






# Website review улыбки.рф

Generated on March 23 2022 12:26 PM





The score is 43/100






## SEO Content

|    | <b>Title</b>   | <p>Фейерверки, салюты, воздушные шары и шарик, тысячи товаров для праздника в одном месте</p> <p>Length : 87</p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>  |          |         |      |         |           |           |     |                                  |       |  |             |   |
|--|--|--|----------|---------|------|---------|-----------|-----------|-----|----------------------------------|-------|--|-------------|---|
|    | <b>Description</b>   | <p>Мы предлагаем более 10 000 товаров для праздника от воздушного шарика до фейерверка</p> <p>Length : 83</p> <p>Great, your meta description contains between 70 and 160 characters.</p>  |          |         |      |         |           |           |     |                                  |       |  |             |   |
|  | <b>Keywords</b>  | <p>Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.</p>   |          |         |      |         |           |           |     |                                  |       |  |             |   |
|  | <b>Og Meta Properties</b>  | <p>Good, your page take advantage of Og Properties.</p> <table border="1"><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>type</td><td>website</td></tr><tr><td>site_name</td><td>Улыбки.РФ</td></tr><tr><td>url</td><td>https://xn--90aofc3bxc.xn--p1ai/</td></tr><tr><td>title</td><td>Фейерверки, салюты, воздушные шары и шарик, тысячи товаров для праздника в одном месте</td></tr><tr><td>description</td><td>Мы предлагаем более 10 000 товаров для праздника от воздушного шарика до фейерверка</td></tr></tbody></table> | Property | Content | type | website | site_name | Улыбки.РФ | url | https://xn--90aofc3bxc.xn--p1ai/ | title | Фейерверки, салюты, воздушные шары и шарик, тысячи товаров для праздника в одном месте | description | Мы предлагаем более 10 000 товаров для праздника от воздушного шарика до фейерверка |
| Property   | Content  |  |          |         |      |         |           |           |     |                                  |       |  |             |   |
| type   | website  |  |          |         |      |         |           |           |     |                                  |       |  |             |   |
| site_name  | Улыбки.РФ  |  |          |         |      |         |           |           |     |                                  |       |  |             |   |
| url  | https://xn--90aofc3bxc.xn--p1ai/   |  |          |         |      |         |           |           |     |                                  |       |  |             |   |
| title  | Фейерверки, салюты, воздушные шары и шарик, тысячи товаров для праздника в одном месте |  |          |         |      |         |           |           |     |                                  |       |  |             |   |
| description  | Мы предлагаем более 10 000 товаров для праздника от воздушного шарика до фейерверка    |  |          |         |      |         |           |           |     |                                  |       |  |             |   |
|  | <b>Headings</b>  | <table border="1"><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>2</td><td>18</td><td>0</td><td>0</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none"><li>[H2] Каталог товаров</li></ul>   | H1       | H2      | H3   | H4      | H5        | H6        | 0   | 2                                | 18    | 0  | 0           | 0   |
| H1   | H2   | H3   | H4       | H5      | H6   |         |           |           |     |                                  |       |  |             |   |
| 0  | 2  | 18   | 0        | 0       | 0    |         |           |           |     |                                  |       |  |             |   |


## SEO Content

|  |                 |   |
|--|-----------------|---|
|  |                 | <ul style="list-style-type: none"> <li>• [H2] Мы рекомендуем</li> <li>• [H3] Шарик с гелием</li> <li>• [H3] Фейерверки</li> <li>• [H3] Товары для праздника</li> <li>• [H3] Карнавальная продукция</li> <li>• [H3] Свадебные товары</li> <li>• [H3] Новорожденный</li> <li>• [H3] Наградная атрибутика</li> <li>• [H3] Воздушные шары</li> <li>• [H3] Настольный фонтан JF TS12-30 pink - упак(4 шт)/30 сек. (ДЖОКЕР)</li> <li>• [H3] Настольный фонтан JF TS12-30 blue - упак(4 шт)/30 сек. (ДЖОКЕР)</li> <li>• [H3] Батарея салютов "Драже" - 100 залпов/0,3" (ДЖОКЕР)</li> <li>• [H3] Батарея салютов "Виллибон" - 36 залпов/0,6" (ДЖОКЕР)</li> <li>• [H3] Батарея салютов "Зефирка" - 25 залпов/0,3" (ДЖОКЕР)</li> <li>• [H3] Шарик с гелием "Танк" - 78см</li> <li>• [H3] Шарик с гелием "Вертолет" - 95см</li> <li>• [H3] Медаль "75 ЛЕТ" 9x0,1x11,5 см/СИМА-ЛЕНД (Бумага), шт</li> <li>• [H3] Шарик с гелием "С днем рождения" - 30 см</li> <li>• [H3] Шарик с гелием "С днем рождения" - 30 см</li> </ul> |
|  | Images          | <p>We found 36 images on this web page.</p> <p>4 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>   |
|  | Text/HTML Ratio | <p>Ratio : 5%</p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>   |
|  | Flash           | <p>Perfect, no Flash content has been detected on this page.</p>  |
|  | Iframe          | <p>Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.</p>   |

## SEO Links

|  |                         |   |
|--|-------------------------|---|
|  | URL Rewrite             | <p>Good. Your links looks friendly!</p>   |
|  | Underscores in the URLs | <p>We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.</p> |
|  | In-page links           | <p>We found a total of 193 links including 0 link(s) to files</p>                                     |

## SEO Links

|  |            |                                      |
|--|------------|--------------------------------------|
|  | Statistics | External Links : noFollow 0%         |
|  |            | External Links : Passing Juice 1.55% |
|  |            | Internal Links 98.45%                |

## In-page links

| Anchor                               | Type     | Juice         |
|--------------------------------------|----------|---------------|
| <a href="#">Войти</a>                | Internal | Passing Juice |
| <a href="#">Регистрация</a>          | Internal | Passing Juice |
| <a href="#">Доставка и оплата</a>    | Internal | Passing Juice |
| <a href="#">О нас</a>                | Internal | Passing Juice |
| <a href="#">Отзывы</a>               | Internal | Passing Juice |
| <a href="#">Контакты</a>             | Internal | Passing Juice |
| <a href="#">Другой город</a>         | Internal | Passing Juice |
| <a href="#">Другой город</a>         | Internal | Passing Juice |
| <a href="#">Заказать звонок</a>      | Internal | Passing Juice |
| <a href="#">Шарики с гелием</a>      | Internal | Passing Juice |
| <a href="#">Фейерверки</a>           | Internal | Passing Juice |
| <a href="#">Товары для праздника</a> | Internal | Passing Juice |
| <a href="#">Первый день рождения</a> | Internal | Passing Juice |
| <a href="#">Любимый герой</a>        | Internal | Passing Juice |
| <a href="#">Hello Kitty</a>          | Internal | Passing Juice |
| <a href="#">Барбоскины</a>           | Internal | Passing Juice |
| <a href="#">Бэтмен</a>               | Internal | Passing Juice |
| <a href="#">Вспыш</a>                | Internal | Passing Juice |
| <a href="#">Герои в масках</a>       | Internal | Passing Juice |
| <a href="#">Губка Боб</a>            | Internal | Passing Juice |
| <a href="#">Единорог</a>             | Internal | Passing Juice |

## In-page links

|                                   |          |               |
|-----------------------------------|----------|---------------|
| <a href="#">Звездные войны</a>    | Internal | Passing Juice |
| <a href="#">Зверополис</a>        | Internal | Passing Juice |
| <a href="#">Куклы Лол</a>         | Internal | Passing Juice |
| <a href="#">Леди Баг</a>          | Internal | Passing Juice |
| <a href="#">Малышарики</a>        | Internal | Passing Juice |
| <a href="#">Маша и Медведь</a>    | Internal | Passing Juice |
| <a href="#">Микки Маус</a>        | Internal | Passing Juice |
| <a href="#">Минни Маус</a>        | Internal | Passing Juice |
| <a href="#">Миньоны</a>           | Internal | Passing Juice |
| <a href="#">Ниндзя</a>            | Internal | Passing Juice |
| <a href="#">Пиксели</a>           | Internal | Passing Juice |
| <a href="#">Принцесса София</a>   | Internal | Passing Juice |
| <a href="#">Принцессы</a>         | Internal | Passing Juice |
| <a href="#">Робокар Поли</a>      | Internal | Passing Juice |
| <a href="#">Самолеты</a>          | Internal | Passing Juice |
| <a href="#">Свинка Пеппа</a>      | Internal | Passing Juice |
| <a href="#">Сказочный патруль</a> | Internal | Passing Juice |
| <a href="#">Смешарики</a>         | Internal | Passing Juice |
| <a href="#">Тачки</a>             | Internal | Passing Juice |
| <a href="#">Трансформеры</a>      | Internal | Passing Juice |
| <a href="#">Три кота</a>          | Internal | Passing Juice |
| <a href="#">Тролли</a>            | Internal | Passing Juice |
| <a href="#">Феи Винкс</a>         | Internal | Passing Juice |
| <a href="#">Фиксики</a>           | Internal | Passing Juice |
| <a href="#">Фламинго</a>          | Internal | Passing Juice |
| <a href="#">Холодное сердце</a>   | Internal | Passing Juice |
| <a href="#">Хороший динозавр</a>  | Internal | Passing Juice |
| <a href="#">Человек-паук</a>      | Internal | Passing Juice |
|                                   |          |               |

## In-page links

|                                   |          |               |
|-----------------------------------|----------|---------------|
| <a href="#">Черепашки-ниндзя</a>  | Internal | Passing Juice |
| <a href="#">Щенячий патруль</a>   | Internal | Passing Juice |
| <a href="#">Конструктор</a>       | Internal | Passing Juice |
| <a href="#">Вечеринка в стиле</a> | Internal | Passing Juice |
| <a href="#">Happy birthday</a>    | Internal | Passing Juice |
| <a href="#">Белая</a>             | Internal | Passing Juice |
| <a href="#">Гавайи</a>            | Internal | Passing Juice |
| <a href="#">Голубая</a>           | Internal | Passing Juice |
| <a href="#">Горошек</a>           | Internal | Passing Juice |
| <a href="#">Желтая</a>            | Internal | Passing Juice |
| <a href="#">Животные</a>          | Internal | Passing Juice |
| <a href="#">Звезды</a>            | Internal | Passing Juice |
| <a href="#">Зеленая</a>           | Internal | Passing Juice |
| <a href="#">Золотая</a>           | Internal | Passing Juice |
| <a href="#">Красная</a>           | Internal | Passing Juice |
| <a href="#">Морская</a>           | Internal | Passing Juice |
| <a href="#">Оранжевая</a>         | Internal | Passing Juice |
| <a href="#">Пираты</a>            | Internal | Passing Juice |
| <a href="#">Пурпурная</a>         | Internal | Passing Juice |
| <a href="#">Розовая</a>           | Internal | Passing Juice |
| <a href="#">Серебряная</a>        | Internal | Passing Juice |
| <a href="#">Синяя</a>             | Internal | Passing Juice |
| <a href="#">Сладости</a>          | Internal | Passing Juice |
| <a href="#">Смайлы</a>            | Internal | Passing Juice |
| <a href="#">Фруктовая</a>         | Internal | Passing Juice |
| <a href="#">Футбольная</a>        | Internal | Passing Juice |
| <a href="#">Хэллоуин</a>          | Internal | Passing Juice |
| <a href="#">Цветы</a>             | Internal | Passing Juice |
|                                   |          |               |

## In-page links

|   |          |               |
|---|----------|---------------|
| <a href="#">Черная</a>                  | Internal | Passing Juice |
| <a href="#">Юбилей</a>                  | Internal | Passing Juice |
| <a href="#">Сервировка стола</a>        | Internal | Passing Juice |
| <a href="#">Атрибутика</a>              | Internal | Passing Juice |
| <a href="#">Барные аксессуары</a>       | Internal | Passing Juice |
| <a href="#">Салфетки</a>                | Internal | Passing Juice |
| <a href="#">Скатерти</a>                | Internal | Passing Juice |
| <a href="#">Стаканы</a>                 | Internal | Passing Juice |
| <a href="#">Тарелки</a>                 | Internal | Passing Juice |
| <a href="#">Топеры</a>                  | Internal | Passing Juice |
| <a href="#">Трубочки</a>                | Internal | Passing Juice |
| <a href="#">Поздравления</a>            | Internal | Passing Juice |
| <a href="#">Декорации</a>               | Internal | Passing Juice |
| <a href="#">Анимация и развлечения</a>  | Internal | Passing Juice |
| <a href="#">Небесные фонарики</a>       | Internal | Passing Juice |
| <a href="#">Выпускной, День учителя</a> | Internal | Passing Juice |
| <a href="#">Осенний бал</a>             | Internal | Passing Juice |
| <a href="#">Патриотика</a>              | Internal | Passing Juice |
| <a href="#">14 февраля</a>              | Internal | Passing Juice |
| <a href="#">8 марта</a>                 | Internal | Passing Juice |
| <a href="#">23 февраля</a>              | Internal | Passing Juice |
| <a href="#">Новый год</a>               | Internal | Passing Juice |
| <a href="#">Свечи для торта</a>         | Internal | Passing Juice |
| <a href="#">С эффектами</a>             | Internal | Passing Juice |
| <a href="#">Свечи - надписи</a>         | Internal | Passing Juice |
| <a href="#">Свечи - цифры</a>           | Internal | Passing Juice |
| <a href="#">Фигурные</a>                | Internal | Passing Juice |
| <a href="#">Карнавальная продукция</a>  | Internal | Passing Juice |
|   |          |               |

## In-page links

|   |          |               |
|---|----------|---------------|
| <a href="#">Аквагрим</a>                        | Internal | Passing Juice |
| <a href="#">Бижутерия</a>                       | Internal | Passing Juice |
| <a href="#">Галстуки</a>                        | Internal | Passing Juice |
| <a href="#">Головные уборы</a>                  | Internal | Passing Juice |
| <a href="#">Детские костюмы</a>                 | Internal | Passing Juice |
| <a href="#">Короны</a>                          | Internal | Passing Juice |
| <a href="#">Костюмы и наборы</a>                | Internal | Passing Juice |
| <a href="#">Маски</a>                           | Internal | Passing Juice |
| <a href="#">Носы</a>                            | Internal | Passing Juice |
| <a href="#">Очки</a>                            | Internal | Passing Juice |
| <a href="#">Парики</a>                          | Internal | Passing Juice |
| <a href="#">Усы, бороды</a>                     | Internal | Passing Juice |
| <a href="#">Уши</a>                             | Internal | Passing Juice |
| <a href="#">Фотобутофория</a>                   | Internal | Passing Juice |
| <a href="#">Шляпы</a>                           | Internal | Passing Juice |
| <a href="#">Разное</a>                          | Internal | Passing Juice |
| <a href="#">Свадебные товары</a>                | Internal | Passing Juice |
| <a href="#">Аксессуары для выкупа</a>           | Internal | Passing Juice |
| <a href="#">Аксессуары для молодоженов</a>      | Internal | Passing Juice |
| <a href="#">Аксессуары для свидетелей</a>       | Internal | Passing Juice |
| <a href="#">Девичник/мальчишник</a>             | Internal | Passing Juice |
| <a href="#">Замки свадебные</a>                 | Internal | Passing Juice |
| <a href="#">Застольные конкурсы</a>             | Internal | Passing Juice |
| <a href="#">Книги пожеланий и свидетельства</a> | Internal | Passing Juice |
| <a href="#">Копилки</a>                         | Internal | Passing Juice |
| <a href="#">Лепестки</a>                        | Internal | Passing Juice |
| <a href="#">Презенты гостям</a>                 | Internal | Passing Juice |
| <a href="#">Приглашения</a>                     | Internal | Passing Juice |
|   |          |               |

## In-page links

|  |          |               |
|--|----------|---------------|
| <a href="#">Рушники</a>                    | Internal | Passing Juice |
| <a href="#">Свадебные бокалы</a>           | Internal | Passing Juice |
| <a href="#">Свадебные декорации</a>        | Internal | Passing Juice |
| <a href="#">Свечи и очаги</a>              | Internal | Passing Juice |
| <a href="#">Сервировка</a>                 | Internal | Passing Juice |
| <a href="#">Украшение автомобиля</a>       | Internal | Passing Juice |
| <a href="#">Фигурки для торта и топеры</a> | Internal | Passing Juice |
| <a href="#">Фотосессия</a>                 | Internal | Passing Juice |
| <a href="#">Новорожденный</a>              | Internal | Passing Juice |
| <a href="#">Девочка</a>                    | Internal | Passing Juice |
| <a href="#">Мальчик</a>                    | Internal | Passing Juice |
| <a href="#">Универсальный</a>              | Internal | Passing Juice |
| <a href="#">Наградная атрибутика</a>       | Internal | Passing Juice |
| <a href="#">Грамоты, благодарности</a>     | Internal | Passing Juice |
| <a href="#">Дипломы</a>                    | Internal | Passing Juice |
| <a href="#">Кубки и презенты</a>           | Internal | Passing Juice |
| <a href="#">Ленты наградные</a>            | Internal | Passing Juice |
| <a href="#">Медали, ордена, значки</a>     | Internal | Passing Juice |
| <a href="#">Папки и книги пожеланий</a>    | Internal | Passing Juice |
| <a href="#">Свидетельства</a>              | Internal | Passing Juice |
| <a href="#">Сертификаты, свитки</a>        | Internal | Passing Juice |
| <a href="#">Сувениры</a>                   | Internal | Passing Juice |
| <a href="#">Воздушные шары</a>             | Internal | Passing Juice |
| <a href="#">Из латекса</a>                 | Internal | Passing Juice |
| <a href="#">Круглые</a>                    | Internal | Passing Juice |
| <a href="#">Круглые с печатью</a>          | Internal | Passing Juice |
| <a href="#">Прочие</a>                     | Internal | Passing Juice |
| <a href="#">Сердца</a>                     | Internal | Passing Juice |
|  |          |               |




## In-page links

|   |          |               |
|---|----------|---------------|
| <a href="#">ШДМ</a>                     | Internal | Passing Juice |
| <a href="#">Из фольги</a>               | Internal | Passing Juice |
| <a href="#">Декораторские</a>           | Internal | Passing Juice |
| <a href="#">Декораторские с печатью</a> | Internal | Passing Juice |
| <a href="#">Фигурные</a>                | Internal | Passing Juice |
| <a href="#">Ходячие фигуры</a>          | Internal | Passing Juice |
| <a href="#">Цифры и буквы</a>           | Internal | Passing Juice |
| <a href="#">Ещё</a>                     | Internal | Passing Juice |
| <a href="#">-</a>                       | External | Passing Juice |
| <a href="#">Посмотреть все</a>          | Internal | Passing Juice |
| <a href="#">Из латекса</a>              | Internal | Passing Juice |
| <a href="#">Из фольги</a>               | Internal | Passing Juice |
| <a href="#">Композиции</a>              | Internal | Passing Juice |
| <a href="#">Дополнительные элементы</a> | Internal | Passing Juice |
| <a href="#">Коробки для шариков</a>     | Internal | Passing Juice |
| <a href="#">Батареи салютов</a>         | Internal | Passing Juice |
| <a href="#">Бенгальские огни</a>        | Internal | Passing Juice |
| <a href="#">Одиночные салюты</a>        | Internal | Passing Juice |
| <a href="#">Петарды</a>                 | Internal | Passing Juice |
| <a href="#">Хлопушки</a>                | Internal | Passing Juice |
| <a href="#">Римские свечи</a>           | Internal | Passing Juice |
| <a href="#">Фонтаны</a>                 | Internal | Passing Juice |
| <a href="#">Цветные дымы</a>            | Internal | Passing Juice |
| <a href="#">Все магазины</a>            | Internal | Passing Juice |
| <a href="#">Услуги</a>                  | Internal | Passing Juice |
| <a href="#">Проекты</a>                 | Internal | Passing Juice |
| <a href="#">Новости</a>                 | Internal | Passing Juice |
| <a href="#">Статьи</a>                  | Internal | Passing Juice |
|   |          |               |

## In-page links

|                        |          |               |
|------------------------|----------|---------------|
| <a href="#">Акции</a>  | Internal | Passing Juice |
| <a href="#">Помощь</a> | Internal | Passing Juice |
| =                      | External | Passing Juice |
| <a href="#">WPNEW</a>  | External | Passing Juice |






## SEO Keywords

|  |                |   |
|--|----------------|---|
|  | Keywords Cloud | <b>назад</b> свадебные свечи атрибутика<br>город <b>для</b> мой фейерверки аксессуары<br>товары |
|--|----------------|---|

## Keywords Consistency



| Keyword   | Content | Title | Keywords | Description | Headings |
|-----------|---------|-------|----------|-------------|----------|
| назад     | 15      | ✘     | ✘        | ✘           | ✘        |
| для       | 11      | ✔     | ✘        | ✔           | ✔        |
| товары    | 6       | ✘     | ✘        | ✘           | ✔        |
| свечи     | 6       | ✘     | ✘        | ✘           | ✘        |
| свадебные | 6       | ✘     | ✘        | ✘           | ✔        |

## Usability





|  |              |   |
|--|--------------|---|
|  | Url          | Domain : улыбки.рф<br>Length : 9                  |
|  | 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. |

## Usability


### Document

|   |                 |  |
|---|-----------------|--|
|   | Doctype         | HTML 5   |
|   | Encoding        | Perfect. Your declared charset is UTF-8.   |
|   | W3C Validity    | Errors : 10<br>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.   |
|  | 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> Too bad, your website has too many CSS files (more than 4).</li><li> Too bad, your website has too many JS files (more than 6).</li><li> Too bad, your website does not take advantage of gzip.</li></ul> |



### Mobile

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

### Optimization

|  |             |  |
|--|-------------|--|
|  | XML Sitemap | Great, your website has an XML sitemap.<br><ul style="list-style-type: none"><li><a href="http://xn--90aofc3bxc.xn--p1ai/sitemap.xml">http://xn--90aofc3bxc.xn--p1ai/sitemap.xml</a></li><li><a href="https://xn--90aofc3bxc.xn--p1ai/sitemap.xml">https://xn--90aofc3bxc.xn--p1ai/sitemap.xml</a></li></ul> |
|--|-------------|--|

## Optimization

|  |            |   |
|--|------------|---|
|  | Robots.txt | <p><a href="http://xn--90aofc3bxc.xn--p1ai/robots.txt">http://xn--90aofc3bxc.xn--p1ai/robots.txt</a></p> <p>Great, your website has a robots.txt file.</p>  |
|  | Analytics  | <p>Missing</p> <p>We didn't detect an analytics tool installed on this website.</p> <p>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.</p> |