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SEO Report



Your Website Score

Review of Parada.clinic

Generated on 2025-06-30

Introduction

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

The homepage rank is graded on a 100-point scale that represents your Website SEO effectiveness The algorithm is based on 70 metrics/criteria including search engine data, website structure, site performance, and many 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 web pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 metrics/criteria.

Our SEO report provides actionable advice that can be used to improve a website's ranking on search engines.

Please contact us for for any assistance or guidance.

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

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Search Engine Optimization

Title Tag

Медицинская клиника PARADA в Санкт-Петербурге | Центр реконструктивной хирургии

Length: 79 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

Частная многопрофильная клиника Санкт-Петербурга. Предоставляем услуги в направлениях пластической и реконструктивной хирургии, травматологии, артроскопии, флебологии, гинекологии ✓ Гарантия профессионального отношения к вашему здоровью и красоте ✓ Записаться на прием можно онлайн или круглосуточно по номеру телефона: ☎ +7 (812) 565-49-57

Length: 340 character(s)

Meta descriptions contains between 70 and 160 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

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.

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Google Preview

[Медицинская клиника PARADA в Санкт-Петербурге | Центр реконструктивной хирургии]

parada.clinic/

Частная многопрофильная клиника Санкт-Петербурга. Предоставляем услуги в направлениях пластической и реконструктивной хирургии, травматологии, артроскопии, флебологии, гинекологии ✓ Гарантия профессионального отношения к вашему здоровью и красоте ✓ Записаться на прием можно онлайн или круглосуточно по номеру телефона: ☎ +7 (812) 565-49-57

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	6	0	0	0	0

<H1> Медицинская клиника PARADA </H1>

<H2> Акции </H2>

<H2> Направления </H2>

<H2> Новости </H2>

<H2> Врачи клиники </H2>

<H2> PARADA - медицинская клиника </H2>

<H2> Независимые рейтинги </H2>

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.

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Keywords Cloud

Лечение 20 Пластика 18 ноября 14 для 13 Перейти 13 на 12 Прием 12 хирург 10 лечение 9 Удаление 9 Правила 8 Артроскопия 8 шеи 7 Липосакция 7 грыжи 7

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>
Лечение	20	✗	✗	✗
Пластика	18	✗	✗	✗
ноября	14	✗	✗	✗
для	13	✗	✗	✗
Перейти	13	✗	✗	✗
на	12	✗	✓	✗
Прием	12	✗	✗	✗
хирург	10	✓	✓	✗
лечение	9	✗	✗	✗
Удаление	9	✗	✗	✗
Правила	8	✗	✗	✗
Артроскопия	8	✗	✗	✗
шеи	7	✗	✗	✗
Липосакция	7	✗	✗	✗
грыжи	7	✗	✗	✗

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.

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Alt Attribute

We found 89 images on this web page
✖ 4 ALT attributes are empty or missing.

https://mc.yandex.ru/watch/85683002
/local/templates/parada/assets//img/about-sert.jpg
https://prodoctorov.ru/static/_v1/pd/logos/logo-pd-widget.png
https://doctu.ru/clinic/image/widgets/klinika-parada-ranee-klinika-plasticheskojj-khirurgii?size=200x200

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: **9.69%**

Text content size 27253 bytes
Total HTML size 281229 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 275 KB to 32 KB (88.2 % 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.

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IP Canonicalization No your domain IP 31.31.197.103 does not redirect to parada.clinic

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 Good, all URLs look clean and friendly

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 Great, you are not 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.

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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://parada.clinic/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://parada.clinic/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.

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Embedded Objects

Oh 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

Oh 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.

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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 are unknowingly preventing bots and search engines from crawling & indexing your webpages.

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 to your website.

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Usability

URL

http://parada.clinic
Length: 13 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.

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Page Size

275 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

1.73 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 to make your website run faster.

Language

Good! You have declared your language
Declared Language: Russian

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.

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Domain Availability

Domains (TLD)	Status
parada.com	Already Registered
parada.net	Already Registered
parada.org	Already Registered
parada.biz	Already Registered
parada.io	Already Registered

> If possible, register the various extensions of your domain to protect your brand from cybersquatters.

Typo Availability

Domains (TLD)	Status
oarada.clinic	Query Failed
larada.clinic	Query Failed
pqrada.clinic	Query Failed
pwrada.clinic	Query Failed
pzrada.clinic	Query Failed

> If possible, register the various typos of your domain to protect your brand from cybersquatters.

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Email Privacy 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.

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Mobile

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

Bad! 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.

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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.

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Technologies

Server IP

Server IP	Server Location
31.31.197.103	United States Hide IP AddressShow Full IP Address Information Lookup AddressLookup Frequently Asked Questions (FAQ)What is IPV4?IPv4 s connect to the internet by using a unique address. This address is usually 203.0.113.181). It has been around for a while but there is a new system c IPV6?IPv6 stands for Internet Protocol version 6. It is the latest internet a addresses, eight groups of four hexadecimal numbers separated by colons

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

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.
- ✖ Too bad! Your website has too many 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 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.

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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

W3Cis 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.

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Social

Social Data

Your social media status

Facebook Likes: 0

PlusOne:

Twitter:

> Social data refers to posts created a person/business and is voluntarily shared by other social media users.

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Visitors

Traffic Rank

No Global Rank

A low Alexa 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 if your website is not certified by Alexa.

Visitors Localization

Your website is popular on following countries:

No data available

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

This will prevent potential competitors from registering your 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.

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Link Analysis

In-Page Links

We found a total of 137 links including both internal & external links of your site

Anchor	Type	Follow
No Anchor Text	Internal Links	Dofollow
+7 (812) 640 30 23	Internal Links	Dofollow
+7 (812) 640 30 33	Internal Links	Dofollow
О клинике	Internal Links	Dofollow
Отзывы	Internal Links	Dofollow
Вакансии	Internal Links	Dofollow
Статьи	Internal Links	Dofollow
Услуги	Internal Links	Dofollow
Пластическая хирургия	Internal Links	Dofollow
Пластика лица и шеи (Фейслифтинг)	Internal Links	Dofollow
Пластика носа (ринопластика)	Internal Links	Dofollow
Блефаропластика век	Internal Links	Dofollow
Пластика ушей (отопластика)	Internal Links	Dofollow
Пластика груди	Internal Links	Dofollow
Абдоминопластика	Internal Links	Dofollow
Пластика тела	Internal Links	Dofollow
Интимная пластика	Internal Links	Dofollow
Липосакция	Internal Links	Dofollow
Консультация пластического хирурга	Internal Links	Dofollow
Реабилитационная косметология	Internal Links	Dofollow
Артроскопия	Internal Links	Dofollow
Артроскопия плечевого сустава	Internal Links	Dofollow
Артроскопия коленного сустава	Internal Links	Dofollow
Травматология	Internal Links	Dofollow
Хирургическая травматология	Internal Links	Dofollow
Ортопедия	Internal Links	Dofollow
Прием врача-травматолога	Internal Links	Dofollow
Амбулаторная хирургия	Internal Links	Dofollow
Удаление новообразований кожи	Internal Links	Dofollow
Удаление гнойно-воспалительных образований (абсцессов, фурункулов и панариция)	Internal Links	Dofollow
Вросшие ногти	Internal Links	Dofollow
Восстановительное лечение и реабилитация	Internal Links	Dofollow
Тейпирование	Internal Links	Dofollow
Лечебная физическая культура	Internal Links	Dofollow
Ударно-волновая терапия	Internal Links	Dofollow
PRP-терапия для суставов	Internal Links	Dofollow
Магнитотерапия	Internal Links	Dofollow
Электростимуляция мышц TEKAP-терапия (электромиостимуляция)	Internal Links	Dofollow
ХИЛТ-терапия лазером BTL 6000	Internal Links	Dofollow
Герниопластика (грыжесечение)	Internal Links	Dofollow
Лечение грыжи живота	Internal Links	Dofollow
Лечение пупочной грыжи	Internal Links	Dofollow
Лечение паховой грыжи	Internal Links	Dofollow
Лечение диастаза	Internal Links	Dofollow
Урология	Internal Links	Dofollow
Циркумцизия (обрезание)	Internal Links	Dofollow

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Лечение варикоцеле (операция Мармара)	Internal Links	Dofollow
Лечение фимоза	Internal Links	Dofollow
Гидроцеле (водянка яичек)	Internal Links	Dofollow
Прием уролога-хирурга	Internal Links	Dofollow
Гистероскопия	Internal Links	Dofollow
Гистерорезектоскопия	Internal Links	Dofollow
Миомэктомия матки методом гистероскопии	Internal Links	Dofollow
Пересадка волос	Internal Links	Dofollow
Дермопигментация	Internal Links	Dofollow
Медицинский камуфляж	Internal Links	Dofollow
Перманентный макияж	Internal Links	Dofollow
Косметология	Internal Links	Dofollow
Аппаратная косметология	Internal Links	Dofollow
Инъекционная косметология	Internal Links	Dofollow
Уходовые процедуры	Internal Links	Dofollow
Консультация дерматолога-косметолога	Internal Links	Dofollow
Диагностика	Internal Links	Dofollow
Рентгенологическая диагностика	Internal Links	Dofollow
Дерматоскопия	Internal Links	Dofollow
Ультразвуковая диагностика	Internal Links	Dofollow
Маммография	Internal Links	Dofollow
Лабораторная диагностика	Internal Links	Dofollow
Терапия	Internal Links	Dofollow
Прием терапевта	Internal Links	Dofollow
Флебология	Internal Links	Dofollow
Прием флеболога	Internal Links	Dofollow
Склеротерапия	Internal Links	Dofollow
Эндовазальная лазерная коагуляция (ЭВЛК)	Internal Links	Dofollow
Оперативное лечение варикоза	Internal Links	Dofollow
УЗИ вен нижних конечностей	Internal Links	Dofollow
Цены	Internal Links	Dofollow
Кредит	Internal Links	Dofollow
Специалисты	Internal Links	Dofollow
Акции	Internal Links	Dofollow
Новости	Internal Links	Dofollow
Информация для пациентов	Internal Links	Dofollow
Предоперационная памятка пациента	Internal Links	Dofollow
Сервис для иногородних	Internal Links	Dofollow
Правила подготовки к диагностическим исследованиям	Internal Links	Dofollow
Обследование перед гистероскопией	Internal Links	Dofollow
Правила записи на первичный прием/консультацию/обследование	Internal Links	Dofollow
Выдача копии медицинской документации	Internal Links	Dofollow
Правила предоставления платных медицинских услуг	Internal Links	Dofollow
Правила внутреннего распорядка для потребителей медицинских услуг	Internal Links	Dofollow
Положение о защите персональных данных	Internal Links	Dofollow
Права и обязанности граждан в сфере охраны здоровья	Internal Links	Dofollow
Контакты	Internal Links	Dofollow
Менеджер пластической хирургии	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Удаление имплантов 01 ноября - 30 ноября	Internal Links	Dofollow
Уменьшение молочных желёз 01 ноября - 30 ноября	Internal Links	Dofollow
Липоскульптурирование 01 ноября - 30 ноября	Internal Links	Dofollow

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Якорная подтяжка груди 01 ноября - 30 ноября	Internal Links	Dofollow
Ринопластика со скидкой в ноябре 01 ноября - 30 ноября	Internal Links	Dofollow
SMAS нижней трети лица и шеи + эндоскопический височный лифтинг 01 ноября - 30 ноября	Internal Links	Dofollow
Увеличение молочных желез 01 ноября - 30 ноября	Internal Links	Dofollow
Места в качестве моделей на пересадку волос у Сергея Сергеевича Елсукова 04 сентября	Internal Links	Dofollow
Акции на услуги реабилитационной косметологии 01 июля	Internal Links	Dofollow
Сотрудники клиники PARADA приняли участие в «Гонке Героев» Гордимся нашей командой 04.10.2026 Подробнее	Internal Links	Dofollow
С 15 августа 2026 года изменится стоимость ударно-волновой терапии Новая стоимость составит 3 700 ▯ вместо 3 500 ▯. 03.08.2026 Подробнее	Internal Links	Dofollow
Отзыв ортопеда-травматолога Али Макдес Бехбехани о программе Astoria Shoulder Academy 2026 Я искренне восхищен. Высочайшая квалификация российских специалистов мотивирует развиваться — здесь я получаю больше новых знаний, чем передаю сам 18.05.2026 Подробнее	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
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
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Смотреть лицензию	Internal Links	Dofollow
Возврат налога за лечение	Internal Links	Dofollow
Карта сайта	Internal 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
Клиника «Парада»	External Links	Dofollow
No Anchor Text	External Links	Dofollow
4.36 Рейтинг клиники	External Links	Dofollow
на основании 14 отзывов	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
Zum Punkt	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.

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Broken Links

Broken links were found on this web page

http://parada.clinic/tel:+78126403023
http://parada.clinic/tel:+78126403033
http://parada.clinic/javascritp:void(0)

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.

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