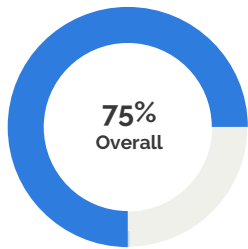


Website audit report for <https://www.lazada.com.my/>

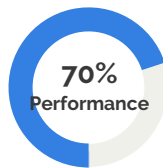
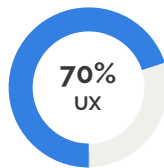
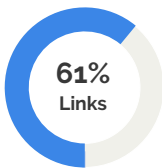
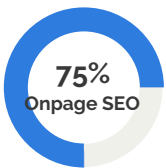
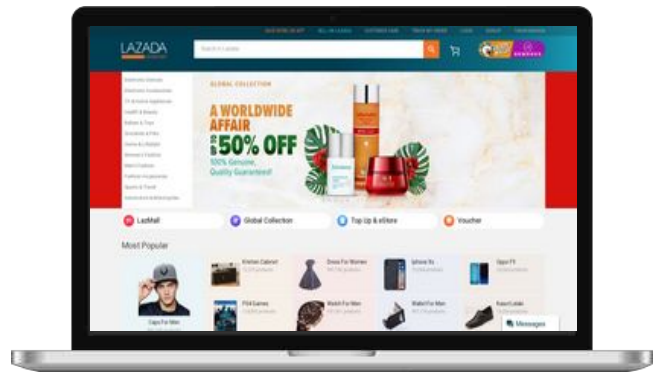
This website audit report scores your website based on 7 groups of criteria. The seven groups are on-page SEO, links, user experience, website performance, social media data, security and site technologies. Each group will be scored individually and an overall score will be calculated for your website. These scores will help determine your website's strength, weaknesses and methods on how to improve your website to provide better user experience, improve digital marketing strategies and strengthening your existing lead over your competitors.

Report summary for <https://www.lazada.com.my/>

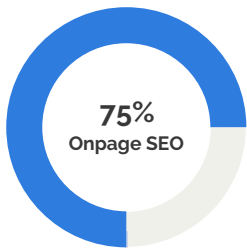


Your site is optimized

You have 11 improvement(s) recommended



On-Page SEO Analysis



Your on-page SEO readiness is good

Your page is properly optimized but can be better. On-page SEO is important for search engines to detect the content that you're displaying in order to rank your webpage according to its genre. Poor on-page SEO will result in lesser traffic to your site. It's highly recommended that you fully optimize your site's onpage SEO before moving on to offpage SEO strategies.

Title Tag

✘ It is highly recommended that a title tag is present with 10 to 70 characters.

Lazada.com.my: Online Shopping Malaysia - Mobiles, Tablets, Home Appliances, TV, Audio & More

Length: 93 characters

Meta Description

✔ Your description tag is optimized.

Length: 178 characters

Header Tags

❓ It is important to have heading tags distributed evenly in the html body. Heading tag provides search engine spiders a guideline title on how your site will be ranked in their SERP.

Header Tag	Frequency
h1	1
h2	0
h3	16
h4	5
h5	0
h6	0

Keywords

bags, best, body, care, data, home, more, sony, text, toys, audio, deals, https, men's, parts, title, tools, video, water, camera, galaxy, gaming, lazada, online, travel, content, fashion, samsung, toddler, watches, aquarium, malaysia, security, shopping, accessories, performance, shop-cameras, shop-fashion

✓ A total of **38 keywords** defined for your website. The best practice of on-site SEO is to have at least 3 keywords and not more than 6 defined in the meta keywords tag. Displaying the optimum amount of keywords in the meta tags allow search engines to properly recognize the genre/keywords your site will be ranking for.

Keywords Distribution

✗ Your keywords are not evenly distributed in your HTML body. The best practice is to have at least 2 occurrences of each of your keywords in the HTML body.

Keyword	Frequency
bags	29
best	4
body	16
care	34
data	6
home	15
more	9
sony	5
text	121
toys	17
audio	10
deals	6

Keyword	Frequency
men's	15
parts	9
title	11
tools	16
video	7
water	14
camera	42
galaxy	4
gaming	10
lazada	142
online	7
travel	12
content	10
fashion	31
samsung	11
toddler	4
watches	25
aquarium	8
malaysia	8
security	8
shopping	8
accessories	71
performance	5
shop-cameras	17
shop-fashion	4

Keywords Presence

✓ Your keywords are found in meta tags, title tags and headings/headers. This will help search engine's spider bots to better rank your site.

Location	Present?
In meta	✓
In title	✓
In header	✓

HTML Body Word Count

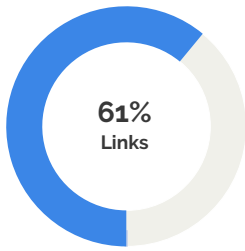
✓ Your page have the optimum amount of content (>400 words) for better ranking potential.

Word count: **2600**

Missing Image Alt

Attribute

- ✘ You have a total of **41 images**. However, **27** of the images in your page are found to be missing alt descriptions. Tagging every image with it's relevant alt attribute will help search engines better rank your site.



Your site has good authority from backlinks

It's recommended to devise an SEO strategy which focuses on backlinks quality and maintaining current authority. Search engines rely on backlinks quantity and quality in order to determine your site's authority. The higher your authority, the higher chances your site will have in ranking higher compared to your competitors.

On-Page Links

❓ There are a total of 998 links found on your site. 2% from the total links are external links. 0% of external links are no follow which provides no authority to external sites. Whereas 98% are internal links. There are no broken links founds.

Link Type	Frequency
External	16
Internal	982
Broken	0
Total	998

URL Friendliness

✖ Some of your URLs are not-readable by humans or search robots. [Find out more.](#)

#	Issue
1.	Uppercase character detected in URL(s)
2.	Path has more than 5 words
3.	Path more than 60 characters

MOZ SEO

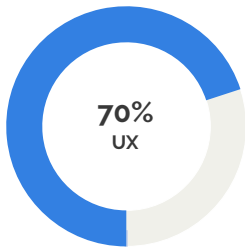
❓ Moz SEO are one of the leading SEO data provider and site authority appraiser in the market. The important metrics to look out for are Domain Authority(DA) and Page Authority(PA). The higher your DA & PA compared to your competitor's, the better the chances of search engines ranking your site higher than theirs. [Find out more.](#)

Datatype	Value
Domain Authority(DA)*	74 (max. 100)
Page Authority(PA)*	59 (max. 100)
Rank	5.9
SPA	1
Links	3,171,664
Trust	5.7

Majestics SEO

🔗 Majestics SEO are also one of the leading SEO data provider and site authority appraiser in the market. The important metrics to look out for are Citation Flow(CF) and Trust Flow(TF). A higher value of trust flow (TF) is better coupled with a high citation flow (CF) value. These metrics ranks your domain's authority against your competitor's. A higher value will result in higher SERP rankings. [Find out more.](#)

Datatype	Value
Citation Flow(CF)*	50 (max. 100)
Trust Flow(TF)*	27 (max. 100)
Referring IP	5,297
Links	4,752,441
EDU Links	3,276
GOV Links	3
Topical Trust Flow 0N	Business/Industrial Goods and Services
Topical Trust Flow 1N	Recreation/Food
Topical Trust Flow 2N	Shopping
Topical Trust Flow 0Vlu	24
Topical Trust Flow 1Vlu	22
Topical Trust Flow 2Vlu	22
Referring Domain	7,479
Referring Subnet	3,720
SRurnd	root

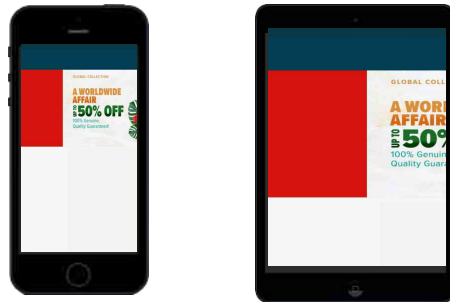


Your site's user experience is good

Your site is usable on most devices. Having a usable and responsive UI across all devices increases user experience while decreasing the bounce rates to your site. Low bounce rates is one of a factor a search engine uses to rank your site.

Device rendering

? This section shows how your site appears on multiple mobile devices. It's important to have an optimized user interface for both mobile and tablets as traffic from these sources are projected to increase over time.



Favicons

✓ Favicons are found on your site. Favicons generally don't have much impact SEO wise but it helps to ensure smooth user experience.

Dimension	Present?
icon	✓
manifest-16x16	✓
manifest-32x32	✓
manifest-180x180	✓
manifest-192x192	✓
manifest-512x512	✓

Sitemap

✗ There are no sitemaps found of your site. Sitemaps informs search engines the presence of your site and pages which contributes in SEO. Google requires all sitemaps to adhere to the [Sitemap Protocol](#).

Location:

404 Not Found

Robots.txt

✓ The robots.txt file is defined on your site. This file is important as search engine spiders will look at this file first before crawling your other pages.

```
User-agent: * Disallow: /assets/ Disallow: /recommendation/ Disallow:
/*viewOrderTracking/ Disallow: /*ordertrackinghelpink/ Disallow:
/catalog/ajaxSearchBrands/ Disallow: /tracking/sessioncounter/ Disallow:
/checkout/ Disallow: /customer/ Disallow: /cart/ Disallow: /new-products/
```

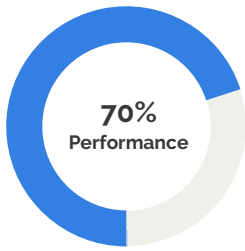
Disallow: /top-sellers/ Disallow: /special-price/ Disall...

Viewports ✘ Viewports are not defined on your site. Defining proper viewports provide different devices a more user friendly interface to ensure smooth page navigation.

Google Analytics ✘ You're not using Google analytics.

Flash Objects ✔ No flash contents found on your site. Most devices does not support flash and this causes usability/experience issues. Search engines are also unable to detect the contents distributed over flash.

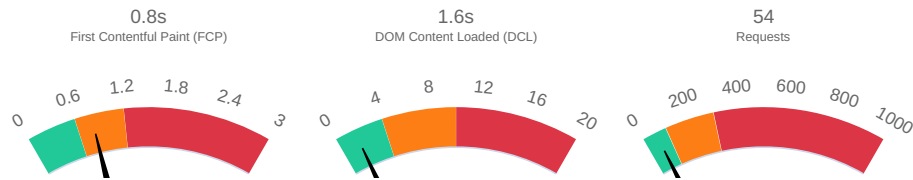
iFrame Objects ✔ No iframe objects found. It is understandable that there are times when iframes are required to display certain content but it is recommended to avoid using iframes as it could affect user experience and hinder search engines from indexing it's contents.



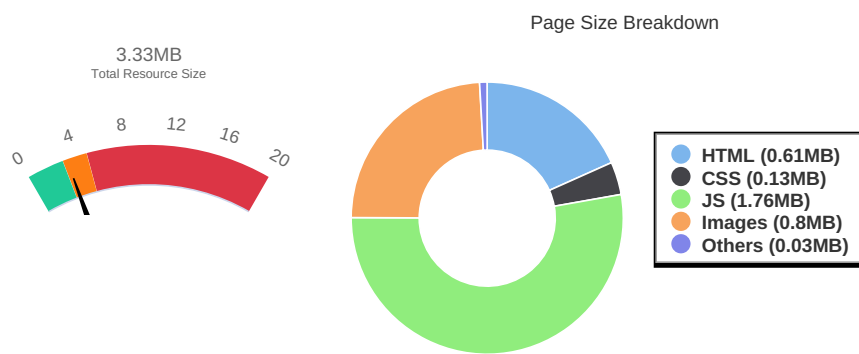
Your site's performance is good

Your performance is better than most of the websites out there. However there are still room for improvement. Fully optimize your site's performance in order to provide users with the best user experience.

Page Load Summary



Page Resource Size



Page Resource Count

Resource Type	Frequency
JS	18
CSS	3
Images	40
HTML	1
Total	102
Others	40

W3C Validation (errors)

✘ There are 121 instance(s) of W3C Validation warnings found on your site. The W3C Validator is a widely adopted validation service which could help in improving your site's code quality & SEO standing to users and search engines. [Find out more.](#)

W3C Validation (warnings)

✘ There are 3 instance(s) of W3C Validation warnings found on your site. The W3C Validator is a widely adopted validation service which could help in improving your site's code quality & SEO standing to users and search engines. [Find out more.](#)

Deprecated Tags

✔ There are no deprecated tags found on your site.

Tag Type	Frequency
s	0
u	0
dir	0
font	0
menu	0
applet	0
center	0
strike	0
isindex	0
basefont	0

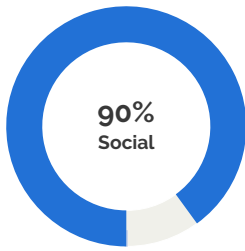
Inline CSS Styling

✘ There are 51 instance(s) of inline css styling found on your site. CSS styling should be done in respective CSS files rather than in the HTML body itself.

Non-Minified Resources

❓ Minimizing resources such as JS, CSS and images reduces the bytes being downloaded from the site thus decreasing page load time. A fast page provides a better user experience and standing to both users and search engines.

✔ All your resources are found to be minified and optimized for delivery.



Your social presence is excellent

Social media has become a valuable source of traffic and increasing brand awareness. Search engines also factor in social media presence in determining a site's authority/rankings.

Social Shares

✓ Your site has high amount of social media signals. Social signals helps not just in SEO but also increasing site traffic and increasing brand awareness.



62.5K
Facebook



0
Weibo



0
LinkedIn



0
Reddit



0
VK

Twitter Connected

✓ <https://twitter.com/LazadaMY>

Youtube Connected

✗ No Youtube account found associated with your site.

Facebook Connected

✓ <https://www.facebook.com/LazadaMalaysia>

LinkedIn Connected

✓ <https://www.linkedin.com/company/lazada>

Instagram Connected

✓ https://www.instagram.com/lazada_my/



Your security is excellent

Your security credentials are excellent! Kudos to you for putting the security of your customer's data as a priority.

SSL Enabled

✓ Your website has SSL enabled

Email in HTML?

✓ There are no email address(es) found in your HTML body.

HTTPS Redirect

✓ HTTPS (SSL secured) redirection detected for your site.

Malware



Mobile



Mobile Non Scaleable Content

- ✓ Mobile Non Scaleable Content Usage Statistics · Download List of All Websites using Mobile Non Scaleable Content
- ✓ This content is formatted for mobile devices, it does not allow the content to be scaled.



iPhone / Mobile Compatible

- ✓ iPhone / Mobile Compatible Usage Statistics · Download List of All Websites using iPhone / Mobile Compatible
- ✓ The website contains code that allows the page to support iPhone / Mobile Content.



Viewport Meta

- ✓ Viewport Meta Usage Statistics · Download List of All Websites using Viewport Meta
- ✓ This page uses the viewport meta tag which means the content may be optimized for mobile content.



Android Alternative

- ✓ Android Alternative Usage Statistics · Download List of All Websites using Android Alternative
- ✓ This website specifies an alternative link for an Android specific web application.

Payment



Pound Sterling

- ✓ Pound Sterling Usage Statistics · Download List of All Websites using Pound Sterling
- ✓ The website uses the £ symbol on its website - meaning it may accept payment in this British currency.

Widgets



Adobe Connect

- ✓ Adobe Connect Usage Statistics · Download List of All Websites using Adobe Connect
- ✓ Adobe Connect web conferencing software offers online meeting functionality, virtual classrooms and large scale webinars.



Google Tag Manager

- ✓ Google Tag Manager Usage Statistics · Download List of All Websites using Google Tag Manager
- ✓ Tag management that lets you add and update website tags without changes to underlying website code.



usd DE

- ✓ usd DE Usage Statistics · Download List of All Websites using usd DE
- ✓ Business security tool compliance seal.

Language



Thai HREF LANG

- ✓ Thai HREF LANG Usage Statistics · Download List of All Websites using Thai HREF LANG
- ✓ This webpage has alternate versions available in Thai via the use of the hreflang tag.



English HREF LANG

- ✓ English HREF LANG Usage Statistics · Download List of All Websites using English HREF LANG
- ✓ This webpage has alternate versions available in English via the use of the hreflang tag.

Frameworks



Facebook Domain Verification

- ✓ Facebook Domain Verification Usage Statistics · Download List of All Websites using Facebook Domain Verification
- ✓ Domain Verification provides a way for you to claim ownership of your domain in Facebook Business Manager.

Web Servers



nginx

- ✓ nginx Usage Statistics · Download List of All Websites using nginx
- ✓ nginx [engine x] is a HTTP server and mail proxy server written by Igor Sysoev.



Tengine

- ✓ Tengine Usage Statistics · Download List of All Websites using Tengine
- ✓ Tengine is a web server developed by the Servers Platform Team at Taobao. Based on nginx.

Verified CDN



Akamai Edge

- ✓ Akamai Edge Usage Statistics · Download List of All Websites using Akamai Edge
- ✓ Akamai's EdgePlatform is one of the world's largest distributed computing platforms. It is a network of more than 95,000 secure servers equipped with proprietary software and deployed in 71 countries.

Verified Link



Careers

- ✓ Careers Usage Statistics · Download List of All Websites using Careers
- ✓ The website contains a link to a careers / job opportunities / work with us style page.

SSL Certificates



DigiCert SSL

- ✓ DigiCert SSL Usage Statistics · Download List of All Websites using DigiCert SSL
- ✓ Certificate provided by DigiCert.



SSL by Default

- ✓ SSL by Default Usage Statistics · Download List of All Websites using SSL by Default
- ✓ The website redirects traffic to an HTTPS/SSL version by default.



GlobalSign

- ✓ GlobalSign Usage Statistics · Download List of All Websites using GlobalSign
- ✓ Certificate provided by GlobalSign.

Web Hosting Providers



Akamai Hosted

- ✓ Akamai Hosted Usage Statistics · Download List of All Websites using Akamai Hosted
- ✓ Data network CDN provider.



Alibaba

- ✓ Alibaba Usage Statistics · Download List of All Websites using Alibaba
- ✓ Chinese based trading site.

Analytics and Tracking



Adjust

- ✓ Adjust Usage Statistics · Download List of All Websites using Adjust
- ✓ Mobile app tracking system.



Soasta mPulse

- ✓ Soasta mPulse Usage Statistics · Download List of All Websites using Soasta mPulse
- ✓ Multi-channel real time analytics package.



Facebook Domain Insights

- ✓ Facebook Domain Insights Usage Statistics · Download List of All Websites using Facebook Domain Insights
- ✓ This website contains tracking information that allows admins to see Facebook Insights out of Facebook to this domain.



Google Content Experiments

- ✓ Google Content Experiments Usage Statistics · Download List of All Websites using Google Content Experiments
- ✓ Content Experiments helps you optimize for goals you have already defined in your Google Analytics account, and can help you decide which page designs, layouts and content are most effective.



CNZZ

- ✓ CNZZ Usage Statistics · Download List of All Websites using CNZZ
- ✓ Chinese Analytics Package

Email Hosting Providers



Mandrill

- ✓ Mandrill Usage Statistics · Download List of All Websites using Mandrill
- ✓ Mandrill is an email infrastructure service. Detailed analytics offer insight to measure email performance.



MailChimp SPF

- ✓ MailChimp SPF Usage Statistics · Download List of All Websites using MailChimp SPF
- ✓ This site has an SPF record for MailChimp managed email sending.



SPF

- ✓ SPF Usage Statistics · Download List of All Websites using SPF
- ✓ The Sender Policy Framework is an open standard specifying a technical method to prevent sender address forgery.



Microsoft Azure DNS

- ✓ Microsoft Azure DNS Usage Statistics · Download List of All Websites using Microsoft Azure DNS
- ✓ This domain is verified with Microsoft Azure.



Microsoft Exchange Online

- ✓ Microsoft Exchange Online Usage Statistics · Download List of All Websites using Microsoft Exchange Online
- ✓ A rich hosted Exchange environment for every user without having to manage a server.



Office 365 Mail

- ✓ Office 365 Mail Usage Statistics · Download List of All Websites using Office 365 Mail
- ✓ Email sent from this domain has records showing Office 365 usage.

Web Master Registration



Google Webmaster

- ✓ Google Webmaster Usage Statistics · Download List of All Websites using Google Webmaster
- ✓ Webmaster tools provide you with a free and easy way to make your site more Google-friendly.



MSN/Bing Webmaster

- ✓ MSN/Bing Webmaster Usage Statistics · Download List of All Websites using MSN/Bing Webmaster
- ✓ Site registered at MSN/Bing Webmaster.

Content Delivery Network



Content Delivery Network

- ✓ Content Delivery Network Usage Statistics · Download List of All Websites using Content Delivery Network
- ✓ This page contains links that give the impression that some of the site contents are stored on a content delivery network.

JavaScript Libraries and Functions



jQuery

- ✓ jQuery Usage Statistics · Download List of All Websites using jQuery
- ✓ JQuery is a fast, concise, JavaScript Library that simplifies how you traverse HTML documents, handle events, perform animations, and add Ajax interactions to your web pages. jQuery is designed to change the way that you write JavaScript.



zepto.js

- ✓ zepto.js Usage Statistics · Download List of All Websites using zepto.js
- ✓ Zepto.js is a minimalist JavaScript framework for mobile WebKit browsers, with a jQuery-compatible syntax.



core-js

- ✓ core-js Usage Statistics · Download List of All Websites using core-js
- ✓ Modular standard library for JavaScript.



Babel

- ✓ Babel Usage Statistics · Download List of All Websites using Babel
- ✓ Babel is a JavaScript compiler.



React

- ✓ React Usage Statistics · Download List of All Websites using React
- ✓ A JavaScript library for building user interfaces from Facebook.



Kissy UI

- ✓ Kissy UI Usage Statistics · Download List of All Websites using Kissy UI
- ✓ KISSY is a javascript framework for building cross end web application such as desktop, mobile and pad.

Host Server

🔗 These properties are information about your domain's hosting provider that we have identified.

Property	Value
Autonomous System	AS45102 Alibaba (China) Technology Co., Ltd.
Internet Service Provider (ISP)	Alibaba
Latitude	37.526
Longitude	-122.3558
Organization	Alibaba
Zip	94402
City	San Mateo
IP Address	47.89.75.230
Region	CA
Status	✓
Country	United States
Timezone	America/Los_Angeles
Region	California
Country Code	US

Domain DNS Records

🔗 These are DNS records associated with your domain url. Please make sure to remove any unused TXT records or duplicate records of any types to avoid redundancy in DNS propagation.

Property	Value
Error	
Nxdomain	

Recommendations

SEO	Add/modify a title tag for your page.	High
UX	Create a sitemap for your website. Visit https://xmlsitemapgenerator.org/ to begin.	Medium
PERFORMANCE	Remove inline css styles.	Medium
SEO	Rename your routes into more human-readable structure.	Medium
SEO	Add alt attributes to all your images.	Low
SOCIAL	Create and connect a Youtube account.	Low
UX	Define viewports for your website.	Low
UX	Integrate Google Analytics on your website.	Low
PERFORMANCE	Fix W3C defined errors.	Low
PERFORMANCE	Fix W3C defined warnings.	Low
SEO	Assign nofollow property to your outbound/external links.	Low