



Your Website Score

# Review of 100suvenirov.ru

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## Introduction

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

The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and 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 pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.

Our reports provide actionable advice to improve a site's business objectives.

Please contact us for more information.

## 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



## Title Tag



- |

**Length:** 14 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



100SUVENIROV [?]

**Length:** 15 character(s)

Meta descriptions contains between 100 and 300 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.

## Google Preview



[-1](#)  
**100suvenirov.ru/**  
100SUVENIROV ??

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>  
1

<H2>  
1

<H3>  
1

<H4>  
0

<H5>  
0

<H6>  
0

<H2> . </H2>

<H3> 100SUVENIROV.RU. </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.

## Keywords Cloud

1

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  
1

Title  
✘


Desc  
✘

<H>  
✘

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.

 **Alt Attribute**  


We found 7 images on this web page  
 1 ALT attributes are empty or missing.

<https://mc.yandex.ru/watch/12418651>

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: **20.83%**

Text content size 9197 bytes  
Total HTML size 44161 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 43 KB to 12 KB (71.9 % 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.

 **IP Canonicalization** No your domain IP 91.226.81.213 does not redirect to 100suvenirov.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** Warning! We have detected parameters in a massive number of URLs  


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.

✔ **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://100suvenirov.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://100suvenirov.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.

 **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: 18 Years, 12 Days

Created Date: 28th-Oct-2007

Updated Date: 8th-Nov-2025

Expiry Date: 28th-Oct-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.

✔ **Indexed Pages**  
⚙️⚙️⚙️

Indexed pages in search engines



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're unknowingly preventing bots and search engines from crawling & indexing your pages.

✘ **Backlinks Counter**  
⚙️⚙️⚙️

Number of backlinks to your website



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.



## URL

http://100suvenirov.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

**1** 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.

 **Page Size**  


43 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**  


1.04 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.

## Domain Availability



Domains (TLD)	Status
100suvenirov.com	Available
100suvenirov.net	Available
100suvenirov.org	Already Registered
100suvenirov.biz	Already Registered
100suvenirov.us	Available

Register the various extensions of your domain to protect your brand from cybersquatters.

## Typo Availability



Domains (TLD)	Status
10suvenirov.ru	Available
q00suvenirov.ru	Available
w00suvenirov.ru	Available
1o0suvenirov.ru	Available
1p0suvenirov.ru	Available

Register the various typos of your domain to protect your brand from cybersquatters.



### 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.



## 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



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.

## ● 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.

## Server IP

Server IP	Server Location	Service Provider
91.226.81.213	Not Available	Not Available

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 visitors.

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 even 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.

 **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

W3C is 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: WINDOWS-1251

Specifying language/character encoding can prevent problems with the rendering of special characters.

## Social Data

Your social media status

 Facebook:  Stosuvenirow

 Twitter: 

 Instagram: 

Social data refers to data individuals create that is knowingly and voluntarily shared by them.

Cost and overhead previously rendered this semi-public form of communication unfeasible.

But advances in social networking technology from 2004-2010 has made broader concepts of sharing possible.

**Traffic Rank** No Global Rank  
⚙️⚙️⚙️

A low 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.

**Visitors Localization** Your website is popular on following countries:  
⚙️⚙️⚙️

**No data available**

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

This will prevent potential competitors from registering these domains and taking advantage of your reputation in such countries.

**Estimated Worth** \$10 USD  
⚙️⚙️⚙️

Just a estimated worth of your website based on Alexa Rank.

## **In-Page Links**

We found a total of 159 links including both internal & external links of your site

Anchor	Type	Follow
О компании	Internal Links	Dofollow
Примеры нанесения	Internal Links	Dofollow
Доставка	Internal Links	Dofollow
Контакты	Internal Links	Dofollow
Мужские подарки	Internal Links	Dofollow
Товары канцелярские	Internal Links	Dofollow
8 (800) 707-43-29	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
Промо сувениры	Internal Links	Dofollow
Печать на футболках	Internal Links	Dofollow
Печать на кружках	Internal Links	Dofollow
Футболку на заказ	Internal Links	Dofollow
Футболки для сублимации	Internal Links	Dofollow
Зонты на заказ	Internal Links	Dofollow
Офисные принадлежности	Internal Links	Dofollow
Лампа настольная	Internal Links	Dofollow
Шариковая ручка	Internal Links	Dofollow
Ручка роллер	Internal Links	Dofollow
Флешки оптом	Internal Links	Dofollow
Подарочные флешки	Internal Links	Dofollow
Блокноты	Internal Links	Dofollow
Канцелярские наборы для офиса	Internal Links	Dofollow
Посуда оптом	Internal Links	Dofollow
Бокалы на свадьбу	Internal Links	Dofollow
Керамическая посуда	Internal Links	Dofollow
Шейкеры оптом	Internal Links	Dofollow
Набор посуды	Internal Links	Dofollow
Термосы оптом	Internal Links	Dofollow
Подарочные кружки	Internal Links	Dofollow
Керамические кружки	Internal Links	Dofollow
Наборы чайных пар	Internal Links	Dofollow
Необычные чайные наборы	Internal Links	Dofollow
Бизнес сувениры	Internal Links	Dofollow
Портфели	Internal Links	Dofollow
Подарочные наборы	Internal Links	Dofollow
Кубки медали награды	Internal Links	Dofollow
Бензиновые зажигалки	Internal Links	Dofollow
Альбомы для фотографий	Internal Links	Dofollow
Ежедневники с логотипом	Internal Links	Dofollow
Ежедневники Адьютант	Internal Links	Dofollow
Русские сувениры	Internal Links	Dofollow
Корпоративные сувениры	Internal Links	Dofollow
Vip сувениры с нанесением	Internal Links	Dofollow
Сувенирные ручки	Internal Links	Dofollow

Сувенирные наборы для шашлыка	Internal Links	Dofollow
Оригинальные наборы для женщин	Internal Links	Dofollow
Наборы для мужчин в коробке	Internal Links	Dofollow
Фигурки, статуэтки в виде звезды	Internal Links	Dofollow
Товары для отдыха и туризма	Internal Links	Dofollow
Аксессуары для бани	Internal Links	Dofollow
Термокружка непроливайка	Internal Links	Dofollow
Термокружка с крышкой	Internal Links	Dofollow
Инструменты в наборах	Internal Links	Dofollow
Воздушные змеи	Internal Links	Dofollow
Электроника	Internal Links	Dofollow
Диктофон	Internal Links	Dofollow
Радиоприемник	Internal Links	Dofollow
Универсальное зарядное устройство	Internal Links	Dofollow
Автомобильное зарядное устройство	Internal Links	Dofollow
Зарядное устройство на солнечных батареях	Internal Links	Dofollow
Галантерея	Internal Links	Dofollow
Массажер для спины	Internal Links	Dofollow
Весы электронные настольные	Internal Links	Dofollow
Сувенирные шкатулки для часов	Internal Links	Dofollow
Мужские набор для ухода за обувью	Internal Links	Dofollow
Маникюрные наборы	Internal Links	Dofollow
Интерьер	Internal Links	Dofollow
Фоторамки оптом	Internal Links	Dofollow
Статуэтки оптом	Internal Links	Dofollow
Ключницы настенные	Internal Links	Dofollow
Свадебный фотоальбом	Internal Links	Dofollow
Статуэтка любви	Internal Links	Dofollow
Шкатулки для драгоценностей	Internal Links	Dofollow
Вазы для цветов	Internal Links	Dofollow
Фигурки, статуэтки	Internal Links	Dofollow
Магазин подарков	Internal Links	Dofollow
Новогодняя елка	Internal Links	Dofollow
Новогодние игрушки	Internal Links	Dofollow
Оригинальные подарки на новый год	Internal Links	Dofollow
Идеи подарков на новый год	Internal Links	Dofollow
Подарок на Рождество	Internal Links	Dofollow
Новогодние шары	Internal Links	Dofollow
Подарок на День рождения	Internal Links	Dofollow
Набор новогодний сладкий	Internal Links	Dofollow
Пакеты новогодние подарочные	Internal Links	Dofollow
Флешка к 23 Февраля	Internal Links	Dofollow
Корзинка продуктовая в подарок	Internal Links	Dofollow
Сувениры РЖД	Internal Links	Dofollow
Сувениры на 23 февраля коллегам	Internal Links	Dofollow
Креативные подарки на день рождения	Internal Links	Dofollow
Монблан	Internal Links	Dofollow
Декоративные подушки	Internal Links	Dofollow
Брелки для ключей	Internal Links	Dofollow
Автомобильные аксессуары	Internal Links	Dofollow
Что подарить начальнику на День Рождения	Internal Links	Dofollow
Зонт пляжный	Internal Links	Dofollow
Упаковка товара	Internal Links	Dofollow

Зарядное устройство для телефона	Internal Links	Dofollow
Flash Usb	Internal Links	Dofollow
Подарки для детей	Internal Links	Dofollow
Биокамин в подарок	Internal Links	Dofollow
Блокноты с логотипом	Internal Links	Dofollow
Вкусные подарки	Internal Links	Dofollow
Все для авто	Internal Links	Dofollow
Джемпер женский	Internal Links	Dofollow
Домашний комфорт	Internal Links	Dofollow
Зонты оптом	Internal Links	Dofollow
Коллекция «Сделано в России»	Internal Links	Dofollow
Коробки для подарков	Internal Links	Dofollow
Моноподы оптом	Internal Links	Dofollow
Мужское портмоне	Internal Links	Dofollow
Мягкие игрушки	Internal Links	Dofollow
Наборы автомобилиста для техосмотра	Internal Links	Dofollow
Наборы для бани и сауны	Internal Links	Dofollow
Наборы для специй для ресторана и кафе	Internal Links	Dofollow
Наборы кухонных принадлежностей на подставке	Internal Links	Dofollow
Наушники беспроводные	Internal Links	Dofollow
Недорогие подарки	Internal Links	Dofollow
Ножи складные	Internal Links	Dofollow
Одежда	Internal Links	Dofollow
Павлопосадские платки с бахромой	Internal Links	Dofollow
Подарки для женщин	Internal Links	Dofollow
Подарочные мельницы для перца	Internal Links	Dofollow
Подарочные шкатулки для украшений	Internal Links	Dofollow
Поросенок мягкая игрушка	Internal Links	Dofollow
Ручки -роллеры	Internal Links	Dofollow
Ручки с логотипом	Internal Links	Dofollow
Самсонайт Дисконт	Internal Links	Dofollow
Сладкие подарки, наборы	Internal Links	Dofollow
Спецодежда оптом	Internal Links	Dofollow
Спецодежда с логотипом	Internal Links	Dofollow
Сувениры Оазис	Internal Links	Dofollow
Сувениры для клиентов	Internal Links	Dofollow
Сувениры к 9 мая	Internal Links	Dofollow
Сувениры с логотипом	Internal Links	Dofollow
Сумки оптом	Internal Links	Dofollow
Товары для туризма	Internal Links	Dofollow
Товары из Китая	Internal Links	Dofollow
Флеш накопитель в подарок	Internal Links	Dofollow
Флешки с логотипом	Internal Links	Dofollow
Чехлы для чемодана	Internal Links	Dofollow
Что подарить полезного на новоселье	Internal Links	Dofollow
Шерстяные пледы	Internal Links	Dofollow
Элегантные женские рюкзаки	Internal Links	Dofollow
от Проекта 111	Internal Links	Dofollow
от Хэппи Гифтс	Internal Links	Dofollow
набор "Моя Россия" - книга, чашка, блюдце в форме матрешки, хохлома	Internal Links	Dofollow
Новости	Internal Links	Dofollow
Отзывы	Internal Links	Dofollow

Интересные публикации	Internal Links	Dofollow
файлов cookie	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

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.



## Broken Links



No broken links were found on this web page

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.