



# Website review ploom.ru

Generated on July 28 2021 13:25 PM





The score is 57/100







## SEO Content

	Title	<p>Официальный сайт и интернет-магазин Ploom (Плум)</p> <p>Length : 48</p> <p>Perfect, your title contains between 10 and 70 characters.</p>														
	Description	<p>Официальный сайт и интернет-магазин системы нагреваения табака Ploom (Плум)</p> <p>Length : 74</p> <p>Great, your meta description contains between 70 and 160 characters.</p>														
	Keywords	<p>Ploom официальный интернет-магазин</p> <p>Good, your page contains meta keywords.</p>														
	Og Meta Properties	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1279 1481 1839"> <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>Ploom</td> </tr> <tr> <td>url</td> <td>https://ploom.ru/</td> </tr> <tr> <td>title</td> <td>home</td> </tr> <tr> <td>description</td> <td>Официальный сайт и интернет-магазин системы нагреваения табака Ploom (Плум)</td> </tr> <tr> <td>image</td> <td>https://ploom.ru/media/store/logo/websites/15/ploom_250x250.jpg</td> </tr> </tbody> </table>	Property	Content	type	website	site_name	Ploom	url	https://ploom.ru/	title	home	description	Официальный сайт и интернет-магазин системы нагреваения табака Ploom (Плум)	image	https://ploom.ru/media/store/logo/websites/15/ploom_250x250.jpg
Property	Content															
type	website															
site_name	Ploom															
url	https://ploom.ru/															
title	home															
description	Официальный сайт и интернет-магазин системы нагреваения табака Ploom (Плум)															
image	https://ploom.ru/media/store/logo/websites/15/ploom_250x250.jpg															
	Headings	<table border="1" data-bbox="539 1865 1481 1939"> <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>13</td> <td>2</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="614 1973 983 2067" style="list-style-type: none"> <li>• [H2] Аренда устройства</li> <li>• [H2] Что такое Ploom</li> <li>• [H3] О Ploom</li> </ul>	H1	H2	H3	H4	H5	H6	0	2	13	2	0	0		
H1	H2	H3	H4	H5	H6											
0	2	13	2	0	0											

## SEO Content

		<ul style="list-style-type: none"><li>• [H3] Ассортимент</li><li>• [H3] Ploom модель S 10</li><li>• [H3] Ploom модель S 10</li><li>• [H3] Ploom модель S 10</li><li>• [H3] Ploom модель S 10</li><li>• [H3] Ploom модель S 10</li><li>• [H3] Ploom модель S</li><li>• [H3] Ploom модель S</li><li>• [H3] Ploom модель S</li><li>• [H3] Продукция</li><li>• [H3] Поддержка</li><li>• [H3] О Ploom</li><li>• [H4] Результаты по категориям ({{ categoryCount }})</li><li>• [H4] Найдено товаров: {{ productCount }}</li></ul>
	Images	We found 23 images on this web page.  2 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 : 16%  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	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

## 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 22 links including 2 link(s) to files
	Statistics	External Links : noFollow 0%  External Links : Passing Juice 4.55%  Internal Links 95.45%

## In-page links

Anchor	Type	Juice
<a href="#">Устройства</a>	Internal	Passing Juice
<a href="#">Устройства</a>	Internal	Passing Juice
<a href="#">Табачные стики</a>	Internal	Passing Juice
<a href="#">Аксессуары</a>	Internal	Passing Juice
<a href="#">-</a>	Internal	Passing Juice
<a href="#">Забыли пароль?</a>	Internal	Passing Juice
<a href="#">Регистрация</a>	Internal	Passing Juice
<a href="#">здесь</a>	Internal	Passing Juice
<a href="#">Все вопросы</a>	Internal	Passing Juice
<a href="#">Ploom модель S10</a>	Internal	Passing Juice
<a href="#">Ploom модель S</a>	Internal	Passing Juice
<a href="#">Стики</a>	Internal	Passing Juice
<a href="#">Аксессуары</a>	Internal	Passing Juice
<a href="#">Аренда</a>	Internal	Passing Juice
<a href="#">Руководство пользователя</a>	Internal	Passing Juice
<a href="#">Найти магазин</a>	Internal	Passing Juice
<a href="#">Написать нам</a>	Internal	Passing Juice
<a href="#">Бесплатное расширенное обслуживание</a>	Internal	Passing Juice
<a href="#">О компании JTI</a>	External	Passing Juice
<a href="#">Правила пользования интернет-магазина</a>	Internal	Passing Juice
<a href="#">Документы</a>	Internal	Passing Juice
<a href="#">Узнать больше</a>	Internal	Passing Juice

## SEO Keywords








Keywords Cloud

нагреваия как все cookie табака устройство  
сайт **ploom** аренда для





## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
ploom	17	✓	✓	✓	✓
устройство	7	✗	✗	✗	✗
табака	5	✗	✗	✓	✗
для	5	✗	✗	✗	✗
cookie	4	✗	✗	✗	✗



## Usability

	Url	Domain : ploom.ru 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 : 58 Warnings : 43
	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>✗ 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>
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## Optimization

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <ul style="list-style-type: none"><li><a href="http://ploom.ru/sitemap.xml">http://ploom.ru/sitemap.xml</a></li><li><a href="https://ploom.ru/sitemap.xml">https://ploom.ru/sitemap.xml</a></li></ul>
	Robots.txt	<p><a href="http://ploom.ru/robots.txt">http://ploom.ru/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>