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SEO Report

Your Website Score

Review of Panoramaburo.ru

Generated on 2024-05-18

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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Iconography

- 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

Студия ландшафтного дизайна Panorama Buro Санкт-Петербург

Length: 57 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

Panorama Buro услуги в сфере ландшафтного проектирования, благоустройства и озеленения территорий загородных домов в Санкт-Петербурге и Ленинградской области

Length: 157 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

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.

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Google Preview

Студия ландшафтного дизайна Panorama Buro Санкт-Петербург

panoramaburo.ru/

Panorama Buro услуги в сфере ландшафтного проектирования, благоустройства и озеленения территорий загородных домов в Санкт-Петербурге и Ленинградской области

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>
2	8	5	0	0	0

<H1> Бюро ландшафтного дизайнаРаботаем с 2013 года Реализовано более 350 проектов </H1>

<H1> Бюро ландшафтного дизайнаРаботаем с 2013 года Реализовано более 350 проектов </H1>

<H2> немного о бюро </H2>

<H2> Наши проекты </H2>

<H2> ОбЪектВоейково </H2>

<H2> ОбЪектРепино Парк №1 </H2>

<H2> ОбЪектРощино </H2>

<H2> ОбЪектСолнечное </H2>

<H2> Услуги </H2>

<H2> Подробнее об основных услугах </H2>

<H3> О Panorama Buro </H3>

<H3> Ландшафтный дизайн </H3>

<H3> Благоустройство </H3>

<H3> Озеленение </H3>

<H3> Наша команда </H3>

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

заявку 11 на 10 ПОДРОБНЕЕ 8 вы 7 Оставить 7

Мы 6 по 6 мы 6 персональных 5 Ландшафтный 5

Озеленение 5 данных 5 услуги 5 обработку 5 Подробнее 4

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>
заявку	11	✗	✗	✗
на	10	✓	✗	✓
ПОДРОБНЕЕ	8	✗	✗	✗
вы	7	✗	✗	✗
Оставить	7	✗	✗	✗
Мы	6	✗	✗	✗
по	6	✗	✗	✗
мы	6	✗	✗	✗
персональных	5	✗	✗	✗
Ландшафтный	5	✗	✗	✓
Озеленение	5	✗	✗	✓
данных	5	✗	✗	✗
услуги	5	✗	✓	✗
обработку	5	✗	✗	✗
Подробнее	4	✗	✗	✓

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 18 images on this web page

✖ 18 ALT attributes are empty or missing.

https://static.tildacdn.com/tild3562-3562-4833-b463-306335393033/panorama_rus.svg
https://static.tildacdn.com/tild6237-6365-4439-a465-333738656631/burger-menu-right-sv.svg
https://static.tildacdn.com/tild6533-6638-4131-b330-373138656661/lib__tildaicon__3535.svg
https://static.tildacdn.com/tild3433-3635-4363-b436-623437336536/phone-call_5070407.svg
https://static.tildacdn.com/lib/tildaicon/39656130-6232-4934-b465-383139366636/Tilda_Icons_30_system_play.svg
https://static.tildacdn.com/lib/tildaicon/39656130-6232-4934-b465-383139366636/Tilda_Icons_30_system_play.svg
https://static.tildacdn.com/lib/tildaicon/31653463-3464-4230-b437-656632343161/Layer_23.svg
https://static.tildacdn.com/lib/tildaicon/64393966-3839-4161-b032-366562383366/Layer_21.svg
https://static.tildacdn.com/lib/tildaicon/31653463-3464-4230-b437-656632343161/Layer_23.svg
https://static.tildacdn.com/lib/tildaicon/64393966-3839-4161-b032-366562383366/Layer_21.svg
https://static.tildacdn.com/lib/tildaicon/31653463-3464-4230-b437-656632343161/Layer_23.svg
https://static.tildacdn.com/lib/tildaicon/64393966-3839-4161-b032-366562383366/Layer_21.svg
https://static.tildacdn.com/lib/tildaicon/31653463-3464-4230-b437-656632343161/Layer_23.svg
https://static.tildacdn.com/lib/tildaicon/64393966-3839-4161-b032-366562383366/Layer_21.svg
https://static.tildacdn.com/tild6362-6131-4039-b038-343533313562/panorama_rus.svg
https://static.tildacdn.com/tild6537-3532-4238-b538-306231336339/icons8-close-512.svg
https://static.tildacdn.com/tild6537-3532-4238-b538-306231336339/icons8-close-512.svg
https://mc.yandex.ru/watch/105915836

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: **1.67%**

Text content size	17820 bytes
Total HTML size	1068755 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.

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GZIP compression

Wow! It's GZIP Enabled.

Your webpage is compressed from 1044 KB to 109 KB (89.6 % 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 176.57.64.168 does not redirect to panoramaburo.ru

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

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.

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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://panoramaburo.ru/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://panoramaburo.ru/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

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

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: 2 Years, 277 Days

Created Date: 13th-Dec-2023

Updated Date: 15th-Sep-2026

Expiry Date: 13th-Dec-2026

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://panoramaburo.ru
Length: 15 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

PB 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 1044 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 2.57 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 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.

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Domain Availability

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

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

Typo Availability

Domains (TLD)	Status
oanoramaburo.ru	Available
lanoramaburo.ru	Available
pqnoramaburo.ru	Available
pwnoramaburo.ru	Available
pznoramaburo.ru	Available

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

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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.

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Mobile

Mobile Friendliness

Oh No! This page is not mobile-friendly.
Your mobile friendly score is 80/100

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.

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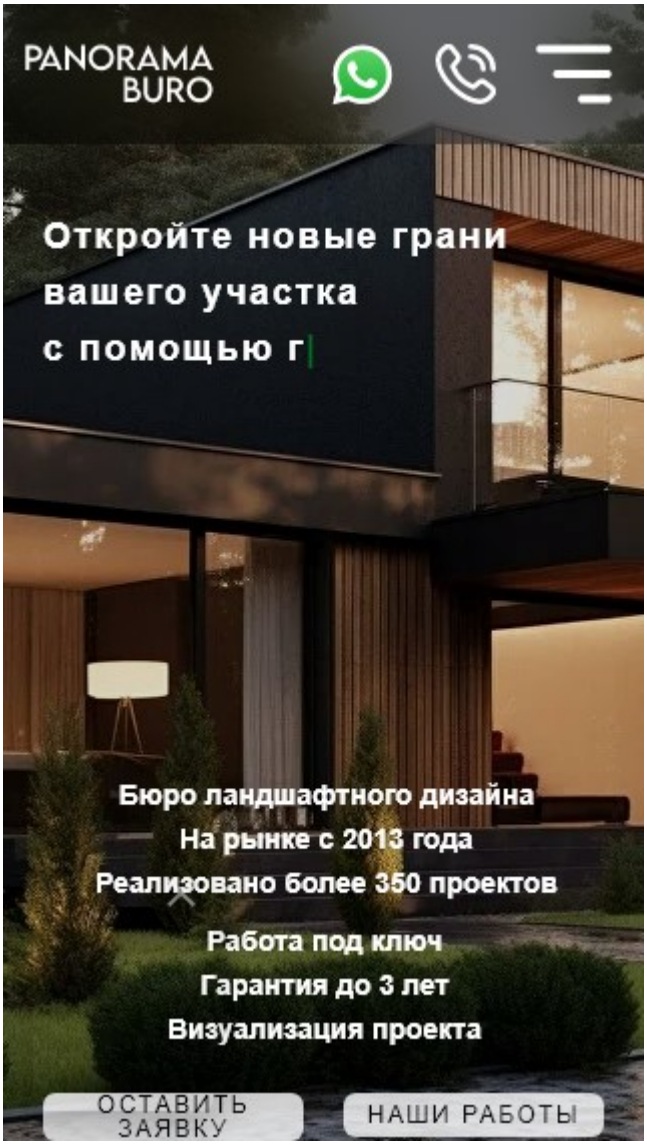
Mobile View



> 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
176.57.64.168	//wh.ipaddress.com/a34,193,179,192?u="+encodeURIComponent(docum

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:

- ✗ Too bad! Your website has too many 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

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.

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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 49 links including both internal & external links of your site

Anchor	Type	Follow
No Anchor Text	Internal Links	Dofollow
Проектирование ландшафта	Internal Links	Dofollow
Проекты	Internal Links	Dofollow
О бюро	Internal Links	Dofollow
Контакты	Internal Links	Dofollow
8 (812) 905-00-10	Internal Links	Dofollow
8 (495) 740-50-00	Internal Links	Dofollow
Проектирование ландшафта	Internal Links	Dofollow
Ландшафтный дизайн	Internal Links	Dofollow
Благоустройство	Internal Links	Dofollow
Озеленение	Internal Links	Dofollow
Все услуги	Internal Links	Dofollow
Благоустройство участка	Internal Links	Dofollow
Озеленение	Internal Links	Dofollow
Мощение	Internal Links	Dofollow
Устройство газона	Internal Links	Dofollow
Дренаж	Internal Links	Dofollow
Посадка растений	Internal Links	Dofollow
Посадка деревьев	Internal Links	Dofollow
Ландшафтное проектирование	Internal Links	Dofollow
проекты	Internal Links	Dofollow
Услуги	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
ПОДРОБНЕЕ	Internal Links	Dofollow
ПОДРОБНЕЕ	Internal Links	Dofollow
ПОДРОБНЕЕ	Internal Links	Dofollow
ПОДРОБНЕЕ	Internal Links	Dofollow
ПОДРОБНЕЕ	Internal Links	Dofollow
ландшафтный дизайн	Internal Links	Dofollow
мощение	Internal Links	Dofollow
газон	Internal Links	Dofollow
Посадка растений	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Нажимая на кнопку, вы даёте своё согласие на обработку персональных данных	Internal Links	Dofollow
О бюро	Internal Links	Dofollow
Контакты	Internal Links	Dofollow
Правовая информация	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Пользовательское соглашение	Internal Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Nofollow

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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.

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Broken Links

Broken links were found on this web page

http://panoramaburo.ru/tel:88129050010
http://panoramaburo.ru/tel:+74957405000

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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