

# Website Analysis: official-esta.com

Generated on May 23 2025 06:07 AM





The score is 65/100







## SEO Content

	Title	ESTA Application   Apply for a USA ESTA visa waiver to travel to America					
		Length : 72					
		Ideally, your title should contain between 10 and 70 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.					
	Description	Information on the ESTA Visa Waiver application for entry to the United States of America. Helpful guides, FAQ and more. Latest news, analysis and updates on the ESTA.					
		Length : 167					
		Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.					
	Keywords	Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.					
	Og Meta Properties	This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use <a href="#">this free og properties generator</a> to create them.					
	Headings	H1 2	H2 6	H3 8	H4 2	H5 0	H6 0
		<ul style="list-style-type: none"><li>• [H1] Learn About ESTA - Electronic System for Travel Authorization</li><li>• [H1] Learn About ESTA - Electronic System for Travel Authorization</li><li>• [H2] When does a traveler need an ESTA Visa Waiver?</li><li>• [H2] Who can apply for an ESTA Visa Waiver?</li><li>• [H2] Does an ESTA guarantee entry into the United States?</li><li>• [H2] How does the application process work?</li><li>• [H2] What's the experience of traveling on an ESTA?</li><li>• [H2] ESTA Processing Information</li><li>• [H3] At the departure airport</li><li>• [H3] In-Flight</li><li>• [H3] Arrival in the United States:</li></ul>					

## SEO Content

		<ul style="list-style-type: none"><li>• [H3] Baggage Claim and Customs</li><li>• [H3] During Your Stay</li><li>• [H3] Departure</li><li>• [H3] How long will my ESTA be valid?</li><li>• [H3] What can I use my approved ESTA for?</li><li>• [H4] Eligibility for ESTA Visa Waiver</li><li>• [H4] Telephone support</li></ul>
	Images	We found 8 images on this web page.  Good, most or all of your images have alt attributes
	Text/HTML Ratio	Ratio : 29%  Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.
	Flash	Perfect, no Flash content has been detected on this page.
	Iframe	Great, there are no Iframes detected on this page.

## SEO Links

	URL Rewrite	Good. Your links looks friendly!
	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 25 links including 0 link(s) to files
	Statistics	External Links : noFollow 0%  External Links : Passing Juice 8%  Internal Links 92%


## In-page links

Anchor	Type	Juice
<a href="#">Call us</a>	Internal	Passing Juice
<a href="#">Home</a>	External	Passing Juice

## In-page links

<a href="#">ESTA Requirements</a>	Internal	Passing Juice
<a href="#">ESTA FAQ</a>	Internal	Passing Juice
<a href="#">Visa Waiver Program</a>	Internal	Passing Juice
<a href="#">Airports</a>	Internal	Passing Juice
<a href="#">Resources</a>	Internal	Passing Juice
<a href="#">Contact</a>	Internal	Passing Juice
<a href="#">Start your application</a>	Internal	Passing Juice
<a href="#">Only travelers who hold a valid nationality from countries covered under the Visa Waiver Program are eligible to apply for an ESTA.</a>	Internal	Passing Juice
<a href="#">criminal convictions</a>	Internal	Passing Juice
<a href="#">ESTA status</a>	Internal	Passing Juice
<a href="#">multiple ESTA's</a>	Internal	Passing Juice
<a href="#">Customs and Border Protection (CBP)</a>	Internal	Passing Juice
<a href="#">online ESTA application</a>	Internal	Passing Juice
<a href="#">experience</a>	Internal	Passing Juice
<a href="#">Customs and Border Protection (CBP)</a>	External	Passing Juice
<a href="#">status of your application</a>	Internal	Passing Juice
<a href="#">valid for 2 years</a>	Internal	Passing Juice
<a href="#">About Us</a>	Internal	Passing Juice
<a href="#">Reports</a>	Internal	Passing Juice
<a href="#">Terms and Conditions</a>	Internal	Passing Juice
<a href="#">Privacy</a>	Internal	Passing Juice
<a href="#">Check</a>	Internal	Passing Juice
<a href="#">Or agree and continue &amp;nbsp;&amp;nbsp;&amp;#10006;</a>	Internal	Passing Juice





## SEO Keywords

	Keywords Cloud	application waiver travelers united <b>esta</b> visa customs travel business states
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## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
esta	48	✓	✗	✓	✓
united	16	✗	✗	✓	✓
travel	14	✓	✗	✗	✓
visa	13	✓	✗	✓	✓
application	13	✓	✗	✓	✓








## Usability

	Url	Domain : official-esta.com Length : 17
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is en.
	Dublin Core	This page does not take advantage of Dublin Core.





## Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 56 Warnings : 22
	Email Privacy	Warning! At least one email address has been found in the plain text. Use <a href="#">free antispam protector</a> to hide email from spammers.





## Document

	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<div><div> Attention! Try to avoid nested tables in HTML.</div><div> Too bad, your website is using inline styles.</div><div> Great, your website has few CSS files.</div><div> Perfect, your website has few JavaScript files.</div><div> Too bad, your website does not take advantage of gzip.</div></div>

## Mobile

	Mobile Optimization	<div><div> Apple Icon</div><div> Meta Viewport Tag</div><div> Flash content</div></div>
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## Optimization

	XML Sitemap	<div>Great, your website has an XML sitemap.</div> <div><a href="http://official-esta.com/sitemap.xml">http://official-esta.com/sitemap.xml</a></div>
	Robots.txt	<div><a href="http://official-esta.com/robots.txt">http://official-esta.com/robots.txt</a></div> <div>Great, your website has a robots.txt file.</div>
	Analytics	<div>Great, your website has an analytics tool.</div> <div> PIWIK</div>