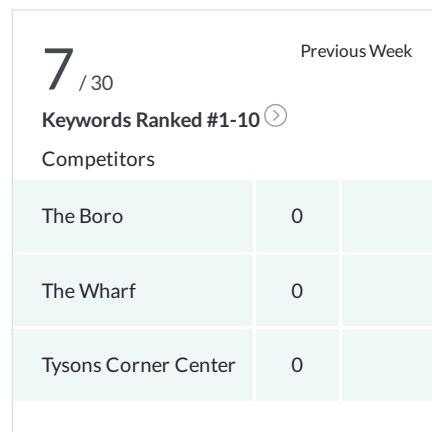
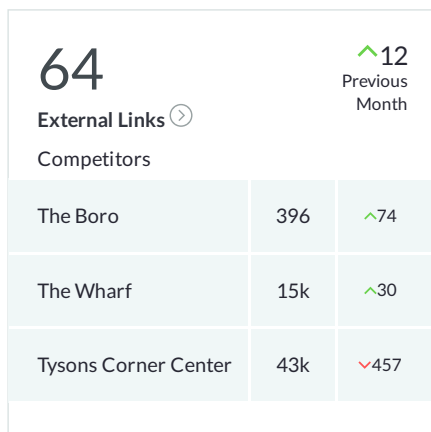
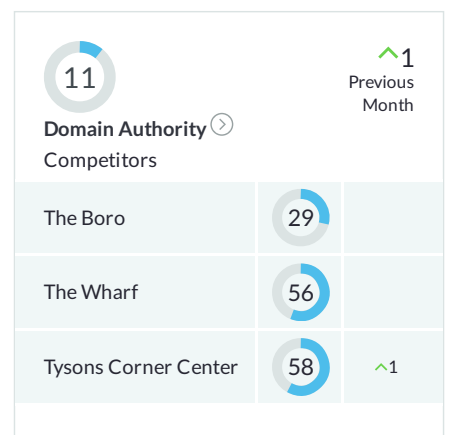
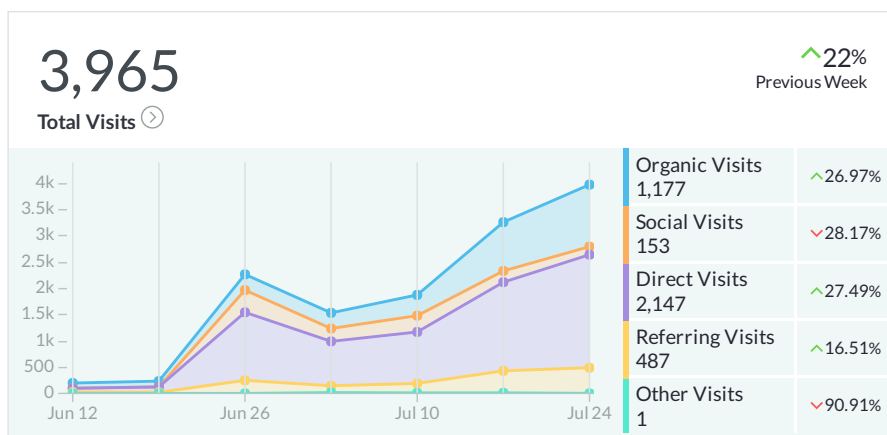
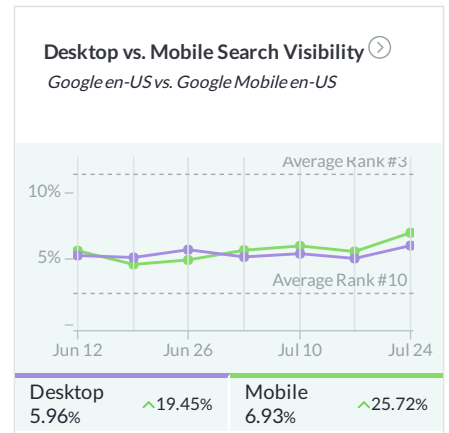
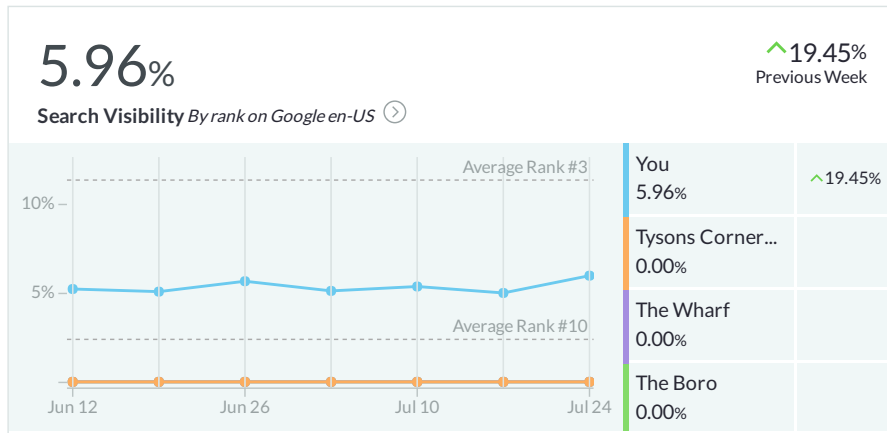


Capital One Center MOZ report

Generated on July 28, 2020

Dashboard

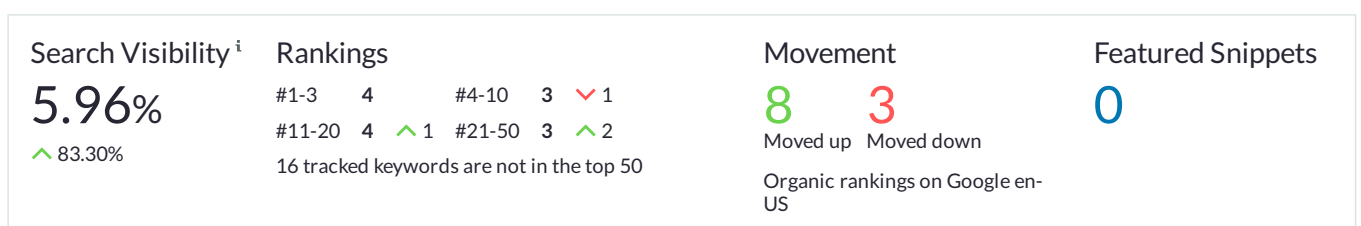


Top National Keywords

By rank on Google en-US

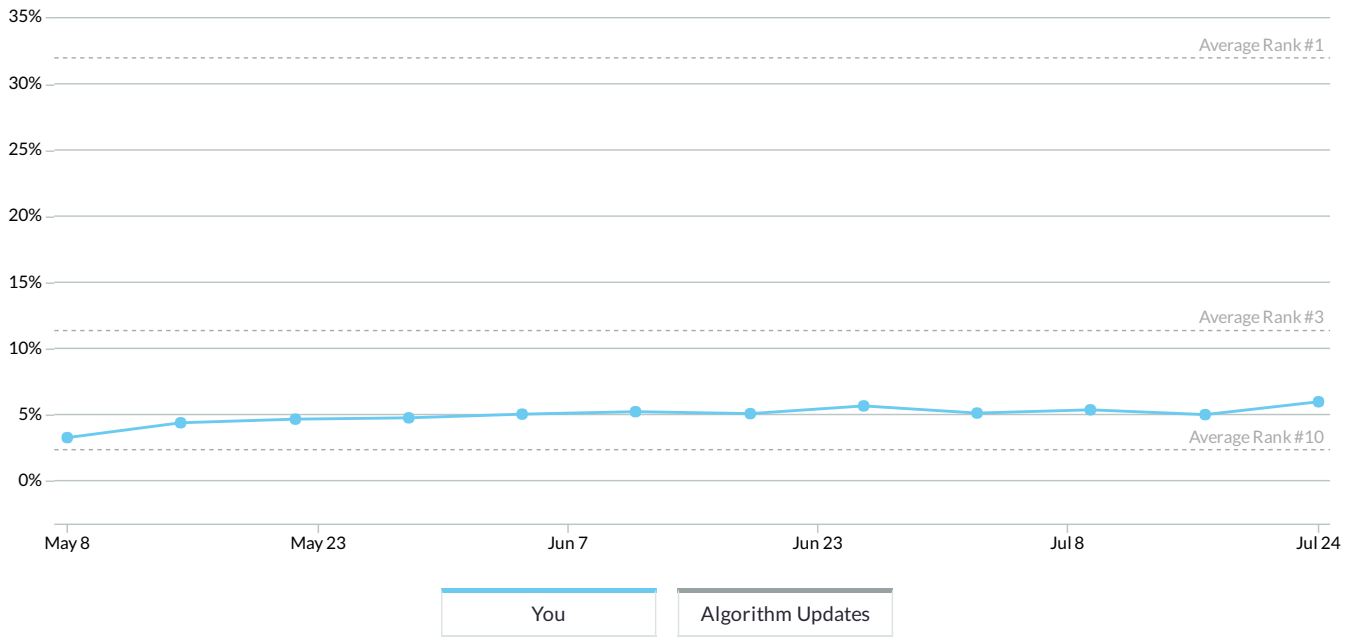
Keyword	Rank
capital one center	#1
capital one center bier...	#1
capital one center city ...	#1
capital one sculpture	#2
capital one tysons	#4

Rankings Overview



Search Visibility

Estimated percentage of clicks based on your keyword rankings



Tracked Keywords Overview

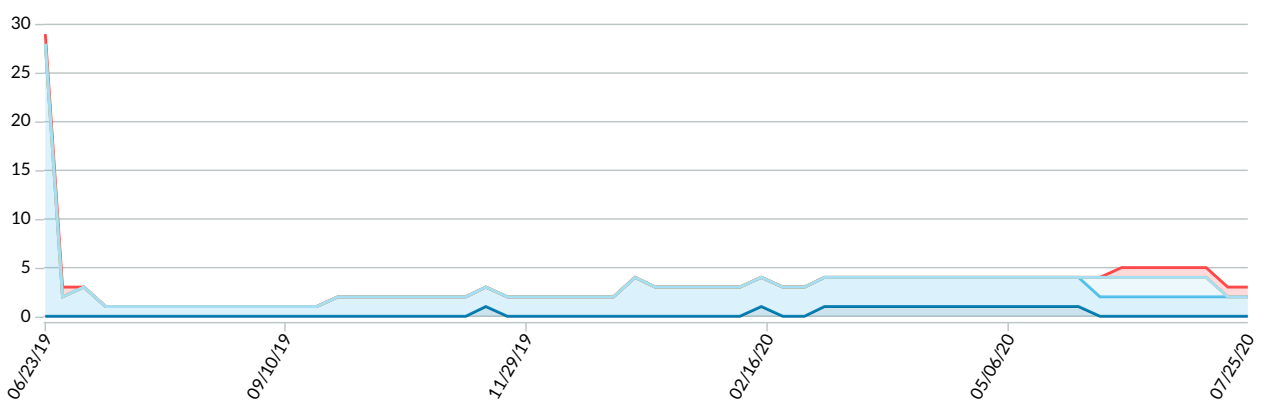
Keyword <input checked="" type="checkbox"/> Show Labels	Location ⁱ	Monthly Volume ⁱ	Rank ⁱ		URL	Optimize
capital one center Branded x	National	501-850	#1		www.capitalonecenter.com	
capital one center biergarten Branded x	National	no data ⁱ	#1		www.capitalonecenter.com/...ten	
capital one center city works Branded x	National	no data ⁱ	#1		www.capitalonecenter.com	
capital one sculpture	National	0-10	#2		www.capitalonecenter.com/...out	
capital one tysons	National	0-10	#4		www.capitalonecenter.com/visit	
1600 capital one drive mclean va	National	11-50	#6		www.capitalonecenter.com/visit	
scotts crossing road tysons	National	0-10	#8		www.capitalonecenter.com/visit	
restaurants at capital one center Branded x	National	no data ⁱ	#13		www.capitalonecenter.com	
the perch the perch x the perch menu x the perch movie x	National	2.9k-4.3k	#17		www.capitalonecenter.com/...ch	
capital one center restaurants Branded x	National	0-10	#17		www.capitalonecenter.com	
parking at capital one center Branded x	National	0-10	#18		www.capitalonecenter.com/visit	
cityworks mclean	National	101-200	#33		www.capitalonecenter.com/visit	
the perch movie the perch x the perch movie x	National	11-50	#35		www.capitalonecenter.com/...hts	
the perch hours the perch x	National	11-50	#40		www.capitalonecenter.com/...ch	
biergarten	National	11.5k-30.3k	#51+			
cityworks cityworks x	National	1.7k-2.9k	#51+			
city works	National	2.9k-4.3k	#51+			
public park	National	851-1.7k	#51+			
capital one careers capital one careers x	National	11.5k-30.3k	#51+			
concert hall	National	851-1.7k	#51+			

capital one campus	National	51-100	#51+
corporate campus	National	11-50	#51+
food trucks	National	9.3k-11.5k	#51+
campus	National	11.5k-30.3k	#51+
the perch menu	National	101-200	#51+
the perch x			
the perch menu x			
technology campus	National	0-10	#51+
theater	National	70.8k-118k	#51+
capital one	National	1.5m-6.9m	#51+
capital one x			
the perch happy hour	National	0-10	#51+
the perch x			
hall	National	11.5k-30.3k	#51+

Crawl Overview

Pages Crawled 43	New Issues 0	Issues By Category	Total Issues 3
		<ul style="list-style-type: none"> ⚠ Critical Crawler Issues 1 Crawler Warnings 0 Metadata Issues 2 Redirect Issues 0 Content Issues 0 	

Total Issues Detected



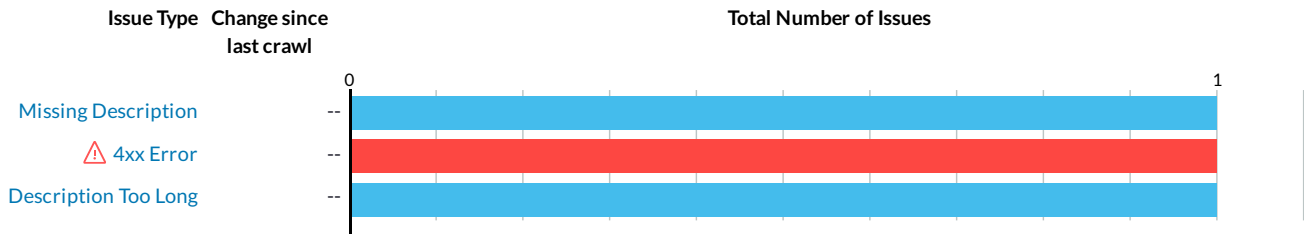
Critical	Warnings	Redirect	Metadata	Content
----------	----------	----------	----------	---------



You have no new issues.

All Issues

■ Critical
 ■ Warnings
 ■ Redirect
 ■ Metadata
 ■ Content



Moz Recommends Fixing

⚠ **4xx Error (1)**

Why is this a high priority?
This is bad for site visitors, who may see "404 Error Page Not Found" instead of the content they are seeking. If external...

How to fix it:

Pete says: *Update your redirect to point to a relevant (and working) URL. <a...>*

[Review issues of this type](#) ↻

Missing Description (1)

Why is this a high priority?
Meta descriptions are a very important factor in improving click-through rates on SERPs. In the absence of a meta description...

How to fix it:

Britney says: *The meta description should employ keywords in an intelligent and compelling way that encourages a searcher to click. Optimally, the...*

[Review issues of this type](#) ↻

Description Too Long (1)

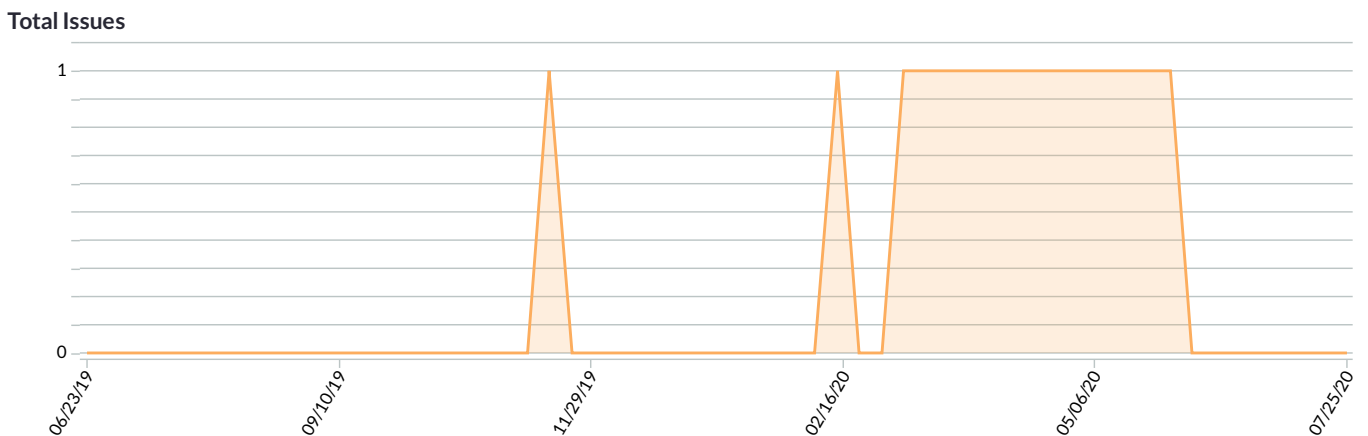
Why is this a high priority?
When your meta description is too long, it may get cut off by search engines and your click-through-rate could suffer.

How to fix it:

Britney says: *Reduce the length of your meta description. The ideal length is 55-300 characters.*

[Review issues of this type](#) ↻

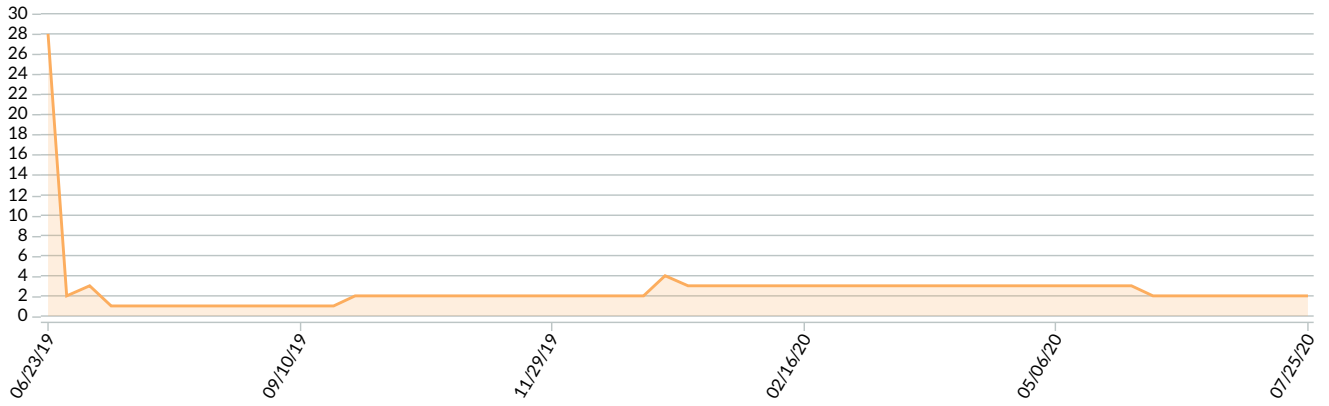
All Content Issues



You have no Content Issues! Nice work.

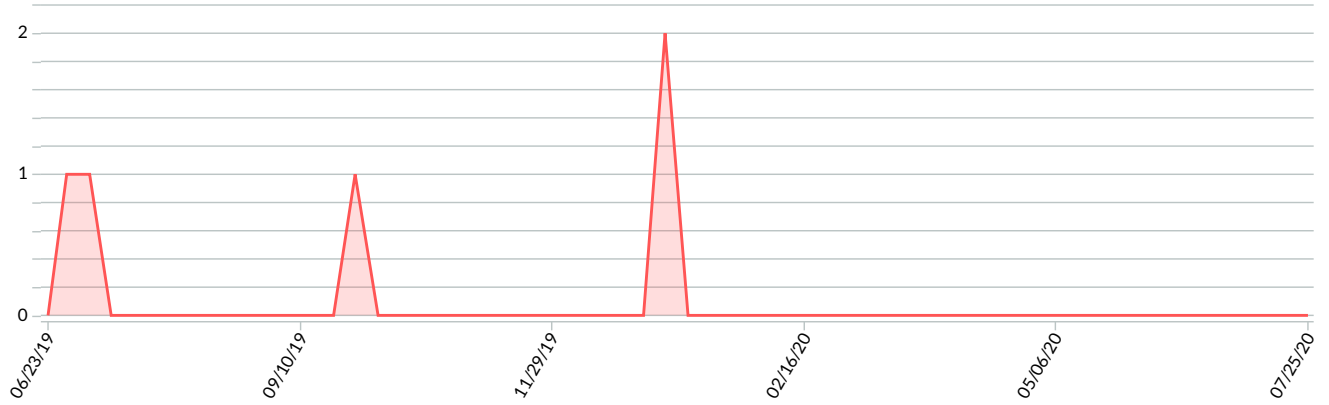
All Metadata Issues

Total Issues



All Metadata Issues

New Issues



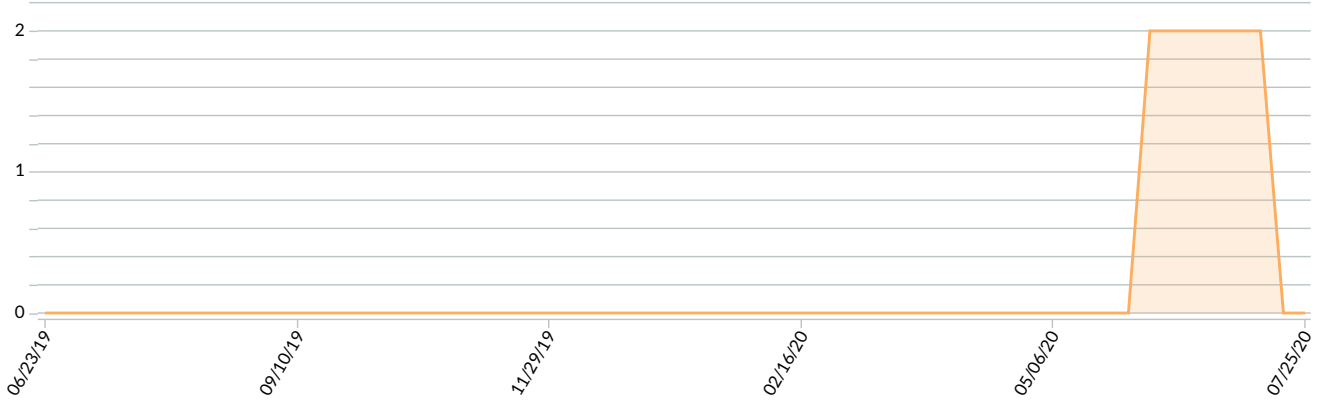
Pages with Metadata Issues

New URL Page Authority Issue Type Analyze

Capital One Center https://www.capitalonecenter.com/	17	Description Too Long	<input type="checkbox"/>
Capital One Center Connect https://www.capitalonecenter.com/connect	13	Missing Description	<input type="checkbox"/>

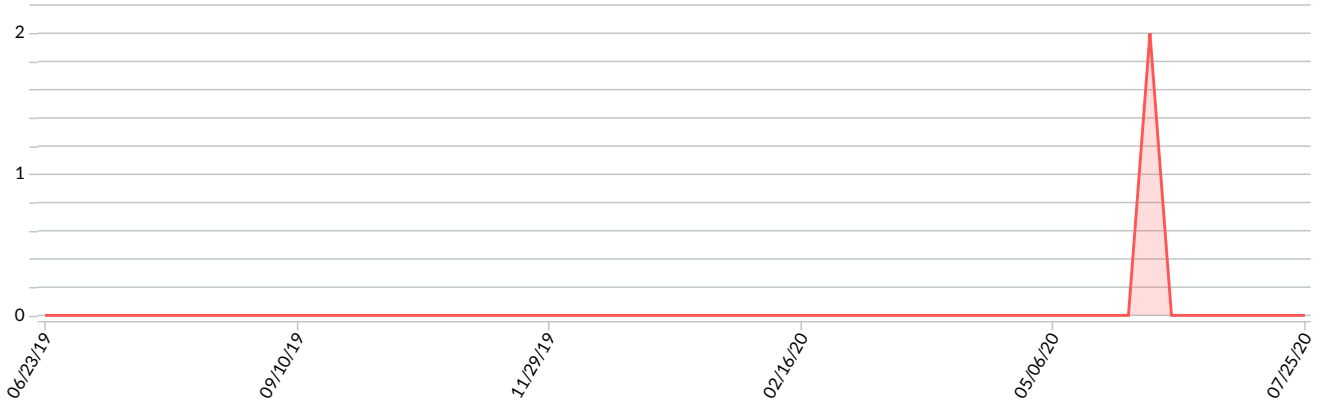
All Redirect Issues

Total Issues



All Redirect Issues

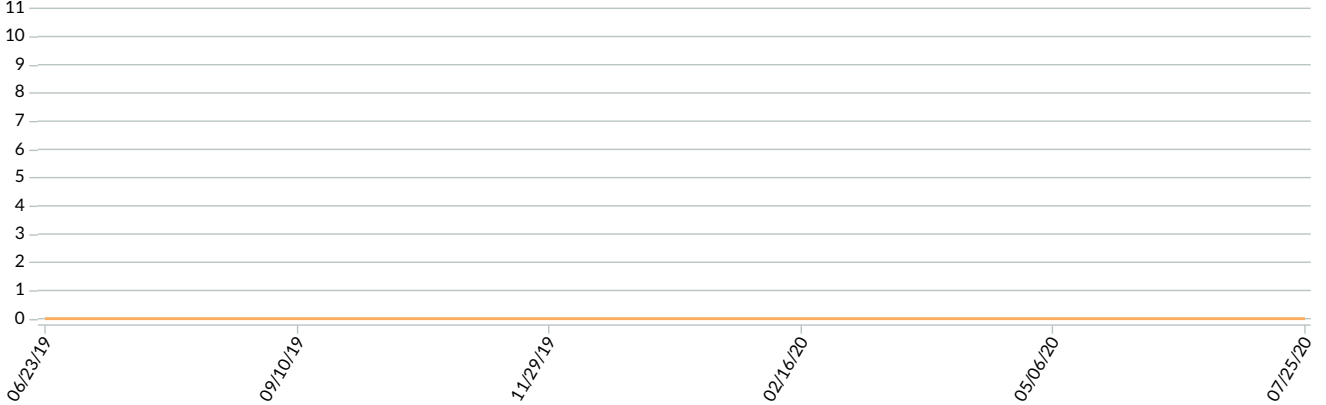
New Issues



You have no Redirect Issues! Nice work.

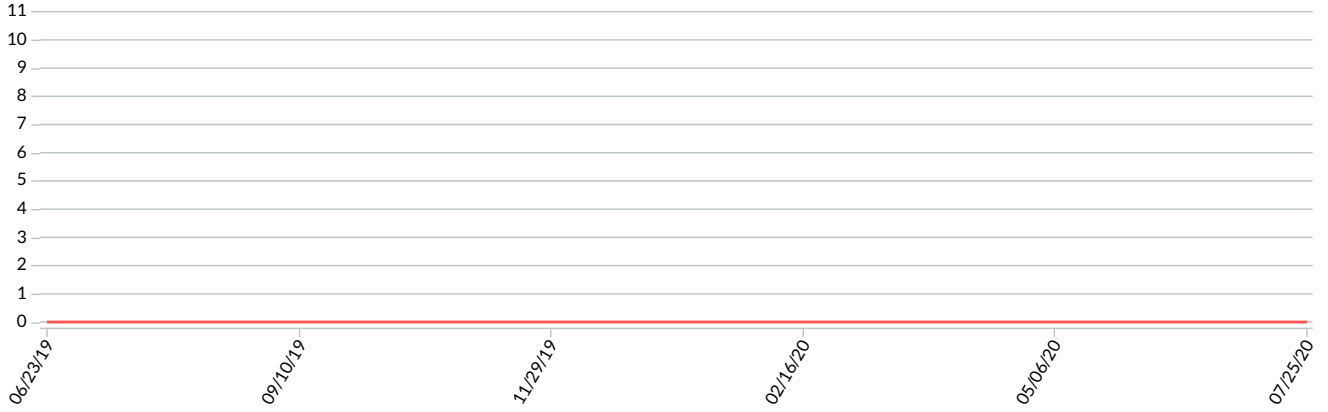
All Crawler Warnings

Total Issues



All Crawler Warnings

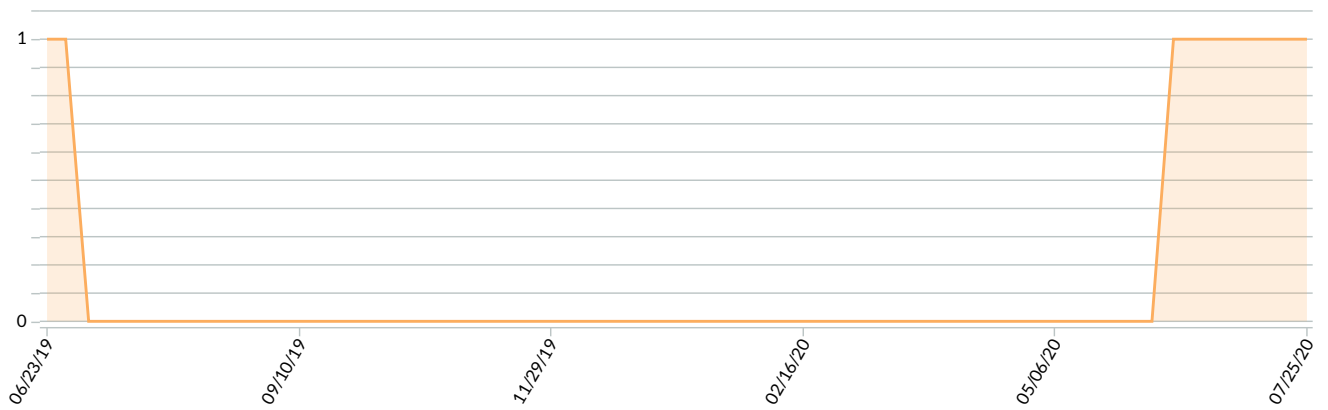
New Issues



You have no Crawler Warnings! Nice work.

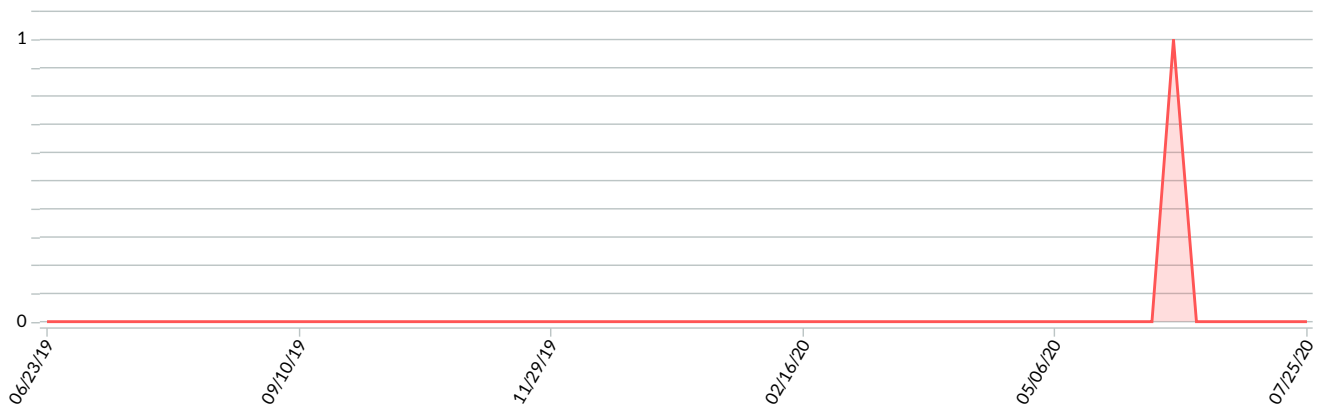
All Critical Crawler Issues

Total Issues



All Critical Crawler Issues

New Issues



Pages with Critical Crawler Issues

New URL

Page Authority

Issue Type

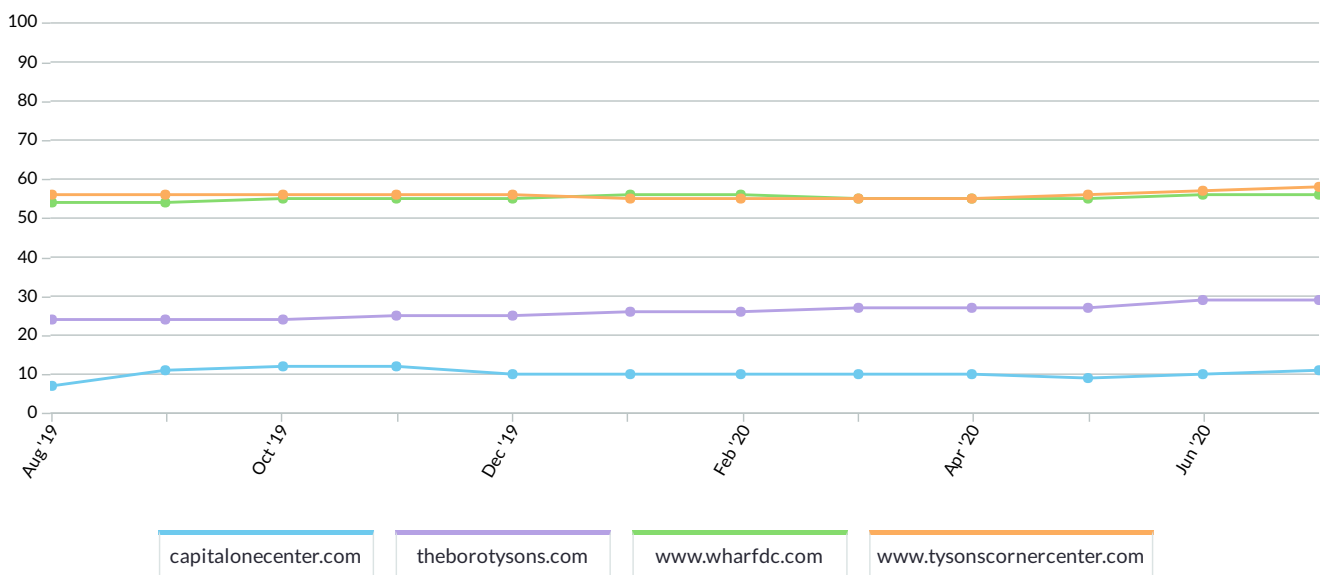
Analyze

Capital One Center - 404 Error Page https://www.capitalonecenter.com/retailer/cityworks	13	4xx Error	
--	----	-----------	--

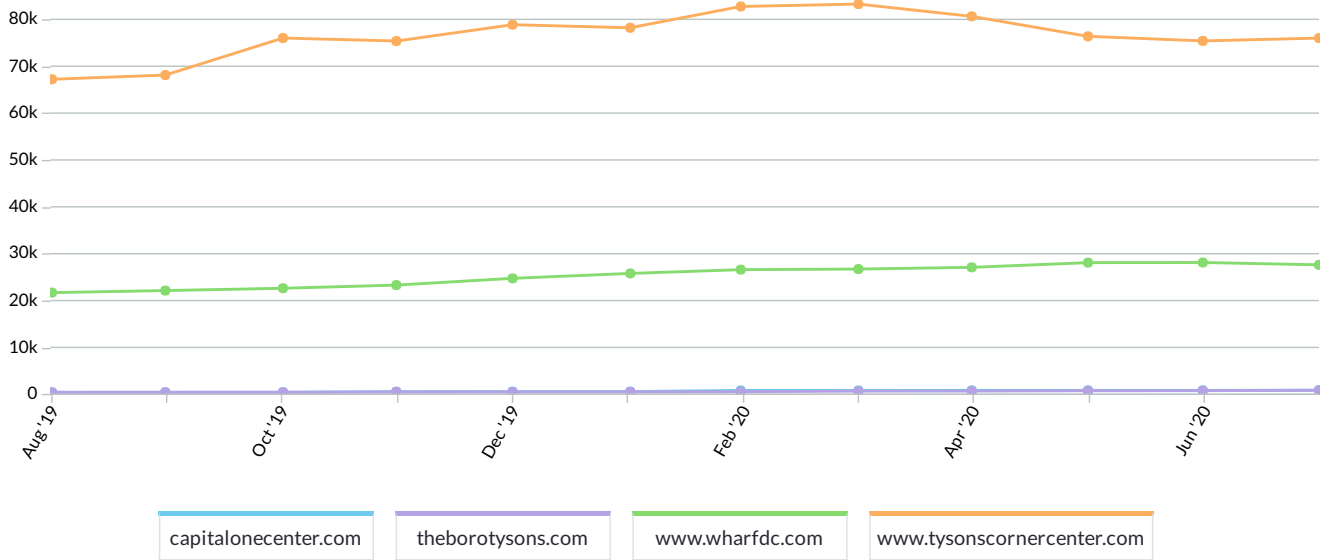
Compare Link Profiles

Metrics	capitalonecenter.c...	theborotysons.com	www.wharfdc.com	www.tysonscorne...
Domain Authority	11 1	29	56	58 1
Spam Score	8%	6%	--	5%
Total links	879 40	844 74	27,621 497	76,002 602
% of total links, external + follow	6% 1	42% 6	50% 1	53% 1
External, followed links	55 11	351 73	13,761 23	40,494 480
Internal, followed links	815 28	448	12,001 506	33,174 1k
External, nofollowed links	9 1	45 1	1,341 7	2,332 23
Internal, nofollowed links	0	0	518 21	2
Total linking domains	19 5	109 14	1,696 9	2,581 18
Followed linking domains	12 4	81 13	1,350 15	2,153 6

Domain Authority



Total links



Follow vs Nofollow

capitalonecenter.com



theborotysons.com



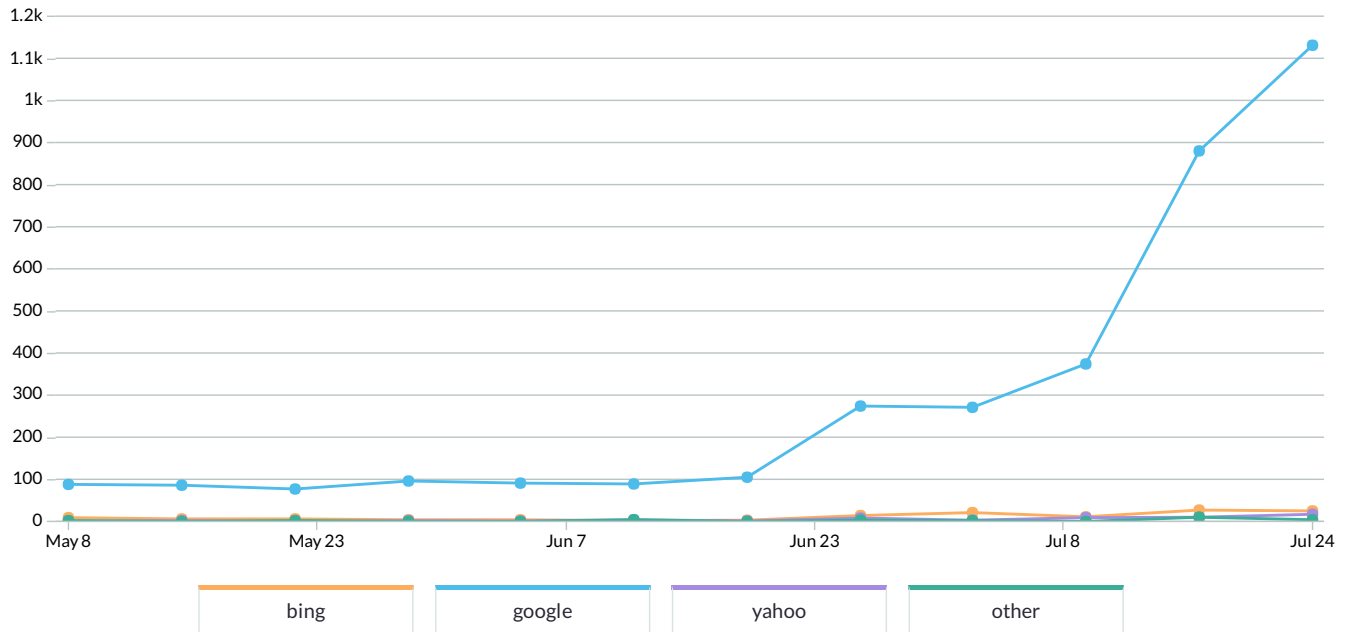
www.wharfcdc.com



www.tysonscornercenter.com



Visits from Organic Search



Visits by Search Engine

Search Engine	Visits ⁱ	% Change ⁱ	% of Total Search Traffic	Non-Branded Keyword Visits ⁱ	% New Visits ⁱ	Bounce Rate ⁱ	Pages per Visit ⁱ
bing	25	▲178%	2%	22	80%	52	2.84
google	1,131	▲1k%	96%	1,130	64%	62.86	2.04
duckduckgo	2		0%	2	100%	0	2.00
yahoo	17	▲2k%	1%	17	82%	70.59	1.76
ecosia.org	2		0%	2	100%	100	1.00