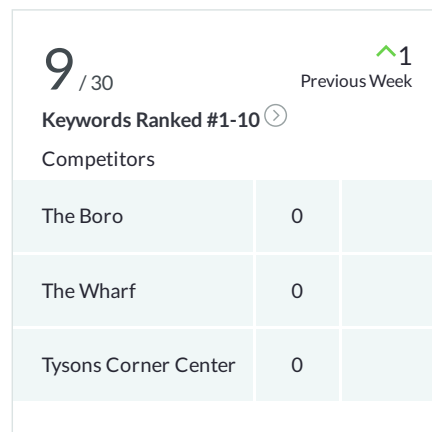
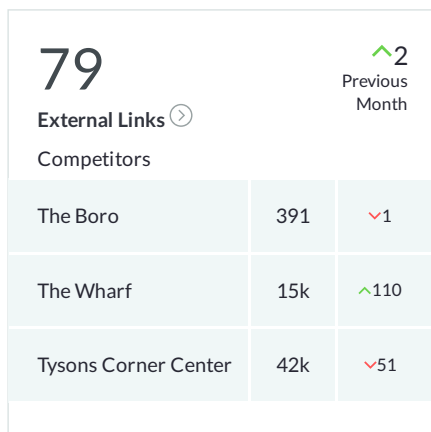
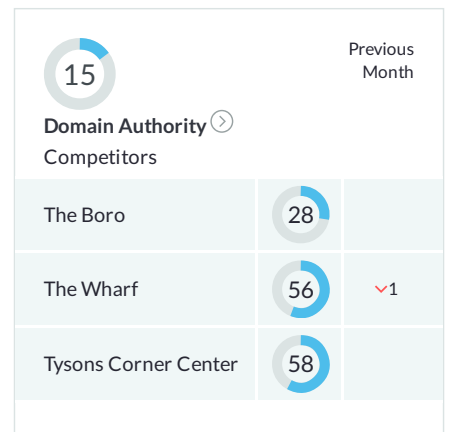
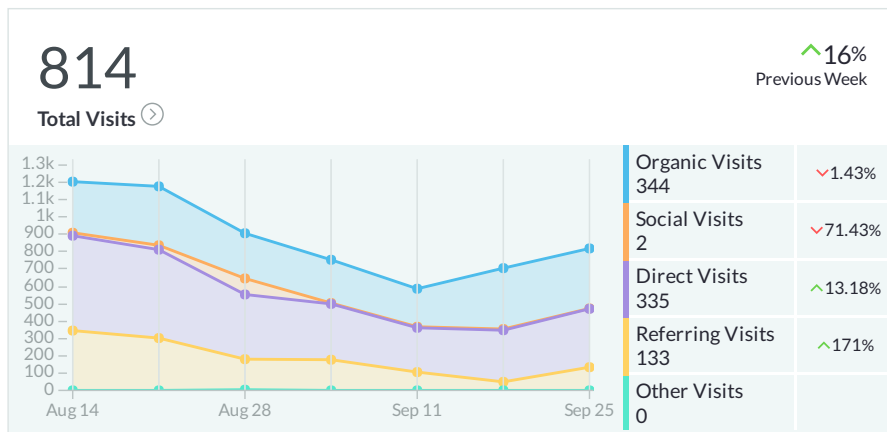
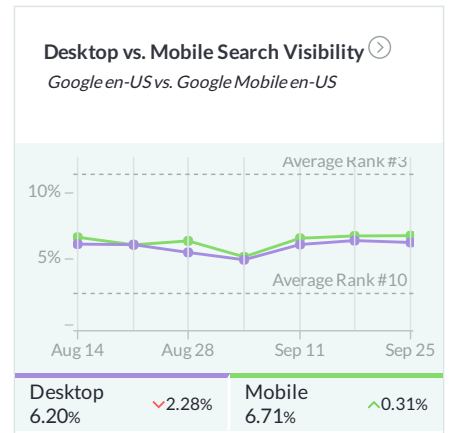
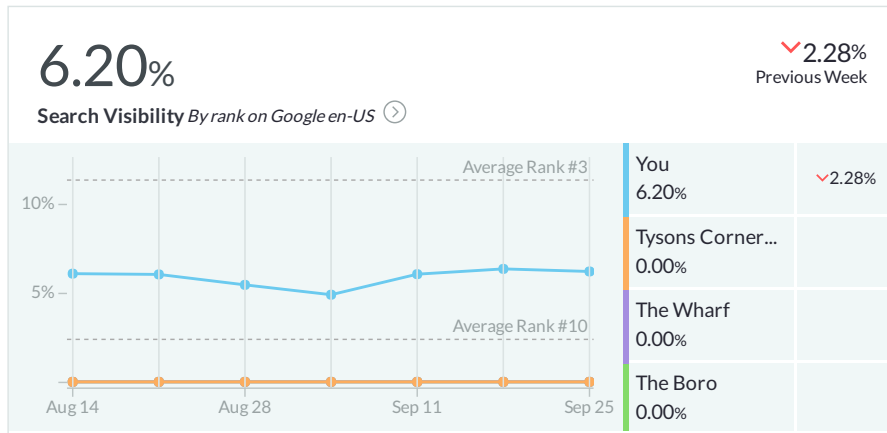


# Capital One Center MOZ report

Generated on September 26, 2020

## Dashboard

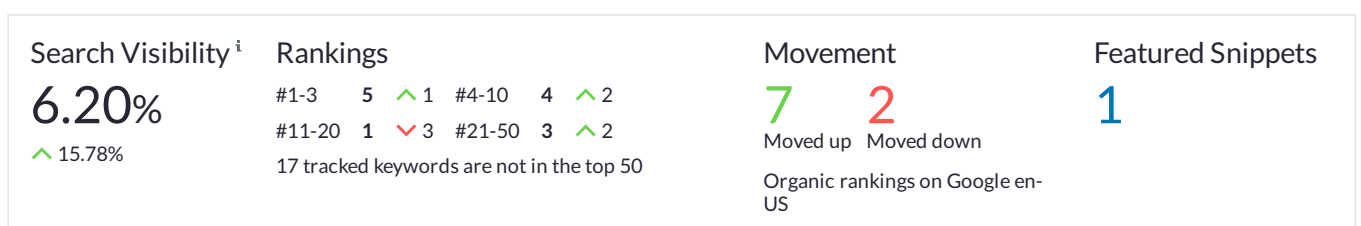


### Top National Keywords

*By rank on Google en-US*

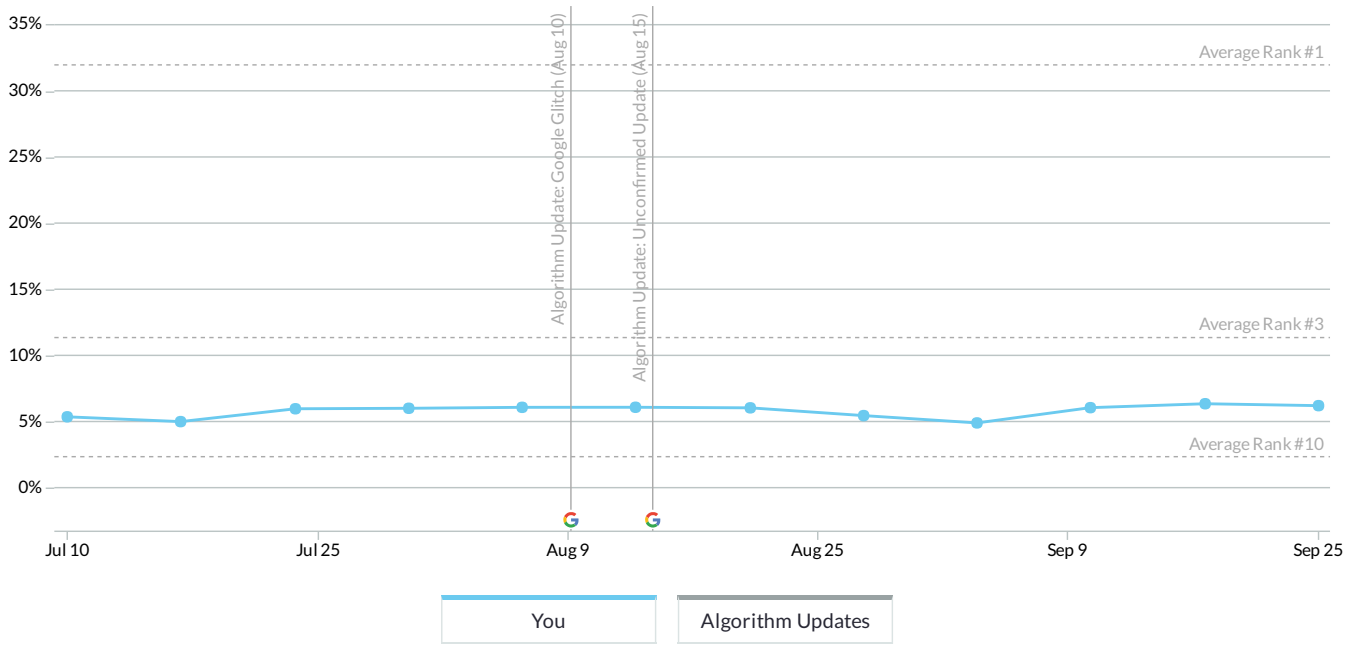
Keyword	Rank
capital one center	#1
capital one center bier...	#1 ✕
capital one center city ...	#1
capital one sculpture	#2
capital one tysons	#3

## Rankings Overview



# Search Visibility

Estimated percentage of clicks based on your keyword rankings



# Tracked Keywords Overview

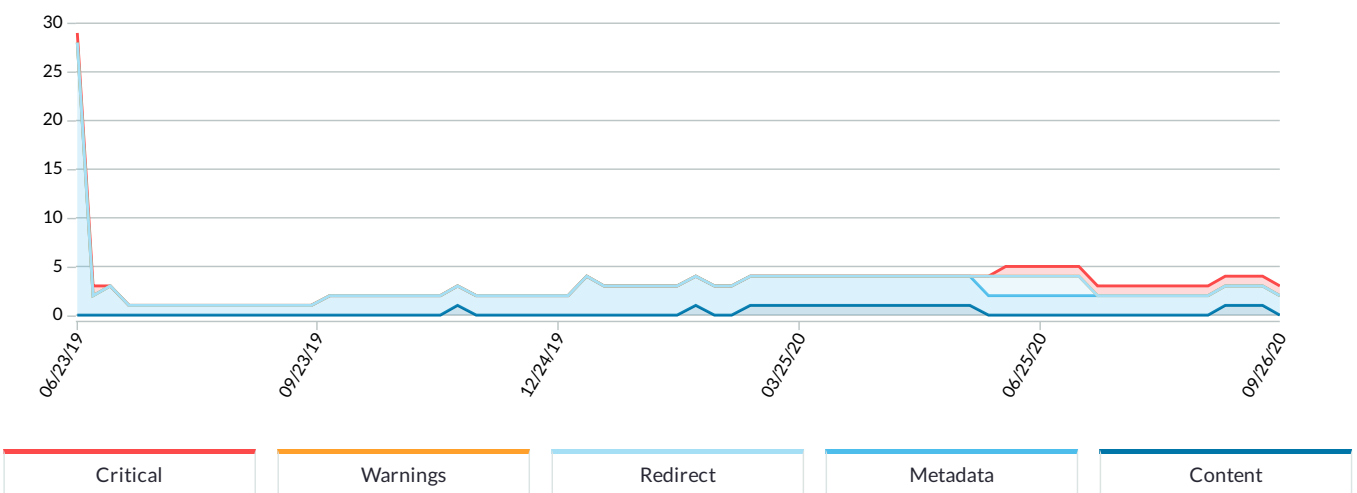
Keyword <input checked="" type="checkbox"/> Show Labels	Location <sup>i</sup>	Monthly Volume <sup>i</sup>	Rank <sup>i</sup>		URL	Optimize
capital one center Branded x	National	501-850	#1		<a href="http://www.capitalonecenter.com">www.capitalonecenter.com</a>	
capital one center biergarten Branded x	National	no data <sup>i</sup>	#1		<a href="http://www.capitalonecenter.com/...ten">www.capitalonecenter.com/...ten</a>	
capital one center city works Branded x	National	no data <sup>i</sup>	#1		<a href="http://www.capitalonecenter.com">www.capitalonecenter.com</a>	
capital one sculpture	National	0-10	#2		<a href="http://www.capitalonecenter.com/...out">www.capitalonecenter.com/...out</a>	
capital one tysons	National	0-10	#3		<a href="http://www.capitalonecenter.com/visit">www.capitalonecenter.com/visit</a>	
1600 capital one drive mclean va	National	11-50	#7		<a href="http://www.capitalonecenter.com/visit">www.capitalonecenter.com/visit</a>	
scotts crossing road tysons	National	0-10	#8		<a href="http://www.capitalonecenter.com/visit">www.capitalonecenter.com/visit</a>	
restaurants at capital one center Branded x	National	no data <sup>i</sup>	#8		<a href="http://www.capitalonecenter.com">www.capitalonecenter.com</a>	
capital one center restaurants Branded x	National	0-10	#10		<a href="http://www.capitalonecenter.com">www.capitalonecenter.com</a>	
parking at capital one center Branded x	National	0-10	#14		<a href="http://www.capitalonecenter.com/visit">www.capitalonecenter.com/visit</a>	
cityworks mclean	National	51-100	#27		<a href="http://www.capitalonecenter.com/visit">www.capitalonecenter.com/visit</a>	
capital one campus	National	51-100	#39		<a href="http://www.capitalonecenter.com">www.capitalonecenter.com</a>	
the perch the perch x the perch menu x the perch movie x	National	2.9k-4.3k	#47		<a href="http://www.capitalonecenter.com/...ten">www.capitalonecenter.com/...ten</a>	
biergarten	National	6.5k-9.3k	#51+			
cityworks cityworks x	National	851-1.7k	#51+			
city works	National	2.9k-4.3k	#51+			
public park	National	501-850	#51+			
capital one careers capital one careers x	National	9.3k-11.5k	#51+			
concert hall	National	501-850	#51+			
corporate campus	National	0-10	#51+			
food trucks	National	6.5k-9.3k	#51+			

campus	National	11.5k-30.3k	#51+
the perch menu	National	51-100	#51+
the perch × the perch menu ×			
technology campus	National	0-10	#51+
the perch movie	National	11-50	#51+
the perch × the perch movie ×			
theater	National	30.3k-70.8k	#51+
capital one	National	1.5m-6.9m	#51+
capital one ×			
the perch happy hour	National	0-10	#51+
the perch ×			
hall	National	11.5k-30.3k	#51+
the perch hours	National	11-50	#51+
the perch ×			

## Crawl Overview

Pages Crawled <b>41</b>	New Issues <b>0</b>	Issues By Category	Total Issues <b>3</b> ✓1
		<ul style="list-style-type: none"> <li>⚠ Critical Crawler Issues 1</li> <li>🚩 Crawler Warnings 0</li> <li>📄 Metadata Issues 2</li> <li>🔗 Redirect Issues 0</li> <li>📄 Content Issues 0 ✓1</li> </ul>	

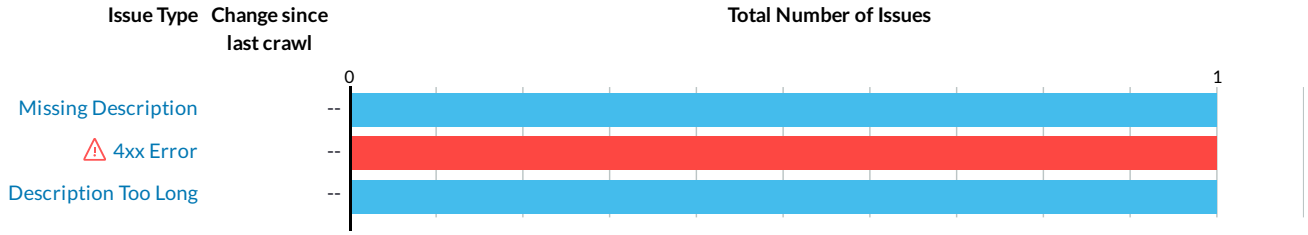
## Total Issues Detected



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)

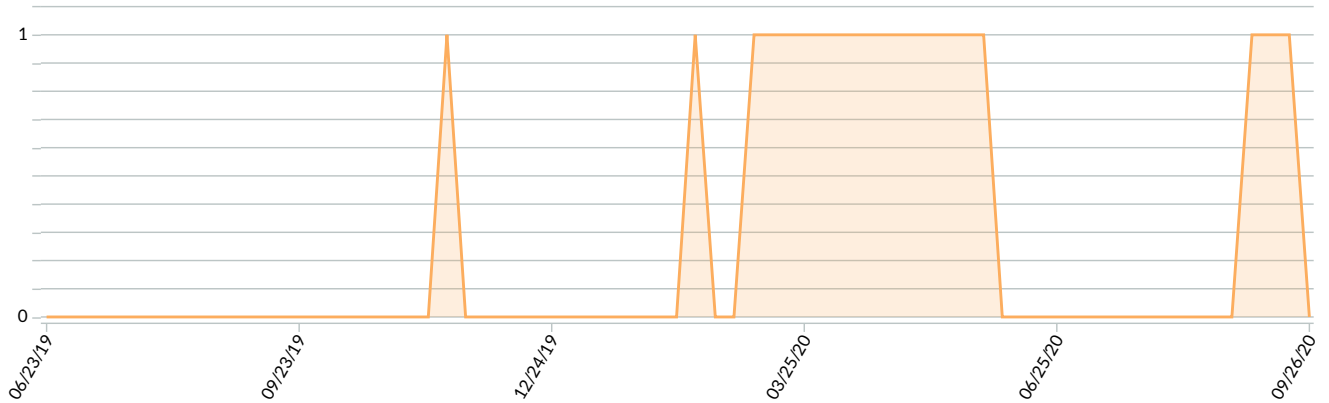
**Why is this a high priority?**  
When your meta description is too long, it may get cut off by search engines and your click-through-rate could suffer.

**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

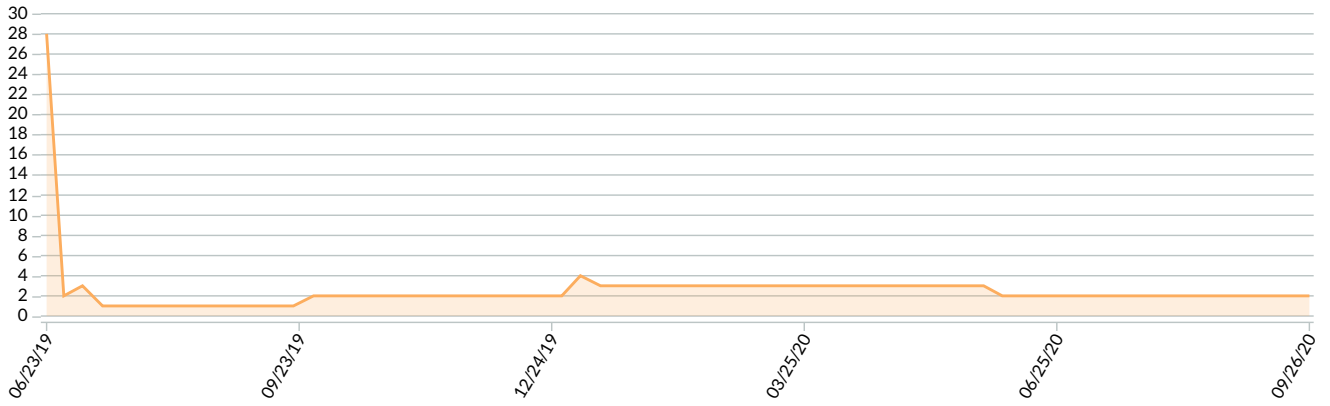
## Total Issues



You have no Content Issues! Nice work.

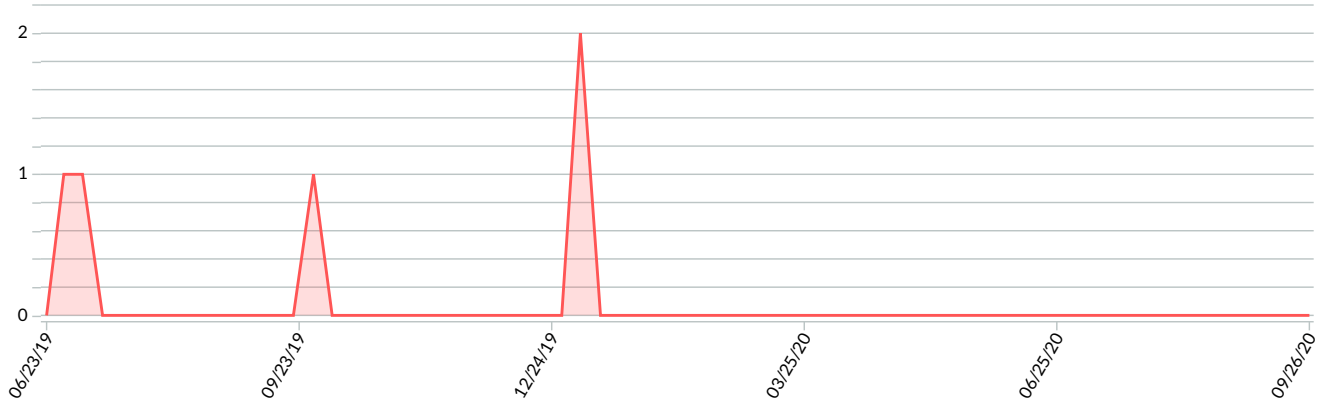
# All Metadata Issues

Total Issues



# All Metadata Issues

New Issues



# Pages with Metadata Issues

New URL

Page Authority

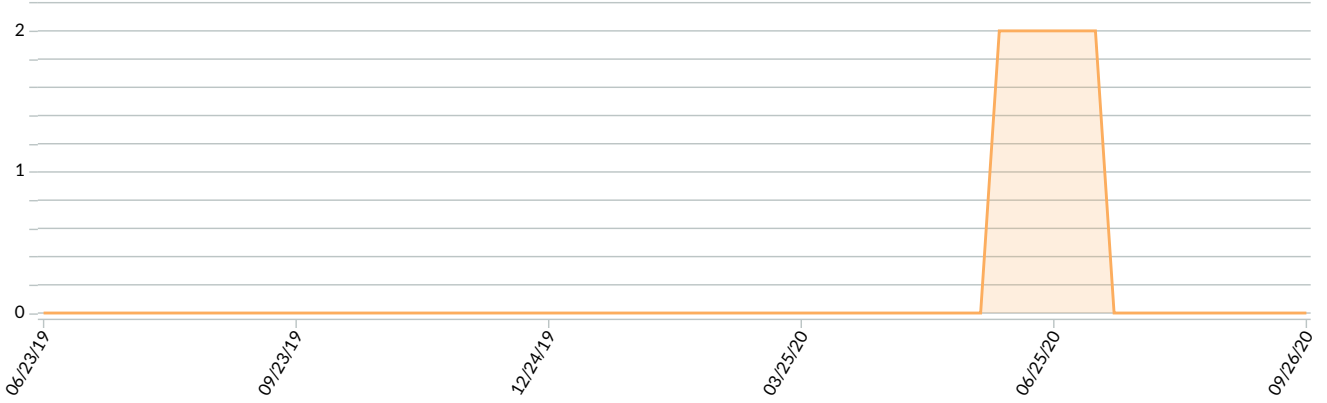
Issue Type

Analyze

Capital One Center <a href="https://www.capitalonecenter.com/">https://www.capitalonecenter.com/</a>	19	Description Too Long	
Capital One Center Connect <a href="https://www.capitalonecenter.com/connect">https://www.capitalonecenter.com/connect</a>	14	Missing Description	

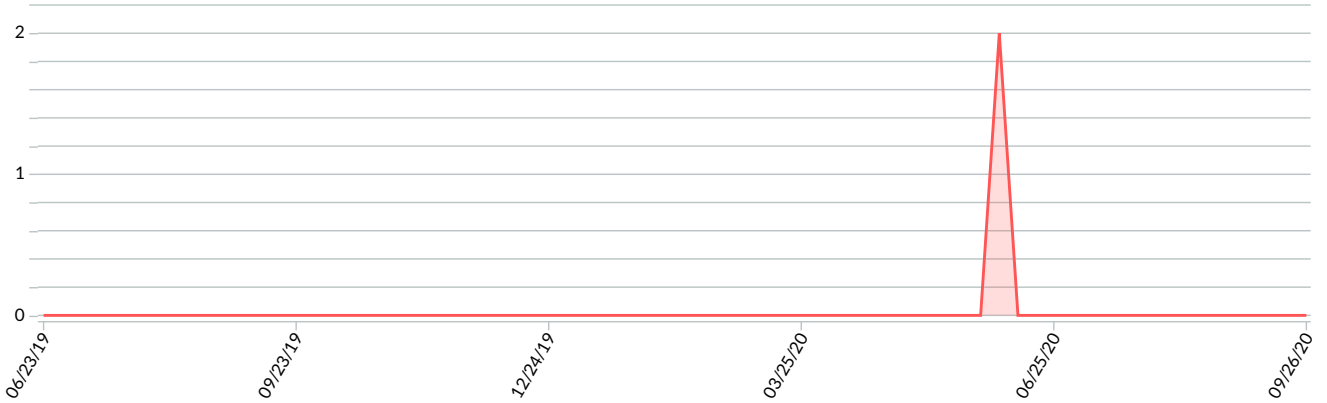
# All Redirect Issues

Total Issues



# All Redirect Issues

New Issues



You have no Redirect Issues! Nice work.

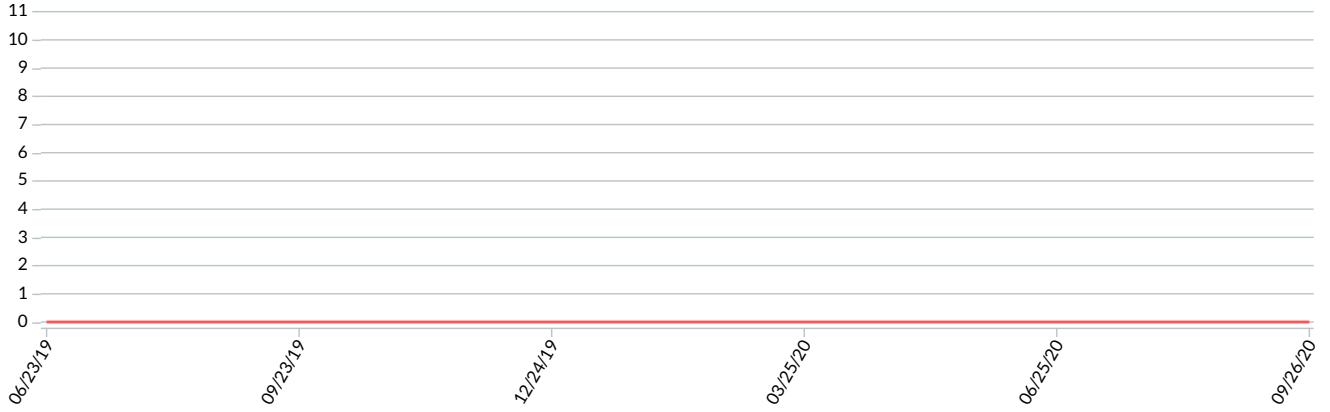
# All Crawler Warnings

Total Issues



# All Crawler Warnings

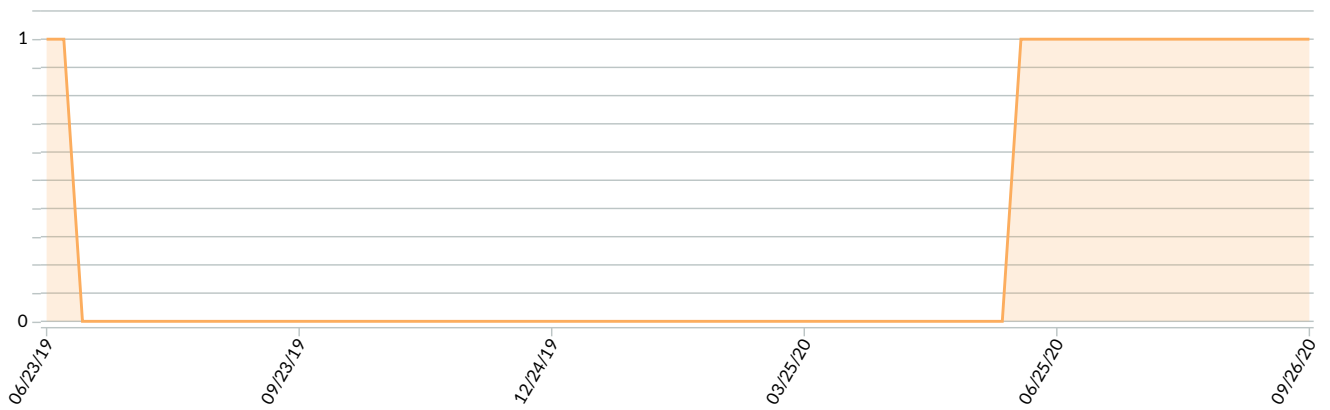
## New Issues



You have no Crawler Warnings! Nice work.

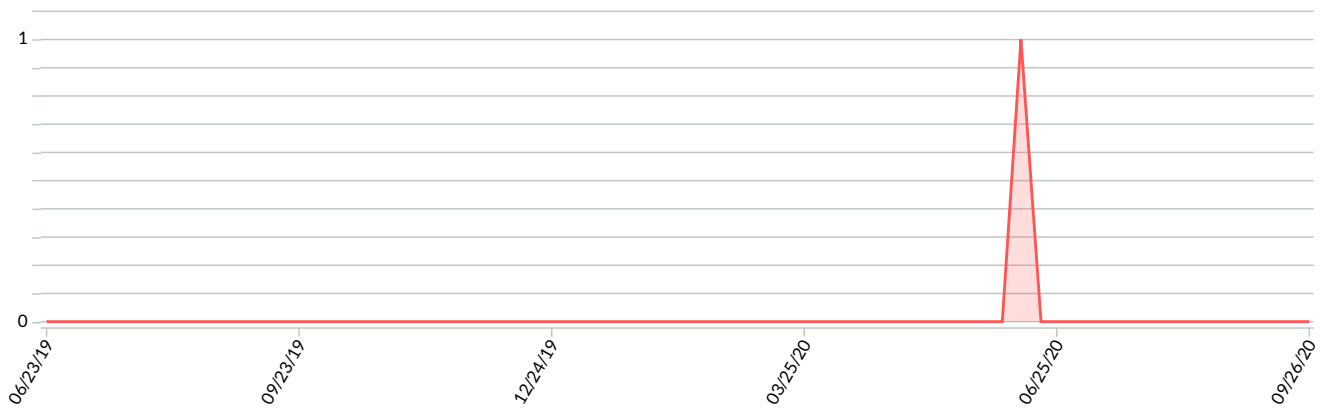
# All Critical Crawler Issues

## Total Issues



# All Critical Crawler Issues

## New Issues





# Pages with Critical Crawler Issues

New URL

Page Authority

Issue Type

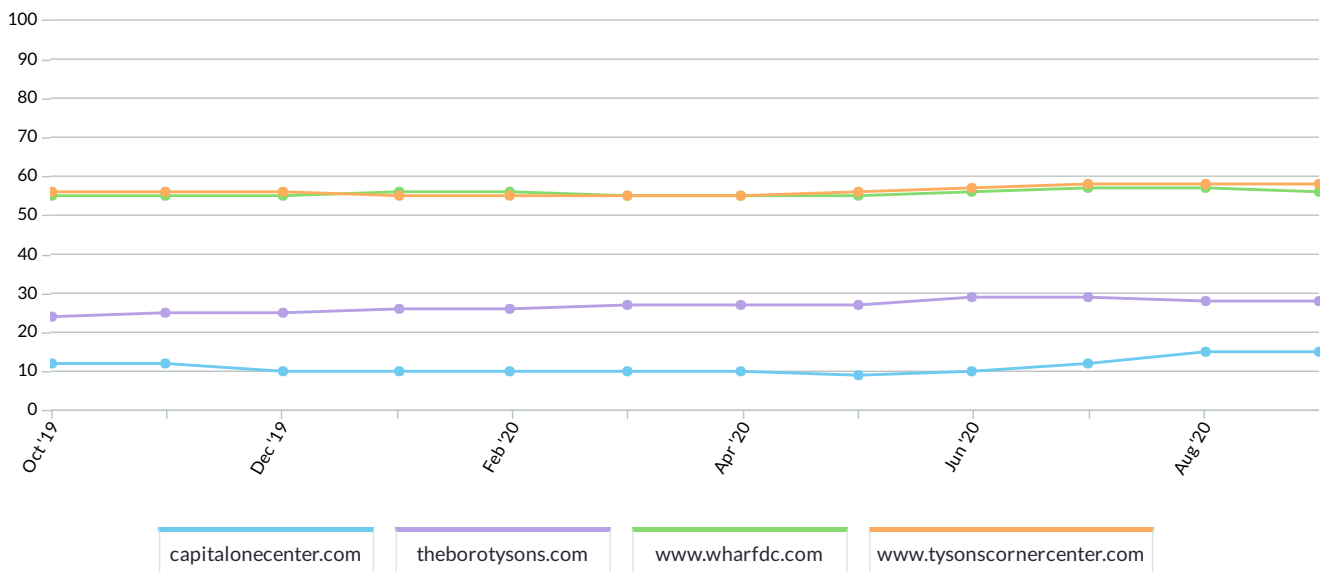
Analyze

Capital One Center - 404 Error Page <a href="https://www.capitalonecenter.com/retailer/cityworks">https://www.capitalonecenter.com/retailer/cityworks</a>	14	4xx Error	
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## Compare Link Profiles

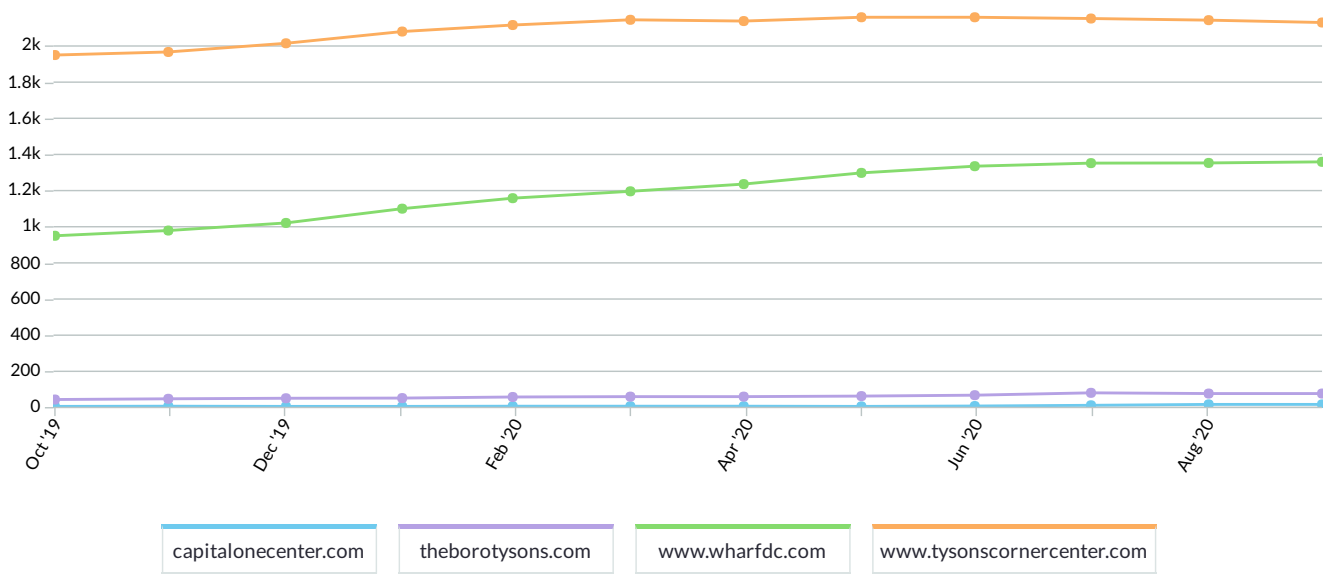
Metrics	capitalonecenter.c...	theborotysons.com	www.wharfdc.com	www.tysonscorene...
Domain Authority	15	28	56  1	58
Spam Score	8%	1%	--	5%
Total links	793  2	846  6	28,032  298	67,374  125
% of total links, external + follow	8%	41%	50%	59%
External, followed links	67	346	13,996  84	39,849  4
Internal, followed links	714	455  7	12,163  188	25,318  74
External, nofollowed links	12  2	45  1	1,360  26	2,205  47
Internal, nofollowed links	0	0	513	2
Total linking domains	27  2	104  2	1,704  16	2,535  21
Followed linking domains	17	77	1,359  6	2,130  13

## Domain Authority



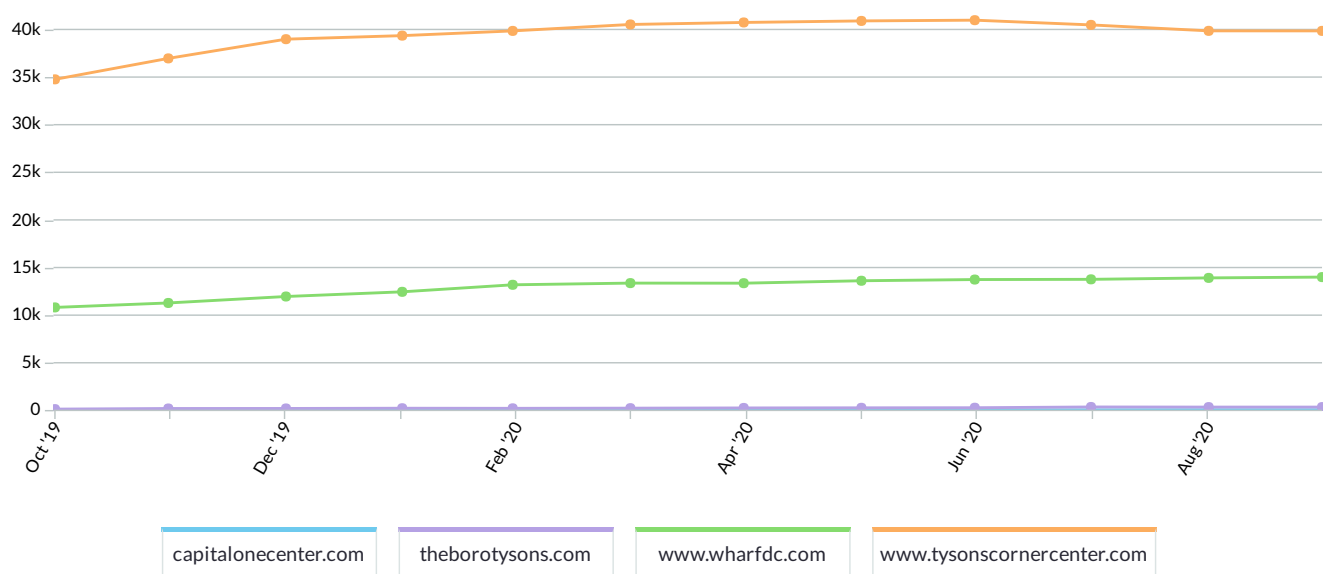
# Linking Domains

● Followed linking domains ○ Total linking domains

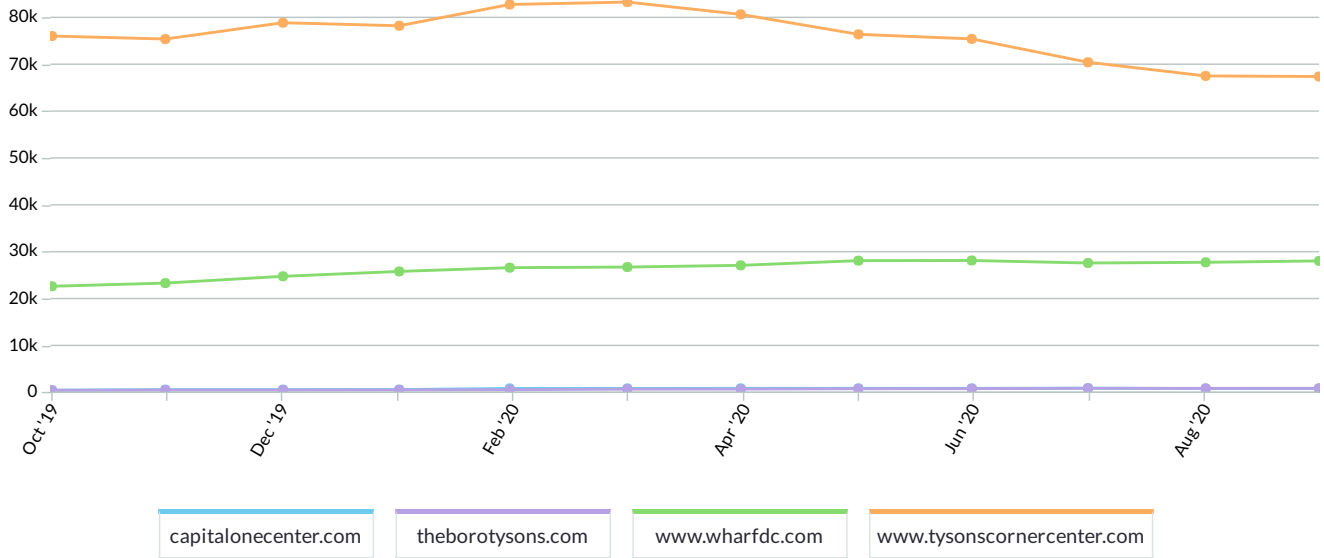


# External Links

● Followed external links ○ Total external links



# Total links



# Follow vs Nofollow

## capitalonecenter.com



## theborotysons.com



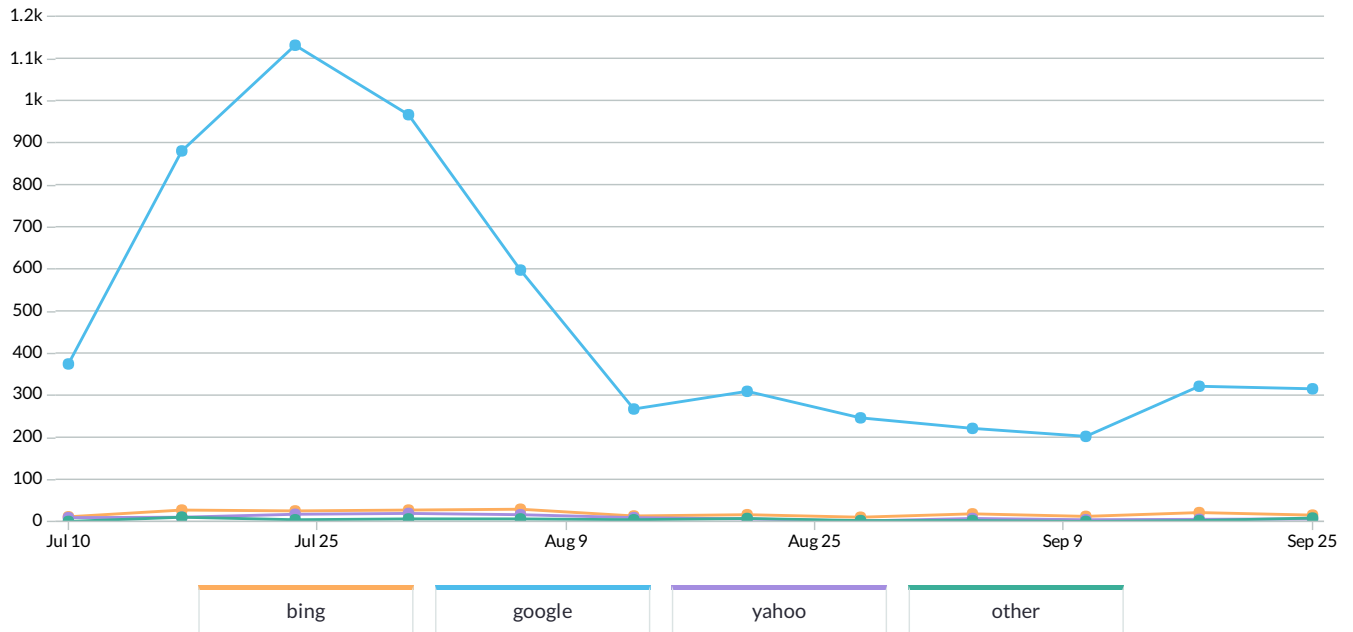
## www.wharfdc.com



## www.tysonscornercenter.com



## Visits from Organic Search



## Visits by Search Engine

Search Engine	Visits <sup>i</sup>	% Change <sup>i</sup>	% of Total Search Traffic	Non-Branded Keyword Visits <sup>i</sup>	% New Visits <sup>i</sup>	Bounce Rate <sup>i</sup>	Pages per Visit <sup>i</sup>
bing	15	▲ 36.36%	4%	14	73%	73.33	2.00
google	315	▼ 15.78%	92%	314	85%	55.24	2.32
duckduckgo	8	▼ 11.11%	2%	8	88%	37.5	3.25
yahoo	6		2%	6	100%	66.67	1.50