

KNÖWEB

ANALISI SEO

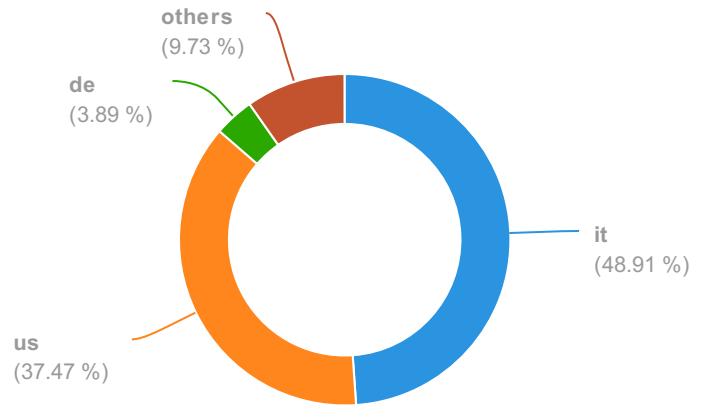
TRAFFICO ORGANICO

ORGANIC SEARCH SUMMARY

1.1K -46% TRAFFIC

| | | |
|--------------|-----|------|
| Keywords | 201 | 3% |
| Traffic Cost | 301 | -46% |

ORGANIC KEYWORDS PIE



ORGANIC SEARCH POSITIONS 1 - 100 (201)

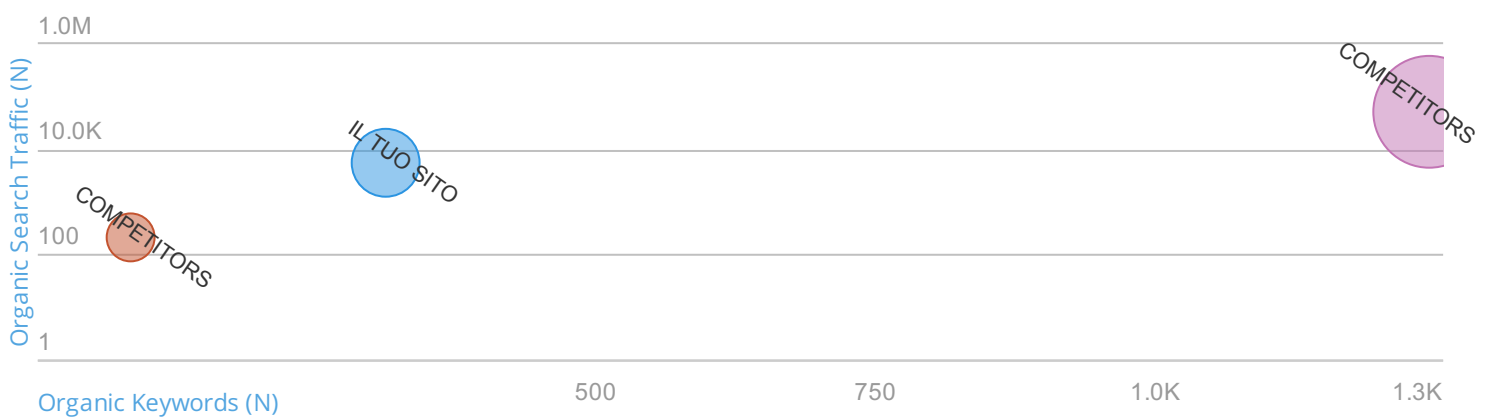
| Keyword | Pos | Volume | CPC | URL | Traffic % | Costs % | Com. | Result | Trend |
|---------|--------|--------|------|-------------------|-----------|---------|------|------------|-------|
| KEY | 8 (3) | 12,100 | 0.00 | ↗ | 32.61 | 0.00 | 0.00 | 751,000 | |
| KEY | 3 (3) | 1,000 | 0.43 | ↗ | 8.08 | 12.62 | 0.15 | 647,000 | |
| KEY | 6 (11) | 1,300 | 2.41 | ↗ | 5.84 | 51.82 | 0.01 | 134,000 | |
| KEY | 1 (1) | 110 | 0.00 | ↗ | 4.58 | 0.00 | 0.04 | 243,000 | |
| KEY | 18 (0) | 14,800 | 0.02 | ↗ | 3.95 | 0.00 | 0.07 | 299,000 | |
| KEY | 7 (0) | 880 | 0.56 | ↗ | 3.14 | 6.31 | 0.33 | 5,370,000 | |
| KEY | 1 (1) | 70 | 0.00 | ↗ | 2.87 | 0.00 | 0.09 | 254,000 | |
| KEY | 1 (1) | 70 | 0.00 | ↗ | 2.87 | 0.00 | 0.04 | 215,000 | |
| KEY | 4 (0) | 390 | 2.71 | ↗ | 2.42 | 24.25 | 0.20 | 14,800,000 | |

COMPETITORS

ORGANIC COMPETITORS 1 - 100 (639)

| Domain | Competition Level ▼ | Common Keywords | SE Keywords | SE Traffic | SE Traffic Price | Ads Keywords |
|-------------|---------------------|-----------------|-------------|------------|------------------|--------------|
| COMPETITORS | 80% | 90 | 312 | 5.5k | 3.5k | 0 |
| COMPETITORS | 78% | 100 | 434 | 5.9k | 1.7k | 0 |
| COMPETITORS | 73% | 56 | 329 | 5.7k | 3.1k | 0 |
| COMPETITORS | 72% | 27 | 84 | 211 | 79 | 0 |
| COMPETITORS | 72% | 133 | 1.2k | 51.7k | 33.4k | 0 |
| COMPETITORS | 72% | 51 | 361 | 6.7k | 778 | 0 |
| COMPETITORS | 72% | 50 | 362 | 1.5k | 498 | 0 |
| COMPETITORS | 70% | 29 | 189 | 964 | 387 | 0 |
| COMPETITORS | 70% | 24 | 136 | 861 | 40 | 0 |

ORGANIC COMPETITIVE POSITION MAP



BACKLINKS

BACKLINKS SUMMARY

276 TOTAL BACKLINKS

Referring Domains

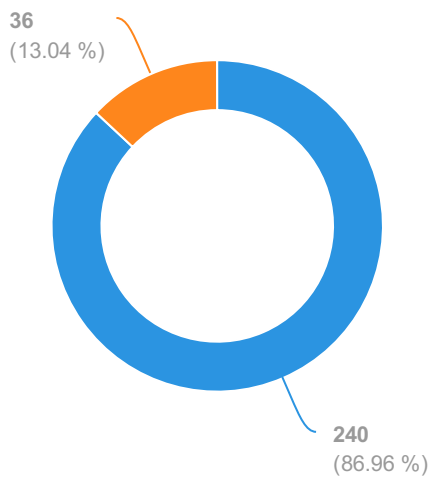
58

Referring IPs

56

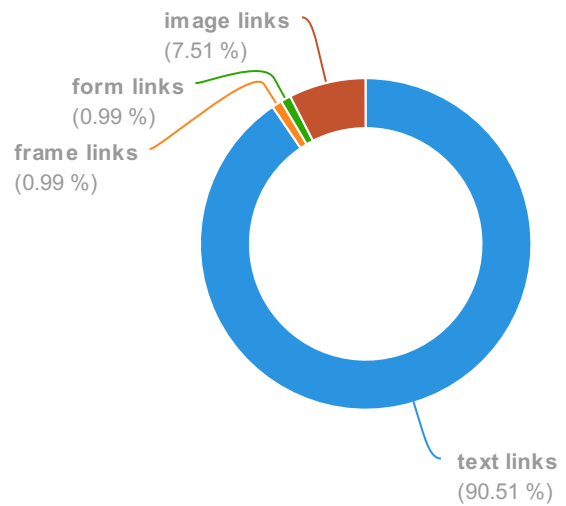
FOLLOW VS NOFOLLOW PIE CHART

240 Follow links
36 Nofollow links



BACKLINKS TYPE PIE CHART

253 Text links
0 Frame links
2 Form links
21 Image links




TOP BACKLINKS

| Referring page Title / Referring page URL | Anchor text / Link URL | Type |
|---|------------------------|------|
| Referring page Title / Referring page URL | Anchor text / Link URL | |
| Referring page Title / Referring page URL | Anchor text / Link URL | |
| Referring page Title / Referring page URL | Anchor text / Link URL | |
| Referring page Title / Referring page URL | Anchor text / Link URL | |
| Referring page Title / Referring page URL | Anchor text / Link URL | |

TOP ANCHORS

| Anchors | Domains | Backlinks |
|--------------|---------|-----------|
| Anchors text | 4 | 40 |
| Anchors text | 12 | 34 |
| Anchors text | 8 | 33 |
| Anchors text | 10 | 13 |
| Anchors text | 1 | 11 |

REFERRING DOMAINS

| Root Domain | Backlinks | IP / Country |
|-----------------------------|-----------|---|
| Root Domain | 49 |  50.63.99.1 |
| Root Domain | 29 |  217.26.52.23 |
| Root Domain | 29 |  217.26.52.23 |
| Root Domain | 19 |  94.23.64.17 |
| Root Domain | 13 |  213.229.119.144 |

INDEXED PAGES

| Title and URL | Domains | Backlinks |
|---------------|---------|-----------|
| Title and URL | 2 | 28 |
| Title and URL | 1 | 4 |
| Title and URL | 1 | 3 |
| Title and URL | 1 | 3 |
| | 2 | 3 |

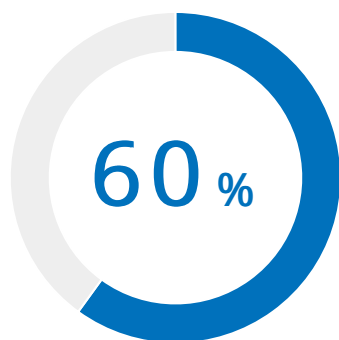
SITE AUDIT: OVERVIEW

Subdomain: www.iltuosito.com User

Agent: GoogleBot-Desktop Last

Update: January 14, 2016

TOTAL SCORE



CRAWLED PAGES

1056



ERRORS

1844

WARNINGS

26868

NOTICES

39

Site Audit: Total Issues

Subdomain: www.iltuosito.com
User Agent: GoogleBot-Desktop
Last Update: January 14, 2016
Pages Crawled: 1000

www.iltuosito.com, GoogleBot-Desktop
ERRORS

1844 0

1296 internal links are broken An internal broken link can cause a webpage to return an error status. It can occur due to incorrect or malformed URL, or because the page the link is leading to is broken or no longer exists, etc. Having a lot of internal broken links negatively affects both User Experience and a search engine robot's crawlability, which can lead to less traffic to your website.

1296 0

252 pages have duplicate content issues Duplicate content means that the content of a webpage is very similar or identical to the content found on another webpage. Duplicated webpages are competing against each other for higher positions in search results, and dividing the weight of backlinks and visits, instead of accumulating weight for one page. Excessive duplicate content can negatively impact a webpage's ranking.

252 0

217 pages have duplicate title tags The <title> tag is a part of the HTML code within the <head> tag that contains the name of the webpage. Using the same titles for different webpages makes it difficult for search engines to decide what pages to display in search results and for users to understand how one page differs from another. Doing so also means a lost opportunity for using more relevant keywords.

217 0

62 pages have duplicate meta descriptions The <meta description> tag includes a summary of a webpage's content and can be used by search engines to provide search results with snippets. Having duplicate texts within the tags on different pages means a lost opportunity to use more relevant keywords. Having duplicate <meta description> tags makes it difficult for search engine robots to distinguish between different webpages. It is better to have no meta description at all than to have a duplicate one.

62 0

11 pages returned 5XX status codes 5xx errors happen on the server's side. (500 - an internal server error; 503 - a server is unavailable; 507 - a server is running out of memory, etc.) Having a lot of error pages negatively affects both User Experience and a search engine robot's crawlability, which can lead to less traffic to your website.

11 0

6 pages returned 4XX status codes 4xx errors happen on the client's side. (400 - a user's incorrect request; 401 - a user's authentication is required; 403 - a user is not allowed to access a webpage etc.) Having a lot of error pages negatively affects both User Experience and a search engine robot's crawlability, which can lead to less traffic to your website.

6 0

| | | |
|---|---|---|
| This page has no viewport tag | 0 | 0 |
| 0 pages have a WWW resolve issue | 0 | 0 |
| 0 wrong pages found in sitemap.xml | 0 | 0 |
| 0 sitemap.xml files have format errors | 0 | 0 |
| Robots.txt file has format errors | 0 | 0 |
| 0 external images are broken | 0 | 0 |
| 0 internal images are broken | 0 | 0 |
| 0 external links are broken | 0 | 0 |
| 0 pages couldn't be crawled (incorrect URL formats) | 0 | 0 |
| 0 pages couldn't be crawled (DNS resolution issues) | 0 | 0 |
| 0 pages couldn't be crawled | 0 | 0 |
| 0 pages don't have title tags | 0 | 0 |

www.iltuosito.com, GoogleBot-Desktop

WARNINGS

26868 

24770 images don't have alt attributes An ALT attribute of an `` tag provides an alternative text for an image that can be displayed when the image is not visible on the webpage. Images without an ALT attribute are not accessible for visually impaired people, which can ruin their experience on a website. Moreover, the absence of the ALT prevents search engines from understanding the meaning of pictures or content.

24770 

714 pages have a low text-HTML ratios The text-to-HTML ratio shows the percentage of text visible to users and the code. This warning is triggered when text to HTML ratio is less or equal 10%. Complex and excessive code compared to a small amount of text is considered an unfriendly SEO practice, which can cause slow load speed of a webpage and affect crawling.

714 

498 pages don't have meta descriptions The `<meta description>` tag includes a summary of a webpage's content and can be used by search engines to provide search results with snippets. The absence of this tag means a lost opportunity to use more relevant keywords for a given webpage and for a higher Click-Through Rate.

498 

417 internal links contain nofollow attributes A nofollow attribute within an `<a>` tag gives an instruction (`rel=nofollow`) to crawlers telling them not to follow the link. "Nofollow" links don't pass any link juice or anchor texts to the referred webpages. Although webmasters have used the technique of applying nofollow attributes to internal links for PageRank sculpting for quite a long time, it is no longer an appropriate one to use.

417 

167 pages have too many on-page links In order to effectively crawl and index your website, the use of links should be relevant to your site's content. There is no limit to the number of links a webpage can contain; and Google doesn't penalize sites for including a lot of them. However, you should use links reasonably, as the link juice is divided among all the links on the webpage.

167 

148 pages don't have an h1 heading An `<h1>` tag is the top-level element in the heading tags' hierarchy (`<h1>`, `<h2>`, `<h3>`, `<h4>`, `<h5>`, `<h6>`). The text within the `<h1>` tag is the most important; and it is considered to be a short description of the webpage's content. An absence of an `<h1>` tag will break the heading tags' hierarchy and prevent search engines from fully understanding the content, which can impact a website's ranking.

148 

51 pages have slow loading speeds Load time indicates how quickly a website reacts to users' requests. If a website responds too slowly, this can affect a user's experience. How quickly a site responds is also taken into account by search engine bots while crawling and ranking. Site speed is one of the important ranking and trust factors.

51 

47 pages have too much text within the title tagsThe text of the <title> tag is shown in search results. The length of text to be displayed in Google is limited to 70 characters, including spaces. If the text within the title element is longer than 70 characters, it will be cut and only partially shown in search results. This can affect a website's Click-Through Rate.

47 0

43 pages have a low word countThe length of a contained web document is not a determining factor in a webpage's ranking. However, if a site has too little content or lacks vital information, visitors may feel compelled to visit another page.

43 0

13 pages have more than one h1-headingUsing a single <h1> tag is considered best practice; but, it is reasonable to use multiple <h1> tags if a webpage contains different sections. However, search engines might consider this a website's attempt to be ranked for more keywords, which can lead to a penalty.

13 0

Homepage does not use HTTPS encryption

0 0

Sitemap.xml not found

0 0

Sitemap.xml not indicated in robots.txt

0 0

0 pages have underscores in the URL

0 0

0 pages contain frames

0 0

0 pages use Flash

0 0

0 pages don't have doctypes declared

0 0

0 pages don't have declared encoding

0 0

0 pages are lacking language declaration

0 0

0 pages have too many parameters in their URLs

0 0

0 pages have 302 redirects

0 0

0 pages have duplicate content in the h1 heading and the title tag

0 0

0 pages do not have enough text within the title tags

0 0

www.iltuosito.com, GoogleBot-Desktop

NOTICES

39 0

39 pages blocked the crawler The crawler was blocked by robots.txt or a noindex attribute placed in the <head> tag of the given page.

39 0

Robots.txt not found

0 0

0 external links contain nofollow attributes

0 0

The URLs on 0 pages are too long

0 0