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- FYI
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- ⚙️ Low Impact



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SEO

✓ **WWW Resolved** Perfect, WWW is Resolving.
⚙️ ⚙️

This parameter assesses whether your website re-directs to the same page with or without WWW (World Wide Web). It is better and more convenient for users when it does.

✗ **URL Rewrite** Warning! We've detected bad URLs in significant number of places.[View Detail](#)
⚙️ ⚙️

URL rewriting can be one of the best and quickest ways to improve the usability and search friendliness of your site.

✓ **Ip Canonicalization** Yes
⚙️ ⚙️

When a search engine spider indexes a website, it gathers as much information about the website as possible. This may also include the IP address. Why is that a problem? For starters, if you have multiple domain names under one IP address, the search engine could possibly label one URL of the websites as duplicate content.

✓ **Robots.txt** <http://www.hotels.com/robots.txt>
⚙️

When a search engine crawler comes to your site, it will look for a special file on your site. That file is called robots.txt and it tells the search engine spider, which Web pages of your site should be indexed and which Web pages should be ignored. The robots.txt file is a simple text file, that must be placed in your root directory.

✓ **Sitemap** http://www.hotels.com/siteindex_www_hotels_com.xml
⚙️

Sitemaps are a way to tell Google about the pages on your website. In its simplest terms, an XML Sitemap is a list of the pages on your website. Creating and submitting a Sitemap helps make sure that Google knows about all the pages on your site, including URLs that may not be discoverable by Google's normal crawling process.

[hotels.com | Cheap Hotels, Discounts, Hotel Deals and Offers](http://www.hotels.com)
<http://www.hotels.com>

✓ Google Preview
⚙️ ⚙️

Find cheap hotels and discounts when you book on hotels.com. Compare hotel deals, offers and read unbiased reviews on hotels.

Title Tags are used to define the content of the website. It briefly tells users, as well as search engines, what the page is about. Your title should contain between 10 and 70 characters (spaces included).

✓ Title
⚙️ ⚙️

hotels.com | Cheap Hotels, Discounts, Hotel Deals and Offers
Length: 60 Character(s)

Title Tags are used to define the content of the website. It briefly tells users, as well as search engines, what the page is about. Your title should contain between 10 and 70 characters (spaces included).

✓ Meta Description
⚙️ ⚙️

Find cheap hotels and discounts when you book on hotels.com. Compare hotel deals, offers and read unbiased reviews on hotels.
Length: 125 Character(s)

Description tag is one of the most important elements shown to the users for the typed query. The Meta description is presented as a snippet of your content. It tells your potential visitors what kind of information they can find on your web page.

✓ Meta Keywords
⚙️

business hotels, corporate hotels, room reservations, room bookings, worldwide, international, england, UK, ireland, wales,luxury, pet friendly, romantic hotels, budget, discount, hotel deals
Length: 16 Keyword(s)

Meta keywords are used to indicate keywords that are relevant to your website's content. Meta keywords aren't used by Search Engines to determine web page's relevance for the query.

✓ Heading Tags
⚙️ ⚙️

H1	H2	H3	H4	H5	H6
1	1	10	0	0	0

[View more](#)

Heading Tags are used in order to provide your visitors with a clear view about the content's importance.

⚠️ Image
⚙️ ⚙️

We have found total 12 Image alt attribute for 1 image(s) is missing. [View more](#)

Alternative text describes your images so they can appear in Google™ Images search results also be cached by the Search Engine bot as they cannot read images.

✘ Text to HTML 10.54%
⚙️⚙️⚙️

The text and HTML ratio of your website should be ideally 25 to 75 percent.

✔️ Flash No
⚙️⚙️⚙️

Although Flash content often looks nicer; search engines cannot properly index it. Avoid full Flash websites to maximize SEO.

⚠️ Iframe Yes
⚙️⚙️

Avoid frames whenever possible and use a NoFrame tags if you must use them.

We found a total of 156 link(s)

✔️ Page Links
⚙️⚙️



External Links: doFollow (5.77%) ✘
External Links: noFollow (0.64%) ✘
Internal Links : (93.59%) ✘

These are the links pointing to other websites from your website. You should always Limit the number of external links on a page to 10. Use No Follow to optimize the juice that you want to pass to each link.

✔️ Page rank PR:8
⚙️⚙️



PageRank is an algorithm used by Google Search to rank websites in their search engine results. PageRank was named after Larry Page,[1] one of the founders of Google. PageRank is a way of measuring the importance of website pages..

✓ **Favicon**  Favicon Found 

Favicon is an icon associated with a particular website, typically displayed in the address bar of a browser accessing the site. One should make sure this favicon is consistent with your brand.

✓ **Print CSS**  Yes


Tests whether or not pages are designed to be printed. It takes care of a common exit strategy of users printing the information and leaving the website. Many webpages don't print well, or at all, potentially costing a website a prospect or sale.

✓ **Open Graph**   Yes


Open Graph is a term created by Facebook developers to describe the ability for some social networking software to interact across different platforms. This allows different websites and applications to share information about a user, their interests and even their friendship network.

○ **W3C Validation**    [34 Errors, 6 warning\(s\)](#)

Check the markup validity of Web documents in HTML, XHTML, SMIL, MathML, etc. A basic check every website needs to go through.

○ **Keyword Cloud** 

Hotels 36	hotels 20	1 16
Hotel 13	From 12	English 10
2 9	3 8	7 7
4 6		

○ **Keyword Consistency**  

Keyword (One word)	Frequency	Title	Desc	Content
Hotels	6.01%	✗	✗	36

1	2.67%	×	×	16
Hotel	2.17%	×	×	13
From	2.00%	×	×	12
hotels	2.00%	×	×	12

Keyword (Two word)	Frequency	Title	Desc	Content
2 3	1.17%	×	×	7
1 2	1.17%	×	×	7
3 4	1.00%	×	×	6
6 7	1.00%	×	×	6
7 8	1.00%	×	×	6

Keyword (Three word)	Frequency	Title	Meta Desc	Content
1 2 3	1.17%	×	×	7
6 7 8	1.00%	×	×	6
5 6 7	1.00%	×	×	6
3 4 5	1.00%	×	×	6
2 3 4	1.00%	×	×	6



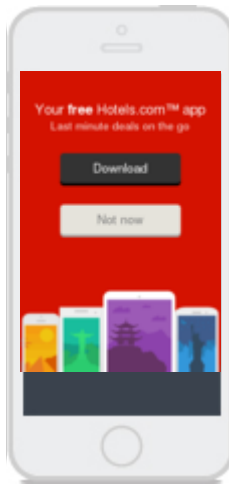
Spelling Mistake



No data found for this domain.

☐ Mobile Rendering

✔ Mobile Rendering



Mobile Rendering

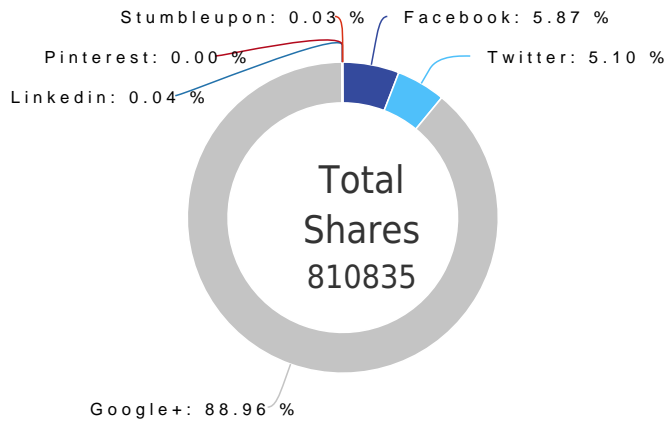
No Flash Content

View Port tag

Apple Icon

Social Sharing

✓ Social Sharing

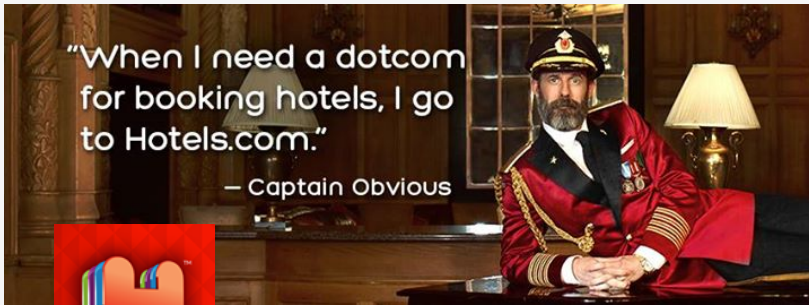


Percentage distribution on social network

Social Network	Count	Percentage
Google+	721314	(88.96%)
Facebook	47634	(5.87%)
Twitter	41320	(5.10%)
LinkedIn	315	(0.04%)
Stumbleupon	248	(0.03%)
Pinterst	4	(0.00%)

○ Social Distribution

	f	t	g+	in	p	s	Total
http://www.hotels.com	47634	41320	721314	315	4	248	810835
/hotel-deals	1001	113	0	0	0	0	1114
/customer_care/pillar/welcomerewards.html	101	735	29	2	1	0	868
/GroupForm.cfm	68	67	1	0	0	0	136
/packages-flights	7	0	2	0	0	0	9
/profile/signin.html	1	0	1	0	0	4	6
/profile/summary.html	2	0	1	0	0	1	4
/global_sites.html	1	1	0	0	0	0	2
/customer_care/index.html	0	0	1	0	0	0	1
/account/manage_bookings.html	0	0	0	0	0	0	0



Hotels.com

2268632 Likes - 8449 talking about this

About

Welcome to the Hotels.com US Facebook page. We're the experts on hotels. And you - our fans - are the experts on staying in them!


Basic Info


Category : Travel/leisure



Founded :Not Found

Recent Activities

 **Hotels.com**
January 8
Captain Obvious knows a thing or two about extreme sports. Really extreme sports.


 24  0



 **Hotels.com**
January 7
Is scuba diving on your vacation checklist?


 76  0



 **Hotels.com**
January 6
Soak up the Hawaiian sun in Kauia:
<http://hotelsdot.co/vJMSIW>

 99  0

 **Hotels.com**
January 4

 55  0

 **Hotels.com**
January 3
Miami is the perfect cure for the chills:
<http://hotelsdot.co/CpyADL>

 79  0

 **Hotels.com**
January 2
Remember this New Year, sharing isn't always caring. Captain Obvious told us why.

 39  0

No data found for Twitter

No data found for Google+



Hotels.com
6440 Followers

Company profile

Hotels.com is a leading provider of hotel accommodation worldwide, offering reservation services through its own network of localized websites and telephone call centers. Hotels.com gives travelers one of the widest selections of accommodation on the net, including both independent and major chain hotels as well as self-catering in over 120,000 properties worldwide. The company offers a one-stop shopping source for hotel pricing, amenities and availability and also specializes in providing travelers with accommodation during sold-out periods. Hotels.com LP is an affiliate of Expedia, Inc. (NASDAQ: EXPE). CST: 2059975-40. Hotels.com LP headquarters are located at 10440 North Central Expressway, Suite 400, Dallas, Texas 75231. The Expedia Group has office locations across Europe.

Specialties

Not Found

Website

<http://www.hotels.com>

Industry

Leisure & Travel

Type

Public Company

HeadQuarters

Not Found

📍 Local

📍 Local Directories



Missing Profile on yelp.com

+ Add Profile



Missing Profile on Bingmaps

+ Add Profile



Missing Profile on Foursquare.com

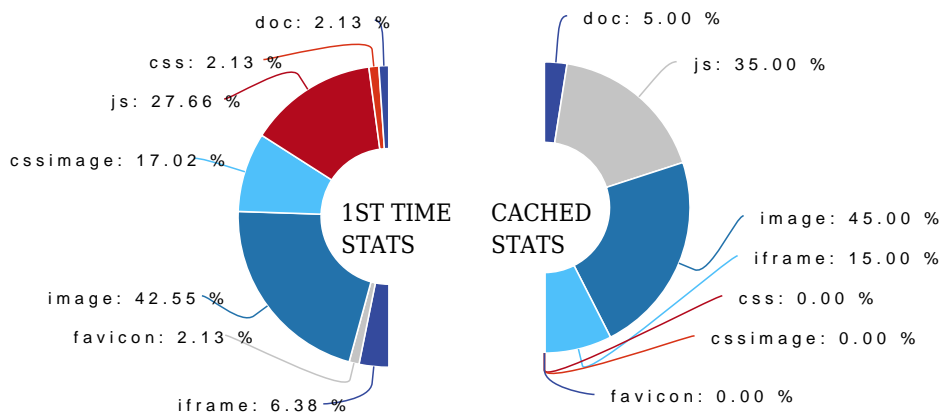
+ Add Profile

Speed

Summary

Page Speed Grade B+ 75	Page Load Time	Total Page Size	Total Requests	Cached Page Size
	2.501 s	1788.74 kb	47	105.89 kb

Content Breakdown



Component	Request	Size(kb)
doc	1	88.70
css	1	151.23
js	13	361.36
cssimage	8	279.42
image	20	905.49
favicon	1	0.00
iframe	3	2.55
Total	47	1788.74

Component	Request	Size(kb)
doc	1	88.70
css	0	0.00
js	7	10.39
cssimage	0	0.00
image	9	4.26
favicon	0	0.00
iframe	3	2.55
Total	20	105.89

Recommendation	Grade	Type	Priority
----------------	-------	------	----------

✘ Add Expires headers		Content	High
-----------------------	--	---------	------

There are 16 static components without a far-future expiration date.
[View Detail](#)

✘ Make JavaScript and CSS external		Server	Medium
------------------------------------	--	--------	--------

Only consider this if your property is a common user home page.
[View Detail](#)

✘ Optimize images		Server	High
-------------------	--	--------	------

Properly formatting and compressing images can save many bytes of data.
[View Detail](#)

ⓘ Reduce DNS lookups		Server	High
----------------------	--	--------	------

The components are split over more than 4 domains
[View Detail](#)

ⓘ Compress components with gzip		CSS	Medium
---------------------------------	--	-----	--------

There are 5 plain text components that should be sent compressed
[View Detail](#)

ⓘ Make fewer HTTP requests		JS	Low
----------------------------	--	----	-----

This page has 13 external Javascript scripts. Try combining them into one. This page has 8 external background images. Try combining them with CSS sprites.

ⓘ Minify HTML		CSS/JS	Medium
---------------	--	--------	--------

Compacting HTML code, including any inline JavaScript and CSS contained in it, can save many bytes of data and speed up download and parse times.
[View Detail](#)

ⓘ Leverage browser caching  Content Low

Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the browser to load previously downloaded resources from local disk rather than over the network.
[View Detail](#)

✔ Prioritize visible content  CSS/JS High

✔ Minify JavaScript  Server High

✔ Remove duplicate JavaScript and CSS  Server Medium




✔ Put CSS at top  CSS Low

✔ Put JavaScript at bottom  Content Low











✔ Avoid landing page redirects  JS Low

✔ Minify CSS  Images High

Traffic

<p>✓ Traffic Estimator</p> 	<p>✓ Global Rank</p> <p>605th ( 113) most visited website in the World.</p>
<p>○ Country Rank</p> <p>364th most visited website in  United States</p>	<p>✓ Bounce Rate</p> <p>Estimated Bounce Rate is 28.70%</p>


○ Top Countries

	Contribution(in Percentage)	
 United States		41.1%
 India		5.3%
 South Korea		5.1%
 United Kingdom		4.1%
 Canada		3.2%

TECHNOLOGY

Technologies

Server

IP	23.15.4.19
Location	Cambridge  (Massachusetts), US
Hosting Provider	AS20940 Akamai International B.V.

References

URL Rewrite ↩

http://www.hotels.com/account/manage_bookings.html?section=COMPLETED
<https://ssl.hotels.com/profile/signin.html?target=H4slAAAAAAAAANMHANTS03kBAAAA&remember=true>
https://ssl.hotels.com/account/manage_bookings.html?section=COMPLETED
http://www.hotels.com/hotel/details.html?tab=description&hotelId=399512&validate=false&previousDateful=false&reviewOrder=date_newest_first
http://www.hotels.com/deals/deal-of-the-day/?intlId=us_dealoftheday_hp
http://www.hotels.com/hotel-deals/january/?intlId=us_januarysale_hp
http://www.hotels.com/last-minute-hotel-deals/?intlId=us_lmd_hp
http://www.hotels.com/page/giftcards?intlId=us_giftcards_hp
http://www.hotels.com/deals/email-sign-up/?intlId=us_crmsignup_hp
http://www.hotels.com/sd1469103/hotel-special-deals-phoenix/?intlId=us_phoenixeg_hp
http://www.hotels.com/?pos=HCOM_US&locale=en_US

External doFollow Links ↩

http://www.hoteles.com/?pos=HCOM_LATAM&locale=es_MX

http://www.hoteis.com/?pos=HCOM_BR&locale=pt_BR

<http://www.hotels.cn>

<http://pt.hoteis.com>

<http://es.hoteles.com>

<http://www.verisign.com/ssl-certificate/>

<http://www.expedia.com/>

<http://www.hotwire.com/us/index.jsp>

<http://www.venere.com/>

External NoFollow Links ↩

<http://www.lifeatexpedia.com/brands/hotels-com/>

Internal Links ↩

http://www.hotels.com/customer_care/pillar/welcomerewards.html
<http://www.hotels.com/blog/>
http://www.hotels.com/customer_care/about_us.html
http://www.hotels.com/customer_care/index.html
http://www.hotels.com/customer_care/faq.html
http://www.hotels.com/customer_care/privacy.html
http://www.hotels.com/customer_care/cookie_policy.html
http://www.hotels.com/customer_care/about_our_ads.html
http://www.hotels.com/customer_care/terms_conditions.html
<http://www.hotels.com/html/blank.html#https://joinexpedia.com/default.asp?lang=uk>
<http://www.hotels.com/html/blank.html#/deals/travel-affiliate-program/>
<http://www.hotels.com/html/blank.html#http://www.expediaaffiliate.com/>
<http://www.hotels.com/html/blank.html#http://www.advertising.expedia.com>
<http://www.hotels.com/html/blank.html#http://www.agentrez.com/>
http://www.hotels.com/global_sites.html
<http://www.hotels.com/>
<http://www.hotels.com/>
<http://www.hotels.com/hotel-deals/>
<http://travel.hotels.com/packages-flights>
<http://groups.hotels.com/GroupForm.cfm>
http://www.hotels.com/customer_care/index.html
http://www.hotels.com/account/manage_bookings.html
http://www.hotels.com/customer_care/index.html
http://www.hotels.com/customer_care/index.html
http://www.hotels.com/account/manage_bookings.html?section=COMPLETED
<https://ssl.hotels.com/profile/summary.html>
<https://ssl.hotels.com/profile/signin.html?target=H4sIAAAAAAAAAANMHANTS03kBAAAA&remember=true>
https://ssl.hotels.com/account/manage_bookings.html?section=COMPLETED
<https://ssl.hotels.com/profile/signup.html>
http://www.hotels.com/hotel/saved_hotels.html
http://www.hotels.com/hotel/details.html?tab=description&hotelId=399512&validate=false&previousDateful=false&reviewOrder=date_newest_first
http://www.hotels.com/customer_care/pillar/welcomerewards.html
http://www.hotels.com/deals/deal-of-the-day/?intlId=us_dealoftheday_hp
http://www.hotels.com/hotel-deals/january/?intlId=us_januarysale_hp
http://www.hotels.com/last-minute-hotel-deals/?intlId=us_lmd_hp
http://www.hotels.com/page/giftcards?intlId=us_giftcards_hp
http://www.hotels.com/deals/email-sign-up/?intlId=us_crmsignup_hp
http://www.hotels.com/sd1469103/hotel-special-deals-phoenix/?intlId=us_phoenixeg_hp
<http://www.hotels.com/de1506246/hotels-new-york-new-york/>
<http://www.hotels.com/de1506246/hotels-new-york-new-york/>
<http://www.hotels.com/ho109277/park-central-new-york-new-york-united-states-of-america/>
<http://www.hotels.com/ho112922/new-york-hilton-midtown-new-york-united-states-of-america/>
<http://www.hotels.com/ho142043/hotel-pennsylvania-new-york-united-states-of-america/>
<http://www.hotels.com/de1504033/hotels-las-vegas-nevada/>
<http://www.hotels.com/de1504033/hotels-las-vegas-nevada/>

<http://www.hotels.com/ho118583/circus-circus-hotel-casino-las-vegas-united-states-of-america/>
<http://www.hotels.com/ho135542/excalibur-hotel-casino-las-vegas-united-states-of-america/>
<http://www.hotels.com/ho118903/stratosphere-hotel-casino-resort-hotel-las-vegas-united-states-of-america/>
<http://www.hotels.com/de1404711/hotels-orlando-florida/>
<http://www.hotels.com/de1404711/hotels-orlando-florida/>
<http://www.hotels.com/ho182220/the-buena-vista-palace-hotel-spa-lake-buena-vista-united-states-of-america/>
<http://www.hotels.com/ho109506/radisson-hotel-orlando-lake-buena-vista-orlando-united-states-of-america/>
<http://www.hotels.com/ho112876/hilton-orlando-lake-buena-vista-lake-buena-vista-united-states-of-america/>
<http://www.hotels.com/de1439028/hotels-los-angeles-california/>
<http://www.hotels.com/de1439028/hotels-los-angeles-california/>
<http://www.hotels.com/ho130178/hotel-menage-anaheim-boutique-hotel-anaheim-united-states-of-america/>
<http://www.hotels.com/ho203200/ramada-plaza-anaheim-anaheim-united-states-of-america/>
<http://www.hotels.com/ho133705/desert-palms-hotel-suites-anaheim-united-states-of-america/>
<http://www.hotels.com/#>
<http://www.hotels.com/de1506246/hotels-new-york-new-york/>
<http://www.hotels.com/de1504033/hotels-las-vegas-nevada/>
<http://www.hotels.com/de1497539/hotels-chicago-illinois/>
<http://www.hotels.com/de1493604/hotels-san-francisco-california/>
<http://www.hotels.com/de1467359/hotels-washington-district-of-columbia/>
<http://www.hotels.com/de1401516/hotels-boston-massachusetts/>
<http://www.hotels.com/de1483250/hotels-san-diego-california/>
<http://www.hotels.com/de1404711/hotels-orlando-florida/>
<http://www.hotels.com/de549499/hotels-london-united-kingdom/>
<http://www.hotels.com/de1456744/hotels-new-orleans-louisiana/>
<http://www.hotels.com/de1439028/hotels-los-angeles-california/>
<http://www.hotels.com/de1490932/hotels-san-antonio-texas/>
<http://www.hotels.com/de504261/hotels-paris-france/>
<http://www.hotels.com/de1481165/hotels-seattle-washington/>
<http://www.hotels.com/de1496137/hotels-atlanta-georgia/>
<http://www.hotels.com/de1434435/hotels-philadelphia-pennsylvania/>
<http://www.hotels.com/de1496344/hotels-austin-texas/>
<http://www.hotels.com/de1512961/hotels-atlantic-city-new-jersey/>
<http://www.hotels.com/de712491/hotels-rome-italy/>
<http://www.hotels.com/de1447135/hotels-myrtle-beach-south-carolina/>
<http://www.hotels.com/de1486134/hotels-dallas-texas/>
<http://www.hotels.com/de1410382/hotels-houston-texas/>
<http://www.hotels.com/de1440421/hotels-denver-colorado/>
<http://www.hotels.com/de1516192/hotels-miami-florida/>
<http://www.hotels.com/#>
<http://www.hotels.com/co225/hotels-in-united-states-of-america/>
<http://www.hotels.com/co38/hotels-in-canada/>
<http://www.hotels.com/co224/hotels-in-united-kingdom/>
<http://www.hotels.com/co74/hotels-in-france/>
<http://www.hotels.com/co197/hotels-in-spain/>

<http://www.hotels.com/co106/hotels-in-italy/>
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<http://www.hotels.com/co44/hotels-in-china/>
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<http://www.hotels.com/co151/hotels-in-netherlands/>
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<http://el.hotels.com>
<http://it.hotels.com>
<http://fr.hotels.com>
<http://kr.hotels.com>
<http://de.hotels.com>
<http://ru.hotels.com>
<http://id.hotels.com>
<http://lv.hotels.com>
<http://is.hotels.com>
<http://tr.hotels.com>
<http://pl.hotels.com>
http://www.hotels.com/?pos=HCOM_US&locale=en_US
<http://he.hotels.com>
<http://da.hotels.com>
<http://ar.hotels.com>
<http://ua.hotels.com>
<http://sv.hotels.com>
<http://cs.hotels.com>
<http://sk.hotels.com>
<http://hu.hotels.com>
<http://fi.hotels.com>
<http://lt.hotels.com>
<http://et.hotels.com>
<http://jp.hotels.com>
<http://ms.hotels.com>
<http://hr.hotels.com>
<http://nl.hotels.com>
<http://no.hotels.com>
<http://vi.hotels.com>
<http://th.hotels.com>
<http://uk.hotels.com>
<http://au.hotels.com>
<http://ca.hotels.com>
<http://ie.hotels.com>
<http://es.hotels.com>
<http://sg.hotels.com>
<http://nz.hotels.com>
<http://zh.hotels.com>
<http://za.hotels.com>
<http://in.hotels.com>
<http://www.hotels.com/#>
<http://en-ph.hotels.com>
<http://en-il.hotels.com>

<http://www.hotels.com/alltop50cities/>
<http://www.hotels.com/allcountries/>
<http://www.hotels.com/hi1/hotel-index/>
<http://www.hotels.com/>
<http://www.hotels.com/articles/>
<http://www.hotels.com/site-index/>
<http://www.hotels.com/html/blank.html#http://press.hotels.com/en-us/>
http://www.hotels.com/customer_care/pillar/welcomerewards.html

Heading Tags ↩

<H1>Hotel search

<H2>Popular cities with US travelers

<H3>New York

<H3>Las Vegas

<H3>Orlando

<H3>Los Angeles

<H3> Top Destinations

<H3> Top Countries

<H3> Change language

<H3> Global sites

<H3> Other Expedia Inc. sites

<H3> For Suppliers, Affiliates and the Media

Image ↗

<http://www.hotels.com/external/images/hermesContent-345d4612-eeae-47c3-8647-f0c73cc96349-v1.0.jpg>

☐ Speed Tip Data

Add Expires headers ↩

<http://platform.twitter.com/oct.js>

http://www.googleadservices.com/pagead/conversion_async.js

http://nexus.ensighten.com/hotelscom/prod/serverComponent.php?r=0.6820320175029337&ClientID=314&PageID=http%3A%2F%2Fca.hotels.com%2F%3FPagesiteSection%3Dhome%20page%26UserLocale%3Den_CA%26Userpos%3DHCOM_CA%26MarketinglastTouchedMarketingCode%3Dundefined%26pos%3DHCOM_CA%3Cstyle%20type%26UserplatformId%3DDesktop%26PagepageName%3Dhome%20page%26MarketingfullMarketingTrackingCode%3Dundefined%26MarketingvisitMarketingCode%3Dundefined%26marketingCode%3Dfalse

<http://www.google-analytics.com/ga.js>

https://seal.verisign.com/getseal?host_name=ca.hotels.com&size=S&use_flash=NO&use_transparent=NO&lang=en

<http://nexus.ensighten.com/hotelscom/prod/Bootstrap.js>

http://ca.hotels.com/__sobj/core.js

<https://seal.websecurity.norton.com/getseal?at=0&sealid=2&dn=ca.hotels.com&lang=en>

<http://images.trvl-media.com/ads/CalgaryHotelAssociation/2014/Oct/31660/TC-Expedia-BigBox-300x250-Static.jpg>

<http://ad.doubleclick.net/ad/N6090.282420.HOTELS.CA/B8310137.112437424;sz=1x1;ord=ccytaWR,bkkWnnjWbzy?>

http://api.adsymptotic.com/api/s/trackconversion?_pid=11203&_psign=d080e1d2e794664421673d09189f941b&_aid=618&_lbl=RT_RT_HOTELS_DOT_COM_HOME_PAGE

<http://r.turn.com/r/beacon?b2=W50MbL-9zadtBXNwFaVd37qub--vQxkn5wwjHrr-oapZlvHh48uqhfVkiZR-FZAmCYeDvqZYL7VTijvw6-yMKA&cid=>

http://r.turn.com/r/beacon?b2=9N17imkZD8dYpVJwMpjgr8m5j9NHpSut6PrJbZOeZSGdzuQxqBpj13OnMT9hHFwxOzpPGIIUjA-GU_Hc02Zvlw&cid=

<http://rtd.tubemogul.com/upi/?sid=jQuEbTPckU83sNGHdYaA>

<http://rtd.tubemogul.com/stats/1/conv?cpk=YfxdZh549PjavgtluPmS&cak=BEcwwvqY9H8sMGJpCb3a>

<http://rtd.tubemogul.com/upi/?sid=dA3VQdocrMECQRvM8LYY>

Make JavaScript and CSS external ↩

There is a total of 4 inline css

There is a total of 20 inline scripts

Optimize images ↩

Losslessly compressing

http://a2.cdn-hotels.com/landing/images/78ff4536-2aba-426d-9882-3e27b2de6deb_20130422111628.jpg could save 210.9KiB (98% reduction).

Losslessly compressing

http://a2.cdn-hotels.com/landing/images/2ddeb5d1-8fa5-4d55-b78d-62e5b0d208bf_20130621042935.jpg could save 171KiB (98% reduction).

Losslessly compressing

http://a2.cdn-hotels.com/landing/images/97b61a86-56f7-4eb3-b62c-74a8ab1929ff_20140723104715.jpg could save 123.7KiB (98% reduction).

Losslessly compressing

http://a2.cdn-hotels.com/landing/images/b27fff42-04f0-4b5a-8caf-369c8e8b6933_20141202100823.jpg could save 82.4KiB (97% reduction).

Losslessly compressing

http://api.adsymptotic.com/api/s/trackconversion?_pid=11203&_psign=d080e1d2e794664421673d09189f941b&_aid=618&_lbl=RT_RT_HOTELS_DOT_COM_HOME_PAGE could save 1,002B (91% reduction).

Losslessly compressing

<http://images.trvl-media.com/ads/CalgaryHotelAssociation/2014/Oct/31660/TC-Expedia-BigBox-300x250-Static.jpg> could save 911B (4% reduction).

Losslessly compressing

<http://ca.hotels.com/external/images/hermesContent-20e26a37-15c6-4d06-a925-f90bb7fbf6b3-v1.0.jpg> could save 897B (2% reduction).

Losslessly compressing

<http://ca.hotels.com/external/images/hermesContent-345d4612-eeae-47c3-8647-f0c73cc96349-v1.0.jpg> could save 805B (1% reduction).

Losslessly compressing http://s1.2mdn.net/viewad/4534299/1x1_Pixel.PNG could save 611B (88% reduction).

Reduce DNS lookups ↩

ca.hotels.com: 10 components, 633.0K (90.8K GZip)
a2.cdn-hotels.com: 14 components, 1176.6K (375.0K GZip)
platform.twitter.com: 1 component, 0.8K (0.8K GZip)
www.googleadservices.com: 1 component, 7.7K (7.7K GZip)
nexus.ensighten.com: 5 components, 98.0K (96.2K GZip)
www.google-analytics.com: 1 component, 40.9K (40.9K GZip)
survey.122.2o7.net: 2 components, 30.0K (30.0K GZip)
seal.verisign.com: 1 component, 2.2K
seal.websecurity.norton.com: 1 component, 2.2K
media.hotels.com: 1 component, 1.4K (1.4K GZip)
images.trvl-media.com: 1 component, 25.8K
ad.doubleclick.net: 1 component, 0.6K
fls.doubleclick.net: 2 components, 1.1K
api.adsymptotic.com: 1 component, 1.0K
r.turn.com: 2 components, 0.08K
rtd.tubemogul.com: 3 components, 0.2K

Compress components with gzip ↩

<http://nexus.ensighten.com/hotelscom/prod/code/abd4d42e4b8477ef366010209ad61473.js?conditionId0=325418>

http://nexus.ensighten.com/hotelscom/prod/serverComponent.php?r=0.6820320175029337&ClientID=314&PageID=http%3A%2F%2Fca.hotels.com%2F%3FPagesiteSection%3Dhome%20page%26UserLocale%3Den_CA%26Userpos%3DHCOM_CA%26MarketinglastTouchedMarketingCode%3Dundefined%26pos%3DHCOM_CA%3Cstyle%20type%26UserplatformId%3DDesktop%26PagepageName%3Dhome%20page%26MarketingfullMarketingTrackingCode%3Dundefined%26MarketingvisitMarketingCode%3Dundefined%26marketingCode%3Dfalse

https://seal.verisign.com/getseal?host_name=ca.hotels.com&size=S&use_flash=NO&use_transparent=NO&lang=en

http://ca.hotels.com/__sobj/core.js

<http://fls.doubleclick.net/activityi;src=3057880;type=homep230;cat=homep389;u1=CA;ord=46507951?>

Minify HTML ↩

Minifying <http://ca.hotels.com/> could save 1.3KiB (6% reduction) after compression.

Leverage browser caching ↩

<http://nexus.ensighten.com/hotelscom/prod/Bootstrap.js> (5 minutes).

https://seal.verisign.com/getseal?host_name=ca.hotels.com&size=S&use_flash=NO&use_transparent=NO&lang=en (7.6 minutes).

<http://images.trvl-media.com/ads/CalgaryHotelAssociation/2014/Oct/31660/TC-Expedia-BigBox-300x250-Static.jpg> (15 minutes).

<http://platform.twitter.com/oct.js> (30 minutes).

<https://seal.websecurity.norton.com/getseal?at=0&sealid=2&dn=ca.hotels.com&lang=en> (59.1 minutes).

<http://www.google-analytics.com/ga.js> (2 hours).