SaneChoice Limited
+44 (0) 1245 905 070
sales.team@sanechoice.com
https://www.sanechoice.cloud/

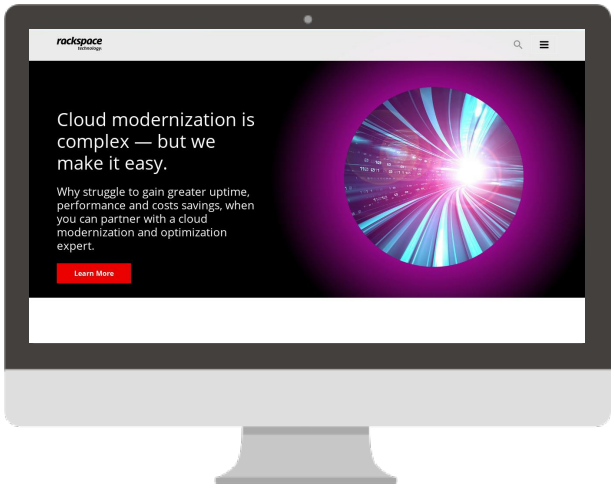
SEO Website Analysis for www.rackspace.com

This report grades your website on the strength of a range of important factors such as on-page SEO optimization, off-page backlinks, social, performance, security and more. The overall grade is on a A+ to F- scale, with most major industry leading websites in the A range. Improving a website's grade is recommended to ensure a better website experience for your users and improved ranking and visibility by search engines.

Audit Results for www.rackspace.com

Your page is good

Recommendations: 13



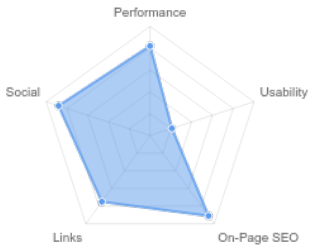
On-Page SEO

Links

Usability

Performance

Social



Recommendations

Optimize for Core Web Vitals	Usability	Medium Priority
Optimize your page for Desktop PageSpeed Insights	Usability	Low Priority
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Update Link URLs to be more human and Search Engine readable	Links	Low Priority

Add Alt attributes to all images	On-Page SEO	Low Priority
Resolve JavaScript errors	Performance	Low Priority
Improve the size of tap targets	Usability	Low Priority
Remove inline styles	Performance	Low Priority
Add Schema Markup	On-Page SEO	Low Priority
Create and link associated Instagram profile	Social	Low Priority
Add business address and phone number	Other Improvements	Low Priority
Add Local Business Schema	Other Improvements	Low Priority
Create Google Business Profile	Other Improvements	Low Priority

On-Page SEO Results

Your On-Page SEO is very good!

Congratulations, your On-Page SEO is well optimized. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You can continue to build on your strong position through testing content improvements for gradual gains.

Title Tag

You have a title tag of optimal length (between 10 and 70 characters).

Rackspace Technology | Multicloud Solutions Provider

Length : 52

Meta Description Tag

Your page has a meta description of optimal length (between 70 and 160 characters).

As a cloud computing services pioneer, we deliver proven multicloud solutions across your apps, data, and security. Maximize the benefits of modern cloud.

Length : 154

SERP Snippet Preview

This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.

https://www.rackspace.com

Rackspace Technology | Multicloud Solutions Provider

As a cloud computing services pioneer, we deliver proven multicloud solutions across your apps, data, and security. Maximize the benefits of modern ...

Hreflang Usage

Your page is not making use of Hreflang attributes.

Language

Your page is using the lang attribute.

Declared: English

H1 Header Tag Usage

Your page has a H1 Tag.

H2-H6 Header Tag Usage

Your page is making use multiple levels of Header Tags.

Header Tag	Frequency
H2	7
H3	25
H4	9
H5	0
H6	0

Keyword Consistency

Your page's main keywords are distributed well across the important HTML tags.

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
cloud	✓	✓	✓	24	
article	✗	✗	✗	8	
data	✗	✓	✓	8	
solutions	✓	✓	✓	7	
across	✗	✓	✓	7	
learn	✗	✗	✗	7	
expertise	✗	✗	✓	5	
security	✗	✓	✓	5	

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
read the article	✗	✗	✗	4	
google cloud	✗	✗	✓	3	
article article	✗	✗	✗	3	
learn more platform	✗	✗	✗	3	
cloud modernization	✗	✗	✓	2	
rackspace technology	✓	✗	✓	2	
private cloud	✗	✗	✓	2	
cloud adoption	✗	✗	✗	2	

Amount of Content

Your page has a good level of textual content, which will assist in it's ranking potential.

Word Count: 562

Image Alt Attributes

You have images on your page that are missing Alt attributes.

We found 52 images on your page and 13 of them are missing the attribute.

Alt attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results.

Canonical Tag

Your page is using the Canonical Tag.

https://www.rackspace.com/node/22215

Noindex Tag Test

Your page is not using the Noindex Tag which prevents indexing.

Noindex Header Test

Your page is not using the Noindex Header which prevents indexing.

SSL Enabled

Your website has SSL enabled.

HTTPS Redirect

Your page successfully redirects to a HTTPS (SSL secure) version.

Robots.txt

Your website appears to have a robots.txt file.

http://www.rackspace.com/robots.txt

Blocked by Robots.txt

Your page does not appear to be blocked by robots.txt.

XML Sitemaps

Your website appears to have an XML sitemap.

https://www.rackspace.com/sitemap.xml

Analytics

Your page is using an analytics tool.

Google Analytics

Schema.org Structured Data

We have not detected any usage of Schema.org on your page.

Schema.org is a structured data markup for webpages which helps Search Engines understand your site better and provide rich snippets directly in their search results.

Rankings

Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country	Position	Total Searches	Estimated Traffic
rackspace webmail	ES	1	110,000	33,440
rackspace webmail	EN	1	110,000	33,440
webmail rackspace	EN	1	110,000	33,440
login gmail	HI	53	13,600,000	28,560
login to gmail	HI	71	13,600,000	28,560
apps web	EN	97	9,140,000	19,194
rackspace	EN	1	60,500	18,392
rackspace	ES	1	60,500	18,392
milenio	ES	5	368,000	17,259
login rackspace	ES	1	49,500	15,048

Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings

1,320,778
Monthly Traffic Volume

Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords
Position 1	1,622
Position 2-3	1,808
Position 4-10	7,418
Position 11-20	12,112
Position 21-30	13,383
Position 31-100	115,213

Links

Number of Backlinks

You have a strong level of backlink activity to this page.

Backlink data provided by MOZ

13M	48.7k	85
External Backlinks	Referring Domains	Moz Domain Authority

Top Backlinks

These are the highest value external pages we have found linking to your site.

Domain Authority	URL
100	www.youtube.com/watch?v=GoKTISLYs_U
99	azure.microsoft.com/en-us/solutions/backup-archive/
99	social.technet.microsoft.com/wiki/contents/articles/30469.azure-active-directory-application-gallery-overview-of-password-sso-saas-apps.aspx?Sort=MostUsefulPageIndex=5
99	docs.microsoft.com/en-us/azure/azure-government/documentation-government-csp-list
99	social.technet.microsoft.com/wiki/contents/articles/30469.azure-active-directory-application-gallery-overview-of-password-sso-saas-apps.aspx
99	learn.microsoft.com/en-us/azure/azure-government/documentation-government-csp-list
99	social.technet.microsoft.com/wiki/contents/articles/30469.azure-active-directory-application-gallery-overview-of-password-sso-saas-apps.aspx?Sort=MostUseful&PageIndex=1
99	azure.microsoft.com/en-us/blog/announcing-the-general-availability-of-azure-monitor/
99	social.technet.microsoft.com/wiki/contents/articles/30469.azure-active-directory-application-gallery-overview-of-password-sso-saas-apps.aspx?CommentPosted=true&PageIndex=2
99	social.technet.microsoft.com/wiki/contents/articles/30469.azure-active-directory-application-gallery-overview-of-password-sso-saas-apps.aspx?Sort=MostRecent&PageIndex=1

On-Page Link Structure

We found 336 total links. 6% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to those destination pages.

Friendly Links

Some of your link URLs do not appear friendly to humans or search engines.

We would recommend making URLs as readable as possible by reducing length, file names, code strings and special characters.

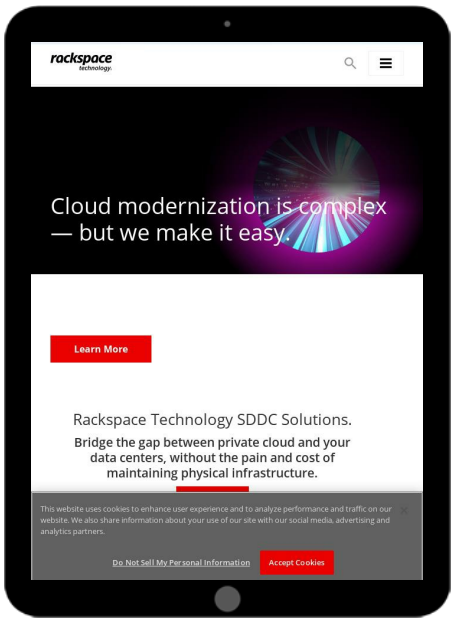
Usability

Your usability needs improvement

Your page has usability issues across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

Device Rendering

This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.

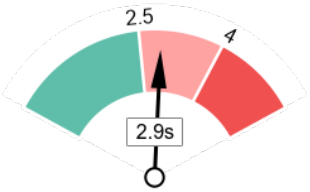


Google's Core Web Vitals

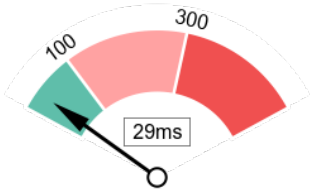
Your page has failed Google's Core Web Vitals assessment.

Core Web Vitals are UI metrics created by Google that measure page experience and are becoming increasingly important as a ranking factor.

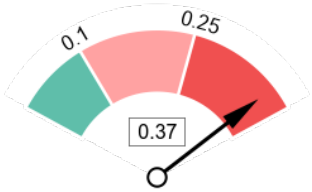
Largest Contentful Paint (LCP)



First Input Delay (FID)



Cumulative Layout Shift (CLS)



Use of Mobile Viewports

Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.

Google's PageSpeed Insights - Mobile

Google is indicating that your page is scoring poorly on their Mobile PageSpeed Insights evaluation.

Note that this evaluation is being performed from US servers and the results may differ slightly from an evaluation carried out from Google's PageSpeed Web Interface as that reporting localizes to the region in which you are running the report.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.

Lab Data	Value
First Contentful Paint	3.2 s
Speed Index	7.2 s
Largest Contentful Paint	7.3 s
Time to Interactive	13.3 s
Total Blocking Time	1.54 s
Cumulative Layout Shift	0.821

Opportunities	Estimated Savings
Serve images in next-gen formats	1.65 s
Reduce unused JavaScript	1.44 s
Eliminate render-blocking resources	1.22 s
Reduce unused CSS	0.15 s

Google's PageSpeed Insights - Desktop

Google is indicating that your page is scoring poorly on their Desktop PageSpeed Insights evaluation.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.

Lab Data	Value
First Contentful Paint	0.7 s
Speed Index	1.7 s
Largest Contentful Paint	2 s
Time to Interactive	3 s
Total Blocking Time	0.01 s
Cumulative Layout Shift	0.552

Opportunities	Estimated Savings
Serve images in next-gen formats	0.36 s
Reduce unused JavaScript	0.31 s
Eliminate render-blocking resources	0.21 s

Flash Used?

No Flash content has been identified on your page.

iFrames Used?

There are no iFrames detected on your page.

Favicon

Your page has specified a favicon.

Email Privacy

No email addresses have been found in plain text on your page.

Legible Font Sizes

The text on your page appears to be legible across devices.

Tap Target Sizing

Some of the links or buttons on your page may be too small for a user to easily tap on a touchscreen.

Consider making these tap targets larger to provide a better user experience.

Performance Results

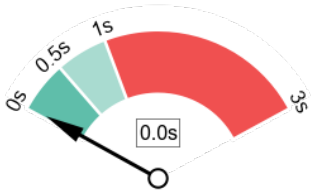
Your performance is good

Your page has performed well in our testing meaning it should be reasonably responsive for your users, but there is still room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings).

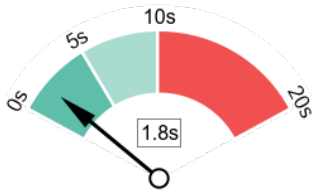
Page Speed Info

Your page loads in a reasonable amount of time.

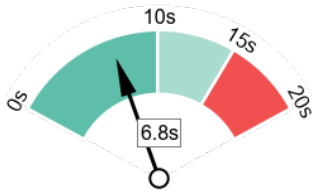
Server Response



All Page Content Loaded



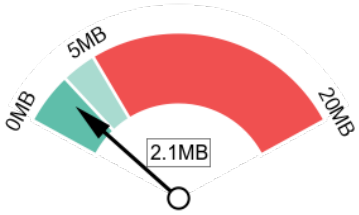
All Page Scripts Complete



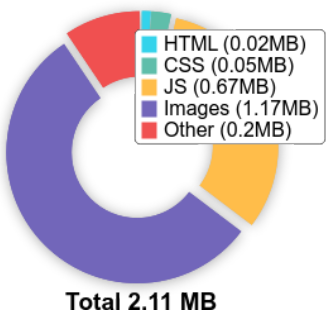
Download Page Size

Your page's file size is reasonably low which is good for Page Load Speed and user experience.

Download Page Size



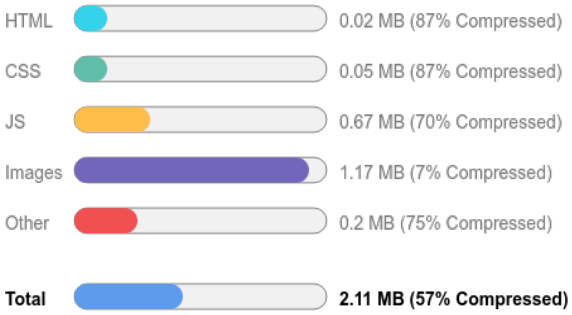
Download Page Size Breakdown



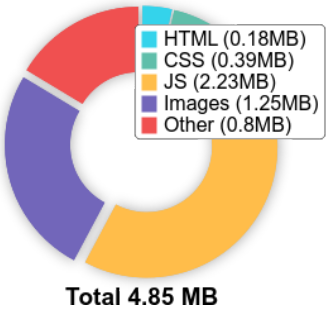
Website Compression (Gzip, Deflate, Brotli)

Your website appears to be using a reasonable level of compression.

Compression Rates



Raw Page Size Breakdown



Total 4.85 MB

Number of Resources

This check displays the total number of files that need to be retrieved from web servers to load your page.

113	6	27	3	44	33
Total Objects	Number of HTML Pages	Number of JS Resources	Number of CSS Resources	Number of Images	Other Resources

Google Accelerated Mobile Pages (AMP)

This page does not appear to have AMP Enabled.

JavaScript Errors

Your page is reporting JavaScript errors during load.

This could indicate that some required functionality on your page is failing or scripts may have coding problems.

HTTP2 Usage

Your website is using the recommended HTTP/2+ protocol.

Optimize Images

All of the images on your page appear to be optimized.

Minification

All your JavaScript and CSS files appear to be minified.

Deprecated HTML

No deprecated HTML tags have been found within your page.

Inline Styles

Your page appears to be using inline styles.

Inline styles are an older coding practice and discouraged in favor of using CSS style sheets, due to their ability to degrade page load performance and unnecessarily complicate HTML Code.

Social Results

A+

Your social is very good!

Congratulations, your social presence is strong and active. Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to your website. We recommend continued use of social campaigns to grow this further.

Facebook Connected

Your page has a link to a Facebook Page.

Facebook Open Graph Tags

Your page is using Facebook Open Graph Tags.

Facebook Pixel

Your page has a Facebook Pixel installed.

Pixel ID
188555558207202

Twitter Connected

Your page has a link to a Twitter profile.

Twitter Activity

You have a strong following on Twitter.

105,601
Followers

Twitter Cards

Your page is using Twitter Cards.

Instagram Connected

No associated Instagram profile found linked on your page

LinkedIn Connected

Your page has a link to a LinkedIn profile.

YouTube Connected

Your page has a link to a YouTube channel.

YouTube Activity

You have a good number of YouTube channel subscribers

28,600
Followers

10,208,813
View Count

Local SEO

Address & Phone Shown on Website

We can't identify one or both of these components on the page. Missing: Phone, Address

Local Business Schema

No Local Business Schema identified on the page.

Google Business Profile Identified

No Google Business Profile was identified that links to this website.

Google Business Profile Completeness

No Google Business Profile was identified that links to this website.

Google Reviews

No Google Business Profile was identified that links to this website.

Technology Results

Technology List

These software or coding libraries have been identified on your page.

Technology	Version
Apache	
Drupal	
Facebook	
FingerprintJS	3
Google Analytics	
Google Optimize	

Google Tag Manager
Hotjar
jsDelivr
Linkedin Insight Tag
Microsoft Advertising
OneTrust
PHP
Twitter Ads

Server IP Address

23.203.216.247

DNS Servers

j.gtld-servers.net
l.gtld-servers.net
f.gtld-servers.net
b.gtld-servers.net
e.gtld-servers.net
m.gtld-servers.net
d.gtld-servers.net
c.gtld-servers.net
k.gtld-servers.net
h.gtld-servers.net
i.gtld-servers.net
g.gtld-servers.net
a.gtld-servers.net

Web Server

Apache

Charset

text/html; charset=UTF-8

Child Pages

Page
/about
/about/channel-partners
/about/culture
/about/data-centers
/about/leadership

Page
/about/responsibility
/about/strategic-alliances
/about/why-rackspace-technology
/applications
/applications/adobe-experience-manager
/applications/application-modernization
/applications/application-operations
/applications/cloud-native
/applications/crm
/applications/digital-experience
/applications/dynamics-365
/applications/email-productivity
/applications/erp
/applications/iot-edge
/applications/office-365
/applications/oracle
/applications/rackspace-email
/applications/saas-optimization
/applications/sap
/applications/sharepoint
/applications/sitecore
/blog
/case-studies
/case-studies/gitlab
/case-studies/grupo-milenio
/cloud
/cloud/aws
/cloud/azure
/cloud/bare-metal
/cloud/cloud-migration
/cloud/cloud-optimization
/cloud/colocation
/cloud/elastic-engineering
/cloud/google-cloud
/cloud/kubernetes

/cloud/modern-operations

/cloud/multicloud

/cloud/oracle

/cloud/private

/cloud/private/software-defined-data-center

/cloud/public

/cloud/rackconnect-global

/cloud/rackspace-government-cloud

/cloud/vmware

/cloud/vmware/elastic-engineering

/contact

/data

/data-solutions

/data/Snowflake-data

/data/ai-machine-learning

/data/analytics-platforms

/data/aws-data

/data/azure-data

/data/big-data

/data/business-intelligence

/data/data-analytics

/data/data-lakes

/data/data-management

/data/data-modernization

/data/data-strategy

/data/data-warehouses

/data/databases

/data/google-cloud-data

/data/managed-nosql

/data/managed-sql

/data/nextgen-data-platforms

/data/objectrocket-dbaas

/data/unstructured-data

/events

/hosted-exchange-incident

/hub/cloud-modernization-optimization

/industry/automotive-transportation

/industry/consumer-goods

/industry/education

/industry/financial-services

/industry/food-beverage

/industry/government

/industry/healthcare

/industry/manufacturing

/industry/media-entertainment

/industry/non-profit

/industry/oil-and-gas

/industry/public-utilities

/industry/retail

/industry/saas-isv

/industry/travel-hospitality

/information/legal

/information/legal/copyrights_trademarks

/information/legal/privacycenter

/information/legal/websiteterms

/library

/login

/lp/2021-isg-provider-lens-public-cloud-services-and-solutions-quadrant-report-global

/marketplace

/newsroom

/newsroom/media-kit

/onica-by-rackspace-technology

/openstack/private

/partners/private-equity

/resources

/security

/security/advanced-monitoring-resolution

/security/application-security

/security/cloud-native-security

/security/data-privacy-protection

/security/elastic-engineering

/security/multicloud-security

/security/network-security

/security/on-premises-security

/security/security-strategy

/security/threat-detection

/security/zero-trust

/services/consulting

/services/fanatical-experience

/services/managed-services

/services/professional-services

/services/rackspace-fabric

/sitemap

/solutions/elastic-engineering

/solve

/solve/applications

/solve/cloud-operating-models

/solve/data

/solve/future-healthcare-it-uk-and-us

/solve/private-cloud-and-cyber-resilience

/solve/right-cloud-right-function

/solve/security