



## Review of Lb.ua

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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.

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Good



To Improve



Errors



Not Important



Hard to solve



Little tough to solve



Easy to solve



No action necessary



## Title Tag



Новини України від LB.ua: оперативна аналітика української політики, економіки, новини культури та спорту

**Length:** 105 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



Лівий берег – останні новини дня в Україні та світі. Найсвіжіші новини зібрані на сайті ЛБ - LB.UA

**Length:** 98 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



Новини України, LB.UA - останні новини дня, Свіжі головні новини України та світу, Війна в Україні, Лівий берег, ЛБ, Соня Кошкіна

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.



[Новини України від LB.ua: оперативна аналітика української політики, економіки, новини культури та спорту lb.ua/](#)

Лівий берег – останні новини дня в Україні та світі. Найсвіжіші новини зібрані на сайті ЛБ - LB.UA

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.

<H1>	<H2>	<H3>	<H4>	<H5>	<H6>
1	11	0	4	0	0

<H1> Зернова криза: в пошуках виходу </H1>

<H2> Реструктуризація зовнішнього державного боргу: необхідні параметри та наслідки </H2>

<H2> Велика ротация американських генералів. Хто прийде на заміну Міллі </H2>

<H2> Боротися за кожную українську дитину. Виклики, які війна ставить перед реформою інтернатів </H2>

<H2> Нова епоха світу: Чарльза III коронують. Все, що ви маєте про це знати </H2>

<H2> Дослідниця Софі Ламброскіні: «Руйнування критичної інфраструктури у певному сенсі дорівнює знищенню цивілізації» </H2>

<H2> Антон Дробович: «Маємо посилати меседж українцям на окупованих територіях: гайз, ми вас любимо, ми про вас не забули» </H2>

<H2> Членство в НАТО, зброя, репарації, відновлення. Чим завершився саміт Зеленського з лідерами Північної Європи </H2>

<H2> Подарунок від рептилоїда, знаки та коди: нефікшн книжки цього сезону </H2>

<H2> «Рятівники» за викликом: яка насправді роль ОПЗЖ у Верховній Раді? </H2>

<H2> Урятуватися з Маріуполя. Як маріупольський художник евакуювався з дружиною, трьома дітьми та котом Гогеном </H2>

<H2> "Убити Путіна": Хто і навіщо атакував безпілотниками Кремль? </H2>

<H4> За минулу добу Росія завдала 20 ракетних та 30 авіаційних ударів по Україні </H4>

<H4> "Енергоатом" обіцяє, що ремонти АЕС не вплинуть на енергосистему </H4>

<H4> США оголосили про новий пакет військової допомоги Україні на \$1,2 млрд </H4>

<H4> Росіяни завдали ракетного удару по Куп'янську, є поранені </H4>

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

на 43 про 24 та 19 що 15 за 14  
не 11 до 10 ми 9 травня 8 як 8  
хто 7 буде 6 чарльза 6 із 6 має 6

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>
на	43	✓	✓	✓
про	24	✗	✗	✓
та	19	✓	✓	✓
що	15	✗	✗	✓
за	14	✗	✗	✓
не	11	✗	✗	✓
до	10	✗	✗	✓
ми	9	✗	✗	✓
травня	8	✗	✗	✗
як	8	✗	✗	✓
хто	7	✗	✗	✗
буде	6	✗	✗	✗
чарльза	6	✗	✗	✗
із	6	✗	✗	✓
має	6	✗	✗	✓

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.

 **Alt Attribute**  


We found 50 images on this web page  
 1 ALT attributes are empty or missing.

<https://www.facebook.com/tr?id=440471506375777&ev=PageView&noscript=1>

Alternative text is used to describe images to give the search engine crawlers (and the visually impaired). 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: **28.98%**

Text content size 22501 bytes  
Total HTML size 77656 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 76 KB to 26 KB (65.5 % 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 95.217.122.140 does not redirect to lb.ua  


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** Oh no, XML Sitemap file not found!  
  
<http://lb.ua/sitemap.xml>

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.

 **Robots.txt** Oh no, Robots.txt file not found!  
  
<http://lb.ua/robots.txt>

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.

 **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: Not Available

Created Date: Not Available

Updated Date: Not Available

Expiry Date: Not Available

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://lb.ua  
**Length:** 2 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

**LB** 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**  
⚙️⚙️⚙️

76 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**  
⚙️⚙️⚙️

0.23 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**  
⚙️⚙️⚙️

Oh no, you have not declared your language  
Declared Language: Unknown

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
lb.com	Already Registered
lb.net	Already Registered
lb.org	Already Registered
lb.biz	Already Registered
lb.us	Already Registered

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

## Typo Availability



Domains (TLD)	Status
pb.ua	Already Registered
ob.ua	Already Registered
ib.ua	Already Registered
kb.ua	Already Registered
mb.ua	Available

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
172.67.4.191	//www.hostmaster.ua/ A closer look at LB.ua's website speed and the web 'undefined'){ez_ad_units.push([[300,250],'ipaddress_com-box-4','ezslot_2 ez_ad_units != 'undefined'){ez_ad_units.push([[300,250],'ipaddress_com-box-4','ezslot_2 ez_ad_units != 'undefined'){ez_ad_units.push([[300,250],'ipaddress_com-box-4','ezslot_2 .box-4-multi-118{border

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 audience. 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

Perfect, We 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:  Tr

 Twitter:  Lb

 Instagram: 

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:  
⚙️⚙️⚙️

**No data available**

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** \$60 USD  
⚙️⚙️⚙️

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

## **In-Page Links**

We found a total of 134 links including both internal & external links of your site

Anchor	Type	Follow
No Anchor Text	Internal Links	Dofollow
Підтримати	Internal Links	Dofollow
Новини	Internal Links	Dofollow
Політика	Internal Links	Dofollow
Економіка	Internal Links	Dofollow
Суспільство	Internal Links	Dofollow
Право	Internal Links	Dofollow
Культура	Internal Links	Dofollow
Світ	Internal Links	Dofollow
Спорт	Internal Links	Dofollow
Гастрономія	Internal Links	Dofollow
Публікації	Internal Links	Dofollow
Блоги	Internal Links	Dofollow
Дос'є	Internal Links	Dofollow
Спецтеми	Internal Links	Dofollow
Фото/Відео	Internal Links	Dofollow
Автори	Internal Links	Dofollow
Редакція	Internal Links	Dofollow
Архів	Internal Links	Dofollow
No Anchor Text	Internal Links	Nofollow
Постачання озброєння	Internal Links	Dofollow
Бахмут	Internal Links	Dofollow
Запоріжжя	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
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No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
00:46Російські окупанти демонтували в Маріуполі 282 багатоквартирних будинки	Internal Links	Dofollow
00:21Країни НАТО можуть повернути виробництво з Китаю до Європи, - Мірча Джоане	Internal Links	Dofollow
00:01 На Херсонщині затримали підозрюваного у торгівлі зброєю і боеприпасами	Internal Links	Dofollow
23:58Головне за день. Вівторок, 9 травня	Internal Links	Dofollow
23:42 Прикордонники та бійці ЗСУ знищили РЕБ росіян	Internal Links	Dofollow
23:24Пентагон підтверджує збиття російської ракети з комплексу Patriot	Internal Links	Dofollow
23:06Від завтра рух на дорозі Одеса – Рені буде ускладнено, - Держприкордонслужба	Internal Links	Dofollow

22:57Присяжні визнали Трампа відповідальним за сексуальне насильство та наклеп на Елізабет Джин Керролл	Internal Links	Dofollow
22:24 Лише питання часу, коли ми зможемо відновити справедливий мир для нашої частини Європи, для України, - Зеленський	Internal Links	Dofollow
22:07Неподалік від Бахмута загинув відеожурналіст AFP Арман Сольдін	Internal Links	Dofollow
21:55Російські війська обстріляли 5 громад Сумщини	Internal Links	Dofollow
21:42Міністерство юстиції США демонтує головний російський шпигунський інструмент	Internal Links	Dofollow
21:12Італія має намір вийти з китайського проекту "Один пояс, один шлях", - ЗМІ	Internal Links	Dofollow
20:48Україна має те, що потрібно для успішного повернення території, - Блінкен	Internal Links	Dofollow
20:43Кабмін обмежив використання музики в автобусах та таксі	Internal Links	Dofollow
20:33Внаслідок російських обстрілів на Дніпропетровщині пошкоджені 5 будинків, - Лисак	Internal Links	Dofollow
20:25Поліція Латвії затримала шістьох людей, які прославляли агресію Росії	Internal Links	Dofollow
20:14Парламент Франції визнав ПВК "Вагнер" терористичною організацією	Internal Links	Dofollow
19:50 Немає сумніву, що ми виграємо у цій війні, — Зеленський	Internal Links	Dofollow
19:33Уряд починає новий проєкт у сфері оздоровлення дітей, - Шмигаль	Internal Links	Dofollow
19:18НАЗК відновив доступ до реєстру е-деклараций	Internal Links	Dofollow
18:55COVID-19 продовжує циркулювати, але є зниження за майже всіма показниками, - Кузін	Internal Links	Dofollow
18:40Переговори щодо "зернової угоди" відбудуться 10-11 травня в Стамбулі	Internal Links	Dofollow
18:12Адвокат монастиря УПЦ МП у Лаврі подав до суду на "5 канал"	Internal Links	Dofollow
17:56Морпорт Ізмаїл за п'ять місяців виконав річний план обробки вантажів	Internal Links	Dofollow
17:39Замовник заздалегідь оприлюднюватиме оголошення про закупівлю продуктів для армії, - Шмигаль	Internal Links	Dofollow
17:19Окупанти на Луганщині змінюють систему примусової мобілізації	Internal Links	Dofollow
16:32На Херсонщині ЗСУ знищили майже два десятки окупантів	Internal Links	Dofollow
16:20Нова хвиля повернень людей до Харкова очікується після відкриття шкіл, - Терехов	Internal Links	Dofollow
16:15На гранітному родовищі на Київщині завтра проведуть вибухові роботи	Internal Links	Dofollow
15:55Українські аграрії отримали ще 14 млн грн грантової допомоги на розвиток садівництва, - Мінагро	Internal Links	Dofollow
15:50Окупанти знищили фельдшерський пункт у Кізомисі на Херсонщині	Internal Links	Dofollow
15:47Розгляд "справи Сенниченка" в закритому режимі може свідчити про маніпулювання фактами, - адвокат	Internal Links	Dofollow
15:34За добу у Бахмуті знищено 166 окупантів	Internal Links	Dofollow
15:32 На Херсонщині під ворожий обстріл потрапили телеком-провайдери, - Федоров	Internal Links	Dofollow
15:23"Аморальний та недружній крок щодо України": в МЗС прокоментували участь лідерів інших країн у "параді" в Москві	Internal Links	Dofollow
15:16На Миколаївщині збили російський дрон "Орлан"	Internal Links	Dofollow
15:03У Сербії після двох масових стрілянин оголосили збройову амністію	Internal Links	Dofollow
15:01Прем'єр Британії назвав Путіна єдиним відповідальним за вторгнення в Україну, а канцлер Німеччини закликав підтримувати Київ	Internal Links	Dofollow
14:57Європарламент підтримав безмитну торгівлю з Україною ще на рік	Internal Links	Dofollow
14:50 Нацгвардієць збив із "Ігли" російську крилату ракету під час нічної атаки на Київ	Internal Links	Dofollow

14:35Ізраїль атакував сектор Гази, вбито трьох командирів "Ісламського джихаду"	Internal Links	Dofollow
14:35Зеленський пов'язує збільшення кількості повітряних атак із бажанням Кремля "продати" суспільству якийсь здобуток	Internal Links	Dofollow
14:34 Суд заочно позбавив волі на 11 років російських танкістів, які обстріляли лікарню в Тростянці	Internal Links	Dofollow
14:25У жовтні Єврокомісія надасть звіт із оцінкою виконання Україною семи кроків на шляху до вступу в ЄС	Internal Links	Dofollow
14:20Євросоюз готовий надати Україні 1 млн снарядів для артилерії, - Зеленський	Internal Links	Dofollow
14:12У Пакистані колишнього прем'єра заарештували через обвинувачення у підкупі	Internal Links	Dofollow
13:53 "Відтепер 9 травня буде Днем Європи": Зеленський зустрівся в Києві з президенткою Єврокомісії Урсулою фон дер Ляен	Internal Links	Dofollow
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У Великій Британії відбулась церемонія коронації Чарльза III (оновлено) (пряма трансляція)	Internal Links	Dofollow
Україна повернула з полону 45 захисників Азовсталі	Internal Links	Dofollow
Реклама на сайті	Internal Links	Dofollow
Угода конфіденційності	Internal Links	Dofollow
Вконтакте	Internal Links	Nofollow
Facebook	Internal Links	Nofollow
Однокласники	Internal Links	Nofollow
Google	Internal Links	Nofollow
Twitter	Internal Links	Nofollow
LinkedIn	Internal Links	Nofollow
политикой защиты персональных данных	Internal Links	Dofollow
Про файли cookies	Internal Links	Dofollow
ENG	External Links	Dofollow
LB Live	External Links	Dofollow
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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 were found on this web page

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