goanalyzer
SEO Report




Your Website Score

# Review of Chemodantour.ru

Generated on 2024-05-17

## 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.

## Table of Contents

Search Engine Optimization
Mobile
Visitors
Link Analysis
Usability
Technologies
Social

## Iconography

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

Copyright © 2020 GoAnalyzer - Powered by TopYouGo Digital Agency.



goanalyzer
SEO Report

# Search Engine Optimization

**Title Tag**

Всероссийский туроператор "Чемодан" — Лечебные и стоматологические туры в Китай

**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**

No Description

**Length:** 0 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.

Copyright © 2020 GoAnalyzer - Powered by TopYouGo Digital Agency.

## Google Preview

[Всероссийский туроператор "Чемодан" — Лечебные и стоматологические туры в Китай]
**chemodantour.ru/**
No Description

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 | 5 | 4 | 1 | 0 | 0 |

<H1> Забронируйте свой отпуск </H1>
<H2> Туры в Китай </H2>
<H2> Лечение в Китае </H2>
<H2> Пляжные туры от 47 000 руб. </H2>
<H2> Туры для тех, кто хочет что-то особенное </H2>
<H2> Не просто турагентство,а команда, которая любитпутешествия так же, как и вы </H2>

<H3> События и спецпредложения </H3>
<H3> Горящие туры </H3>
<H3> Остались вопросы? Хотите узнать больше? </H3>
<H3> Истории наших туристов </H3>
<H4> Более 15 летдарим незабываемые эмоции нашим клиентам </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.

Copyright © 2020 GoAnalyzer - Powered by TopYouGo Digital Agency.



goanalyzer SEO Report

## Keywords Cloud

туры 13 на 7 не 7 руб 6 от 6

Китай 6 мы 4 для 4 видео 3 поддерживаетвстроенные 3

браузер 3 Ваш 3 вас 3 ✈ 3 Мы 3

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> |
|---|---|---|---|---|
| туры | 13 | ✔ | ✖ | ✔ |
| на | 7 | ✖ | ✖ | ✔ |
| не | 7 | ✖ | ✖ | ✔ |
| руб | 6 | ✖ | ✖ | ✔ |
| от | 6 | ✖ | ✖ | ✔ |
| Китай | 6 | ✔ | ✖ | ✔ |
| мы | 4 | ✖ | ✖ | ✔ |
| для | 4 | ✖ | ✖ | ✔ |
| видео | 3 | ✖ | ✖ | ✖ |
| поддерживаетвстроенные | 3 | ✖ | ✖ | ✖ |
| браузер | 3 | ✖ | ✖ | ✖ |
| Ваш | 3 | ✖ | ✖ | ✖ |
| вас | 3 | ✖ | ✖ | ✖ |
| ✈ | 3 | ✖ | ✖ | ✖ |
| Мы | 3 | ✖ | ✖ | ✖ |

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

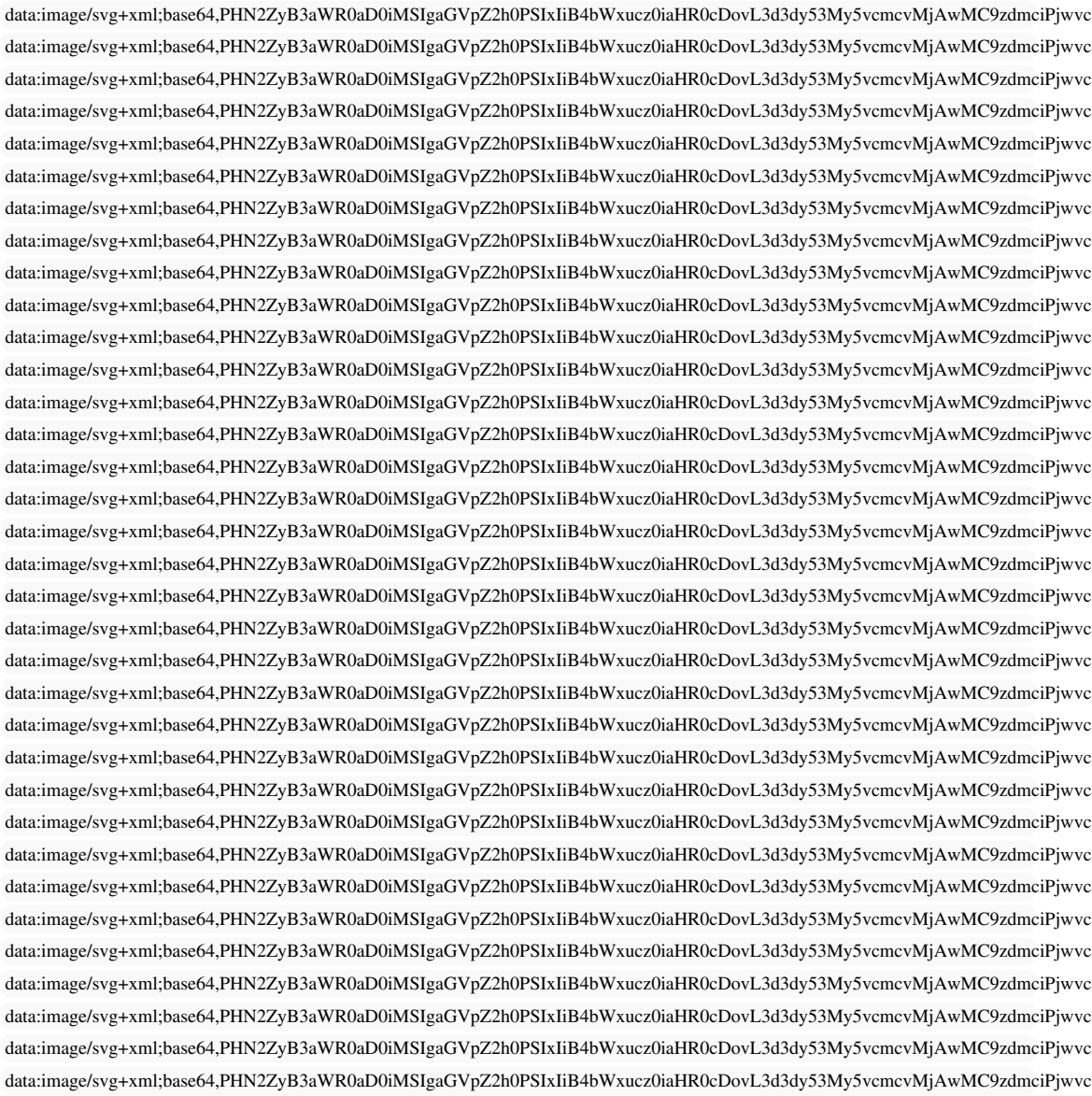
To improve the chance of ranking well in search results for a specific keyword, make sure you include it in some or all of the following: page URL, page content, title tag, meta description, header tags, image alt attributes, internal link anchor text and backlink anchor text.

Copyright © 2020 GoAnalyzer - Powered by TopYouGo Digital Agency.

## Alt Attribute

We found 49 images on this web page
✖ 35 ALT attributes are empty or missing.

https://mc.yandex.ru/watch/109029297




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.

Copyright © 2020 GoAnalyzer - Powered by TopYouGo Digital Agency.

**Text/HTML Ratio**

HTML to Text Ratio is: **8.83%**

Text content size 7445 bytes

Total HTML size 84362 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 82 KB to 19 KB (77.1 % 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.

Copyright © 2020 GoAnalyzer - Powered by TopYouGo Digital Agency.

**IP Canonicalization** No your domain IP 195.58.48.39 does not redirect to chemodantour.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** 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.

Copyright © 2020 GoAnalyzer - Powered by TopYouGo Digital Agency.

**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://chemodantour.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://chemodantour.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.

Copyright © 2020 GoAnalyzer - Powered by TopYouGo Digital Agency.

**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: 16 Years, 194 Days

Created Date: 7th-Apr-2010

Updated Date: 18th-Oct-2026

Expiry Date: 7th-Apr-2027

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.

Copyright © 2020 GoAnalyzer - Powered by TopYouGo Digital Agency.

### 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.

Copyright © 2020 GoAnalyzer - Powered by TopYouGo Digital Agency.

# Usability

**URL**

http://chemodantour.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**

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.

Copyright © 2020 GoAnalyzer - Powered by TopYouGo Digital Agency.

**Page Size**

82 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**

5.8 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: RU-RU

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.

Copyright © 2020 GoAnalyzer - Powered by TopYouGo Digital Agency.

## Domain Availability

| Domains (TLD) | Status |
|---|---|
| chemodantour.com | Already Registered |
| chemodantour.net | Available |
| chemodantour.org | Already Registered |
| chemodantour.biz | Already Registered |
| chemodantour.io | Already Registered |

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

## Typo Availability

| Domains (TLD) | Status |
|---|---|
| xhemodantour.ru | Available |
| shemodantour.ru | Available |
| dhemodantour.ru | Available |
| fhemodantour.ru | Available |
| vhemodantour.ru | Available |

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

Copyright © 2020 GoAnalyzer - Powered by TopYouGo Digital Agency.

**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.

Copyright © 2020 GoAnalyzer - Powered by TopYouGo Digital Agency.

# Mobile

**Mobile Friendliness**

Awesome! This page is mobile-friendly!
Your mobile friendly score is 60/100

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

**Mobile Compatibility**

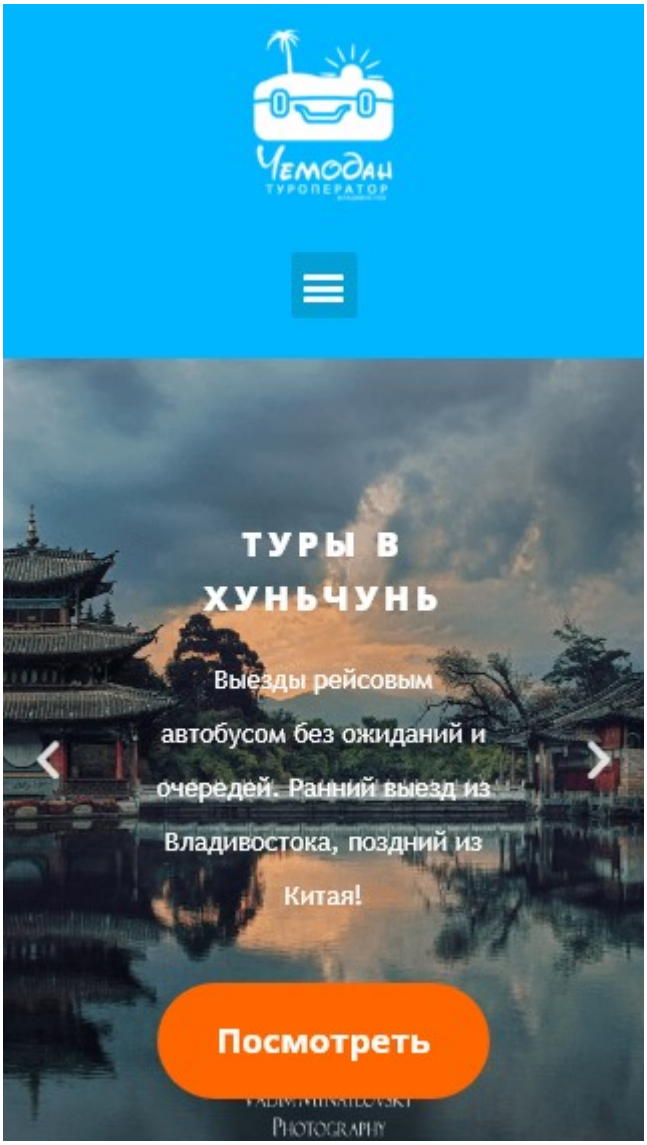
Bad! Embedded objects detected.

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.

Copyright © 2020 GoAnalyzer - Powered by TopYouGo Digital Agency.

## 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.

Copyright © 2020 GoAnalyzer - Powered by TopYouGo Digital Agency.



goanalyzer SEO Report

# Technologies

## Server IP

| Server IP | Server Location |
|---|---|
| 195.58.48.39 | //wh.ipaddress.com/a34,193,179,192?u="+encodeURIComponent(docume |

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

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.

Copyright © 2020 GoAnalyzer - Powered by TopYouGo Digital Agency.

**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.

Copyright © 2020 GoAnalyzer - Powered by TopYouGo Digital Agency.

# 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.

Copyright © 2020 GoAnalyzer - Powered by TopYouGo Digital Agency.

# 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.

Copyright © 2020 GoAnalyzer - Powered by TopYouGo Digital Agency.

# Link Analysis

## In-Page Links

We found a total of 33 links including both internal & external links of your site

| Anchor | Type | Follow |
|---|---|---|
| No Anchor Text | Internal Links | Dofollow |
| Туры в Китай | Internal Links | Dofollow |
| Пляжные туры | Internal Links | Dofollow |
| Горящие туры | Internal Links | Dofollow |
| Визы | Internal Links | Dofollow |
| О нас | Internal Links | Dofollow |
| Контакты | Internal Links | Dofollow |
| 423 261 61 08 | Internal Links | Dofollow |
| Япония становится ближе! Оформляем визы быстро ✈ Многие думают, что получить японскую визу сложно. На самом деле — это один из самых лояльных процессов! Вам нужно собрать... | Internal Links | Dofollow |
| А что, если всё бросить и улететь во Вьетнам? Иногда лучшие решения — спонтанные! Мы подготовили для вас подборку горящих туров во Вьетнам на ближайшие дни. Это идеальный шанс... | Internal Links | Dofollow |
| Китай на крыльях! ✈ Летим в Далянь, Пекин и Харбин с «Чемоданом» Хотите выходные в Пекине или неделю в Даляне? Легко! Туроператор «Чемодан» открывает сезон комфортных авиатуров из Владивостока. Множество невероятных... | Internal Links | Dofollow |
| Хуньчунь с «Чемоданом»: отдых, где о вас действительно заботятся Едете в Китай за лечением, шоппингом или просто сменить обстановку? Главное в такой поездке — не «звезды» отеля, а человек,... | Internal Links | Dofollow |
| Хуньчунь | Internal Links | Dofollow |
| Пекин | Internal Links | Dofollow |
| Харбин | Internal Links | Dofollow |
| Далянь | Internal Links | Dofollow |
| Таиланд от руб | Internal Links | Dofollow |
| Турция от руб | Internal Links | Dofollow |
| Вьетнам от руб | Internal Links | Dofollow |
| Бали от руб | Internal Links | Dofollow |
| Подробнее о персональных турах | Internal Links | Dofollow |
| Политикой обработки персональных данных | Internal Links | Dofollow |
| туры в Китай | Internal Links | Dofollow |
| пляжи Азии | Internal Links | Dofollow |
| индивидуальные маршруты | Internal Links | Dofollow |
| +7 (423) 261-61-08 | Internal Links | Dofollow |
| +7 (994) 008-73-27 | Internal Links | Dofollow |
| Политика конфиденциальности | Internal Links | Dofollow |
| Лечение в Китае | External Links | Dofollow |
| What'sApp | 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.

Copyright © 2020 GoAnalyzer - Powered by TopYouGo Digital Agency.



goanalyzer SEO Report

Copyright © 2020 GoAnalyzer - Powered by TopYouGo Digital Agency.

Copyright © 2020 GoAnalyzer - Powered by TopYouGo Digital Agency.

Copyright © 2020 GoAnalyzer - Powered by TopYouGo Digital Agency.

**Broken Links**

Broken links were found on this web page

http://chemodantour.ru/tel:84232616108
http://chemodantour.ru/tel:+74232616108
http://chemodantour.ru/tel:+79940087327

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.

Copyright © 2020 GoAnalyzer - Powered by TopYouGo Digital Agency.