Report for Apple

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Apple

WSI

apple.com

Analyzed on 10/15/19

84

Score

Summary

WEBSITE BUILD

✓	Analytics	SiteCatalyst
✓	Broken links	None detected (50 links checked)
ⓘ	CMS	None detected
✗	Desktop speed	7.5 seconds
✓	Code quality	No issues found
❗	Headings	Mostly well defined
✓	Images	Optimized
✓	Last update	0 days ago
✓	Sitemap	Valid
✓	SSL	Detected
✓	Titles and descriptions	No issues found
✓	Video	HTML5
ⓘ	Website size	200+ pages discovered (10 pages analyzed)

LOCAL

✓	Google My Business	Complete listing
✗	Foursquare	No listing found
❗	Google maps	Inconsistent
❗	Yelp	Inconsistent

PAID SEARCH

✓	Paid search	Found
ⓘ	Paid keywords	apple, apple watch, airpods, apple store
✓	Display Ads	Detected

MOBILE

✓	Mobile friendly	Optimized
✓	Tablet friendly	Optimized
✗	Mobile speed	8.6 seconds 4G

SOCIAL

✓	Facebook page	Unable to verify
✓	Twitter	3,544,348 followers
✗	Instagram	Not detected
✓	Reviews	711 found

Apple

🔍	ORGANIC SEARCH	
	Alternative text	Issues detected
	Amount of content	12,350 words on 10 pages
	Backlinks	900,000 websites (approx)
	Domain age	Feb 19, 1987
	Organic referrals	146,700,000 / month (approx)
	Search terms	apple, apple watch, apple store, youtube, itunes

Content management system

❌   This organization does not appear to be using a known CMS to manage its website.

Recommendations

**Use a content management system (CMS) to manage your website.**

- A CMS makes it easy to edit the content and design of a website without technical knowledge.
- Popular and frequently updated CMS solutions are more secure and better optimized for search.

We looked at the source code for this website and did not find any of the most common CMS solutions. Obscure or highly customized CMS solutions may not be detected.

Instagram account

We couldn't find this organization's Instagram account. There may be one, but if we can't find it, it's likely real customers can't either.
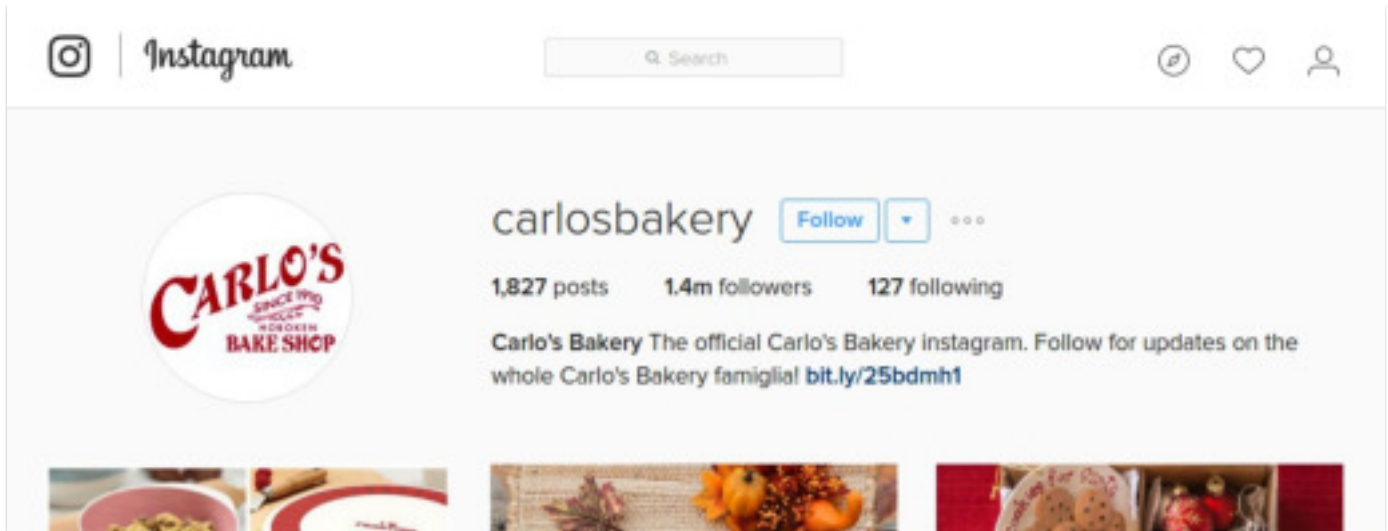
Instagram accounts are a popular way of engaging with customers online. Businesses can advertise, run promotions and interact with their customers via Instagram.

Recommendations

Consider using an Instagram account to interact with your customers.

- Instagram can be used to promote your organization and bring more traffic to your website.
- Instagram delivers an engagement rate of 4.2% per follower, which is 58 times more engagement than Facebook.
- Instagram is especially useful for businesses that sell to consumers (B2C).

We looked at the website for this organization and did not find a valid link to a Instagram account. If the organization has a Instagram account but it is not linked to from their website we may not be able to detect it..

Link text

❌	Some links on this organization's website are not well defined.

BAD LINKS	VS	GOOD LINKS

Link text should describe the destination and include keywords

🔗 Read more   🔗 Read the full menu

Link text should not reference platform-specific actions like "click here"

🔗 Click here to reserve a table   🔗 Reserve a table

Links with different destinations should have different text

🔗 Lunch menu: download   🔗 Download lunch menu
Evening menu: download   Download evening menu

Issues found

Some links on this website use the same text but point to different locations.

- Using the same text for different links may confuse website visitors.
- Unique link text is better for SEO.

Recommendations

Make sure any links on your website describe their destination.

- Well-defined links help visitors navigate your website.
- Links which contain unique keywords describing the link's destination can help SEO.

WSI

Local presence

❌ This organization does not appear in some online directories

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100 %
inaccurate or missing listings

Listings with inconsistent information

Business name	████████████████████████	100%
Address	████████████████████████	100%
Phone number	None provided	

📍	**Provided details**	**Apple** **US**		
	Directory	**Details**	**Listed**	**Consistent**
🗺️	Google maps	Apple Columbia 10300 Little Patuxent Pkwy, Columbia, MD 21044, États-Unis	✅	❌
⭐	Yelp	Apple Store 10300 Little Patuxent Pkwy, Columbia, MD 21044	✅	❌
⚑	Foursquare	No listing found	❌	⚫

Issues found

This organization's business details are inconsistent between directories.

- Keeping listings up-to-date and accurate is important.
- Customers may not be able to contact you with an out of date name, phone number or address.

Recommendations

Add this organization to online directories and ensure listings are consistent

- Directories help deliver relevant traffic to your website.
- A professional can add your website to many directories simultaneously.

We use a variety of techniques to identify which directories an organization is listed in. We may not discover a listing if the contact details do not match those on the website. This test covers many popular directories but cannot cover them all.

Social sharing

❌ This organization's website does not appear to have been mentioned on any social networks.

Recommendations

Encourage people to share your website socially.

- Appearing in social networks can bring you new business.
- Adding sharing buttons and making your content worth sharing are key first steps.

We counted the number of interactions on social networks that reference the analyzed pages of this organization's website. This includes Google +1s and Facebook mentions (likes, shares and comments).

Source: facebook

Website speed

8.6s 4G mobile loading time

This site
Average ❓

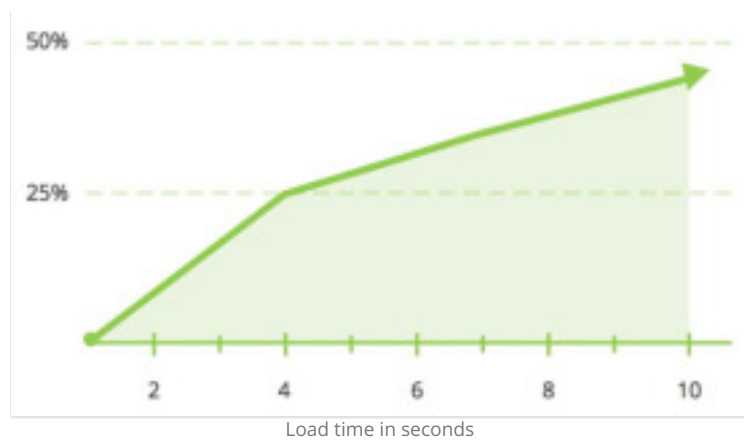## EVERY SECOND COUNTS, ESPECIALLY ON MOBILE

47%

of consumers expect a web page to load in 2 seconds or less.

20%

of people abandon a website that takes more than 3 seconds to load.

Abandonment

Load time in seconds

Recommendations

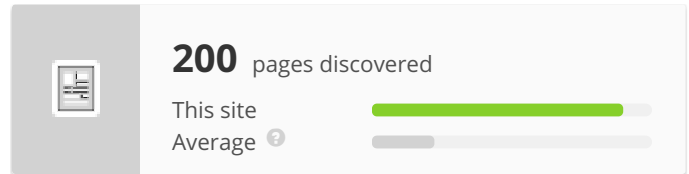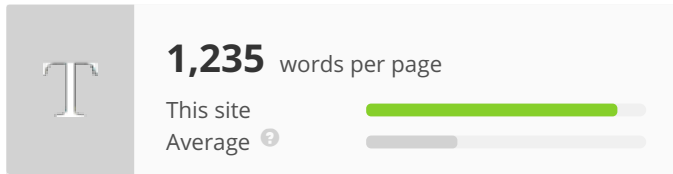**Update or rebuild this website to load more quickly.**

- 47% of consumers expect a web page to load in 2 seconds or less.
- Google penalizes slow sites, placing them below faster competitors in search results.

We measured the loading time of this organization's homepage using a server located in Virginia, USA. Speeds will vary from user-to-user depending upon their computer, location and connection speed.

Apple

Amount of content

✓ This organization's website has a reasonable amount of text.

T	**1,235** words per page
	This site ▬▬▬▬▬▬▬▬
	Average ▬▬ ❓

📄	**200** pages discovered
	This site ▬▬▬▬▬▬▬▬
	Average ▬▬ ❓

Content is measured by looking at a limited section of this organization's website. Websites built with Flash or other non-standard technologies may contain content that cannot be measured by us.

Analytics

✓ This organization is measuring how many visitors it has by using a website analysis service.

Website analytics allows you to measure the behavior of people on a website.

Analysis tools discovered
SiteCatalyst

Backlinks

✓ This website is linked to by at least 900,000 other websites.

Top backlinks

URL from	URL to
https://imagemagick.org/script/index.php	/ios/ios-12/
https://imagemagick.org/script/index.php	/ios/ios-13/
https://www.freetype.org/	/ios/ios-12/
https://www.freetype.org/	/ios/ios-13/
https://www.sony.com/all-electronics	/safari/

Backlinks are measured from a sample of webpages which is updated periodically. Certain links may be omitted from this analysis (in particular directory websites).

Source: ahrefs

Broken links

✓ This organization's website does not appear to contain any broken links.

Only the first 50 links encountered on the organization's website were checked.

Code quality

✓ This organization's website is built using modern best practices.

Apple

Display ads

✓ This business appears to be using display advertising.

26 days Since ad found	**41,552** Media ads found	**65,220** Text ads found

Example text ad

Uklon - Online Taxi App. Order car service in Ukraine and Georgia.

Безплатное приложение для заказа такси. Качай и езжай!

↱

This data is estimated by a third party source and may not detect all display advertising. Websites with a small advertising budget or niche campaigns are less likely to be detected.

Source: ▨▨▨

Domain age

✓ This website is using an established domain name (apple.com).

Feb 19, 1987 Date of first registration	

Apple

Facebook page

✓ This organization appears to have a Facebook page, but it could not be verified.

Facebook page: Apple

👍 **11,862,326** Page likes	📶 **12,051,749** Page follows	📅 **11** Months since last post

Issues found

Unable to verify this Facebook page belongs to this organization.

- Consider adding a link on the Facebook page to this organization's website.

This Facebook page is not updated regularly.

- Regular posts help retain existing followers and raise engagement.

Source: facebook

Google My Business

✅ This business has a complete Google My Business listing

Detected listing: Apple Columbia

✅ **Name**
This Google My Business page has a name listed.

✅ **Website**
This Google My Business page has a matching website listed.

✅ **Phone**
This Google My Business page has a phone number listed.

✅ **Address**
This Google My Business page has an address listed.

✅ **Reviews**
This Google My Business page has reviews.

✅ **Rating**
This Google My Business page has a rating.

✅ **Opening hours**
This Google My Business page has opening hours listed.

Source: Google My Business

Headings

✅ This organization's website uses mostly well defined headings.

Headings found

	Heading	Found on	
H1	Apple	Home page	✅
↳ **H2**	iPhone 11 Pro	Home page	✅
↳ **H3**	Pro cameras. Pro display. Pro performance.	Home page	✅
↳ **H2**	iPhone 11	Home page	✅
↳ **H3**	Just the right amount of everything.	Home page	✅

Issues found

Some of the headings on this organization's website are not hierarchical

- Hierarchical headings make a page easier to read for both potential customers and search engines.
- The first heading on a page should be a top-level heading that describes content of that page.

Recommendations

Ensure headings are well defined throughout your website.

- Make sure keywords you want to rank for are mentioned in your headings.
- Headings should be used in the correct hierarchy, starting with a top level heading (H1).
- Each page can contain multiple subheadings (H2-H6), but should only include one main heading (H1).

Images

✅ The images on this organization's website are all web friendly.

Apple

Last updated

✓ This website appears to have been updated recently.

0 days since last update

This site

Average ⓘ

We use a wide range of methods to determine the likely last-updated date of this website, including technical indicators and machine-readable dates within the text we have analyzed on the website. This gives us a best approximate for when a website was updated, but we cannot know for certain. Some websites cannot be dated at all.

Mobile

✓ This website appears to be optimized for mobile phones.
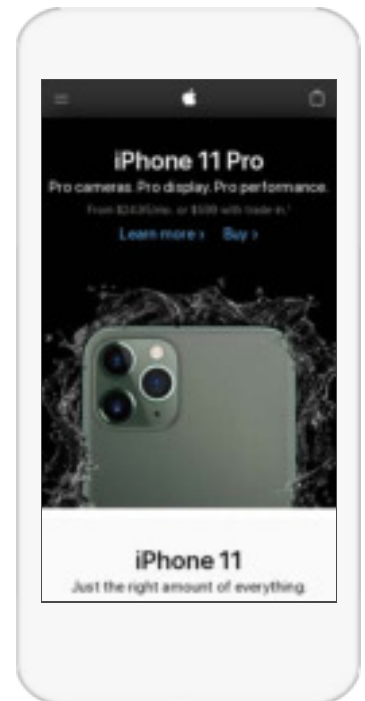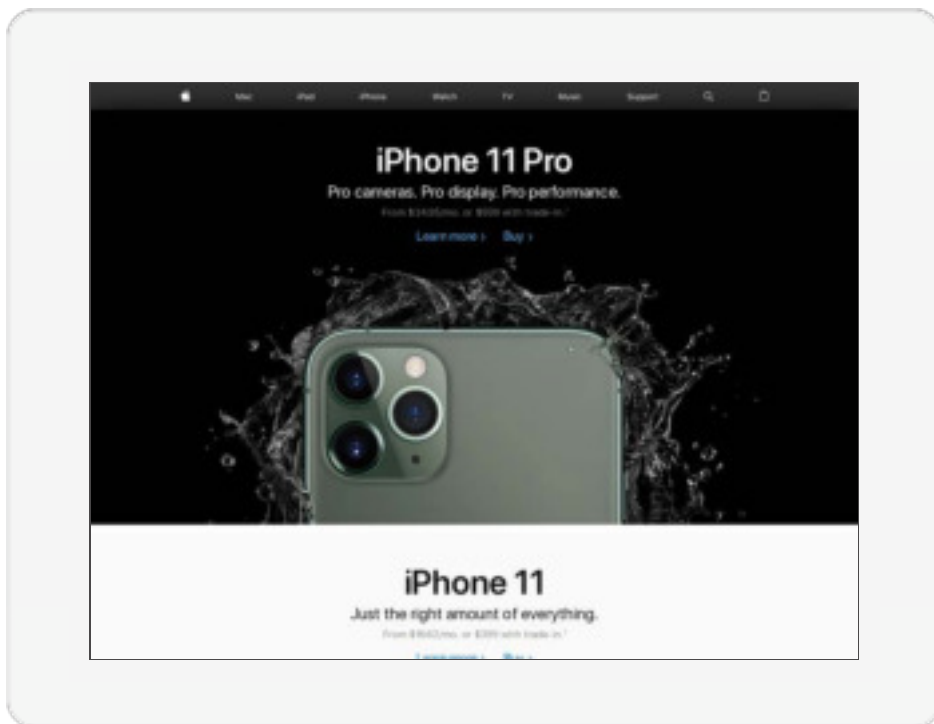
We load the homepage for this website in a simulated smartphone, and then perform an analysis on the resulting code of the webpage. Some unusual websites can confuse this analysis. If in doubt, consult the screenshots above to determine if they look mobile-friendly.
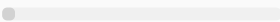
Apple

Organic search
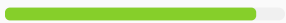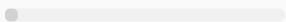
✅ This website is receiving traffic from search engines.

146,722,803 monthly visitors from search

This site
Average ⓘ

17,758,143 keywords listed for

This site
Average ⓘ

Top organic search keywords

Keyword	Position	Searches / mo	Traffic (%)
apple	1	4090000	2.18
apple watch	1	2240000	1.19
apple store	1	2240000	1.19
youtube	11	151000000	0.94
itunes	1	1500000	0.80

Analysis covers US traffic only. Traffic is estimated by a 3rd party source using a sample of search engine results. Subdomains and websites with very low volumes of traffic are less likely to be detected.

Source:

Page titles and descriptions

✅ This organization's website has a unique title and description on each page.

[Apple](https://www.apple.com/)
https://www.apple.com/
Discover the innovative world of Apple and shop everything iPhone, iPad, Apple Watch, Mac, and Apple TV, plus explore accessories, entertainment, and expert device support.

This is how the organization's homepage will appear on a search engine result page.

Titles and descriptions found

Page	Title	Description
Home page	Apple	Discover the innovative world of Apple and shop everything iPhone, iPad, Apple Watch, Mac, and Apple TV, plus explore accessories, entertainment, and expert device support.
/apple-news/	Apple News - Apple	Apple News provides the best coverage of current events, curated by expert editors. And now enjoy hundreds of popular publications with Apple News+.
/contact/	Contact - How to Contact Us - Apple	We aim to provide great customer service. For product inquiries, technical support, and legal questions, here are all the ways you can contact Apple.
/mac/	Mac - Apple	Explore the world of Mac. Check out MacBook Pro, iMac Pro, MacBook Air, iMac, and more. Visit the Apple site to learn, buy, and get support.
/ipad/	iPad - Apple	Explore the world of iPad. Featuring iPad Pro in two sizes, iPad Air, iPad, and iPad mini. Visit the Apple site to learn, buy, and get support.

Meta descriptions found

Description	Length	Duplicate
Discover the innovative world of Apple and shop everything iPhone, iPad, Apple Watch, Mac, and Apple TV, plus explore accessories, entertainment, and expert device support.	172	No
Apple News provides the best coverage of current events, curated by expert editors. And now enjoy hundreds of popular publications with Apple News+.	148	No
We aim to provide great customer service. For product inquiries, technical support, and legal questions, here are all the ways you can contact Apple.	149	No
Explore the world of Mac. Check out MacBook Pro, iMac Pro, MacBook Air, iMac, and more. Visit the Apple site to learn, buy, and get support.	140	No
Explore the world of iPad. Featuring iPad Pro in two sizes, iPad Air, iPad, and iPad mini. Visit the Apple site to learn, buy, and get support.	143	No

Paid search

✓ This business is advertising with Google Ads.

Top paid search terms

Search term
apple
apple watch
airpods
apple store

Analysis covers US ads only. Data is estimated from a combination of 3rd party sources using a sample of search engine results. Websites with low Google Ads budgets are less likely to be detected.

Sources: SpyFu

Reviews

✅ This organization has been reviewed online.

711 found
Reviews for this organization

Example reviews

Posted by	Comment	Rating
Truely T.	My experience at this location was 10,000 times better than my experience at the Towson location! The team at this location were extremely personal and...	★★★★★
Bob J.	Worst Apple Store experience. Ordered online. Emailed me that order is ready to pick up. Arrived at store and they pick everything making everyone wait and...	★★★☆☆
Erica L.	I usually avoid Apple stores at all costs because I'm just not that up on technology and the wait seems unusually long. I had an old (about 8 years) iPad I...	★★★☆☆

Recommendations

Encourage people to leave positive reviews on your business.

- Google considers reviews when ranking websites in their results.
- Reviews may appear in popular mobile apps like Google Maps and Yelp.
- 88% of online shoppers use reviews as part of their purchase decision.

We looked for reviews of this organization in a limited number of tools. We use a combination of techniques to identify these, including matching by phone number and business name. If reviews are missing, they may be listed with conflicting contact information.

Server behavior

✅ This organization's web server is optimized for fast loading and search engine ranking.

Sitemap

✅ A valid and up-to-date sitemap was found for the organization's website.

A sitemap is a list of the pages on a website that is used by search engines to discover the content.

Apple

Twitter

	This organization has a Twitter account.

Twitter account: Apple

	3,544,348		**0**
	Followers		Interactions per tweet

Issues found

This Twitter account is not updated regularly.

- Regular tweets help retain existing followers and raise engagement.

This twitter account was linked to by the organization's website but we were unable to verify ownership.

Source:

Video

	This organization's website appears to contain a video.

	HTML5
	Video detected

We check a limited number of web pages for the most common video technologies. Obscure or highly customized video technologies may not be detected.

The following pages were analyzed

www.apple.com

Apple

www.apple.com/apple-news/

www.apple.com/contact/

www.apple.com/mac/

www.apple.com/ipad/

www.apple.com/iphone/

www.apple.com/watch/

www.apple.com/tv/

www.apple.com/music/

www.apple.com/iphone-11-pro/

This website contains at least 200 pages.

For speed of analysis, we check no more than 10 pages from a website. In the vast majority of cases this will give results which are indicative of the whole website but, as with any technique which only deals with a limited sample, we cannot guarantee that those pages we have analyzed are representative of those we have not.

Apple

Competitors

	Apple	84	Microsoft	63

ⓘ WEBSITE BUILD

Analytics	SiteCatalyst	comScore
Broken links	None detected	None detected
CMS	None detected	None detected
Desktop speed	7.5 seconds	11.4 seconds
Code quality	No issues found	Issues detected
Headings	Mostly well defined	Mostly well defined
Images	Optimized	Optimized
Last update	0 days ago	31 days ago
Sitemap	Valid	Unable to analyze
SSL	Detected	Detected
Titles and descriptions	No issues found	Incomplete
Video	HTML5	Not detected
Website size	200+ pages discovered	616+ pages discovered

📍 LOCAL

Google My Business	Complete listing	No listing found
Foursquare	No listing found	No listing found
Google maps	Inconsistent	No listing found
Yelp	Inconsistent	No listing found

📢 PAID SEARCH

Paid search	Found	Found
Paid keywords	apple, apple watch, airpods, apple store	microsoft 365, microsoft, vpn
Display Ads	Detected	Detected

📱 MOBILE

Mobile friendly	Optimized	Optimized
Tablet friendly	Optimized	Optimized
Mobile speed	8.6 seconds	11.1 seconds

👤 SOCIAL

Facebook page	Unable to verify	45,933,224 likes
Twitter	3,544,348 followers	8,735,314 followers
Instagram	Not detected	1,449,590 followers
Reviews	711 found	No reviews found

Apple

🔍 ORGANIC SEARCH

Alternative text	🟥 Issues detected	🟨 Incomplete	
Amount of content	🟩 12,350 words on 10 pages	🟩 11,909 words on 10 pages	
Backlinks	🟩 900,000 websites (approx)	🟩 1,100,000 websites (approx)	
Domain age	🟩 Feb 19, 1987	🟩 May 2, 1991	
Organic referrals	🟩 146,700,000 / month (approx)	🟩 41,300,000 / month (approx)	
Search terms	apple, apple watch, apple store, youtube, itunes	microsoft, internet explorer, microsoft account, hotmail, windows 10	