



Review of Lastpass.com

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Introduction

This report provides a review of the key factors that influence the SEO and usability of your website.

The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.

Our reports provide actionable advice to improve a site's business objectives.

Please contact us for more information.

Table of Contents

Search Engine Optimization	Usability
Mobile	Technologies
Visitors	Social
Link Analysis	

Iconography

 Good	 Hard to solve
 To Improve	 Little tough to solve
 Errors	 Easy to solve
 Not Important	 No action necessary



Title Tag



#1 Password Manager & Vault App with Single-Sign On & MFA Solutions - LastPass

Length: 78 character(s)

Ideally, your title tag should contain between 10 and 70 characters (spaces included).

Make sure your title is explicit and contains your most important keywords.

Be sure that each page has a unique title.



Meta Description



Go beyond saving passwords with the best password manager! Generate strong passwords and store them in a secure vault. Now with single-sign on (SSO) and adaptive MFA solutions that integrate with over 1,200 apps.

Length: 212 character(s)

Meta descriptions contains between 100 and 300 characters (spaces included).

It allow you to influence how your web pages are described and displayed in search results.

Ensure that all of your web pages have a unique meta description that is explicit and contains your most important keywords (these appear in bold when they match part or all of the user's search query).

A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize click-through rate.



Meta Keywords



No Keywords

Meta Keywords are a specific type of meta tag that appear in the HTML code of a Web page and help tell search engines what the topic of the page is.

However, google can't use meta keywords.

[#1 Password Manager & Vault App with Single-Sign On & MFA Solutions - LastPass](#)
[lastpass.com/](#)

Go beyond saving passwords with the best password manager! Generate strong passwords and store them in a secure vault. Now with single-sign on (SSO) and adaptive MFA solutions that integrate with over 1,200 apps.

This is an example of what your Title Tag and Meta Description will look like in Google search results.

While Title Tags & Meta Descriptions are used to build the search result listings, the search engines may create their own if they are missing, not well written, or not relevant to the content on the page.

Title Tags and Meta Descriptions are cut short if they are too long, so it's important to stay within the suggested character limits.

✓ Headings
⚙️⚙️⚙️

<H1>	<H2>	<H3>	<H4>	<H5>	<H6>
1	13	14	22	9	0

<H1> Get the power to secure passwordsmanage app accesstrack unapproved AIsign-in safer </H1>

<H2> Why LastPass? We make security simple. </H2>

<H2> Password management for everyone </H2>

<H2> Secure your business without creating more work </H2>

<H2> Work better while protecting your team </H2>

<H2> Keep your business running without password roadblocks </H2>

<H2> Create secure logins for your whole crew </H2>

<H2> Access all your accounts, anywhere, anytime </H2>

<H2> Trusted by companies and individuals everywhere </H2>

<H2> Choose a plan that works for you </H2>

<H2> LastPass is ever evolving </H2>

<H2> Frequently asked questions </H2>

<H2> Password management that makes work and life more secure </H2>

<H2> Wait—get 10% off before you go! </H2>

<H3> Protect your SaaS for a safer cyber world. Visit our booth to put an end to uncontrolled AI and weak credentials. </H3>

<H3> Meet LastPass Mobile Smart Scanner: The fastest way to move passwords from paper to the vault </H3>

<H3> Easy access from anywhere </H3>

<H3> Affordable plans & pricing </H3>

<H3> Secure password vault </H3>

<H3> All-in-one solution </H3>

<H3> Millions </H3>

<H3> 100,000+ </H3>

<H3> Premium </H3>

<H3> Families </H3>

<H3> Teams </H3>

<H3> Business </H3>

<H3> Business Max </H3>

<H3> Free plan </H3>

<H4> Business </H4>
 <H4> Personal </H4>
 <H4> Try it for free, no credit card required. </H4>
 <H4> For personal use across devices: </H4>
 <H4> Everything in Premium, plus: </H4>
 <H4> For your small business or team: </H4>
 <H4> Everything in Teams, plus: </H4>
 <H4> Everything in Business, plus: </H4>
 <H4> Blog </H4>
 <H4> Resource center </H4>
 <H4> Trust Center </H4>
 <H4> Newsroom </H4>
 <H4> How can I access LastPass? </H4>
 <H4> How does LastPass securely store passwords? </H4>
 <H4> Does LastPass have access to my passwords? </H4>
 <H4> How does LastPass encryption work? </H4>
 <H4> Is LastPass no longer safe? </H4>
 <H4> What is the deal with LastPass? </H4>
 <H4> Where is the safest place to keep passwords? </H4>
 <H4> What's more secure than LastPass? </H4>
 <H4> What are the disadvantages of LastPass? </H4>
 <H5> Products </H5>
 <H5> Solutions </H5>
 <H5> Resources </H5>
 <H5> Support </H5>
 <H5> Get LastPass </H5>
 <H5> Company </H5>
 <H5> Partners </H5>
 <H5> Contact Sales </H5>
 <H5> Install Extension </H5>

Use your keywords in the headings and make sure the first level (H1) includes your most important keywords. Never duplicate your title tag content in your header tag.

While it is important to ensure every page has an H1 tag, never include more than one per page. Instead, use multiple H2 - H6 tags.

Keywords Cloud

lastpass 90 password 42 business 36 free 32 security 30
 secure 22 more 22 access 21 center 19 passwords 18
 management 16 across 15 credit 15 support 14 store 13

This Keyword Cloud provides an insight into the frequency of keyword usage within the page.

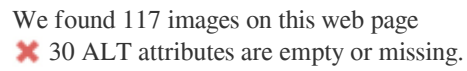
It's important to carry out keyword research to get an understanding of the keywords that your audience is using. There are a number of keyword research tools available online to help you choose which keywords to target.

Keyword Consistency

Keywords	Freq	Title	Desc	<H>
lastpass	90	✓	✗	✓
password	42	✓	✓	✓
business	36	✗	✗	✓
free	32	✗	✗	✓
security	30	✗	✗	✓
secure	22	✗	✓	✓
more	22	✗	✗	✓
access	21	✗	✗	✓
center	19	✗	✗	✓
passwords	18	✗	✓	✓
management	16	✗	✗	✓
across	15	✗	✗	✓
credit	15	✗	✗	✓
support	14	✗	✗	✓
store	13	✗	✓	✓

This table highlights the importance of being consistent with your use of keywords.

To improve the chance of ranking well in search results for a specific keyword, make sure you include it in some or all of the following: page URL, page content, title tag, meta description, header tags, image alt attributes, internal link anchor text and backlink anchor text.



/static/media/lazy.png

Also, more information to help them understand images, which can help them to appear in Google Images search results.



Text/HTML Ratio



HTML to Text Ratio is: **8.38%**

Text content size 22944 bytes

Total HTML size 273731 bytes

Code to text ratio represents the percentage of actual text on a web page compared to the percentage of HTML code, and it is used by search engines to calculate the relevancy of a web page.

A higher code to text ratio will increase your chances of getting a better rank in search engine results.



GZIP compression



Wow! It's GZIP Enabled.

✓ Your webpage is compressed from 267 KB to 35 KB (86.9 % size savings)

Gzip is a method of compressing files (making them smaller) for faster network transfers.

It allows to reduce the size of web pages and any other typical web files to about 30% or less of its original size before it transfer.

 IP Canonicalization No your domain IP 23.62.178.2 does not redirect to lastpass.com

To check this for your website, enter your IP address in the browser and see if your site loads with the IP address.
Ideally, the IP should redirect to your website's URL or to a page from your website hosting provider.
If it does not redirect, you should do an htaccess 301 redirect to make sure the IP does not get indexed.

 URL Rewrite Warning! We have detected parameters in a massive number of URLs

Your site's URLs contain unnecessary elements that make them look complicated.
A URL must be easy to read and remember for users. Search engines need URLs to be clean and include your page's most important keywords.
Clean URLs are also useful when shared on social media as they explain the page's content.

 Underscores in the URLs Oh no, you are using underscores (these_are_underscores) in your URLs

Great, you are not using ?underscores (these_are_underscores) in your URLs.
While Google treats hyphens as word separators, it does not for underscores.

✓ **WWW Resolve** Great, a redirect is in place to redirect traffic from your non-preferred domain.



Redirecting requests from a non-preferred domain is important because search engines consider URLs with and without "www" as two different websites.

✓ **XML Sitemap** Good, you have XML Sitemap file!



<http://lastpass.com/sitemap.xml>

A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.

You can check for errors in your robots.txt file using Google Search Console (formerly Webmaster Tools) by selecting 'Robots.txt Tester' under 'Crawl'. This also allows you to test individual pages to make sure that Googlebot has the appropriate access.

✓ **Robots.txt** Good, you have Robots.txt file!



<http://lastpass.com/robots.txt>

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.

We recommend that you generate an XML sitemap for your website and submit it to both Google Search Console and Bing Webmaster Tools. It is also good practice to specify your sitemap's location in your robots.txt file.



Embedded Objects



Perfect, no embedded objects has been detected on this page

Embedded Objects such as Flash. It should only be used for specific enhancements.

Although Flash content often looks nicer, it cannot be properly indexed by search engines.

Avoid full Flash websites to maximize SEO.



Iframe



Perfect, no Iframe content has been detected on this page

Frames can cause problems on your web page because search engines will not crawl or index the content within them.

Avoid frames whenever possible and use a NoFrames tag if you must use them.



Domain Registration



Exactly how many years and months

Domain Age: 21 Years, 140 Days

Created Date: 8th-Mar-2005

Updated Date: 28th-Jul-2025

Expiry Date: 2nd-Jan-2028

Domain age matters to a certain extent and newer domains generally struggle to get indexed and rank high in search results for their first few months (depending on other associated ranking factors). Consider buying a second-hand domain name.

Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.



Indexed Pages



Indexed pages in search engines

0 Page(s)

This is the number of pages that we have discovered on your website.

A low number can indicate that bots are unable to discover your webpages, which is a common cause of a bad site architecture & internal linking, or you're unknowingly preventing bots and search engines from crawling & indexing your pages.



Backlinks Counter



Number of backlinks to your website

0 Backlink(s)

Backlinks are links that point to your website from other websites. They are like letters of recommendation for your site.

Since this factor is crucial to SEO, you should have a strategy to improve the quantity and quality of backlinks.



URL

http://lastpass.com
Length: 8 characters

Keep your URLs short and avoid long domain names when possible.

A descriptive URL is better recognized by search engines.

A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g., http://www.mysite.com/en/products).



Favicon

 Great, your website has a favicon.

Favicons improve a brand's visibility.

As a favicon is especially important for users bookmarking your website, make sure it is consistent with your brand.



Custom 404 Page

Great, your website has a custom 404 error page.

When a visitor encounters a 404 File Not Found error on your site, you're on the verge of losing the visitor that you've worked so hard to obtain through the search engines and third party links.

Creating your custom 404 error page allows you to minimize the number of visitors lost that way.



Page Size



267 KB (World Wide Web average is 320 Kb)

Two of the main reasons for an increase in page size are images and JavaScript files.

Page size affects the speed of your website; try to keep your page size below 2 Mb.

Tip: Use images with a small size and optimize their download with gzip.



Load Time



0.58 second(s)

Site speed is an important factor for ranking high in Google search results and enriching the user experience.

Resources: Check out Google's developer tutorials for tips on how to make your website run faster.



Language



Good, you have declared your language
Declared Language: English

Make sure your declared language is the same as the language detected by Google

Also, define the language of the content in each page's HTML code.

Domain Availability

Domains (TLD)	Status
lastpass.net	Already Registered
lastpass.org	Already Registered
lastpass.biz	Already Registered
lastpass.us	Already Registered
lastpass.info	Already Registered

Register the various extensions of your domain to protect your brand from cybersquatters.

Typo Availability

Domains (TLD)	Status
lastpas.com	Already Registered
pastpass.com	Already Registered
oastpass.com	Already Registered
iastrpass.com	Already Registered
kastpass.com	Already Registered

Register the various typos of your domain to protect your brand from cybersquatters.



Email Privacy



Good, no email address has been found in plain text.

We don't recommend adding plain text/linked email addresses to your webpages.

As malicious bots scrape the web in search of email addresses to spam. Instead, consider using a contact form.



Safe Browsing



The website is not blacklisted and looks safe to use.

Safe Browsing to identify unsafe websites and notify users and webmasters so they can protect themselves from harm.



Mobile Friendliness



Oh No! This page is not mobile-friendly.
Your mobile friendly score is 0/100

Mobile Friendliness refers to the usability aspects of your mobile website, which Google uses as a ranking signal in mobile search results.



Mobile Compatibility



Perfect, no embedded objects detected.

Embedded Objects such as Flash, Silverlight or Java. It should only be used for specific enhancements.

But avoid using Embedded Objects, so your content can be accessed on all devices.

Mobile View

⚙ ⚙ ⚙

The number of people using the Mobile Web is huge; over 75 percent of consumers have access to smartphones. ??

Your website should look nice on the most popular mobile devices.

Tip: Use an analytics tool to track mobile usage of your website.

Server IP



Server IP	Server Location	Service Provider
23.35.29.232	Not Available	Not Available

Your server's IP address has little impact on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors.

Search engines take the geolocation of a server into account as well as the server speed.

Speed Tips



Tips for authoring fast-loading HTML pages:

- ✓ Perfect, your website has few CSS files.
- ✓ Perfect, your website has few JavaScript files.
- ✓ Perfect, your website doesn't use nested tables.
- ✗ Too bad, your website is using inline styles.

Website speed has a huge impact on performance, affecting user experience, conversion rates and even rankings.

By reducing page load-times, users are less likely to get distracted and the search engines are more likely to reward you by ranking your pages higher in the SERPs.

Conversion rates are far higher for websites that load faster than their slower competitors.

Analytics



We didn't detect an analytics tool installed on this website.

Web analytics let you measure visitor activity on your website.

You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.



Doc Type

Your Web Page doctype is HTML 5



The Doctype is used to instruct web browsers about the document type being used.

For example, what version of HTML the page is written in.

Declaring a doctype helps web browsers to render content correctly.



W3C Validity

W3C not validated



W3C is a consortium that sets web standards.

Using valid markup that contains no errors is important because syntax errors can make your page difficult for search engines to index.

Run the W3C validation service whenever changes are made to your website's code.



Encoding

Great, language/character encoding is specified: UTF-8



Specifying language/character encoding can prevent problems with the rendering of special characters.

 Social Data

Your social media status

-  Facebook:  LastPass
-  Twitter:  Lastpass
-  Instagram:  Lastpassofficial

Social data refers to data individuals create that is knowingly and voluntarily shared by them.

Cost and overhead previously rendered this semi-public form of communication unfeasible.

But advances in social networking technology from 2004-2010 has made broader concepts of sharing possible.

Traffic Rank

No Global Rank

A low rank means that your website gets a lot of visitors.

Your Alexa Rank is a good estimate of the worldwide traffic to your website, although it is not 100 percent accurate.

Visitors Localization

Your website is popular on following countries:

Popularity at	None
Regional Rank	None

We recommend that you book the domain names for the countries where your website is popular.

This will prevent potential competitors from registering these domains and taking advantage of your reputation in such countries.

Estimated Worth

\$10 USD

Just a estimated worth of your website based on Alexa Rank.

 In-Page Links

We found a total of 146 links including both internal & external links of your site

Anchor	Type	Follow
Español	Internal Links	Dofollow
Deutsch	Internal Links	Dofollow
Français	Internal Links	Dofollow
Italiano	Internal Links	Dofollow
Nederlands	Internal Links	Dofollow
Português	Internal Links	Dofollow
Case studies	Internal Links	Dofollow
Webinars	Internal Links	Dofollow
Product demos	Internal Links	Dofollow
Events	Internal Links	Dofollow
All resources	Internal Links	Dofollow
Trust Center	Internal Links	Dofollow
Security architecture	Internal Links	Dofollow
LastPass University	Internal Links	Dofollow
Download LastPass apps LastPass works across all devices.	Internal Links	Dofollow
Submit sales inquiry	Internal Links	Dofollow
Request a demo	Internal Links	Dofollow
Find a partner	Internal Links	Dofollow
Log in	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Try Free	Internal Links	Dofollow
Why LastPass? Create and store secure passwords for yourself, your team or business.	Internal Links	Dofollow
How LastPass works Remember fewer passwords and log in faster with our browser extension.	Internal Links	Dofollow
Compare LastPass Compare LastPass competitors, plans, and features in one place	Internal Links	Dofollow
Password management	Internal Links	Dofollow
Save and autofill	Internal Links	Dofollow
Password generator	Internal Links	Dofollow
Password sharing	Internal Links	Dofollow
Passkeys	Internal Links	Dofollow
Dark web monitoring	Internal Links	Dofollow
Security dashboard	Internal Links	Dofollow
All features	Internal Links	Dofollow
Get Personal free Free LastPass Premium trial, no credit card required.	Internal Links	Dofollow
Get Business free Free LastPass Business trial, no credit card required.	Internal Links	Dofollow
Personal Sync passwords across all devices, monitor password health, data breaches and much more.	Internal Links	Dofollow
Families Premium password management for family or group of 6 people.	Internal Links	Dofollow
Compare plans	Internal Links	Dofollow
Password vault	Internal Links	Dofollow
Mobile Smart Scanner New	Internal Links	Dofollow
Automatic device sync	Internal Links	Dofollow
Emergency access	Internal Links	Dofollow
Personal password sharing	Internal Links	Dofollow
Get Families free 30-day free LastPass Families trial, no credit card required.	Internal Links	Dofollow

Get started with LastPass Free Limited to 1 device type and basic password management features.	Internal Links	Dofollow
Business Designed for businesses of all sizes, from small startups to enterprises.	Internal Links	Dofollow
Business Max Simplify secure access straight from the browser with more admin control.	Internal Links	Dofollow
Teams For single teams just getting started with password management.	Internal Links	Dofollow
MSP Designed to keep your clients' credentials protected and private.	Internal Links	Dofollow
User management	Internal Links	Dofollow
SaaS Monitoring	Internal Links	Dofollow
SaaS Protect New	Internal Links	Dofollow
Secure Access Essentials New	Internal Links	Dofollow
Business sharing	Internal Links	Dofollow
Multifactor Authentication	Internal Links	Dofollow
Integrations	Internal Links	Dofollow
Single Sign-on	Internal Links	Dofollow
Identity management	Internal Links	Dofollow
Marketing teams	Internal Links	Dofollow
Legal teams	Internal Links	Dofollow
HR teams	Internal Links	Dofollow
Business leaders	Internal Links	Dofollow
IT admins	Internal Links	Dofollow
All solutions by role	Internal Links	Dofollow
Try Business free Free LastPass Business trial, no credit card required.	Internal Links	Dofollow
E-Book Explore how LastPass supports ASD Essential Eight compliance	Internal Links	Dofollow
Product Update LastPass debuts Saas Protect to enhance admin controls	Internal Links	Dofollow
Partner program overview Join the LastPass Partner Program to provide even more value to your customers.	Internal Links	Dofollow
Resellers	Internal Links	Dofollow
Technology Alliance Partners	Internal Links	Dofollow
Start MSP free trial Grow new revenue streams by meeting customer's security needs.	Internal Links	Dofollow
Contact partner team Looking for help or interested in becoming a LastPass partner? Get in touch with our partner team.	Internal Links	Dofollow
Try free	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Learn more	Internal Links	Dofollow
Try LastPass free	Internal Links	Dofollow
Try LastPass free	Internal Links	Dofollow
Try LastPass free	Internal Links	Dofollow
Subscribe now	Internal Links	Dofollow
Subscribe now	Internal Links	Dofollow
Try free for 14 days	Internal Links	Dofollow
Subscribe now	Internal Links	Dofollow
Subscribe now	Internal Links	Dofollow
share with family and friends	Internal Links	Dofollow
Try free for 14 days	Internal Links	Dofollow
Subscribe now	Internal Links	Dofollow
Learn more	Internal Links	Dofollow
zero-knowledge encryption	Internal Links	Dofollow
zero-knowledge encryption method	Internal Links	Dofollow
Personal	Internal Links	Dofollow
How is LastPass secure?	Internal Links	Dofollow
Pricing	Internal Links	Dofollow
Authentication	Internal Links	Dofollow

For enterprises	Internal Links	Dofollow
For small businesses	Internal Links	Dofollow
For Financial Services	Internal Links	Dofollow
For Professional Services	Internal Links	Dofollow
For Education Institutions	Internal Links	Dofollow
Threat Intel	Internal Links	Dofollow
Compliance Center	Internal Links	Dofollow
Username Generator	Internal Links	Dofollow
LastPass Authenticator	Internal Links	Dofollow
My account	Internal Links	Dofollow
Security vulnerability disclosure	Internal Links	Dofollow
About Us	Internal Links	Dofollow
Careers	Internal Links	Dofollow
Leadership	Internal Links	Dofollow
Legal Center	Internal Links	Dofollow
Contact Us	Internal Links	Dofollow
Affiliate partners	Internal Links	Dofollow
Request a demo	Internal Links	Dofollow
Chat	Internal Links	Dofollow
© 2026 LastPass US LP. All rights reserved.	Internal Links	Dofollow
Privacy Notice	Internal Links	Dofollow
Terms of Service	Internal Links	Dofollow
Imprint	Internal Links	Dofollow
Your Privacy Choices	Internal Links	Dofollow
Buy now and save 10%	Internal Links	Dofollow
Blog	External Links	Dofollow
Compliance Center	External Links	Dofollow
Report Stay ahead with the latest threat intel	External Links	Dofollow
Support Center Self-service library of resources and guides for all LastPass products.	External Links	Dofollow
Community forum	External Links	Dofollow
System status	External Links	Dofollow
Talk to support Personal support for all LastPass' subscribed customers.	External Links	Dofollow
Cloud marketplaces	External Links	Dofollow
Partner Login	External Links	Dofollow
Read full review	External Links	Dofollow
Read full review	External Links	Dofollow
Read Full Review	External Links	Dofollow
Get more details on what has been done to secure LastPass	External Links	Dofollow
security updates	External Links	Dofollow
Cybersecurity posts	External Links	Dofollow
Support Center	External Links	Dofollow
Reddit community	External Links	Dofollow
Admin login	External Links	Dofollow
Google Play download	External Links	Dofollow
App Store download	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow

While there's no exact limit to the number of links you should include on a page, best practice is to avoid exceeding 200 links. Links pass value from one page to another, but the amount of value that can be passed is split between all of the links on a page. This means that adding unnecessary links will dilute the potential value attributed to your other links. Using the Nofollow attribute prevents value from being passed to the linking page, but it's worth noting that these links are still taken into account when calculating the value that is passed through each link, so Nofollow links can also dilute pagerank.



Broken Links



Broken links were found on this web page

<http://lastpass.com/google.com>

Broken links send users to non-existing web pages. They are bad for your site's usability, reputation and SEO. If you find broken links in the future, take the time to replace or remove each one.