Website review
darkchao.com

The score is 41/100

SEO Content

⚠️	Title	DARKCHAO **Length : 8** Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.
⚠️	Description	Ознакомьтесь с новой коллекцией бренда darkchao в черно-фиолетовых оттенках, вдохновленной персонажами Райден и Яэ Мико из игры Геншин Импакт. У нас вы найдете уникальные и стильные предметы, которые помогут вам выразить свою индивидуальность и любовь к альтернативной моде **Length : 273** Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.
✅	Keywords	альтернативная одежда, Райден, Ян Мико, Геншин Импакт, черно-фиолетовые цвета, мода, стиль, уникальные предметы, современная одежда, вдохновение, индивидуальность, Raider shogun, alternative clothing, Raiden, Yae Miko, Genshin Impact, black-purple colors, fashion, style, unique items, modern clothing, inspiration, individuality, шарф, scarf, drain, дрейн, Inazuma, Инадзума Good, your page contains meta keywords.
❌	Og Meta Properties	This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them.
⚪	Headings	<table><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr><tr><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr></table>
❌	Images	We found 11 images on this web page. 3 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.

SEO Content

✅	Text/HTML Ratio	Ratio : **17%** Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.
✅	Flash	Perfect, no Flash content has been detected on this page.
✅	Iframe	Great, there are no Iframes detected on this page.

SEO Links

❌	URL Rewrite	Bad. Your links have query string.
❌	Underscores in the URLs	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
✅	In-page links	We found a total of 10 links including 0 link(s) to files
⚪	Statistics	External Links : noFollow 0% External Links : Passing Juice 10% Internal Links 90%

In-page links

Anchor	Type	Juice
ТОВАРЫ	Internal	Passing Juice
ДОСТАВКА	Internal	Passing Juice
ГАЛЕРЕЯ	Internal	Passing Juice
ОТЗЫВЫ	External	Passing Juice
Регистрация	Internal	Passing Juice
ЛИЧНЫЙ КАБИНЕТ	Internal	Passing Juice
ПОЛЬЗОВАТЕЛЬСКОЕ СОГЛАШЕНИЕ	Internal	Passing Juice

In-page links

ПОЛИТИКА КОНФИДЕНЦИАЛЬНОСТИ	Internal	Passing Juice
КОНТАКТЫ	Internal	Passing Juice
ОБМЕН И ВОЗВРАТ	Internal	Passing Juice

SEO Keywords

	Keywords Cloud	товары политика eternity контакты пользовательское darkchao обмен шарф соглашение конфиденциальности

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
darkchao	1	✔	✖	✔	✖
eternity	1	✖	✖	✖	✖
обмен	1	✖	✖	✖	✖
контакты	1	✖	✖	✖	✖
конфиденциальности	1	✖	✖	✖	✖

Usability

	Url	Domain : darkchao.com Length : 12
✅	Favicon	Great, your website has a favicon.
❌	Printability	We could not find a Print-Friendly CSS.

Usability

✓	Language	Good. Your declared language is ru.
✗	Dublin Core	This page does not take advantage of Dublin Core.

Document

✓	Doctype	HTML 5
✓	Encoding	Perfect. Your declared charset is UTF-8.
✗	W3C Validity	Errors : 12 Warnings : 8
✓	Email Privacy	Great no email address has been found in plain text!
✓	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
●	Speed Tips	✓ Excellent, your website doesn't use nested tables. ✗ Too bad, your website is using inline styles. ✗ Too bad, your website has too many CSS files (more than 4). ✗ Too bad, your website has too many JS files (more than 6). ✓ Perfect, your website takes advantage of gzip.

Mobile

●	Mobile Optimization	✗ Apple Icon ✓ Meta Viewport Tag ✓ Flash content

Optimization

	XML Sitemap	Missing
❌		Your website does not have an XML sitemap - this can be problematic.
		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.
✅	Robots.txt	http://darkchao.com/robots.txt
		Great, your website has a robots.txt file.
❌	Analytics	Missing
		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.