Website review wired.com

Generated on January 09 2024 16:28 PM

The score is 45/100

SEO Content

⚠️	Title	WIRED - The Latest in Technology, Science, Culture and Business | WIRED **Length : 71** Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.
✅	Description	We bring you the future as it happens. From the latest in science and technology to the big stories in business and culture, we've got you covered. **Length : 152** Great, your meta description contains between 70 and 160 characters.
❌	Keywords	Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.
✅	Og Meta Properties	Good, your page take advantage of Og Properties.

Property	Content
description	We bring you the future as it happens. From the latest in science and technology to the big stories in business and culture, we've got you covered.
image	https://media.wired.com/photos/615e2b8ce78a8cd913bbaa76/16:9/w_1280,c_limit/wired_bug.jpg
site_name	WIRED
title	WIRED - The Latest in Technology, Science, Culture and Business
type	website
url	https://www.wired.com/

SEO Content

	Headings	**H1**	**H2**	**H3**	**H4**	**H5**	**H6**
		1	36	40	0	0	1

- [H1] WIRED
- [H2] Most Recent
- [H2] Today's Picks
- [H2] Rumble Is Part of an 'Active and Ongoing' SEC Investigation
- [H2] Here's Why Getting Back to Work in 2024 Is So Hard—and How You Can Get Over the Slump
- [H2] 9 More of the Bizarre and Wonderful Things We've Seen at CES 2024
- [H2] CES 2024 Live Blog: News, Gadgets, and Photos From Tech's Big Show
- [H2] WIRED's Favorite 'Buy It for Life' Gear
- [H2] What Is Wi-Fi 7? Here's Everything You Need to Know
- [H2] Drax's Alien Skin Looks Stunning on the Samsung QN90C QLED
- [H2] The New Digital Dark Age
- [H2] Trending Stories
- [H2] TOP STORIES IN THE LAST 48 HOURS
- [H2] The WIRED World in 2024
- [H2] Longreads
- [H2] Editors' Picks
- [H2] In Defense of AI Hallucinations
- [H2] The Man Who Made Robots Dance Now Wants Them to Think for Themselves
- [H2] Cruise Was Asked to Ground Robotaxis on Halloween to Keep Kids Safe
- [H2] What's the Value of 3 Million LPs in a Digital World?
- [H2] The 18 Best Games on PlayStation Plus
- [H2] Six-Word Sci-Fi: Stories Written by You
- [H2] The Best Smart Shades, Blinds, and Curtains
- [H2] Review: Cybex Sirona S Convertible Car Seat
- [H2] Review: Philips Hue Secure Wired Camera
- [H2] AI Needs to Be Both Trusted and Trustworthy
- [H2] The Creative's Toolbox Gets an AI Upgrade
- [H2] Forget Growth. Optimize for Resilience
- [H2] During Pregnancy, the Placenta Hacks the Immune System to Protect the Fetus
- [H2] California Is Solving Its Water Problems by Flooding Its Best Farmland
- [H2] How Your Body Adapts to Extreme Cold
- [H2] Security News This Week: 23andMe Blames Users for Recent Data Breach as It's Hit With Lawsuits
- [H2] How to Be More Anonymous Online
- [H2] To Beat Russia, Ukraine Needs a Major Tech Breakthrough
- [H2] Reviews and Buying Guides
- [H2] WIRED Classics
- [H2] Videos
- [H3] What's the Value of 3 Million LPs in a Digital World?
- [H3] Critical Infrastructure Is Sinking Along the US East Coast
- [H3] My Parents' Dementia Felt Like the End of Joy. Then Came the Robots
- [H3] Inside Mark Zuckerberg's Top-Secret Hawaii Compound

SEO Content

- [H3] Gene Editing Needs to Be for Everyone
- [H3] Staying One Step Ahead of Hackers When It Comes to AI
- [H3] Gen Z and the Art of Incentivized Self-Actualization
- [H3] Rediscovering the Pleasure of Working Together
- [H3] The End of One-Size-Fits-All Health Care
- [H3] My Parents' Dementia Felt Like the End of Joy. Then Came the Robots
- [H3] WIRED's Biggest Interviews of 2023
- [H3] How Not to Be Stupid About AI, With Yann LeCun
- [H3] You Know It's a Placebo. So Why Does It Still Work?
- [H3] The Spy Who Dumped the CIA, Went to Therapy, and Now Makes Incredible Television
- [H3] Blood, Guns, and Broken Scooters: Inside the Chaotic Rise and Fall of Bird
- [H3] Microsoft's AI Chatbot Replies to Election Questions With Conspiracies, Fake Scandals, and Lies
- [H3] Inside Mark Zuckerberg's Top-Secret Hawaii Compound
- [H3] Women Buy More Cars, So Why Are the Designs So Macho?
- [H3] Fake Taylor Swift Quotes Are Being Used to Spread Anti-Ukraine Propaganda
- [H3] Sign up for the WIRED Daily Newsletter
- [H3] Which Apple Watch Is Best Right Now?
- [H3] The Best Mattresses You Can Buy Online
- [H3] The Best USB-C Cables for Your Phone, Tablet, or Laptop
- [H3] This Fancy $700 Coffee Maker Struggles to Make a Great Cup
- [H3] Skullcandy's Kilo Is a No-Frills Shower-Friendly Speaker
- [H3] Jacques Vallée Still Doesn't Know What UFOs Are
- [H3] Apocalypse Not: Here's Why You Shouldn't Worry About End Times
- [H3] Revenge of the Right Brain
- [H3] How The New York Times Is Clawing Its Way Into the Future
- [H3] An IM Infatuation Turned to Romance. Then the Truth Came Out
- [H3] Mineralogist Answers Gemstone Questions From Twitter | Tech Support
- [H3] Sydney Sweeney and Glen Powell Answer The Web's Most Searched Questions
- [H3] This Craftsman Designs & Builds 100% Wooden Puzzle Boxes
- [H3] Pepper X Creator Ed Currie Answers Pepper Questions From Twitter
- [H3] Chess Pro Explains Chess in 5 Levels of Difficulty (ft. GothamChess)
- [H3] How Mind-Controlled Bionic Arms Fuse To The Body
- [H3] How Hard Candy Flavors Are Made
- [H3] Toy Expert Answers Toy Questions From Twitter | Tech Support
- [H3] Comedy Bytes With Aparna Nancherla
- [H3] Why AI Chess Bots Are Virtually Unbeatable (ft. GothamChess)
- [H6] Select international site

SEO Content

	Images	We found 55 images on this web page. Good, most or all of your images have alt attributes.
	Text/HTML Ratio	Ratio : **1%** This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.
	Flash	Perfect, no Flash content has been detected on this page.
	Iframe	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

SEO Links

	URL Rewrite	Bad. Your links have query string.
	Underscores in the URLs	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 59 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 22.03% Internal Links 77.97%

In-page links

Anchor	Type	Juice
Skip to main content	Internal	Passing Juice
View saved stories	Internal	Passing Juice
Backchannel	Internal	Passing Juice
Business	Internal	Passing Juice
Culture	Internal	Passing Juice

In-page links

Gear	Internal	Passing Juice
Ideas	Internal	Passing Juice
Politics	Internal	Passing Juice
Science	Internal	Passing Juice
Security	Internal	Passing Juice
Merch	Internal	Passing Juice
Sign In	Internal	noFollow
Podcasts	Internal	Passing Juice
Video	Internal	Passing Juice
Artificial Intelligence	Internal	Passing Juice
Climate	Internal	Passing Juice
Games	Internal	Passing Juice
Newsletters	Internal	Passing Juice
Magazine	Internal	Passing Juice
Events	Internal	Passing Juice
Wired Insider	Internal	Passing Juice
Jobs	Internal	Passing Juice
Coupons	Internal	Passing Juice
Most Recent	Internal	Passing Juice
The WIRED World in 2024	Internal	Passing Juice
Longreads	Internal	Passing Juice
See all newsletters.	Internal	Passing Juice
User Agreement	External	Passing Juice
class action waiver and arbitration provisions	External	Passing Juice
Privacy Policy & Cookie Statement	External	Passing Juice
Reviews	Internal	Passing Juice
Buying Guides	Internal	Passing Juice
WIRED Classics	Internal	Passing Juice

In-page links

Videos	Internal	Passing Juice
Subscribe	Internal	Passing Juice
FAQ	Internal	Passing Juice
WIRED Staff	Internal	Passing Juice
Editorial Standards	Internal	Passing Juice
Archive	Internal	Passing Juice
RSS	Internal	Passing Juice
Accessibility Help	Internal	Passing Juice
Mattresses	Internal	Passing Juice
Electric Bikes	Internal	Passing Juice
Fitness Trackers	Internal	Passing Juice
Streaming Guides	Internal	Passing Juice
Advertise	External	Passing Juice
Contact Us	Internal	Passing Juice
Customer Care	Internal	Passing Juice
Jobs	Internal	Passing Juice
Press Center	Internal	Passing Juice
Condé Nast Store	External	Passing Juice
User Agreement	External	Passing Juice
Privacy Policy and Cookie Statement	External	Passing Juice
Your California Privacy Rights.	External	Passing Juice
Ad Choices	External	Passing Juice
UK	External	Passing Juice
Italia	External	Passing Juice
Japón	External	Passing Juice
Czech Republic & Slovakia	External	Passing Juice

SEO Keywords

	Keywords Cloud	icon wired world play from tech new science best how

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
wired	20	✔	✖	✖	✔
world	10	✖	✖	✖	✔
icon	10	✖	✖	✖	✖
play	10	✖	✖	✖	✔
how	8	✖	✖	✖	✔

Usability

	Url	Domain : wired.com Length : 9
✔	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.

Document

	W3C Validity	Errors : 963 Warnings : 0
❌	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.
✅	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
◯	Speed Tips	✔ Excellent, your website doesn't use nested tables. ✖ Too bad, your website is using inline styles. ✔ Great, your website has few CSS files. ✖ Too bad, your website has too many JS files (more than 6). ✔ Perfect, your website takes advantage of gzip.

Mobile

	Mobile Optimization	✖ Apple Icon ✔ Meta Viewport Tag ✔ Flash content

Optimization

	XML Sitemap	Great, your website has an XML sitemap.
✅		https://www.wired.com/sitemap.xml https://www.wired.com/branded-sitemap.xml https://www.wired.com/coupons/sitemap.xml https://www.wired.com/video/sitemap.xml https://www.wired.com/feed/google-latest-news/sitemap-google-news https://www.wired.com/feed/rss https://www.wired.com/contributors-sitemap.xml https://www.wired.com/categories-sitemap.xml?hierarchy=tags

Optimization

		https://www.wired.com/categories-sitemap.xml
		https://www.wired.com/sitemap-archive-1.xml
		https://www.wired.com/bundles-sitemap.xml
✅	Robots.txt	http://wired.com/robots.txt Great, your website has a robots.txt file.
❌	Analytics	Missing 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.