



## Review of Klook.com

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#### 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.

Usability

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

Please contact us for more information.

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Search Engine Optimization

Mobile Technologies

Visitors Social

Link Analysis

#### **Iconography**

Good Good Hard to solve

To Improve

 □ □ □ Little tough to solve

Errors Easy to solve

Not Important No action necessary

## **Search Engine Optimization**



Klook Travel - Things to do, Accommodation, Transport

**Length:** 53 character(s)

Ideally, your title tag should contain between 10 and 70 characters (spaces included).

Make sure your title is explicit and contains your most important keywords.

Be sure that each page has a unique title.



Find discounted attraction tickets, tours with unique experiences, and more! Join local day tours to visit spectacular sights and go on delicious food trips around the city. Upon landing at the airport, we've got all kinds of transfers available for you. Discover and book amazing travel experiences with Klook!

**Length:** 311 character(s)

Meta descriptions contains between 100 and 300 characters (spaces included).

It allow you to influence how your web pages are described and displayed in search results.

Ensure that all of your web pages have a unique meta description that is explicit and contains your most important keywords (these appear in bold when they match part or all of the user's search query).

A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize click-through rate.

Meta Keywords

ticket, activities, day tours, tourist attractions

Meta Keywords are a specific type of meta tag that appear in the HTML code of a Web page and help tell search engines what the topic of the page is.

However, google can't use meta keywords.



## Google Preview

#### Klook Travel - Things to do, Accommodation, Transport

#### klook.com/

Find discounted attraction tickets, tours with unique experiences, and more! Join local day tours to visit spectacular sights and go on delicious food trips around the city. Upon landing at the airport, we've got all kinds of transfers available for you. Discover and book amazing travel experiences with Klook!

This is an example of what your Title Tag and Meta Description will look like in Google search results.

While Title Tags & Meta Descriptions are used to build the search result listings, the search engines may create their own if they are missing, not well written, or not relevant to the content on the page.

Title Tags and Meta Descriptions are cut short if they are too long, so it's important to stay within the suggested character limits.



<H1> <H2> <H3> <H4> <H5> <H6>
1 8 1 0 0 0

<H1> Your world of joy </H1>

<H2> From local escapes to far-flung adventures, find what makes you happy anytime, anywhere </H2>

<H2> Why choose Klook </H2>

<H2> Travelers' favorite choices </H2>

<H2> Travelers' favorite choice </H2>

<H2> Inspiration for your itinerary </H2>

<H2> Where to next? </H2>

<H2> More to explore </H2>

<H2> Explore more on Klook </H2>

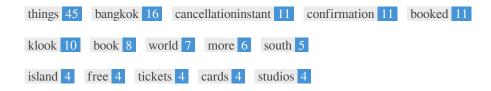
<H3> Top attractions in United States </H3>

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, never include more than one per page. Instead, use multiple H2 - H6 tags.







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.



<b>Keywords</b> things	Freq 45	Title ✓	Desc *	<h></h>
bangkok	16	×	×	×
cancellationinstant	11	×	×	×
confirmation	11	×	×	×
booked	11	×	×	×
klook	10	✓	✓	-
book	8	×	✓	×
world	7	×	×	~
more	6	×	✓	~
south	5	×	×	×
island	4	×	×	×
free	4	×	×	×
tickets	4	×	<b>✓</b>	×
cards	4	×	×	×
studios	4	×	×	×

This table highlights the importance of being consistent with your use of keywords.

To improve the chance of ranking well in search results for a specific keyword, make sure you include it in some or all of the following: page URL, page content, title tag, meta description, header tags, image alt attributes, internal link anchor text and backlink anchor text.





We found 1 images on this web page
No ALT attributes are empty or missing.

Alternative text is used to describe images to give the search engine crawlers (and the visually impaired).

Also, more information to help them understand images, which can help them to appear in Google Images search results.



HTML to Text Ratio is: 2.21%

Text content size 8506 bytes Total HTML size 385337 bytes

Code to text ratio represents the percentage of actual text on a web page compared to the percentage of HTML code, and it is used by search engines to calculate the relevancy of a web page.

A higher code to text ratio will increase your chances of getting a better rank in search engine results.



Wow! It's GZIP Enabled.

✓ Your webpage is compressed from 1 KB to 1 KB (22.8 % size savings)

Gzip is a method of compressing files (making them smaller) for faster network transfers.

It allows to reduce the size of web pages and any other typical web files to about 30% or less of its original size before it transfer.



IP Canonicalization No your domain IP

No your domain IP 52.221.56.8 does not redirect to klook.com

To check this for your website, enter your IP address in the browser and see if your site loads with the IP address.

Ideally, the IP should redirect to your website's URL or to a page from your website hosting provider.

If it does not redirect, you should do an htaccess 301 redirect to make sure the IP does not get indexed.

URL Rewrite Good, all URLs look clean and friendly

Your site's URLs contain unnecessary elements that make them look complicated.

A URL must be easy to read and remember for users. Search engines need URLs to be clean and include your page's most important keywords.

Clean URLs are also useful when shared on social media as they explain the page's content.

Underscores in the URLs

One of the URLs

Great, you are not using ?underscores (these\_are\_underscores) in your URLs.

While Google treats hyphens as word separators, it does not for underscores.





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

Redirecting requests from a non-preferred domain is important because search engines consider URLs with and without "www" as two different websites.



Good, you have XML Sitemap file! http://klook.com/sitemap.xml

A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.

You can check for errors in your robots.txt file using Google Search Console (formerly Webmaster Tools) by selecting 'Robots.txt Tester' under 'Crawl'. This also allows you to test individual pages to make sure that Googlebot has the appropriate access.



Good, you have Robots.txt file! http://klook.com/robots.txt

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.

We recommend that you generate an XML sitemap for your website and submit it to both Google Search Console and Bing Webmaster Tools. It is also good practice to specify your sitemap's location in your robots.txt file.





Perfect, no embedded objects has been detected on this page

Embedded Objects such as Flash. It should only be used for specific enhancements.

Although Flash content often looks nicer, it cannot be properly indexed by search engines.

Avoid full Flash websites to maximize SEO.



Oh no, iframe content has been detected on this page

Frames can cause problems on your web page because search engines will not crawl or index the content within them.

Avoid frames whenever possible and use a NoFrames tag if you must use them.

# **Domain Registration**

Exactly how many years and months

Domain Age: 19 Years, 234 Days

Created Date: 15th-Nov-2005

Updated Date: 21st-Jan-2025

Expiry Date: 15th-Nov-2027

Domain age matters to a certain extent and newer domains generally struggle to get indexed and rank high in search results for their first few months (depending on other associated ranking factors). 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.





Indexed pages in search engines

0 Page(s)

This is the number of pages that we have discovered on your website.

A low number can indicate that bots are unable to discover your webpages, which is a common cause of a bad site architecture & internal linking, or you're unknowingly preventing bots and search engines from crawling & indexing your pages.



Number of backlinks to your website



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.



### **Usability**



http://klook.com
Length: 5 characters

Keep your URLs short 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).



💸 Great, your website has a favicon.

Favicons improve a brand's visibility.

As a favicon is especially important for users bookmarking your website, make sure it is consistent with your brand.

Custom 404 Page Great, your website has a custom 404 error page.

When a visitor encounters a 404 File Not Found error on your site, you're on the verge of losing the visitor that you've worked so hard to obtain through the search engines and third party links.

Creating your custom 404 error page allows you to minimize the number of visitors lost that way.



Two of the main reasons for an increase in page size are images and JavaScript files.

Page size affects the speed of your website; try to keep your page size below 2 Mb.

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



1.19 second(s)

Site speed is an important factor for ranking high in Google search results and enriching the user experience.

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



Good, you have declared your language Declared Language: English

Make sure your declared language is the same as the language detected by Google

Also, define the language of the content in each page's HTML code.



Domain Availability

Domains (TLD)	Status
klook.net	Already Registered
klook.org	Already Registered
klook.biz	Already Registered
klook.us	Already Registered
klook.info	Already Registered

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

Typo Availability

Domains (TLD)	Status
klok.com	Already Registered
ulook.com	Already Registered
jlook.com	Already Registered
mlook.com	Already Registered
llook.com	Already Registered

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





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.

Safe Browsing

The website is not blacklisted and looks safe to use.

Safe Browsing to identify unsafe websites and notify users and webmasters so they can protect themselves from harm.



### **Mobile**



Oh No! This page is not mobile-friendly. Your mobile friendly score is 0/100

Mobile Friendliness refers to the usability aspects of your mobile website, which Google uses as a ranking signal in mobile search results.

Mobile Compatibility Bad, embedded objects detected.

Embedded Objects such as Flash, Silverlight or Java. It should only be used for specific enhancements.

But avoid using Embedded Objects, so your content can be accessed on all devices.

# Mobile View

The number of people using the Mobile Web is huge; over 75 percent of consumers have access to smartphones. ??

Your website should look nice on the most popular mobile devices.

Tip: Use an analytics tool to track mobile usage of your website.



## **Technologies**



Server IP	<b>Server Location</b>	Service Provider
18.140.167.253	Not Available	Not Available

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.



Tips for authoring fast-loading HTML pages:

- \* Too bad, your website has too many CSS files.
- X Too bad, your website has too many JavaScript files.
- Perfect, your website doesn't use nested tables.
- \* Too bad, your website is using inline styles.

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.



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.





#### Your Web Page doctype is HTML 5

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.

W3C Validity

W3C not validated

W3Cis a consortium that sets web standards.

Using valid markup that contains no errors is important because syntax errors can make your page difficult for search engines to index.

Run the W3C validation service whenever changes are made to your website's code.



Great, language/character encoding is specified: UTF-8

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



## **Social**



Your social media status







Social data refers to data individuals create that is knowingly and voluntarily shared by them.

Cost and overhead previously rendered this semi-public form of communication unfeasible.

But advances in social networking technology from 2004-2010 has made broader concepts of sharing possible.

### **Visitors**

Traffic Rank

No Global Rank

000

A low rank means that your website gets a lot of visitors.

Your Alexa Rank is a good estimate of the worldwide traffic to your website, although it is not 100 percent accurate.

Visitors Localization

Your website is popular on following countries:

Popularity at	None
Regional Rank	None

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.

Estimated Worth \$10 USD

Just a estimated worth of your website based on Alexa Rank.

## **Link Analysis**



We found a total of 129 links including both internal & external links of your site

Anchor	Type	Follow
No Anchor Text	Internal Links	Dofollow
Things to do in Japan	Internal Links	Dofollow
Things to do in Singapore	Internal Links	Dofollow
Things to do in South Korea	Internal Links	Dofollow
Things to do in Thailand	Internal Links	Dofollow
Things to do in Mainland China	Internal Links	Dofollow
Things to do in Vietnam	Internal Links	Dofollow
Things to do in Philippines	Internal Links	Dofollow
Things to do in United States	Internal Links	Dofollow
Things to do in Malaysia	Internal Links	Dofollow
Things to do in Australia	Internal Links	Dofollow
Things to do in Switzerland	Internal Links	Dofollow
Things to do in UAE	Internal Links	Dofollow
Things to do in Tokyo	Internal Links	Dofollow
Things to do in Osaka	Internal Links	Dofollow
Things to do in Hong Kong	Internal Links	Dofollow
Things to do in Kyoto	Internal Links	Dofollow
Things to do in Seoul	Internal Links	Dofollow
Things to do in Taipei	Internal Links	Dofollow
Things to do in Bangkok	Internal Links	Dofollow
Things to do in Shanghai	Internal Links	Dofollow
Things to do in Zurich	Internal Links	Dofollow
Things to do in Dubai	Internal Links	Dofollow
Things to do in Gangwon-do	Internal Links	Dofollow
Things to do in Los Angeles	Internal Links	Dofollow
Things to do in Busan	Internal Links	Dofollow
Things to do in Paris	Internal Links	Dofollow
Things to do in Nagoya	Internal Links	Dofollow
Things to do in Beijing	Internal Links	Dofollow
Things to do in Sapporo	Internal Links	Dofollow
Things to do in Gyeonggi-do	Internal Links	Dofollow
Things to do in Sapa	Internal Links	Dofollow
Things to do in Hanoi	Internal Links	Dofollow
Things to do in Macau	Internal Links	Dofollow
Things to do in Kuala Lumpur	Internal Links	Dofollow
Things to do in Da Nang	Internal Links	Dofollow
Things to do in Halong	Internal Links	Dofollow
Things to do in Phuket	Internal Links	Dofollow
Things to do in Edinburgh	Internal Links	Dofollow
Things to do in Ho Chi Minh City	Internal Links	Dofollow
Things to do in Melbourne	Internal Links	Dofollow
Boracay Philippines	Internal Links	Dofollow
Universal Studios Singapore Singapore	Internal Links	Dofollow
Sensoji Temple Japan	Internal Links	Dofollow
Mount Fuji Japan	Internal Links	Dofollow
Sentosa Singapore	Internal Links	Dofollow
Phi Phi Islands Thailand	Internal Links	Dofollow



Nami Island South Korea	Internal Links	Dofollow
Centralworld Thailand	Internal Links	Dofollow
Icon Siam Thailand	Internal Links	Dofollow
Shirakawa-go Japan	Internal Links	Dofollow
Coron Philippines	Internal Links	Dofollow
Genting Highlands Malaysia	Internal Links	Dofollow
Starfield COEX Mall South Korea	Internal Links	Dofollow
Desert Safari UAE	Internal Links	Dofollow
Ginzan Onsen Japan	Internal Links	Dofollow
Tokyo Tower Japan	Internal Links	Dofollow
Grand Palace Thailand	Internal Links	Dofollow
Siargao Island Philippines	Internal Links	Dofollow
Cat Cat Village Vietnam	Internal Links	Dofollow
Koh Samui Thailand	Internal Links	Dofollow
Taipei 101 Taiwan	Internal Links	Dofollow
Alishan Taiwan	Internal Links	Dofollow
Gangnam-gu South Korea	Internal Links	Dofollow
Beitou District Taiwan	Internal Links	Dofollow
Han Market Vietnam	Internal Links	Dofollow
Sun World Ba Na Hills Vietnam	Internal Links	Dofollow
Tokyo Sky Tree Japan	Internal Links	Dofollow
Dragon Bridge Vietnam	Internal Links	Dofollow
Tours & experiences	Internal Links	Dofollow
Day trips	Internal Links	Dofollow
Massages & spa	Internal Links	Dofollow
Outdoor activities	Internal Links	Dofollow
Cultural experiences	Internal Links	Dofollow
Water sports	Internal Links	Dofollow
Cruises	Internal Links	Dofollow
Attraction tickets	Internal Links	Dofollow
Hotels	Internal Links	Dofollow
Airport transfers	Internal Links	Dofollow
Car rentals	Internal Links	Dofollow
Europe train tickets	Internal Links	Dofollow
•	Internal Links	Dofollow
Japan train tickets Shinkansen tickets		
	Internal Links	Dofollow
Korea bus Insurance	Internal Links Internal Links	Dofollow
		Dofollow
WiFi & SIM cards	Internal Links	Dofollow
Gift cards	Internal Links	Dofollow
Zoos & aquariums • Bangkok Safari World Bangkok Ticket Book now for tomorrowFree cancellationInstant confirmation ★ 4.6 (19,530) • 600K+booked From US\$ 22.00 US\$ 30.89	Internal Links	Dofollow
Cruises • Bangkok Chao Phraya Princess Cruise in Bangkok Book now for todayEnglish guideAfternoon departure5-7 hrsFree cancellationInstant confirmation ★ 4.5 (16,273) • 400K+ booked From US\$ 27.55	Internal Links	Dofollow
Klook exclusive WiFi & SIM cards • Jakarta 5G eSIM South East Asia Free cancellationInstant confirmation ★ 5.0 (10) • New Activity From US\$ 0.55 US\$ 0.60	Internal Links	Dofollow
Klook exclusive WiFi & SIM cards • Bangkok 5G Thailand eSIM   AIS DTAC Free cancellationInstant confirmation ★ 4.8 (7,185) • 200K+booked From US\$ 0.65 US\$ 0.75	Internal Links	Dofollow
Cruises • Bangkok The Opulence Luxury Chao Phraya Dinner Cruise English guideEvening departureUp to 3 hrsFree cancellationInstant confirmation ★ 4.6 (749) • 30K+ booked From US\$ 51.85 US\$ 55.59	Internal Links	Dofollow



Rail passes Bangkok BTS Skytrain Rabbit Card Book now for todayFree cancellationInstant confirmation ★ 4.8 (21,597) • 300K+ booked US\$ 6.19	Internal Links	Dofollow
Zoos & aquariums • Bangkok Sea Life Bangkok Ocean World Ticket Free cancellationInstant confirmation $\bigstar$ 4.6 (17,597) • 600K+ booked From US\$ 6.65 US\$ 10.85	Internal Links	Dofollow
Car charters • Bangkok Private City Transfers between Bangkok and Pattaya, Ayutthaya, Hua Hin & More by TTD Global Book now for todayCity transfersFree cancellationInstant confirmation ★ 4.7 (5,035) • 60K+ booked From US\$ 27.05	Internal Links	Dofollow
Buses • Pattaya Shared City Transfers between Pattaya and Bangkok Book now for tomorrow $\bigstar$ 4.5 (1,372) • 20K+ booked From US\$ 4.79 US\$ 5.05	Internal Links	Dofollow
Museums • Bangkok Ancient City Bangkok and Erawan Museum Ticket Book now for todayFree cancellationInstant confirmation ★ 4.8 (14,851) • 300K+ booked From US\$ 8.05 US\$ 12.35	Internal Links	Dofollow
Tours • Bangkok Bangkok Temple Tour: Grand Palace, Emerald Buddha, Wat Pho, Wat Arun Private tourSmall groupBook now for todayEnglish guideFree cancellationInstant confirmation ★ 4.8 (4,087) • 60K+ booked From US\$ 42.79 20 off Sale	Internal Links	Dofollow
Klook's choice Tours Damnoen Saduak Floating Market & Maeklong Railway Market Day Tour Book now for tomorrowEnglish guideFree cancellationInstant confirmation ★ 4.8 (894) • 10K+ booked From US\$ 26.70 30 off Sale	Internal Links	Dofollow
Check out the Klook blog Follow the team's musings on trends in travel, itinerary ideas and travel tips Read now	Internal Links	Dofollow
Save on fun with KlookCash Find out how to save more when you book and leave a review How KlookCash works	Internal Links	Dofollow
Share joy & get rewarded After your friend signs up and completes a booking, you'll get a US\$5 reward! Invite friends	Internal Links	Dofollow
Grand Canyon	Internal Links	Dofollow
Upper Antelope Canyon	Internal Links	Dofollow
Statue of Liberty	Internal Links	Dofollow
Universal Studios Hollywood	Internal Links	Dofollow
Niagara Falls	Internal Links	Dofollow
Alcatraz Island	Internal Links	Dofollow
Yosemite National Park	Internal Links	Dofollow
Disneyland Resort	Internal Links	Dofollow
Kualoa Ranch	Internal Links	Dofollow
Las Vegas Strip	Internal Links	Dofollow
Lower Antelope Canyon	Internal Links	Dofollow
The Metropolitan Museum of Art	Internal Links	Dofollow
Golden Gate Bridge	Internal Links	Dofollow
Broadway	Internal Links	Dofollow
The White House	Internal Links	Dofollow
Hollywood	Internal Links	Dofollow
Griffith Observatory	Internal Links	Dofollow
Time Square	Internal Links	Dofollow
Hollywood Walk of Fame	Internal Links	Dofollow
The Dallas Arboretum and Botanical Garden	Internal Links	Dofollow
Klook Blog	Internal Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow



While there's no exact limit to the number of links you should include on a page, best practice is to avoid exceeding 200 links.

Links pass value from one page to another, but the amount of value that can be passed is split between all of the links on a page. This means that adding unnecessary links will dilute the potential value attributed to your other links.

Using the Nofollow attribute prevents value from being passed to the linking page, but it's worth noting that these links are still taken into account when calculating the value that is passed through each link, so Nofollow links can also dilute pagerank.





Broken links send users to non-existing web pages. They are bad for your site's usability, reputation and SEO. If you find broken links in the future, take the time to replace or remove each one.

