



**COMPANY NAME**

//slogan //tagline //website

ANALYSIS

wikia.com

--

**YOUR NAME & SLOGAN**

Call Me: +11-223-444-5556

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SEO AUDIT - THE ADDRESS OF THE ANALYSED WEBPAGE WIKIA.COM IS REDIRECTED TO

WWW.WIKIA.COM/WIKIA



Legend

-  OK
-  Error
-  Suggestion
-  Status

## MOBILE DEVICES

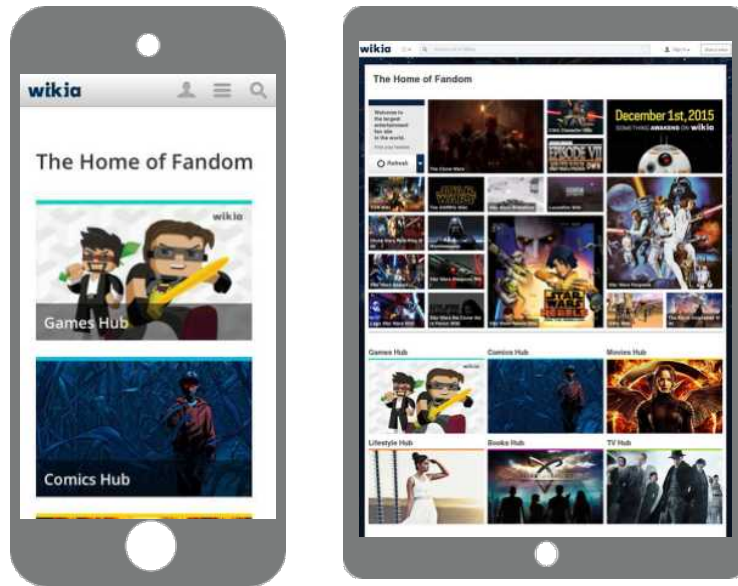
✓ Mobile view

This website is optimal for mobile devices!

✗ Tablet view

Error! This website is not optimised for tablet devices: it is optimised for **1064px** wide displays!

i Mobile appearance



## Mobile optimisation

- ✓ Apple icon
- ✓ Meta Tag (viewport tag, mobile devices)
- ✗ Flash content






## GOOGLE SEARCH RESULT LIST PREVIEW

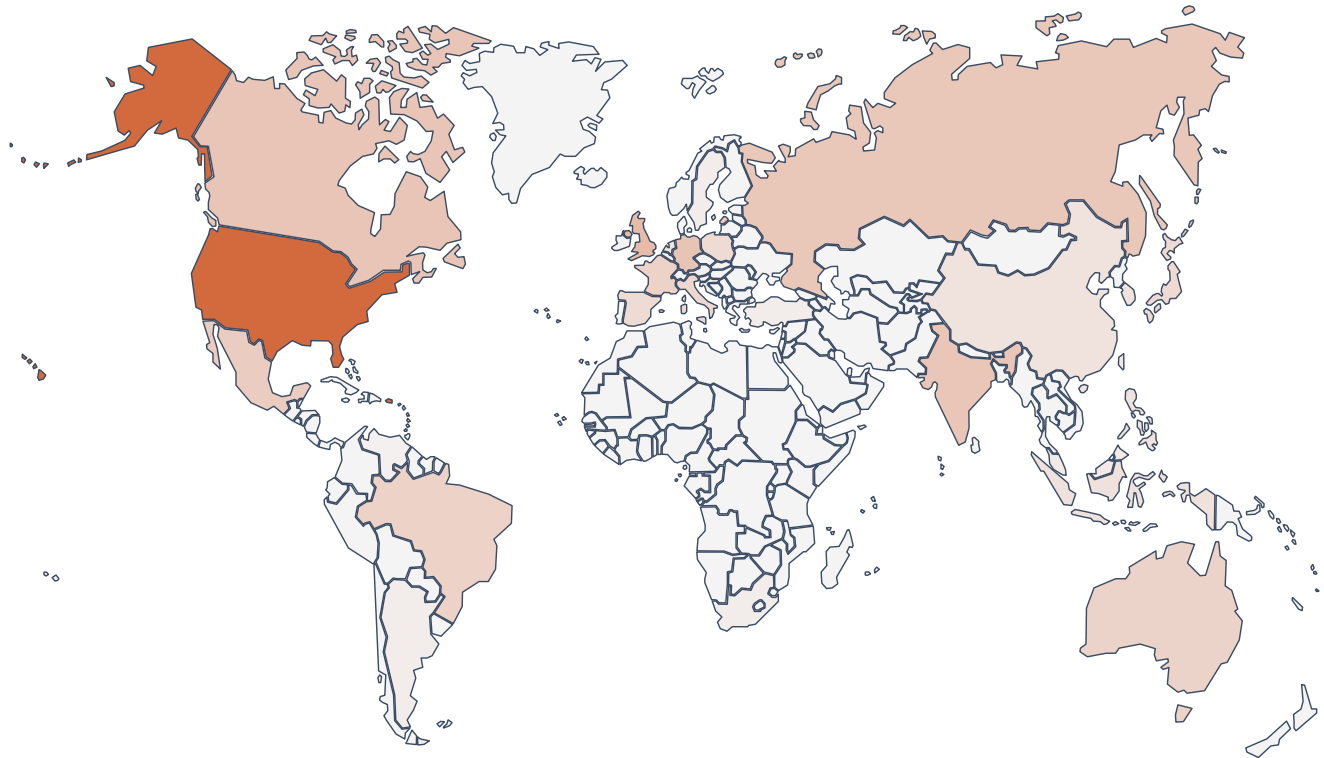
### Collaborative communities for everyone! - Wikia

[www.wikia.com/Wikia](http://www.wikia.com/Wikia)

Wikia is a community site that anyone can contribute to. Discover, share and add your knowledge!

## DOMAIN / URL AUDIT








 <b>URL</b>	Domain : <a href="http://www.wikia.com/Wikia">www.wikia.com/Wikia</a> Length (characters) : 19
 <b>Pagerank</b>	6
 <b>Alexa</b>	Alexa global rank: 107 Alexa rank (United States): 50
 <b>IP checking</b>	The 185.31.19.194 ip address is not on the spam list.
 <b>Visitors position</b>	



Country	Percentage
United States	39.2%
United Kingdom	4.9%
Germany	3.6%
Canada	3.5%
India	3.4%
Russian Federation	3.2%
Mexico	2.7%
France	2.2%
Brazil	2.2%
Australia	2.1%
Italy	1.8%
Japan	1.6%
Poland	1.5%

Spain	1.5%
Indonesia	1.2%
China	1.1%
Philippines	1.1%
Korea, Republic of	1.1%
Hong Kong	1.0%
Netherlands	1.0%
Singapore	0.9%
Taiwan, Province of China	0.9%
Malaysia	0.8%
Turkey	0.7%
Sweden	0.7%
South Africa	0.7%
Argentina	0.7%
Venezuela, Bolivarian Republic of	0.6%
Austria	0.6%
Belgium	0.6%
Saudi Arabia	0.5%
Finland	0.5%
Greece	0.5%
Colombia	0.5%
Other	10.9%

## NUMBER OF SOCIAL MEDIA SHARES

 Facebook like	399
 Facebook share	2235
 Facebook comments	601
 Google Plus	6473
 Twitter	0
 LinkedIn	13
 Pinterest	217



## META DATA

### ✘ Keywords (meta keywords)

Wikia,wikiaglobal,Wikia

Error! Using "meta keywords" is meaningless! Google does not use it for ranking websites since 2009.

### ✔ Description (meta description)

Wikia is a community site that anyone can contribute to. Discover, share and add your knowledge!

Length (characters) : 96

Excellent! The length of the meta description on this site is between 70 and 160 characters.

### ✔ Open Graph Protocol

Excellent! The OG (Open Graph) protocol is set on this website.

**type:** website

**title:** Wikia

**image:** <http://images.wikia.com/wikiaglobal/images/b/bc/Wiki.png>

**url:** <http://www.wikia.com/Wikia>

### i Generator

MediaWiki 1.19.24

### ✘ Dublin Core

Error! The website does not use the Dublin Core schema.

## SEO AUDIT: CONTENT ANALYSIS

 **Language**

We have found the language localisation: "en".

 **Title**

Collaborative communities for everyone! - Wikia

Length (characters) : 47

Excellent! The title's length is between 10 and 70 characters.

 **Text / HTML ratio**

Ratio : 2%

Error! The text / HTML code ratio is under 15 percent on this website. This value shows that the website has relatively few text content.

 **Flash**

Excellent! The website does not have any flash contents.

 **Frame**

Excellent! The website does not use iFrame solutions.

 **Keywords cloud**

help fandom careers twitter apps visitors hub **wikia** facebook game secret lifestyle menu pages wiki total communities today content api comics password central skip advertise fan **games** hunger **mobile** site movies navigation entertainment **start** books video **community**

### Keywords consistency

Keyword	Content	Title	Description (meta description)	Headings (headings)
wikia	18	✓	✓	✓
hub	6	✗	✗	✓
games	5	✗	✗	✓
community	5	✗	✓	✓
lifestyle	4	✗	✗	✓
start	4	✗	✗	✓

Keywords (2 words)	Content	Title	Description (meta description)	Headings (headings)
start a wikia	2	!	!	!
find your	2	!	!	✓

✓ **Headings (headings)**

H1	H2	H3	H4	H5	H6
1	12	7	7	0	0

**Heading structure in the source code**

```

<H2> Wikia
<H1> The Home of Fandom
  <H4>
<H2> Welcome to the largest entertainment fan site in the world.
  <H3> Find your fandom.
<H2> Collaboration in action
  <H4> Monthly visitors ?
  <H4> % Mobile Visitors
  <H4> Total Pages
  <H4> Changes today
  <H4> Total Communities
  <H4> Communities today
<H2> Games Hub
<H2> Comics Hub
<H2> Movies Hub
<H2> Lifestyle Hub
<H2> Books Hub
<H2> TV Hub
<H2> Wikia University
<H2> Fan Fueled by Wikia
<H2> Join the Fans
  <H3> Wikia, Inc.
  <H3> Get Started
  <H3> Follow Us
  <H3> Community
  <H3> Wikia Everywhere
  <H3> Advertise
  
```

## Images

We found 11 images on this web page.

The following 9 images "alt" attributes are not set on the website. This needs to be fixed as soon as possible, so that the search engines can understand the content of the images more efficiently.

[http://img2.wikia.nocookie.net/.. /330x210-W-Jazwares\\_TH\\_Hubslider\\_330x210\\_...](http://img2.wikia.nocookie.net/.. /330x210-W-Jazwares_TH_Hubslider_330x210_...)

[http://img4.wikia.nocookie.net/.. /330x210-Superman\\_American\\_Alien\\_1.jpg](http://img4.wikia.nocookie.net/.. /330x210-Superman_American_Alien_1.jpg)

<http://img3.wikia.nocookie.net/.. /330x210-Mjpt1-soundtrack.jpg>

<http://img4.wikia.nocookie.net/.. /330x210-Swfashion.png>

<http://img3.wikia.nocookie.net/.. /330x210-Shadowhub1.png>

<http://img2.wikia.nocookie.net/.. /330x210-Jekyllandhyde.png>

<http://slot1.images.wikia.nocookie.net/.. /wikiabarIcon.png> (2 occurrences)

# SEO AUDIT: LINKS

**✓ Search engine friendly URLs**

Excellent! The website uses SEO friendly URLs.

**! Underscores in the URLs**

Error! Hyphen (-) is a better solution than underscore (\_) in the URLs

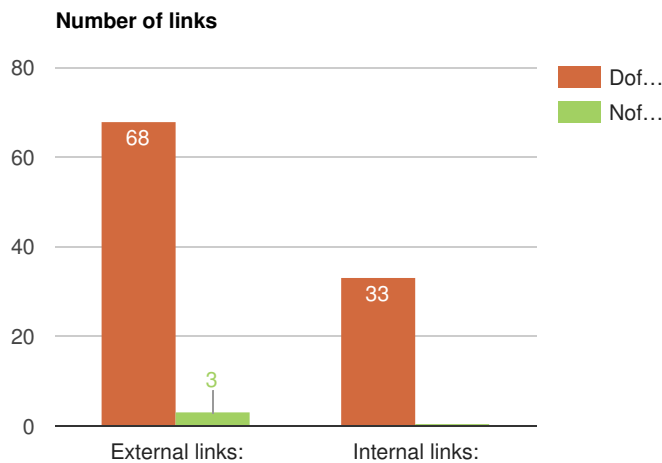
- http://www.wikia.com/About\_Us ("About Us")
- http://www.wikia.com/Terms\_of\_Use ("Terms of Use")
- http://www.wikia.com/Privacy\_Policy ("Privacy Policy")
- http://www.wikia.com/Video\_Games ("Video Games")

## Links

We found a total of 104 different links.

Internal links: 33

External links: 71



## SEO AUDIT: TECHNOLOGY

 **Redirection (www / not www)**

Excellent! The web address is accessible only in one version. The version without www is redirected to the version with www.

 **Favicon**

Excellent! The website uses favicon.

 **Doctype**

HTML 5

 **Encoding**

Perfect! The character encoding is set: UTF-8.

 **Deprecated HTML**

Excellent! No deprecated HTML tags are detected.

 **Printability**

Suggestion! Unfortunately, no printer-friendly CSS found.

 **404 Page**

The website has no standard 404 error page.

 **Checking the robots.txt file**

There is robots.txt file.  
<http://www.wikia.com/robots.txt>

 **Sitemap**

Excellent! Sitemap is used on this website.  
<http://www.wikia.com/sitemap-index.xml>

 **Google Analytics**

The Google Analytics tracking code is missing.

 **Google Tag Manager**

Suggestion! The website does not use the Google Tag Manager.

 **Email encryption**

Excellent! We have not found any unencrypted email addresses.



## SPEED TEST

 **Server response time**

The server response time is fast enough.

 **Table layout**

Excellent! No nested tables found.

 **Number of HTTP resources**

82

 **Number of source domains**

26

## ✘ Render blocking resources

The elements below are blocking the “above the fold” rendering.

**The javascript files below are blocking the rendering.**

- <http://a.wikia-beacon.com/.. /view?cb=1448036887&c=80433&lc=en&lid=75&...>
- <http://community.wikia.com/wikia.php?controller=Optimizely&method=g...>
- <http://slot1.images3.wikia.nocookie.net/.. /wikia.ext.instantGlobals,instantGlobalsO...>
- <http://slot1.images3.wikia.nocookie.net/.. /amd%7Cwikia.tracker.stub,stub%7Cwikia.ab...>
- [http://slot1.images.wikia.nocookie.net/.. /abtesting,oasis\\_blocking,universal\\_analy...](http://slot1.images.wikia.nocookie.net/.. /abtesting,oasis_blocking,universal_analy...)
- <http://www.wikia.com/.. /startup>
- <http://slot1.images1.wikia.nocookie.net/.. /jquery,mediawiki>
- <http://slot1.images.wikia.nocookie.net/.. /amd.shared%7Cjquery.byteLength,checkboxS...>
- <http://www.wikia.com/.. /ext.bannerNotifications,cookiePolicyMess...>
- [http://slot1.images.wikia.nocookie.net/.. /oasis\\_shared\\_core\\_js,oasis\\_shared\\_js,oas...](http://slot1.images.wikia.nocookie.net/.. /oasis_shared_core_js,oasis_shared_js,oas...)
- [http://slot1.images2.wikia.nocookie.net/.. /wikiahomepage\\_js](http://slot1.images2.wikia.nocookie.net/.. /wikiahomepage_js)
- [http://slot1.images3.wikia.nocookie.net/.. /auth\\_modal\\_js](http://slot1.images3.wikia.nocookie.net/.. /auth_modal_js)
- [http://slot1.images1.wikia.nocookie.net/.. /cookie\\_policy\\_js](http://slot1.images1.wikia.nocookie.net/.. /cookie_policy_js)
- [http://slot1.images3.wikia.nocookie.net/.. /wikia\\_in\\_your\\_lang\\_js](http://slot1.images3.wikia.nocookie.net/.. /wikia_in_your_lang_js)
- [http://slot1.images2.wikia.nocookie.net/.. /portable\\_infobox\\_js](http://slot1.images2.wikia.nocookie.net/.. /portable_infobox_js)
- [http://slot1.images2.wikia.nocookie.net/.. /visit\\_source\\_js](http://slot1.images2.wikia.nocookie.net/.. /visit_source_js)
- <http://www.wikia.com/wikia.php?controller=JSMessages&method=g...>
- [http://slot1.images1.wikia.nocookie.net/.. /global\\_navigation\\_js](http://slot1.images1.wikia.nocookie.net/.. /global_navigation_js)
- [http://slot1.images3.wikia.nocookie.net/.. /global\\_footer\\_js](http://slot1.images3.wikia.nocookie.net/.. /global_footer_js)
- <http://www.wikia.com/.. /ext.siteWideMessages.anon>
- <http://www.wikia.com/.. /site>
- [http://slot1.images3.wikia.nocookie.net/.. /facebook\\_client\\_fbtags\\_js](http://slot1.images3.wikia.nocookie.net/.. /facebook_client_fbtags_js)

**The CSS files below are blocking the rendering.**

- <http://slot1.images1.wikia.nocookie.net/.. /Qualaroo.scss>
- <http://www.wikia.com/.. /site>
- <http://www.wikia.com/.. /css>

## SPEED TEST – JAVASCRIPT

### ✓ Javascript

Excellent! Just a few javascript files are detected on the website.

- <http://community.wikia.com/wikia.php?controller=Optimizely&method=getCode>
- [http://www.wikia.com/\\_\\_/load/-/cb%3D1448036887%26debug%3Dfalse%26lang%3Den%26newve%3D1%26only%3Dscripts%26skin%3Doasis/startup](http://www.wikia.com/__/load/-/cb%3D1448036887%26debug%3Dfalse%26lang%3Den%26newve%3D1%26only%3Dscripts%26skin%3Doasis/startup)
- <http://www.wikia.com/wikia.php?controller=JSMessages&method=getMessages&format=html&packages=ConfirmModal%2CImagePlaceholder%2COasis-generic%2CWikiaHomePage&uselang=en&cb=1448036887.0.81395>
- [http://www.wikia.com/\\_\\_/load/-/cb%3D1448036887%26debug%3Dfalse%26lang%3Den%26only%3Dscripts%26skin%3Doasis/ext.siteWideMessages.anon](http://www.wikia.com/__/load/-/cb%3D1448036887%26debug%3Dfalse%26lang%3Den%26only%3Dscripts%26skin%3Doasis/ext.siteWideMessages.anon)
- [http://www.wikia.com/\\_\\_/load/-/cb%3D1448036887%26debug%3Dfalse%26lang%3Den%26only%3Dscripts%26reviewed%3D1444076754%26skin%3Doasis/site](http://www.wikia.com/__/load/-/cb%3D1448036887%26debug%3Dfalse%26lang%3Den%26only%3Dscripts%26reviewed%3D1444076754%26skin%3Doasis/site)

### i File size of all javascript files combined

1.41 MB

### ✗ Javascript minifying

You can save 1.5KB (3% compression) on the analysed URL by minifying the javascript files.

- By minifying <http://dev.wikia.com/./javascript> you can save 897B (36% compression rate)
- By minifying <http://community.wikia.com/wikia.php?controller=Optimizely&method=g...> you can save 645B (1% compression rate)

## SPEED TEST – CSS

 **Inline css**

Suggestion! You must avoid using inline CSS.

 **CSS**

Excellent! Just a few CSS files are used on this website.

**File size of all CSS files combined**

330.79 KB

 **CSS minifying**

Great! The CSS elements are minified.

## SPEED TEST – COMPRESSION

**i** Size of the uncompressed code of the website

84.92 KB

**x** HTML minifying

You can save 1.4KB (8% compression) on the analysed URL by minifying the HTML file.

- By minifying <http://www.wikia.com/Wikia> you can save 1.4KB (8% compression rate)

**✓** Gzip compression

Your site uses compression.

## SPEED TEST – BROWSER CACHE

### Number of static resources (image, JS, CSS)

47

### Browser cache

The browser cache is not set correctly for all elements.

URL	Duration
<a href="http://www.wikia.com/.. /config?pubid=999&amp;v=1.2&amp;country=eu">http://www.wikia.com/.. /config?pubid=999&amp;v=1.2&amp;country=eu</a>	60 second
<a href="http://community.wikia.com/wikia.php?controller=Optimizely&amp;method=g...">http://community.wikia.com/wikia.php?controller=Optimizely&amp;method=g...</a>	5 minutes
<a href="http://slot1.images3.wikia.nocookie.net/.. /wikia.ext.instantGlobals,instantGlobalsO...">http://slot1.images3.wikia.nocookie.net/.. /wikia.ext.instantGlobals,instantGlobalsO...</a>	5 minutes
<a href="http://www.wikia.com/.. /startup">http://www.wikia.com/.. /startup</a>	5 minutes
<a href="http://www.wikia.com/.. /site">http://www.wikia.com/.. /site</a>	5 minutes
<a href="http://www.wikia.com/.. /site">http://www.wikia.com/.. /site</a>	5 minutes
<a href="http://www.googletagservices.com/tag/js/gpt.js">http://www.googletagservices.com/tag/js/gpt.js</a>	15 minutes
<a href="http://s3.amazonaws.com/ki.js/52510/bgJ.js">http://s3.amazonaws.com/ki.js/52510/bgJ.js</a>	60 minutes
<a href="http://www.wikia.com/.. /css">http://www.wikia.com/.. /css</a>	60 minutes
<a href="http://www.wikia.com/wikia.php?controller=SiteWideMessages&amp;me...">http://www.wikia.com/wikia.php?controller=SiteWideMessages&amp;me...</a>	60 minutes
<a href="http://www.google-analytics.com/analytics.js">http://www.google-analytics.com/analytics.js</a>	2 hours
<a href="http://dev.wikia.com/.. /javascript">http://dev.wikia.com/.. /javascript</a>	24 hours

## SPEED TEST – IMAGES

### File size of all images combined

1.21 MB

### Image optimisation

You can save 5KB (2% compression) by optimising the images below:

- By lossless compressing the [http://img4.wikia.nocookie.net/.. /330x210-Superman\\_American\\_Alien\\_1.jpg](http://img4.wikia.nocookie.net/.. /330x210-Superman_American_Alien_1.jpg) you can save 3.1KB (10%) data.
- By lossless compressing the <http://vignette1.wikia.nocookie.net/.. /latest?cb=20151112192908&format=jpg> you can save 1KB (1%) data.
- By lossless compressing the <http://vignette1.wikia.nocookie.net/.. /latest?cb=20151112192950&format=jpg> you can save 933B (3%) data.