com/sitemaps</a></div></div>
	Robots.txt	<div><a href="http://theverge.com/robots.txt">http://theverge.com/robots.txt</a></div> <div>Great, your website has a robots.txt file.</div>
	Analytics	<div>Missing</div> <div>We didn't detect an analytics tool installed on this website.</div> <div>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.</div>