



??????

Ebay.com

2024-10-22

Introduction

100%
 40%
 70%
 30%
 A + E

Table of Contents

Table of Contents
 0000
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 0000

Iconography

- ✔ Good ⚙️ 0000
- ! 0000 ⚙️ 000000
- ✖ 00 ⚙️ 000000
- 000 ⚙️ 00000000



Security Measure

16

title 10 70 ()



0

100 300 () ()



Meta Keywords Meta HTML



ebay 4 verify 3 privacy 2 site 2 skip 1

security 1 version 1 alternate 1 browser 1 listed 1

customer 1 service 1 about 1 community 1 seller 1

Progress bar with 100 empty square markers.



	□□□	□□	Title	Desc	<H>
ebay	4		×	×	×
verify	3		×	×	✓
privacy	2		×	×	×
site	2		×	×	✓
skip	1		×	×	×
security	1		✓	×	×
version	1		×	×	×
alternate	1		×	×	×
browser	1		×	×	×
listed	1		×	×	×
customer	1		×	×	×
service	1		×	×	×
about	1		×	×	×
community	1		×	×	×
seller	1		×	×	×

Progress bar with 100 empty square markers.

URL□□□□□□□□□□□□□□□□□□ alt□□□□□□□□□□□□□□□□□□



Alt

✓ ALT



/HTML

HTML : 2.96%

818

HTML 27633

HTML



GZIP

! GZIP
✓ 419 KB 92 KB (78.2%)

Gzip () 30%



IP 23.222.241.52 ebay.com

IP IP IP URL
htaccess 301 IP



URL

URL URL URL
URL



URL (these _ are _ underscore)

url



www

XX



XX “www” URLXXXXXXXXXXXXXXXXXXXX



XML

XXXXXXXXXX XMLXXXXXXXXXX



http://ebay.com/sitemap.xml

robots.txtXX XMLXXXXXXXXXXXXXXXXXXXX Google
(XXXXXXXXXXXXXX) ‘Crawl’ ‘Robots.txt Tester’ Robots.txtXXXXXXXXXXXXXXXXXXXX Googlebot
XXXXXXXXXXXX



Robots.txt

XXXXXXXXXX Robots.txtXXXX



http://ebay.com/robots.txt

XXXXXXXXXXXXXXXX URLXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX URLXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX XML
XXXXXXXXXXXXXXXX GoogleXXXXXXXXXX BingXXXXXXXXXXXX robots.txtXXXXXXXXXXXXXXXXXXXX



http://ebay.com
8

URL ()
http://www.mysite.com/en/products)



Favicon



404

404



419KB (320 KB)

JavaScript ; 2Mb : gzip



1.43

:



HTML

Google HTML



TLD	
ebay.net	
ebay.org	
ebay.biz	
ebay.io	
ebay.info	

Placeholder text bar



TLD	
wbay.com	
sbay.com	
dbay.com	
fbay.com	
rbay.com	

Placeholder text bar



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! 0/100



Flash Silverlight Java



Progress bar with text: 75%



IP		
23.61.251.5	Not Available	Not Available

IP



HTML

- ✓ CSS
- ✓ JavaScript
- ✓
- ✗

?? SERP





Web HTML 5

Doctype HTML doctype Web



W3C

W3C W3C



UTF-8

UTF-8



 Facebook Likes:

 PlusOne:

 Twitter:



21

Item		Follow
eBay Home		Dofollow
customer service page		Dofollow
Policies		Dofollow
Help & Contact		Dofollow
User Agreement		Dofollow
Privacy		Dofollow
Cookies		Dofollow
Your Privacy Choices		Dofollow
AdChoice		Dofollow
About eBay		Dofollow
Announcements		Dofollow
Community		Dofollow
Security Center		Dofollow
Seller Center		Dofollow
Affiliates		Dofollow
Site Map		Dofollow
Accessibility		Dofollow
Consumer Health Data		Dofollow
Payments Terms of Use		Dofollow
CA Privacy Notice		Dofollow

200

Nofollow Nofollow

