



**SEO National**

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# Off-Page Optimization Report

June 13, 2014

Website: <http://utah.gov/>

# Summary

## Link stats

## Website

<http://utah.gov/>



Backlinks

# 1,017,631

37.187% (378,424) dofollow

Total keywords in project

0



Referring domains

# 6,362

Top keywords



C-blocks

# 2,920

## Strategy

# 961

anchor texts

# .COM

is top TLD

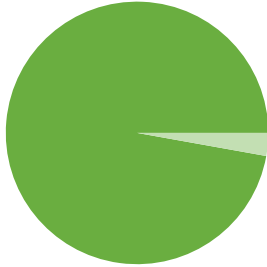


# UNITED STATES

is top country

# Backlinks

## Text vs image links



- 4859 (97.2%) text backlinks
- 141 (2.8%) image backlinks

## Top link anchor/alt texts

Anchor text (or alt text)	Backlinks	Referring domains
Utah	<b>389</b> (7.8%)	246
utah Official Website	<b>223</b> (4.5%)	223
Utah Cities & Counties	<b>169</b> (3.4%)	169
Utah Lt Governor	<b>167</b> (3.3%)	167
Utah Governor	<b>166</b> (3.3%)	166
Arts & Culture	<b>165</b> (3.3%)	165
Highway Information	<b>165</b> (3.3%)	165
Utah Sports & Recreation	<b>164</b> (3.3%)	164
Utah Arts & Leisure	<b>163</b> (3.3%)	163
Moving to Utah	<b>161</b> (3.2%)	161

## Top linked-to pages (aka anchor URLs)

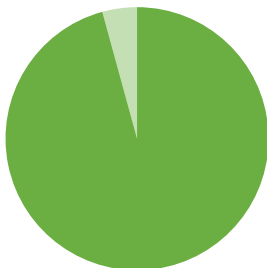
Page URL	Backlinks	Top anchor/alt text	Referring domains
<a href="http://www.utah.gov/">http://www.utah.gov/</a>	<b>1085</b> (21.7%)	Utah	<b>743</b>
<a href="http://www.utah.gov/index.html">http://www.utah.gov/index.html</a>	<b>299</b> (6%)	Utah	<b>188</b>
<a href="http://www.utah.gov/government/citycounty.html">http://www.utah.gov/government/citycounty.html</a>	<b>201</b> (4%)	Utah Cities & Counties	<b>192</b>
<a href="http://www.utah.gov/residents/movingtoutah.html">http://www.utah.gov/residents/movingtoutah.html</a>	<b>191</b> (3.8%)	Moving to Utah	<b>177</b>
<a href="http://www.utah.gov/ltgovernor">http://www.utah.gov/ltgovernor</a>	<b>170</b> (3.4%)	Utah Lt Governor	<b>169</b>
<a href="http://www.utah.gov/visiting/arts.html">http://www.utah.gov/visiting/arts.html</a>	<b>167</b> (3.3%)	Arts & Culture	<b>167</b>
<a href="http://www.utah.gov/visiting/sports.html">http://www.utah.gov/visiting/sports.html</a>	<b>167</b> (3.3%)	Utah Sports & Recreation	<b>166</b>
<a href="http://www.utah.gov/visiting/highwayinfo.html">http://www.utah.gov/visiting/highwayinfo.html</a>	<b>166</b> (3.3%)	Highway Information	<b>166</b>
<a href="http://www.utah.gov/governor/">http://www.utah.gov/governor/</a>	<b>165</b> (3.3%)	Utah Gov. Gary Herbert	<b>69</b>
<a href="http://www.utah.gov/residents/arts.html">http://www.utah.gov/residents/arts.html</a>	<b>164</b> (3.3%)	Utah Arts & Leisure	<b>164</b>
<a href="http://www.utah.gov/government/governor.html">http://www.utah.gov/government/governor.html</a>	<b>164</b> (3.3%)	Utah Governor	<b>164</b>
<a href="http://www.utah.gov/visiting/stateparks.html">http://www.utah.gov/visiting/stateparks.html</a>	<b>158</b> (3.2%)	Utah State Parks	<b>158</b>
<a href="http://utah.gov/">http://utah.gov/</a>	<b>146</b> (2.9%)	Utah.gov	<b>67</b>
<a href="http://www.utah.gov/firstlady">http://www.utah.gov/firstlady</a>	<b>119</b> (2.4%)	Utah First Lady	<b>119</b>
<a href="http://www.utah.gov/governor/news_media/article.html?article=9579">http://www.utah.gov/governor/news_media/article.html?article=9579</a>	<b>79</b> (1.6%)	Herbert said in a statement	<b>53</b>

## Google PageRank of linking domains

### Google PR of linking domains

Google PR	Referring domains	Backlinks
PR10	0 (0%)	0 (0%)
PR9	0 (0%)	0 (0%)
PR8	0 (0%)	0 (0%)
PR7	0 (0%)	0 (0%)
PR6	10 (0.6%)	16 (0.3%) 100% dofollow
PR5	22 (1.3%)	43 (0.9%) 100% dofollow
PR4	30 (1.8%)	57 (1.1%) 100% dofollow
PR3	29 (1.7%)	35 (0.7%) 94.3% dofollow
PR2	32 (1.9%)	38 (0.8%) 100% dofollow
PR1	35 (2.1%)	39 (0.8%) 100% dofollow
PR0	62 (3.6%)	93 (1.9%) 98.9% dofollow
N/A	1570 (92%)	4679 (93.6%) 95.5% dofollow






### Dofollow vs nofollow backlinks



- 4787 (95.7%) dofollow backlink(s)
- 213 (4.3%) nofollow backlink(s)

## Link quality factors

### Top countries

Country	Referring domains	Backlinks
 United States	<b>1573</b> (92.2%)	<b>4670</b> (93.4%)
 Canada	<b>15</b> (0.9%)	<b>42</b> (0.8%)
 Europe	<b>9</b> (0.5%)	<b>41</b> (0.8%)
 United Kingdom	<b>11</b> (0.6%)	<b>34</b> (0.7%)
 Germany	<b>13</b> (0.8%)	<b>33</b> (0.7%)
Other (27 countries)	<b>88</b> (5.1%)	<b>180</b> (3.6%)

### Top TLDs

TLD	Referring domains	Backlinks
.com	<b>1144</b> (67.1%)	<b>3644</b> (72.9%)
.org	<b>241</b> (14.1%)	<b>522</b> (10.4%)
.gov	<b>65</b> (3.8%)	<b>286</b> (5.7%)
.net	<b>107</b> (6.3%)	<b>263</b> (5.3%)
.edu	<b>35</b> (2.1%)	<b>62</b> (1.2%)
	<b>114</b> (6.7%)	<b>223</b> (4.5%)

Alexa Rank of linking domains

Alexa Rank	Referring domains	Backlinks
Fewer than 1K	<b>6</b> (0.4%)	<b>7</b> (0.1%)
1K-50K	<b>138</b> (8.1%)	<b>427</b> (8.5%)
50K-500K	<b>231</b> (13.5%)	<b>446</b> (8.9%)
500K-5000K	<b>511</b> (30%)	<b>2477</b> (49.5%)
Over 5000K	<b>820</b> (48.1%)	<b>1643</b> (32.9%)
Checking	<b>0</b> (0%)	<b>0</b> (0%)

## Top referring domains by Google PR

Referring domain	Google PR	Backlinks
<a href="http://googleenterprise.blogspot.com">http://googleenterprise.blogspot.com</a>	8	6
<a href="http://ipl2.org">http://ipl2.org</a>	8	2
<a href="http://ipl.org">http://ipl.org</a>	8	2
<a href="http://de.wikipedia.org">http://de.wikipedia.org</a>	8	1
<a href="http://en.wikipedia.org">http://en.wikipedia.org</a>	8	1
<a href="http://cms.gov">http://cms.gov</a>	8	1
<a href="http://energy.gov">http://energy.gov</a>	8	1
<a href="http://jurist.org">http://jurist.org</a>	7	10
<a href="http://edweek.org">http://edweek.org</a>	7	8
<a href="http://es.benefits.gov">http://es.benefits.gov</a>	7	8
<a href="http://careerinfonet.org">http://careerinfonet.org</a>	7	7
<a href="http://careerinfonet.com">http://careerinfonet.com</a>	7	6
<a href="http://botw.org">http://botw.org</a>	7	6
<a href="http://careerinfonet.net">http://careerinfonet.net</a>	7	5
<a href="http://fec.gov">http://fec.gov</a>	7	3
<a href="http://ieeeusa.com">http://ieeeusa.com</a>	7	3
<a href="http://ieeeusa.org">http://ieeeusa.org</a>	7	3
<a href="http://jurist.law.pitt.edu">http://jurist.law.pitt.edu</a>	7	2
<a href="http://fulbright.org.uk">http://fulbright.org.uk</a>	7	2
<a href="http://csis.org">http://csis.org</a>	7	2



## Top referring domains by Alexa Rank

Referring domain	Alexa Rank	Backlinks
<a href="http://de.wikipedia.org">http://de.wikipedia.org</a>	6	1
<a href="http://en.wikipedia.org">http://en.wikipedia.org</a>	6	1
<a href="http://chineseculture.about.com">http://chineseculture.about.com</a>	90	1
<a href="http://bitly.com">http://bitly.com</a>	317	2
<a href="https://bitly.com">https://bitly.com</a>	317	1
<a href="http://encyclopedia2.thefreedictionary.com">http://encyclopedia2.thefreedictionary.com</a>	366	1
<a href="http://denmark.usembassy.gov">http://denmark.usembassy.gov</a>	3021	1
<a href="http://bahrain.usembassy.gov">http://bahrain.usembassy.gov</a>	3021	1
<a href="http://french.france.usembassy.gov">http://french.france.usembassy.gov</a>	3021	1
<a href="http://kuwait.usembassy.gov">http://kuwait.usembassy.gov</a>	3021	1
<a href="http://kazakh.kazakhstan.usembassy.gov">http://kazakh.kazakhstan.usembassy.gov</a>	3021	1
<a href="http://kazakhstan.usembassy.gov">http://kazakhstan.usembassy.gov</a>	3021	1
<a href="http://encyclo.voila.fr">http://encyclo.voila.fr</a>	3285	1
<a href="http://chimera.labs.oreilly.com">http://chimera.labs.oreilly.com</a>	4037	2
<a href="http://digitaljournal.com">http://digitaljournal.com</a>	4776	1
<a href="http://iccweb.ucdavis.edu">http://iccweb.ucdavis.edu</a>	5479	1
<a href="http://directory.v7n.com">http://directory.v7n.com</a>	5734	2
<a href="http://busca.starmedia.com">http://busca.starmedia.com</a>	5939	1
<a href="http://info.legalzoom.com">http://info.legalzoom.com</a>	5941	1
<a href="http://investor.equifax.com">http://investor.equifax.com</a>	6004	1