



# Website review be-in.ru

Generated on November 23 2022 09:16 AM




The score is 53/100







## SEO Content

|    | Title              | Магазины одежды и интернет-магазины. Где купить одежду, обувь и аксессуары<br><br>Length : 74<br><br>Ideally, your title should contain between 10 and 70 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.   |    |    |    |    |    |    |   |   |   |   |   |   |
|----|--------------------|--|----|----|----|----|----|----|---|---|---|---|---|---|
|    | Description        | Рекомендательная платформа, на которой собраны вещи как сетевых, так и локальных марок. Самая полная база адресов и телефонов магазинов и торговых центров: 6000 магазинов в 250 городах России и СНГ<br><br>Length : 197<br><br>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length. |    |    |    |    |    |    |   |   |   |   |   |   |
|    | Keywords           | одежда, магазины одежды, каталог одежды, адреса магазинов, женская одежда, мужская одежда, детская одежда, модная одежда, обувь, аксессуары, сумки, спортивная одежда, мода, скидки, дизайнеры, журналисты, фотографы, индустрия моды, книги о моде, вакансии<br><br>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 <a href="#">this free og properties generator</a> to create them.  |    |    |    |    |    |    |   |   |   |   |   |   |
|    | Headings           | <table><thead><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr></thead><tbody><tr><td>0</td><td>4</td><td>0</td><td>0</td><td>0</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none"><li>• [H2] Вещи в Москве</li><li>• [H2] Магазины в Москве</li><li>• [H2] Beinopen</li><li>• [H2] База знаний Beinopen</li></ul>                              | H1 | H2 | H3 | H4 | H5 | H6 | 0 | 4 | 0 | 0 | 0 | 0 |
| H1 | H2                 | H3   | H4 | H5 | H6 |    |    |    |   |   |   |   |   |   |
| 0  | 4                  | 0  | 0  | 0  | 0  |    |    |    |   |   |   |   |   |   |
|    | Images             | We found 31 images on this web page.<br><br>26 alt attributes are empty or missing. Add alternative text so that   |    |    |    |    |    |    |   |   |   |   |   |   |

## SEO Content

|  |                 |   |
|--|-----------------|---|
|  |                 | search engines can better understand the content of your images.  |
|  | Text/HTML Ratio | Ratio : 15%<br>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             | Good. Your links looks friendly!   |
|   | 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 52 links including 0 link(s) to files                                      |
|  | Statistics              | External Links : noFollow 0%<br>External Links : Passing Juice 9.62%<br>Internal Links 90.38%  |

## In-page links

| Anchor                              | Type     | Juice         |
|-------------------------------------|----------|---------------|
| <a href="#">Вещи</a>                | Internal | Passing Juice |
| <a href="#">Магазины</a>            | Internal | Passing Juice |
| <a href="#">Форум Beinopen 2022</a> | External | Passing Juice |
| <a href="#">Все торговые центры</a> | Internal | Passing Juice |
| <a href="#">Новости шопинга</a>     | Internal | Passing Juice |
| <a href="#">Москва</a>              | Internal | Passing Juice |

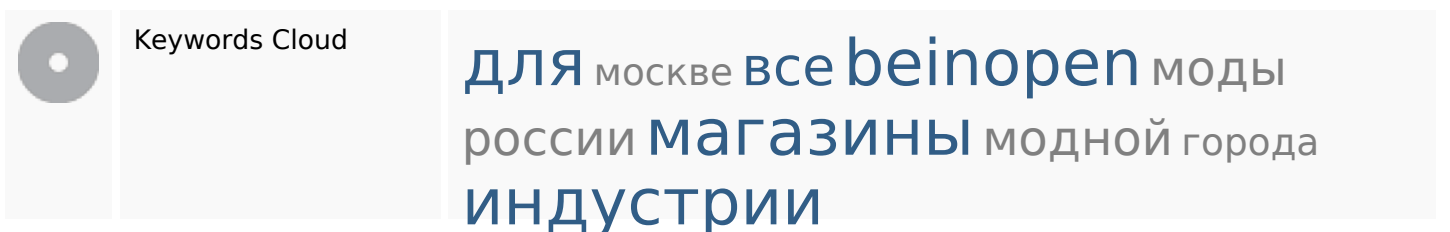
## In-page links

|  |          |               |
|--|----------|---------------|
| <a href="#">Санкт-Петербург</a>  | Internal | Passing Juice |
| <a href="#">Барнаул</a>  | Internal | Passing Juice |
| <a href="#">Владивосток</a>  | Internal | Passing Juice |
| <a href="#">Волгоград</a>  | Internal | Passing Juice |
| <a href="#">Воронеж</a>  | Internal | Passing Juice |
| <a href="#">Екатеринбург</a>   | Internal | Passing Juice |
| <a href="#">Ижевск</a>   | Internal | Passing Juice |
| <a href="#">Иркутск</a>  | Internal | Passing Juice |
| <a href="#">Казань</a>   | Internal | Passing Juice |
| <a href="#">Краснодар</a>  | Internal | Passing Juice |
| <a href="#">Красноярск</a>   | Internal | Passing Juice |
| <a href="#">Нижний Новгород</a>  | Internal | Passing Juice |
| <a href="#">Новосибирск</a>  | Internal | Passing Juice |
| <a href="#">Омск</a>   | Internal | Passing Juice |
| <a href="#">Оренбург</a>   | Internal | Passing Juice |
| <a href="#">Пермь</a>  | Internal | Passing Juice |
| <a href="#">Ростов-на-Дону</a>   | Internal | Passing Juice |
| <a href="#">Самара</a>   | Internal | Passing Juice |
| <a href="#">Саратов</a>  | Internal | Passing Juice |
| <a href="#">Сочи</a>   | Internal | Passing Juice |
| <a href="#">Тольятти</a>   | Internal | Passing Juice |
| <a href="#">Тюмень</a>   | Internal | Passing Juice |
| <a href="#">Ульяновск</a>  | Internal | Passing Juice |
| <a href="#">Уфа</a>  | Internal | Passing Juice |
| <a href="#">Челябинск</a>  | Internal | Passing Juice |
| <a href="#">Минск</a>  | Internal | Passing Juice |
| <a href="#">Почему стоит покупать вещи российских дизайнеров</a>         | Internal | Passing Juice |
| <a href="#">За эстетическими ориентирами – в Telegram-канал Weinopen</a> | External | Passing Juice |

## In-page links

|  |          |               |
|--|----------|---------------|
| <a href="#">Вместе мы строим новую систему моды.</a>   | Internal | Passing Juice |
| <a href="#">Комьюнити beinopen</a>   | External | Passing Juice |
| <a href="#">Институт развития индустрии моды Beinopen</a>  | External | Passing Juice |
| <a href="#">Читать журнал</a>  | Internal | Passing Juice |
| <a href="#">О проекте Be-in.ru</a>   | Internal | Passing Juice |
| <a href="#">О проекте Beinopen</a>   | Internal | Passing Juice |
| <a href="#">Команда и контакты</a>   | Internal | Passing Juice |
| <a href="#">F.A.Q.</a>   | Internal | Passing Juice |
| <a href="#">Доставка, оплата, возврат</a>  | Internal | Passing Juice |
| <a href="#">Политика конфиденциальности</a>  | Internal | Passing Juice |
| <a href="#">Лукбуки</a>  | Internal | Passing Juice |
| <a href="#">Покупки</a>  | Internal | Passing Juice |
| <a href="#">Практика</a>   | Internal | Passing Juice |
| <a href="#">Glocalabel.com</a>   | External | Passing Juice |
| <a href="#">Магазины для дома</a>  | Internal | Passing Juice |
| <a href="#">Города</a>   | Internal | Passing Juice |
| <a href="#">Бренды</a>   | Internal | Passing Juice |
| <a href="#">бизнес-обучение в моде для дизайнеров, ритейлеров и маркетологов в формате курсов, лекций и видео уроков</a> | Internal | Passing Juice |

## SEO Keywords








## Keywords Consistency

| Keyword | Content | Title | Keywords | Description | Headings |
|---------|---------|-------|----------|-------------|----------|
| для     | 11      | ✖     | ✖        | ✖           | ✖        |









## Keywords Consistency

|           |    |   |   |   |   |
|-----------|----|---|---|---|---|
| beinopen  | 11 | ✘ | ✘ | ✘ | ✔ |
| индустрии | 9  | ✘ | ✘ | ✘ | ✘ |
| магазины  | 9  | ✔ | ✔ | ✘ | ✔ |
| все       | 7  | ✘ | ✘ | ✘ | ✘ |

## Usability

|  |              |   |
|--|--------------|---|
|    | Url          | Domain : be-in.ru<br>Length : 8                   |
|    | Favicon      | Great, your website has a favicon.                |
|    | Printability | We could not find a Print-Friendly CSS.           |
|   | 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 : 8<br>Warnings : 3  |
|  | 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      | <ul style="list-style-type: none"> <li> Excellent, your website doesn't use nested tables.</li> <li> Too bad, your website is using inline styles.</li> </ul> |

## Document

- ✓ Great, your website has few CSS files.
- ✗ Too bad, your website has too many JS files (more than 6).
- ✗ Too bad, your website does not take advantage of gzip.

## Mobile



### Mobile Optimization

- ✓ Apple Icon
- ✓ Meta Viewport Tag
- ✓ Flash content

## Optimization



### XML Sitemap

Great, your website has an XML sitemap.

<http://be-in.ru/sitemap.xml>  
<https://www.be-in.ru/sitemap.xml>  
<https://www.be-in.ru/sitemap.xml>



### Robots.txt

<http://be-in.ru/robots.txt>

Great, your website has a robots.txt file.



### Analytics

Great, your website has an analytics tool.



Google Analytics



LiveInternet