NOBLE HOUSE
media group

76.8

Your website score

Review of **amazon.com**

Generated on 2017-02-03

Introduction

This report provides a review of the key factors that influence the SEO and usability of your website.

The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.

Our reports provide actionable advice to improve a site's business objectives.

Please contact us for more information. info@noblehousect.com or (203) 903-1225

Table of Contents

Iconography

✅ Pass   ◎ ◎ ◎ High impact   ⚙ ⚙ ⚙ Very hard to solve

⚠ Moderate   ◎ ◎ ◎ Medium impact   ⚙ ⚙ ⚙ Hard to solve

❌ Fail   ◎ ◎ ◎ Low impact   ⚙ ⚙ ⚙ Easy to solve

◐ FYI

⚠ Title Tag

◎ ◎ ◎   ⚙ ⚙ ⚙

Amazon.com: Online Shopping for Electronics, Apparel, Computers, Books, DVDs & more

Length: 83 character(s)

> HTML title tags appear in browser tabs, bookmarks and in search results.
>
> It looks like your title tag is a little outside the ideal length. Since they are one of the most important on-page SEO elements you should make your title tags between 50 and 60 characters. Make sure each page has a unique title and use your most important keywords. For internal pages start your title tags with your most important keyword(s).

⚠ Meta Description

◎ ◎ ◎   ⚙ ⚙ ⚙

Online shopping from the earth's biggest selection of books, magazines, music, DVDs, videos, electronics, computers, software, apparel & accessories, shoes, jewelry, tools & hardware, housewares, furniture, sporting goods, beauty & personal care, broadband & dsl, gourmet food & just about anything else.

Length: 304 character(s)

> Meta descriptions allow you to influence how your web pages are described and displayed in search results. A good description acts as a potential organic advertisement and encourages the viewer to click through to your site.
>
> Keep it short and to the point; the ideal meta description should contain between 70 and 160 characters (spaces included).
>
> Ensure that each of your web pages have a unique, straightforward meta description that contains most important keywords. These keywords are especially important because they appear in bold when they match the user's search query (See the Google Preview below).
>
> Check your Google Search Console (Search Appearance > HTML Improvements) for any warning messages to identify meta descriptions that are too long/short or duplicated across more than one page.

◉ Google Preview

Amazon.com: Online Shopping for Electronics, Apparel, Computer…
www.amazon.com/
Online shopping from the earth's biggest selection of books, magazines, music, DVDs, videos, electronics, computers, software, apparel & accessories, shoe...

> This is a representation of what your Title Tag and Meta Description will look like in Google search results.
>
> Search engines may create their own titles and descriptions if they are missing, poorly written and/or not relevant to the content on the page and cut short if they go over the character limit. So it's important to be clear, concise and within the suggested character limit.

Headings

◎ ◎ ◎ ⚙ ⚙ ⚙

<H1>	<H2>	<H3>	<H4>	<H5>
1	0	4	0	0

<H1>	Welcome
<H3>	Popular departments
<H3>	The dress shop

and **2** more.

> Great, your website is structured using HTML headings (<H1> to <H6>).
>
> Use your keywords in the headings and make sure the first level (<H1>) includes your most important keywords. Never duplicate your title tag content in your header tag.
>
> While it is important to ensure every page has an <H1> tag, only include more than one per page if you're using HTML5. Instead, use multiple <H2> - <H6> tags.

Keywords Cloud

amazon 25   prime 10   deals 7   sell 5   books 5   amazoncom 4

kindle 4   publishing 4   departments 4   cards 4   baby 4   beauty 4

shipping 3   orders 3   fashion 3   movies 3   credit 3   games 3

payment 2   sewing 2

> This Keyword Cloud provides an insight into the frequency of keyword usage within the page.
>
> It's important to carry out keyword research to get an understanding of the keywords that your audience is using. There are a number of keyword research tools available online to help you choose which keywords to target.

Keyword Consistency

	Keywords	Freq	Title	Desc	<H>
★ ★ ★	Amazon	25	✔	✘	✘
★ ★ ★	Prime	10	✘	✘	✘
★ ★ ★	Deals	7	✘	✘	✘
★ ★ ★	Sell	5	✘	✘	✘
★ ★ ★	Books	5	✔	✔	✘

	Keywords (2 words)	Freq	Title	Desc	<H>
★ ★ ★	Amazon Video	3	✘	✘	✘
★ ★ ★	Amazon Prime	3	✘	✘	✘
★ ★ ★	Try Prime	2	✘	✘	✘
★ ★ ★	Warehouse Deals	2	✘	✘	✘
★ ★ ★	Gift Cards	2	✘	✘	✘

Keyword consistency is the use of keywords throughout the different elements of the webpage. Consistent keyword use helps crawlers index your site and determine relevancy to search queries.

The table above highlights the most frequently used keywords on your page and how consistently you're using them.

Alt Attribute

We found **8** images on this web page.

1 ALT attributes are empty or missing.

https://images-na.ssl-images-amazon.com/images/G/01/gno/sprites/nav-sprite-global_bluebeacon-1x_optimized._CB281044790_.png

Alternative text allows you to add a description to an image. Since search engine crawlers cannot see images, they rely on alternative text attributes to determine relevance to a search query. Alternative text also helps makes an image more likely to appear in a Google image search and is used by screen readers to provide context for visually impaired users.

It looks like most or all of your images have alternative text. Check the images on your website to make sure accurate and relevant alternative text is specified for each image on the page. Try to minimize the number of alt text characters to 150 or less (including spaces!) to optimize page load times.

Discovered Pages

604,712,923

In-Page Links

We found a total of 110 link(s) including 0 link(s) to files

■ External Links: NoFollow (0%)
□ External Links: Follow (49.7%)
■ Internal Links (50.3%)

Anchor	Type	Follow
Amazon Rapids Fun stories for kids on the go	External Links	Follow
Zappos Shoes & Clothing	External Links	Follow
Investor Relations	External Links	Follow
Sell on Amazon	External Links	Follow
Sell Your Services on Amazon	External Links	Follow
Sell Your Apps on Amazon	External Links	Follow

and **104** more.

Broken links

We found 1 broken links on this web page

URL	Status	Code
https://www.amazon.com/gp/navigation/redirector.html?ie=...	Not Found	404

> Broken links send users to non-existent web pages. They hurt a site's usability and reputation, which impacts SEO.
>
> We've found 1 broken links on amazon.com that need to be fixed. You should take the time to find any broken links on your page to fix or remove them. In the future, keep on the lookout and be proactive about removing dead links.

WWW Resolve

Great, a redirect is in place to redirect traffic from your non-preferred domain.

> Search engines see www.amazon.com and amazon.com as different websites. This means they could see a large amount of duplicate content, which they don't like.
>
> Fortunately your website redirects www.amazon.com and amazon.com to the same site.

Robots.txt

https://www.amazon.com/robots.txt

> A robots.txt file allows you to restrict the access of search engine crawlers to prevent them from accessing specific pages or directories. They also point the web crawler to your page's XML sitemap file.
>
> Your site currently has a robot.txt file. You can use Google Search Console's Robots.txt Tester to submit and test your robot.txt file and to make sure Googlebot isn't crawling any restricted files.

XML Sitemap

Missing

> We checked amazon.com but couldn't find an XML sitemap.XML sitemaps contain the list of your URLs that are available to index and allows the search engines to read your pages more intelligently. They can also include information like your site's latest updates, frequency of changes and the importance of URLs.
>
> Your site is currently missing an XML sitemap. We recommend you generate one for your site and submit it through both Google Search Console and Bing Webmaster Tools.
> Normally, your XML sitemap would be found at amazon.com/sitemap.
>
> Make sure to only include the pages you want search engines to crawl, so leave out any that have been blocked in a robots.txt file. Avoid using any URLs that cause redirects or error codes and be consistent in using your preferred URLs (with or without www.), correct protocols (http vs. https) and trailing slashes. You should also use your robots.txt file to point search engine crawlers to the location of your sitemap.

URL Parameters

Warning! We've detected parameters in a significant number of URLs.

URL parameters are used to track user behaviors on site (session IDs), traffic sources (referrer IDs) or to give users control over the content on the page (sorting and filtering). The issue with URL parameters is that Google sees each unique parameter value as a new URL hosting the same thing - meaning you could have a duplicate content problem. Sometimes, it's able to recognize these URLs and group them together. It then algorithmically decides which URL is the best representation of the group and uses it to consolidate ranking signals and display in search results. You can help Google recognize the best URL by using the rel="canonical" tag.

Use the URL Parameters Tool in Google Search Console to tell Google how your URL parameters affect page content and how to to crawl URLs with parameters. Use this tool very carefully - you can easily prevent Google from crawling pages you want indexed through overly restrictive crawling settings, especially if you have URLs with multiple parameters.

Underscores in the URLs

We found underscores in this URL and/or in your in-page URLs.

https://www.amazon.com/dp/B015TJD0Y4/ref=ods_gw_b_h1_ha_justask_white?
pf_rd_r=4A44E9Y4Y04SG8J794QB&pf_rd_p=31caa380-aa91-4b5e-aa39-173070b043c0

https://www.amazon.com/b/ref=br_pdt_mgUpt?
_encoding=UTF8&node=6669702011&pf_rd_m=ATVPDKIKX0DER&pf_rd_s=&pf_rd_r=4A4
4E9Y4Y04SG8J794QB&pf_rd_t=36701&pf_rd_p=9974eadb-3306-415d-bd0b-
c251318255d0&pf_rd_i=desktop

https://www.amazon.com/b/ref=br_pdt_mgUpt?
_encoding=UTF8&node=2858778011&pf_rd_m=ATVPDKIKX0DER&pf_rd_s=&pf_rd_r=4A4
4E9Y4Y04SG8J794QB&pf_rd_t=36701&pf_rd_p=9974eadb-3306-415d-bd0b-
c251318255d0&pf_rd_i=desktop

https://www.amazon.com/b/ref=br_pdt_mgLwt?
_encoding=UTF8&node=163856011&pf_rd_m=ATVPDKIKX0DER&pf_rd_s=&pf_rd_r=4A44
E9Y4Y04SG8J794QB&pf_rd_t=36701&pf_rd_p=9974eadb-3306-415d-bd0b-
c251318255d0&pf_rd_i=desktop

https://www.amazon.com/b/ref=br_pdt_mgLwt?
_encoding=UTF8&node=16310101&pf_rd_m=ATVPDKIKX0DER&pf_rd_s=&pf_rd_r=4A44E
9Y4Y04SG8J794QB&pf_rd_t=36701&pf_rd_p=9974eadb-3306-415d-bd0b-
c251318255d0&pf_rd_i=desktop

and **9** more.

Using underscores in your URL makes it hard for search engines to determine your site's relevance to a search. Google sees hyphens as word separators while underscores are ignored. So the search engine sees https://www.amazon.com/dp/B015TJD0Y4/ref=ods_gw_b_h1_ha_justask_white?pf_rd_r=4A44E9Y4Y04SG8J794QB&pf_rd_p=31caa380-aa91-4b5e-aa39-173070b043c0 as all one word. Use hyphens in your URLs instead: https://www.amazon.com/dp/B015TJD0Y4/ref=ods-gw-b-h1-ha-justask-white?pf-rd-r=4A44E9Y4Y04SG8J794QB&pf-rd-p=31caa380-aa91-4b5e-aa39-173070b043c0.

We've detected underscores in your URLs. Change underscores to hyphens to maximize your SEO.

Blocking Factors

✓ **Flash:** No

✓ **Frames:** No

Great, you aren't using Flash or frames on your site.

While it often looks nicer, Flash content can't be properly indexed by search engines. Maximize your SEO efforts by avoiding Flash.

Search engines also have problems with frames because they can't crawl or index the content within them. Avoid them if you can and use a NoFrames tag when you can't.

Domain Registration

✓ Created 22 years ago

✓ Expires in 6 years

Your domain is the human-readable address of your website on the Internet. How long your domain name has been registered does have a limited impact on your rankings in search results. The newer your domain the harder it can be to achieve a higher rank. To help offset this, consider buying a second-hand domain name.

Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.

Blog

We have not found a Blog on this website.

In a crowded digital marketing world, content is king. Publishing your content on other sites is beneficial, but publishing it on your own site is much more effective. One of the best ways to do this is through a blog.

We recommend you start a blog on amazon.com to engage with your audience and improve your online visibility to attract qualified traffic from a variety of new sources. Use our tips to get the most out of your blog.

If you don't think a blog would work for your site or business, consider publishing other forms of evergreen content such as guides or whitepapers.

Related Websites

URL	Pages	Backlinks	Score
http://onlinekom.com	-	-	30.5
http://ebay.com	812m	2b	86.3
http://bestbuy.com	803k	10m	86.7
http://walmart.com	4m	56m	82.9

and **35** more.

This lists the websites related to your domain. Some may be competitors while others may be websites with related content.

You may be able to use this information to see how your competitors are doing.

Resource: Use tools to learn more about your competitors' web marketing strategies.

Mobile

Mobile-friendliness

◎ ◎ ◎   ⚙ ⚙ ⚙

Very Good

This web page is super optimized for Mobile Visitors

> Mobile friendly websites make it easy for users to complete objectives and common tasks and use a design or template that is consistent across all devices (uses responsive web design).
>
> Your site is well configured for mobile users.

Mobile Rendering
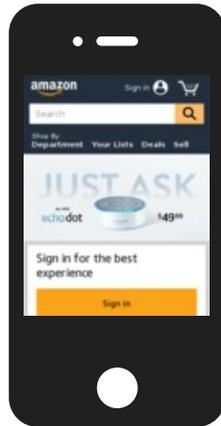
> 80% of adult Internet users now have a smartphone. You should definitely be optimizing your website to render on the most popular mobile devices.

Touchscreen Readiness

◎ ◎ ◎   ⚙ ⚙ ⚙

Perfect, the most important buttons/links are large enough to be tapped easily.

> Great, your User Interface allows for visitors to easily tap targets on their touchscreen. To go even further into improving your User Interface, use size and density buckets to accommodate varying device sizes and screen densities.

Mobile Compatibility

◎ ◎ ◎   ⚙ ⚙ ⚙

Perfect, no embedded objects detected.

> Great, your website does not embed any special types of web content, such as Flash, Silverlight or Java, so your content can be accessed on all devices.

Font Size Legibility

Perfect, this web page's text is legible on mobile devices.

> You can find additional font recommendations for mobile devices in Google's typography guidelines for Android.

Mobile Viewport

✔ Great, a configured viewport is present.

✔ The content fits within the specified viewport size.

> Great, the viewport is well configured.
>
> Keep in mind that since the width (in CSS pixels) of the viewport may vary, your page content should not solely rely on a particular viewport width to render well. Consider these additional tips:
> - Avoid setting large absolute CSS widths for page elements.
> - If necessary, CSS media queries can be used to apply different styling depending on screen size.
> - Ideally, serve responsively-sized images.

Mobile Speed

Average

✖ Eliminate render-blocking JavaScript and CSS in above-the-fold content

✖ Leverage browser caching

✖ Prioritize visible content

✔ Avoid landing page redirects

✔ Enable compression

> Like with desktop, the time it takes a mobile page to load is an important mobile ranking factor. Your mobile/responsive website must deliver and render the "above the fold" content in under one second.
>
> Since mobile device CPUs are less powerful than desktop CPUs, speed tips that reduce CPU consumption (for instance JavaScript Parse time) need to be addressed first.
>
> See Google's PageSpeed Insights Rules for more information on how to improve each of the elements in this section.

Mobile Frameworks

No mobile frameworks have been detected.

> Mobile or responsive frameworks are an important part of website optimization as they assist developers in creating applications which are applicable to multiple devices.

URL

amazon.com

Length: 6 character(s)

Keep your URLs short and clean and avoid long domain names when possible.

A descriptive URL is better recognized by search engines. A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g., http://www.mysite.com/en/products).

Keep in mind that URLs are also an important part of a comprehensive SEO strategy. Use clean URLs to make your site more "crawlable" by Google™.

Resource: Search for a good domain name. If no good names are available, consider a second hand domain. To prevent brand theft, you might consider trademarking your domain name.

Favicon

Great, your website has a favicon.

Favicons are the small icons that appear next to your site's name or URL in a browser. They can be displayed in the address bar, a browser tab title or bookmarks. Make sure it is consistent with your brand.

Here is a way one company used a special favicon to improve user experience.

Custom 404 Page

Great, your website has a custom 404 error page.

Your server responded with the HTTP status code: 404

Custom 404 error pages are an opportunity for you to reduce customer frustration and link to other pages on your site.

Page Size

181.9 KB (World Wide Web average is 2 Mb)

Two of the main reasons for an increase in page size are images and JavaScript files. Large page size contributes to slow page speeds so try to keep your page size below 2 Mb.

Tip: Use images with a small size and optimize their download with gzip.

Load Time

0.93 second(s) (2,369.11 kB/s)

◎ ◎ ◎   ⚙ ⚙ ⚙

Site speed is an important factor for ranking in Google search results. Load time affects not only affect visitor engagement, retention, and conversion rates, but it can also affect your rankings.

Your page load time is average and could be improved.

High load times can be caused by a number of things, including pages with poor code optimization (cache, Mysql queries, etc.), server problems, network problems, or third-party issues (advertising codes, analytics codes, etc.).

Check out Google's developer tutorials for tips on how to to make your website run faster.

High load times can be caused by a number of things, including pages with poor code optimization (cache, Mysql queries, etc.), server problems, network problems, or third-party issues (advertising codes, analytics codes, etc.).

WooRank subscribers who have an Advanced Review can sign up for uptime notifications. We'll monitor your server and send you an email alert whenever your site goes down.

Language

Declared: Missing

Detected: *English*

◎ ◎ ◎   ⚙ ⚙ ⚙

Your website hasn't specified a language yet. Use the META Language Attribute to declare the intended language of your website. We've detected that your website is currently in English.

Here are some tips for multilingual websites:

- Define the language of the content in each page's HTML code.
- Specify the language code in the URL as well (e.g., "mywebsite.com/fr/mycontent.html").
- Use hreflang tags to specify language and country for Google, and the "content-language" meta tag to specify the language and country for Bing.

Structured Data Markup

og fb:app_id

◎ ◎ ◎   ⚙ ⚙ ⚙

Structured Data Markup is used to generate Rich Snippets in search engine results. It is a way for website owners to send structured data to search engine robots; helping them to understand your content and create well-presented search results.

Get the most out of Google's rich snippets for content types such as: Reviews, People, Products, Businesses and Organizations, Recipes, Events, Videos and Music. If your website covers one of these topics, then we suggest that you annotate it with Schema.org using microdata.

Domain Availability

Domains	Status	
amazon.net	Expires in 7 months	🔒
amazon.org	This domain is booked	🔒
amazon.info	This domain is booked	🔒
amazon.biz	Available. Register it now!	✓
amazon.eu	This domain is booked	🔒

Register the various extensions of your domain to protect your brand from cybersquatters.

Typo Availability

Domains	Status	
amaz9n.com	This domain is booked	🔒
amazln.com	This domain is booked	🔒
amazob.com	This domain is booked	🔒
amaaon.com	This domain is booked	🔒
ammazon.com	This domain is booked	🔒
amason.com	This domain is booked	🔒

and **1** more.

Register the various typos of your domain to protect your brand from cybersquatters.

Email Privacy

Good, no email address has been found in plain text.

We don't recommend adding plain text/linked email addresses to your webpages, as malicious bots scrape the web in search of email addresses to spam. Instead, consider using a contact form.

Trust Indicators

◎ ◎ ◎   ⚙ ⚙ ⚙

● Trust

94%

● Child safety

94%

This feature shows how trustworthy your domain is based on data provided by The Web of Trust (WOT). This group rates millions of websites based on the experience of millions of users together with information from a number of trusted sources, including phishing and malware blacklists.

Server IP

54.239.25.200

Server location: Ashburn

> Your server's IP address has little impact on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors. Search engines take the geolocation of a server into account as well as the server speed.
>
> Use DNSstuff for comprehensive reports on your server.

Technologies

Missing

> Get to know the technologies used for your website. Some codes might slow down your website. Ask your webmaster to take a look at this.

Speed Tips

Warning: your website's speed could be slightly improved.

✗ Too bad, your server is not using a caching method.

✔ Perfect, your website doesn't use nested tables.

✗ Too bad, your website is using inline styles.

✔ Perfect, your website has few CSS files.

✔ Perfect, your website has few JavaScript files.

✔ Perfect, your website takes advantage of gzip.

> Website speed has a huge impact on performance, affecting user experience, conversion rates and even rankings. By reducing page load-times, users are less likely to get distracted and the search engines are more likely to reward you by ranking your pages higher in the SERPs.
>
> Conversion rates are far higher for websites that load faster than their slower competitors.
>
> See Google's PageSpeed Insights Rules for more information on how to improve each of the elements in this section.

Analytics

We didn't detect an analytics tool installed on this website.

> 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.
>
> Popular Analytics Tools Include: Google Analytics, Quantcast™, AdobeAnalytics™, Piwik™, chartbeat™, Clicky™, ClickTale™, etc.

Doctype

HTML5

> The Doctype is used to instruct web browsers about the document type being used. For example, what version of HTML the page is written in.
>
> Declaring a doctype helps web browsers to render content correctly.

Encoding

◎ ◎ ◎   ⚙ ⚙ ⚙

Great, language/character encoding is specified: utf8

> Specifying language/character encoding can prevent problems with the rendering of special characters.

SSL Secure

◎ ◎ ◎   ⚙ ⚙ ⚙

Great, your website is SSL secured (HTTPS).

✔ Your website's URLs redirect to HTTPS pages.

✔ Your headers are using HSTS.

✔ The SSL certificate expires in a year.

✔ The certificate issuer is Symantec Corporation.

> Modern websites tend to be SSL secured (HTTPS) as it provides an extra security layer while logging in to your Web Service. In 2014, Google announced that an HTTPS (vs HTTP) website would receive an extra boost in their ranking.
>
> While switching to HTTPS, make sure your site remains optimized and see to it that your website will still run quickly. Follow these best practices for a smooth transition:
> - Use a serious issuer to purchase your SSL certificate
> - Redirect all of your HTTP pages to the HTTPS version of your website
> - Use HTTP Strict Transport Security (HSTS) in your headers
> - Renew your SSL certificate every year, before it expires
> - Make sure that all of your content (CSS, etc.) is linked to HTTPS
> - Update your XML sitemap to ensure the URLs include HTTPS and update the robots.txt file to reference this version
> - Register the HTTPS website in Google & Bing Search Console/Webmaster Tools

Backlinks

Backlinks Score

Excellent

The backlinks score is calculated by looking at a combination of link signals. This includes the overall number of backlinks together with the number of linking domains, as well as rating the overall quality of the backlinks pointing to a website. The quality assessment is based on the linking pages.

Backlinks Counter

3,629,289,131

We've detected 3,629,289,131 backlinks pointing to your site.

Backlinks are links that point to your website from other websites. They are like letters of recommendation for your site.

Since this factor is crucial to SEO, you should have a strategy to improve the quantity and quality of backlinks.

Referring Domains

1,980,032

The number of domains your backlinks are coming from.

Social 👍

✅ **Social Media Engagement**
◎ ◎ ◎   ⚙ ⚙ ⚙

Your homepage is widely shared on Social Networks.

f	Facebook Shares	859763
💬	Facebook Comments	308
G+	Google™ +	0
in	Linkedin Shares	113627
P	Pinterest Shares	115
SU	StumbleUpon	5060

> The impact of social media is huge for certain industries.
>
> Learn how to further engage your social media audiences and create a consistent fan base. Check these helpful tools for managing your social media campaign.
>
> Note: This data includes engagements from like and share buttons on your site, or people copying and pasting your URLs directly into Facebook from your website's URL. It does not count likes and shares from your branded Facebook page.

Facebook Page

💬 Talking About   12,275

URL
https://www.facebook.com/**AmazonEspana**/
Change Account

Name
Amazon.es

About
Página de Facebook oficial de Amazon.es

Mission
Nuestra misión es ser la empresa más orientada al cliente del mundo y construir un lugar donde la gente encuentre y descubra cualquier cosa que quiera comprar online.

Company overview
Ahora puedes hacer tus compras en español. Visítanos y descubre millones de productos: libros, cine, música, videojuegos, electrónica de consumo, juguetes, pequeño electrodoméstico y relojes.

Products
Amazon tiene diferentes líneas de productos. Entra en http://www.amazon.es/gp/site-directory/ para ver la lista completa.

Phone
<>

We found your brand's Facebook page, but it's not linking to amazon.com.

Facebook is a vital channel for any business' digital marketing. 72% of consumers and almost every Millennial expects your to have a presence on Facebook.

Use Facebook Insights to measure and track your audience's engagement with your posts to get the most out of your social media efforts. Link your Facebook profile with amazon.com and add a CTA to really maximize your social media marketing efforts.

✓ Twitter™ Account

◎ ◎ ◎ ⚙ ⚙ ⚙

The Twitter™ Account @amazon is booked and it is linked to your website.

Name
amazon

Followers
2,523,259

Tweets
22,972

Bio
Official Twitter of http://t.co/4rwjfdidk3. Contact @AmazonHelp for customer support.

Location
Seattle, Washington

Created
8 years ago

> Great, your Twitter account is linked to amazon.com. Linking your Twitter account to your website helps prevent brandjacking and can help make your social media marketing more effective. Here are a few tips to help create a Twitter promotion plan. Plus, learn from today's top brands on Twitter. Use Twitter Dashboard and Analytics to track and optimize your Twitter feed.

✗ Google+ Page

◎ ◎ ◎ ⚙ ⚙ ⚙

Not found

Add your Google+ profile or create one

> This is the Google+ page for amazon.com. Being active in this social network is important for claiming your brand, influencing your search engine rankings and interacting with your network. You might also consider managing your profile with Google My Business (formerly Google Places).

Local Directories

Amazon SJO3

Change Account - Claim listing

Parque Empresarial del Este, Calle Blancos

COSTA RICA

★ ★ ★ ★ ★

💬 6 Reviews

Add your Yelp page or **create one**

This is a list of the local directories where your business has been found. Take care of your listings in local directories; since maps are now an integral part of search results, your Google My Business page may have more visitors than your website!

It is important to make sure that your business details are correct in each directory where you are listed. Find the directories in your country (USA, UK, Spain, France, Canada, Australia, Brazil, and India) and enhance your listings with pictures, video, schedules and as many customer reviews as possible.

Online Reviews

August 8, 2014 11:27 PM

Kfc esta cerca – Andrey Araya peraza

February 21, 2014 8:59 PM

¡Recargá baterías con un Maxxx Energy! – Maxxx Energy Costa Rica

March 21, 2013 9:48 PM

En construcción – Andres Ramirez

January 27, 2013 4:29 AM

NO. Si compro algo online, aqui NO lo puede venir devolver. – Andres V.

January 27, 2013 4:29 AM

NO. Si compro algo online, aqui NO lo puede venir devolver. – Andres Vargas

October 6, 2012 4:15 AM

Apply online at amazon.com/careers – Andres R.

October 6, 2012 4:15 AM

Apply online at amazon.com/careers – Andres Ramirez

September 15, 2012 1:53 AM

And you're done – Pedro B.

September 15, 2012 1:53 AM

And you're done – Pedro B

These are the latest reviews of your business that can be found in local directories. Surveys show that 90 percent of customers say buying decisions are influenced by online reviews so take the time to make a good impression and gather positive feedback. Strategies for gaining reviews may differ by audience or business type; in general, consider asking for reviews, making it easy to send in feedback and having a prominent social presence.

Visitors

Traffic Estimations

Very High

⊚ ⊚ ⊚

> This shows your estimated traffic for amazon.com compared to any competitors you have chosen. We use Alexa for this information.

Traffic Rank

8th most visited website in the World

4th most visited website in 🇺🇸 United States

> A low rank means that your website gets a lot of visitors.
>
> Your Alexa Rank is a good estimate of the worldwide traffic to amazon.com, although it is not 100 percent accurate.
>
> Reviewing the most visited websites by country can give you valuable insights.
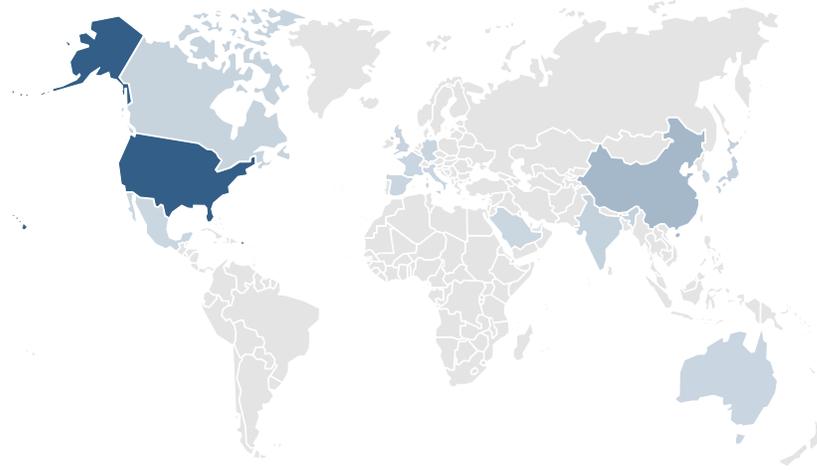>
> Quantcast provides similar services.

Adwords Traffic

4%

> This is an estimation of the traffic that is being bought through AdWords™ vs. unpaid Organic Traffic.
>
> This data is provided by SEMRush™.

NOBLE HOUSE
media group

Visitors Localization

0 ▓▓▓▓▓▓▓▓▓▓▓▓▓▓ 0

Popular Countries	ccTLD	Status	
United States	amazon.us	Available. Register it now!	✓
China	amazon.cn	This domain is booked	🔒
Japan	amazon.jp	This domain is booked	🔒
India	amazon.in	This domain is booked	🔒
United Kingdom	amazon.uk	This domain is booked	🔒

We recommend that you book the domain names for the countries where your website is popular. This will prevent potential competitors from registering these domains and taking advantage of your reputation in such countries.