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The score is 42/100







## SEO Content

	Title	Calone — парфюмерный интернет-магазин Length : 37 Perfect, your title contains between 10 and 70 characters.												
	Description	Интернет-магазин парфюмерии с доставкой по Москве и РФ. Низкие цены и 100% оригинальные духи Length : 92 Great, your meta description contains between 70 and 160 characters.												
	Keywords	Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.												
	Og Meta Properties	This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use <a href="#">this free og properties generator</a> to create them.												
	Headings	<table border="1"> <thead> <tr> <th>H1</th> <th>H2</th> <th>H3</th> <th>H4</th> <th>H5</th> <th>H6</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>11</td> <td>5</td> <td>4</td> <td>3</td> <td>0</td> </tr> </tbody> </table> <ul style="list-style-type: none"> <li>• [H1] Интернет-магазин парфюмов</li> <li>• [H2] С ЗАБОТОЙ О СЕБЕ</li> <li>• [H2] ELECTIMUSS</li> <li>• [H2] Парфюм и шампунь</li> <li>• [H2] DR. CPU</li> <li>• [H2] ПРОФЕССИОНАЛЬНЫЙ УХОД для волос</li> <li>• [H2] Новинки</li> <li>• [H2] Акции</li> <li>• [H2] Хиты продаж</li> <li>• [H2] БРЕНДЫ</li> <li>• [H2] НАШИ ПРЕИМУЩЕСТВА</li> <li>• [H2] CALONE</li> <li>• [H3] Как найти хороший магазин парфюмерии</li> </ul>	H1	H2	H3	H4	H5	H6	1	11	5	4	3	0
H1	H2	H3	H4	H5	H6									
1	11	5	4	3	0									

## SEO Content

		<ul style="list-style-type: none"><li>• [H3] Оригинал или подделка?</li><li>• [H3] Информация</li><li>• [H3] О компании</li><li>• [H3] Подписка</li><li>• [H4] Целлофановая упаковка</li><li>• [H4] Картонная коробка</li><li>• [H4] Флакон</li><li>• [H4] Крышка флакона</li><li>• [H5] бонус за обзор</li><li>• [H5] ВЕРНЕМ ЧАСТЬ СУММЫ ЗАКАЗА</li><li>• [H5] Куча подарков</li></ul>
	Images	We found 86 images on this web page.  39 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.
	Text/HTML Ratio	Ratio : 6%  This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.
	Flash	Perfect, no Flash content has been detected on this page.
	Iframe	Great, there are no Iframes detected on this page.

## SEO Links

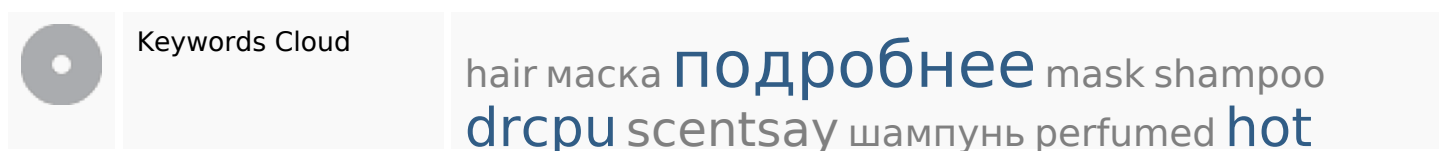
	URL Rewrite	Good. Your links looks friendly!
	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 47 links including 0 link(s) to files
	Statistics	External Links : noFollow 0%  External Links : Passing Juice 2.13%  Internal Links 97.87%



## In-page links

<a href="#">Подробнее</a>	Internal	Passing Juice
<a href="#">Подробнее</a>	Internal	Passing Juice
<a href="#">Подробнее</a>	Internal	Passing Juice
<a href="#">Подробнее</a>	Internal	Passing Juice
<a href="#">Подробнее</a>	Internal	Passing Juice
<a href="#">Подробнее</a>	Internal	Passing Juice
<a href="#">Подробнее</a>	Internal	Passing Juice
<a href="#">Подробнее</a>	Internal	Passing Juice
<a href="#">Подробнее</a>	Internal	Passing Juice
<a href="#">Подробнее</a>	Internal	Passing Juice
<a href="#">маска</a>	Internal	Passing Juice
<a href="#">маска</a>	Internal	Passing Juice
<a href="#">Доставка и оплата</a>	Internal	Passing Juice
<a href="#">Пользовательское соглашение</a>	Internal	Passing Juice
<a href="#">Оферта</a>	Internal	Passing Juice
<a href="#">Политика конфиденциальности</a>	Internal	Passing Juice
<a href="#">О нас</a>	Internal	Passing Juice
<a href="#">Контакты</a>	Internal	Passing Juice
<a href="#">Карта сайта</a>	Internal	Passing Juice
<a href="#">form</a>	External	Passing Juice

## SEO Keywords








## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
подробнее	32	✘	✘	✘	✘







## Keywords Consistency

drcpu	24	✘	✘	✘	✘
hot	21	✘	✘	✘	✘
scentsay	13	✘	✘	✘	✘
шампунь	12	✘	✘	✘	✔

## Usability

	Url	Domain : calone.ru Length : 9
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is ru.
	Dublin Core	This page does not take advantage of Dublin Core.

## Document

	Doctype	HTML 5
	Encoding	You have not specified the document's charset. Use <a href="#">this free meta tags generator</a> to declare document's charset.
	W3C Validity	Errors : 37 Warnings : 32
	Email Privacy	Warning! At least one email address has been found in the plain text. Use <a href="#">free antispam protector</a> to hide email from spammers.
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	✔ Excellent, your website doesn't use nested tables.

## Document

- ✖ Too bad, your website is using inline styles.
- ✖ Too bad, your website has too many CSS files (more than 4).
- ✖ Too bad, your website has too many JS files (more than 6).
- ✖ Too bad, your website does not take advantage of gzip.

## Mobile



### Mobile Optimization

- ✖ Apple Icon
- ✔ Meta Viewport Tag
- ✔ Flash content

## Optimization



### XML Sitemap

Great, your website has an XML sitemap.

<http://calone.ru/sitemap.xml>  
<https://calone.ru/sitemap.xml>  
[https://calone.ru/sitemap\\_cpu.xml](https://calone.ru/sitemap_cpu.xml)  
[https://calone.ru/sitemap\\_000.xml](https://calone.ru/sitemap_000.xml)



### Robots.txt

<http://calone.ru/robots.txt>

Great, your website has a robots.txt file.



### Analytics

Great, your website has an analytics tool.



LiveInternet