











## SEO Content

	Images	We found 42 images on this web page. 42 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.
	Text/HTML Ratio	Ratio : 37% Ideal! This page's ratio of text to HTML code is between 25 and 70 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	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 25 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 72% Internal Links 28%

## In-page links






Anchor	Type	Juice
<a href="#">Hearst Shkulev Media</a>	Internal	Passing Juice
<a href="#">О компании</a>	Internal	Passing Juice
<a href="#">Наши проекты</a>	Internal	Passing Juice
<a href="#">Рекламодателям</a>	Internal	Passing Juice
<a href="#">Карьера</a>	Internal	Passing Juice








## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
журнала	14	✘	✘	✘	✘
печатного	7	✘	✘	✘	✘
для	7	✘	✘	✘	✘
digital-версия	7	✘	✘	✘	✘
версия	7	✘	✘	✘	✘


## Usability

	Url	Domain : hearst-shkulev-media.ru Length : 23
	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 : 3 Warnings : 2
	Email Privacy	Warning! At least one email address has been found in the plain text. Use <a href="#">free antispam protector</a> to hide email from spammers.
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.





## Document

	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><li>✓ Great, your website has few CSS files.</li><li>✓ Perfect, your website has few JavaScript files.</li><li>✓ Perfect, your website takes advantage of gzip.</li></ul>
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## Mobile

	Mobile Optimization	<ul style="list-style-type: none"><li>✗ Apple Icon</li><li>✗ Meta Viewport Tag</li><li>✓ Flash content</li></ul>
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## Optimization

	XML Sitemap	Great, your website has an XML sitemap. <a href="http://hearst-shkulev-media.ru/sitemap.xml">http://hearst-shkulev-media.ru/sitemap.xml</a>
	Robots.txt	<a href="http://hearst-shkulev-media.ru/robots.txt">http://hearst-shkulev-media.ru/robots.txt</a> Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool.  <a href="#">Google Analytics</a>