



Комплексный анализ сайта

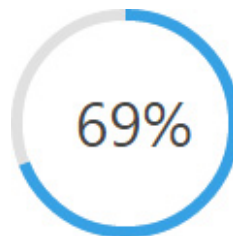
STMA: STELS.MARKET

Отчёт создан: 01 июн, 2018 10:30:48

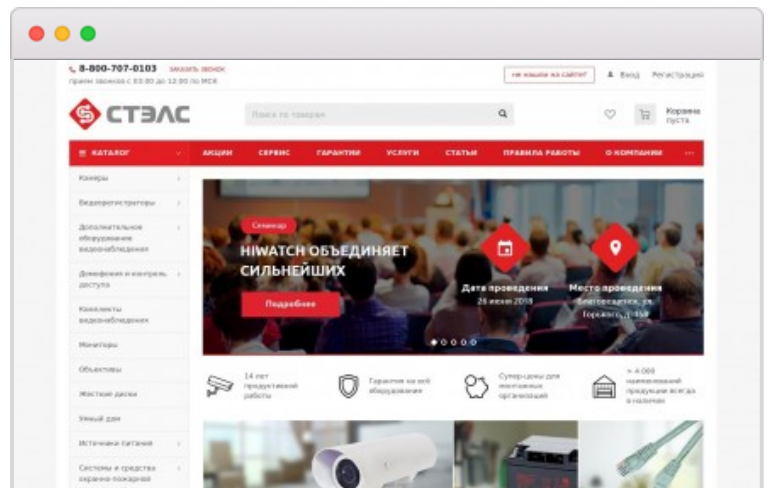
Комплексный анализ сайта поможет выявить все факторы, которые могут препятствовать выходу Вашего сайта в ТОП. Без данного анализа невозможно успешное продвижение проекта, а положительный эффект внешней оптимизации может быть сведен к нулю. Внимательно ознакомьтесь с приведенной на странице информацией. Следуйте рекомендациям, составленным грамотными SEO-специалистами, и рост позиций не заставит себя ждать!

Общая информация о домене

| | |
|------------------------|---------------|
| IP адрес: | 92.53.112.115 |
| Расположение: | Russia |
| Возраст в archive.org: | ? |
| ТИЦ: | 0 |
| MozLinks: | 181 |
| MozDomainAuthority: | 12 |
| Alexa Rank: | 5,684,500 |
| Yandex каталог: | Нет |
| Страниц в Google: | ? |
| Страниц в Yandex: | 2,390 |
| Страниц в Bing: | 2,100 |
| Страниц в Yahoo: | 2,100 |



- 2,000 Просканированных страниц
- 3,668 Пройденных проверок
- 1,693 Серьезные проблемы
- 1,868 Важных замечаний



Технический аудит сайта

✓ Зеркало сайта

Данная опция проверяет наличие у сайта зеркала с «www» или без «www» в адресе.

✓ ЧПУ

Написание красивых и понятных URLs очень важно для сайта, так как помогает пользователям и поисковым системам прочитать и понять содержимое страницы. Следует избавиться от непонятных символов в адресах. Все URLs должны быть логичными и легко воспринимаемыми посетителями. ЧПУ лучше ранжируются в поисковой выдаче и приятнее выглядят на сайтах и в социальных сетях (если не прятать адрес сайта в анкор). По возможности не используйте нижнее подчеркивание в адресах.

✓ Завершающий слэш

Наличие завершающего слэша для проверенных ссылок.

✓ Редирект с HTTP версии сайта на HTTPS

Протокол https для пользователя — залог безопасности его данных (в том числе, платежных реквизитов), а для поисковых систем — сигнал для ранжирования. В 2016 представители Google официально [заявили](#), что с января 2017 безопасное соединение станет одним из официальных алгоритмов. То есть, сайты на http будут постепенно терять свои позиции.

✓ Проверка файла Robots.txt

В файле Robots.txt должно быть указано, какие страницы или разделы сайта следует и не следует индексировать поисковым роботам, а также главное зеркало и расположение sitemap.

✓ Карта сайта XML

Наличие карты сайта облегчит работу поисковым роботам по индексации ресурса, но не забудьте подтвердить ее в инструментах для вебмастеров Яндекс и Google. Можно сгенерировать карты для URLs, картинок, видео, новостей и контента мобильной версии сайта.

Необходимо указывать все изменения для каждого URL, время, когда они были сделаны и важность URLs. Это позволит поисковым роботам просматривать страницы сайта легко и разумно.

✓ Не используйте flash файлы

Рекомендуем умеренно использовать [Flash-файлы](#) при оптимизации своего сайта, а по возможности и вовсе от них отказаться. Поисковые системы корректно считывают текстовую информацию, а вот Flash-контент могут индексировать неправильно. Лучше использовать Flash только для украшения сайта, а для размещения информации и навигации – HTML.

✓ Не используйте фреймы

✓ Отсутствие дублей главной страницы

Удостоверьтесь, что одно и то же содержимое главной страницы Вашего сайта не размещается на разных URLs (index.php, index.html, index.htm и т.д.), поскольку поисковые системы будут индексировать каждую страницу и плохо отнесутся к дублированному контенту.

Анализ страниц

Отображаются ошибки, которые поисковые роботы могут встретить при сканировании сайта. Доступна статистика о страницах со слишком длинными URLs, заблокированных в файле robots.txt, со слишком большим размером, с Noindex мета-тегами, с rel="canonical", с rel="alternate", с переадресацией и т. д.

Если на страницах много внешних ссылок, то будет разумнее часть из них закрыть от индексации. Внутренние ссылки не нужно блокировать без причины.

✓ 123 Страницы имеют 2xx ответ

✓ 0 Страниц имеют 3xx ответ

✗ 1 Страница имеет 4xx ответ

- <https://stels.market/contacts/>
-

✗ 1689 Страниц имеют 5xx ответ

- <https://stels.market/download/>
 - <https://stels.market/video-demonstratsiya/>
 - https://stels.market/company/news/2018/3d_podschyet_posetiteley_macroscop/
 - https://stels.market/company/news/2018/kompaniya_stels_obespechila_polnyy_obzor_tankovogo_biatlona/
 - https://stels.market/company/news/2018/26_iyunya_v_g_blagoveshchensk_proydyet_seminar_hi_watch_obedinyaet_silneyshikh/
 - https://stels.market/sale/aktsiya_10_leta/
 - https://stels.market/sale/komplekt_podarok/
 - https://stels.market/sale/prokachal_analog_poluchi_podarok/
 - https://stels.market/sale/likvidatsiya_skladskikh_ostatkov/
 - https://stels.market/catalog/domofoniya_1/kontrol-dostupa/schityvateli/22897/
 - https://stels.market/catalog/domofoniya_1/kontrol-dostupa/schityvateli/22896/
 - https://stels.market/catalog/domofoniya_1/kontrol-dostupa/schityvateli/22895/
 - https://stels.market/catalog/domofoniya_1/kontrol-dostupa/schityvateli/22894/
 - https://stels.market/catalog/domofoniya_1/kontrol-dostupa/schityvateli/22893/
 - https://stels.market/catalog/domofoniya_1/kontrol-dostupa/schityvateli/22892/
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- https://stels.market/catalog/domofoniya_1/kontrol-dostupa/schityvateli/22891/
- https://stels.market/catalog/domofoniya_1/kontrol-dostupa/kontrollery/22890/
- https://stels.market/catalog/kamery_1/tvi_2/19781/
- https://stels.market/catalog/kamery_1/tvi_2/19536/
- https://stels.market/catalog/kamery_1/tvi_2/19412/
- https://stels.market/catalog/kamery_1/tvi_2/19411/
- https://stels.market/catalog/kamery_1/tvi_2/19410/
- https://stels.market/catalog/kamery_1/tvi_2/19144/
- https://stels.market/catalog/kamery_1/tvi_2/19143/
- https://stels.market/catalog/kamery_1/tvi_2/19142/
- <https://stels.market/sale/>
- https://stels.market/sale/aktsiya_pokupay_bolshe_poluchay_bolshe/
- <https://stels.market/info/>
- <https://stels.market/info/partners/>
- https://stels.market/catalog/kamery_1/?sort=SHOWS&order=desc
- https://stels.market/catalog/kamery_1/?sort=NAME&order=desc
- https://stels.market/catalog/kamery_1/?sort=PRICE&order=desc
- https://stels.market/catalog/kamery_1/?display=block
- https://stels.market/catalog/kamery_1/?display=list
- https://stels.market/catalog/kamery_1/?display=table
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- https://stels.market/catalog/videoregistratory_1/gibridnye-videoregistratory/?display=table
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- https://stels.market/catalog/videoregistratory_1/gibridnye-videoregistratory/20593/
- https://stels.market/catalog/videoregistratory_1/gibridnye-videoregistratory/20587/

✔ 0 Страниц имеют слишком большой размер

⚠ 749 Страниц с длинным URL

- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kronshteyny-term-okozhukhi-montazhnye-koroba_1/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kabelnaya-produkt-siya_1/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kabelnaya-produkt-siya_1/vitaya-para/

- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kabelnaya-produktsiya_1/kabel-koaksialnyy/
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- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kabelnaya-produkt-siya_1/kabel-kombinirovanny-/?display=list

- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kabelnaya-produkt-siya_1/kabel-kombinirovanny-/?display=table
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kabelnaya-produkt-siya_1/kabel-kombinirovanny-/20059/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kabelnaya-produkt-siya_1/kabel-kombinirovanny-/20076/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kabelnaya-produkt-siya_1/kabel-kombinirovanny-/20110/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kabelnaya-produkt-siya_1/kabel-kombinirovanny-/20092/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kabelnaya-produkt-siya_1/kabel-kombinirovanny-/20029/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kabelnaya-produkt-siya_1/kabel-kombinirovanny-/20042/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kabelnaya-produkt-siya_1/kabel-kombinirovanny-/20075/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kabelnaya-produkt-siya_1/kabel-kombinirovanny-/20068/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kabelnaya-produkt-siya_1/kabel-kombinirovanny-/20106/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kabelnaya-produkt-siya_1/kabel-kombinirovanny-/23001/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kabelnaya-produkt-siya_1/kabel-kombinirovanny-/20335/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kabelnaya-produkt-siya_1/kabel-kombinirovanny-/20067/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kommutatory-inzh-ektory-splittery/?sort=SHOWS&order=desc
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kommutatory-inzh-ektory-splittery/?sort=NAME&order=desc
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kommutatory-inzh-ektory-splittery/?sort=PRICE&order=desc
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- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kommutatory-inzh-ektory-splittery/?display=table
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kommutatory-inzh-ektory-splittery/19336/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kommutatory-inzh-ektory-splittery/20444/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kommutatory-inzh-ektory-splittery/20291/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kommutatory-inzh-ektory-splittery/20602/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kommutatory-inzh-ektory-splittery/20448/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kommutatory-inzh-ektory-splittery/20450/

- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kommutatory-inzh-ektory-splittery/20445/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kommutatory-inzh-ektory-splittery/20295/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kommutatory-inzh-ektory-splittery/22914/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kommutatory-inzh-ektory-splittery/20299/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kommutatory-inzh-ektory-splittery/20684/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kommutatory-inzh-ektory-splittery/20296/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kommutatory-inzh-ektory-splittery/22781/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kommutatory-inzh-ektory-splittery/20489/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kommutatory-inzh-ektory-splittery/20447/
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- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kommutatory-inzh-ektory-splittery/20294/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kommutatory-inzh-ektory-splittery/20618/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kommutatory-inzh-ektory-splittery/20607/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kommutatory-inzh-ektory-splittery/22792/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/mikrofony_2/?sort=SHOWS&order=desc
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/mikrofony_2/?sort=NAME&order=desc
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/mikrofony_2/?sort=PRICE&order=desc
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/mikrofony_2/?display=block
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/mikrofony_2/?display=list
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/mikrofony_2/?display=table
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/priemo-peredatchiki-usiliteli-preobr-videosignala_1/?sort=SHOWS&order=desc
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/priemo-peredatchiki-usiliteli-preobr-videosignala_1/?sort=NAME&order=desc

✓ 0 Страниц заблокировано в robots.txt

✓ 0 Страниц закрытых от индексации с помощью meta noindex

- ✓ 0 Страниц с тегом meta nofollow

- ✓ 0 Страниц с meta refresh redirect

- ✓ 0 Страниц с rel="canonical"

- ✓ 123 Страницы без rel="canonical"

- ✓ 0 Страниц с одинаковым каноническим URL rel="canonical"

- ✓ 0 Страниц с дублирующимся тегом rel="canonical"

- ✓ 0 Страниц с rel="alternate"

- ✓ 0 Страниц с атрибутом hreflang

- ✓ 123 Страницы без атрибута hreflang

- ✓ 0 Страниц с ошибками в атрибуте hreflang

Анализ мета тегов

Убедитесь, что в заголовках и мета-описаниях используется уникальный контент и соблюдаются ограничения по длине (10 - 70 символов для Title, 50 - 320 символов для Description). Все заголовки и мета-описания должны содержать самые важные ключевые слова. Проверьте их в Google Search Console на наличие дублей. Заголовки не должны быть слишком длинными. Не используйте кавычки. Кратко описывайте содержание страницы. Помните, что от заголовка и описания зависит привлекательность и кликабельность сниппета.

- ✓ 0 Страниц с дублирующимся title

- ✓ 0 Страниц с пустым или отсутствующим title

- ⚠ 102 Страницы с длинным title > 70
 - https://stels.market/catalog/kamery_1/multiformatnye/
 - https://stels.market/catalog/videoregistratory_1/
 - https://stels.market/catalog/videoregistratory_1/ip-videoregistratory/
 - https://stels.market/catalog/videoregistratory_1/gibridnye-videoregistratory/
 - https://stels.market/catalog/videoregistratory_1/mobilnye-videoregistratory/
 - https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/
 - https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/ik-podsvetka_1/

- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kronshteyny-term-okozhukhi-montazhnye-koroba_1/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/videotestery_1/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kabelnaya-produkt-siya_1/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kabelnaya-produkt-siya_1/vitaya-para/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kabelnaya-produkt-siya_1/kabel-koaksialnyy/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kabelnaya-produkt-siya_1/kabel-kombinirovanny-/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kommutatory-inzh-ektory-splittery/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/mikrofony_2/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/priemo-peredatchi-ki-usiliteli-preobr-videosignala_1/
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/razemy-perekhodn-iki-patch-kordy/
- https://stels.market/catalog/domofoniya_1/
- https://stels.market/catalog/domofoniya_1/ip-domofoniya_2/
- https://stels.market/catalog/domofoniya_1/analoguevaya_1/
- https://stels.market/catalog/domofoniya_1/analoguevaya_1/audiodomofony_1/
- https://stels.market/catalog/domofoniya_1/analoguevaya_1/videoglazki_1/
- https://stels.market/catalog/domofoniya_1/analoguevaya_1/vyzyvnye-paneli/
- https://stels.market/catalog/domofoniya_1/analoguevaya_1/komplekty-videodomofonov/
- https://stels.market/catalog/domofoniya_1/analoguevaya_1/moduli-sopryazheniya/
- https://stels.market/catalog/domofoniya_1/analoguevaya_1/monitory-videodomofona/
- https://stels.market/catalog/domofoniya_1/kontrol-dostupa/
- https://stels.market/catalog/domofoniya_1/kontrol-dostupa/zamki-i-zashchelki/
- https://stels.market/catalog/domofoniya_1/kontrol-dostupa/identifikatory/
- https://stels.market/catalog/domofoniya_1/kontrol-dostupa/knopki-vykhoda/
- https://stels.market/catalog/domofoniya_1/kontrol-dostupa/kontrollery/
- https://stels.market/catalog/domofoniya_1/kontrol-dostupa/schityvateli/
- https://stels.market/catalog/domofoniya_1/turnikety/
- https://stels.market/catalog/domofoniya_1/shlagbaumy-i-mekhanizmy-vorot/
- <https://stels.market/catalog/komplekty-videonablyudeniya/>
- https://stels.market/catalog/monitory_1/
- https://stels.market/catalog/obektivy_1/
- https://stels.market/catalog/zhestkie-diski_1/
- https://stels.market/catalog/umnyy-dom_1/
- https://stels.market/catalog/istochniki-pitaniya_2/
- https://stels.market/catalog/istochniki-pitaniya_2/akkumulyatory_2/
- https://stels.market/catalog/istochniki-pitaniya_2/akkumulyatory_2/akkumulyatory-delta_1/
- https://stels.market/catalog/istochniki-pitaniya_2/akkumulyatory_2/akkumulyatory-serii-gp_1/
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- https://stels.market/catalog/istochniki-pitaniya_2/akkumulyatory_2/testery-akkumulyatorov-zaryadnye-ustroystva/
- https://stels.market/catalog/istochniki-pitaniya_2/bloki-pitaniya_2/
- https://stels.market/catalog/istochniki-pitaniya_2/bloki-rezervnogo-pitaniya_1/
- https://stels.market/catalog/istochniki-pitaniya_2/dopolnitelnoe-oborudovanie_2/

- https://stels.market/catalog/istochniki-pitaniya_2/istochniki-bespereboynogo-pitaniya_1/
- https://stels.market/catalog/istochniki-pitaniya_2/preobrazovateli-napryazheniya_1/
- https://stels.market/catalog/istochniki-pitaniya_2/setevye-filtry-udliniteli_1/
- https://stels.market/catalog/istochniki-pitaniya_2/stabilizatory-napryazheniya_1/
- https://stels.market/catalog/istochniki-pitaniya_2/elementy-pitaniya_1/
- <https://stels.market/catalog/okhrano-pozharnaya-signalizatsiya/>
- <https://stels.market/catalog/okhrano-pozharnaya-signalizatsiya/gsm-signalizatsii/>
- <https://stels.market/catalog/okhrano-pozharnaya-signalizatsiya/gsm-signalizatsii/breloki-i-aksesuary-/>
- https://stels.market/catalog/okhrano-pozharnaya-signalizatsiya/integrirovannye-sistemy_1/
- https://stels.market/catalog/okhrano-pozharnaya-signalizatsiya/integrirovannye-sistemy_1/integrirovannaya-sistema-lavina/
- https://stels.market/catalog/okhrano-pozharnaya-signalizatsiya/integrirovannye-sistemy_1/integrirovannaya-sistema-orion/
- <https://stels.market/catalog/okhrano-pozharnaya-signalizatsiya/opoveshchenie/>
- <https://stels.market/catalog/okhrano-pozharnaya-signalizatsiya/opoveshchenie/znaki-pozharnoy-bezopasnosti/>
- <https://stels.market/catalog/okhrano-pozharnaya-signalizatsiya/opoveshchenie/peregovornye-ustroystva-klient-kassir/>
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- <https://stels.market/catalog/okhrano-pozharnaya-signalizatsiya/opoveshchenie/svetovoe-i-zvukovoe-opoveshchenie/>
- <https://stels.market/catalog/okhrano-pozharnaya-signalizatsiya/opoveshchenie/svetovye-tablichki/>
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- <https://stels.market/catalog/okhrano-pozharnaya-signalizatsiya/okhrannye-izveshchateli/vibratsionnye-i-datchiki-udara/>
- <https://stels.market/catalog/okhrano-pozharnaya-signalizatsiya/okhrannye-izveshchateli/zvukovye/>
- <https://stels.market/catalog/okhrano-pozharnaya-signalizatsiya/okhrannye-izveshchateli/kombinirovannye/>
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- <https://stels.market/catalog/okhrano-pozharnaya-signalizatsiya/okhrannye-izveshchateli/ultrazvukovye/>
- <https://stels.market/catalog/okhrano-pozharnaya-signalizatsiya/pozharnye-izveshchateli/>
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- <https://stels.market/catalog/okhrano-pozharnaya-signalizatsiya/pozharnye-izveshchateli/izveshchateli-plameni/>
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- <https://stels.market/catalog/okhrano-pozharnaya-signalizatsiya/pozharnye-izveshchateli/izveshchateli-avtomaticheskiye/>

- ateli-teplovye/
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- <https://stels.market/catalog/okhrano-pozharnaya-signalizatsiya/pribory-priyemo-kontrolnye/pribory-priyemo-kontrolnye-okhrano-pozharnye/>
- <https://stels.market/catalog/okhrano-pozharnaya-signalizatsiya/pribory-priyemo-kontrolnye/dopolnitelnye-pribory-i-ustroystva/>
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- <https://stels.market/catalog/okhrano-pozharnaya-signalizatsiya/pribory-priyemo-kontrolnye/pribory-priyemo-kontrolnye-okhrannye/>
- https://stels.market/catalog/programmnoe-obespechenie-_1/
- <https://stels.market/catalog/pozharotushenie-ognezashchita/>
- <https://stels.market/catalog/pozharotushenie-ognezashchita/ognezashchitnye-sostavy/>
- <https://stels.market/catalog/pozharotushenie-ognezashchita/ognezashchitnye-sostavy/kraski-dlya-metallov/>
- <https://stels.market/catalog/pozharotushenie-ognezashchita/ognezashchitnye-sostavy/sostavy-antiseptiki/>
- <https://stels.market/catalog/pozharotushenie-ognezashchita/ognezashchitnye-sostavy/sostavy-po-derevu/>
- <https://stels.market/catalog/pozharotushenie-ognezashchita/ognezashchitnye-sostavy/sostavy-po-tkanyam/>
- <https://stels.market/catalog/pozharotushenie-ognezashchita/avtomaticheskoe-poroshkovoe-pozharotushenie/>
- <https://stels.market/catalog/pozharotushenie-ognezashchita/ognetushiteli/>
- <https://stels.market/catalog/pozharotushenie-ognezashchita/ognetushiteli/komplektuyushchie-k-ognetushitelyam/>
- <https://stels.market/catalog/pozharotushenie-ognezashchita/ognetushiteli/kronshteyny-i-podstavki-dlya-ognetushiteley/>
- <https://stels.market/catalog/pozharotushenie-ognezashchita/ognetushiteli/ognetushiteli-poroshkovye/>
- <https://stels.market/catalog/pozharotushenie-ognezashchita/ognetushiteli/ognetushiteli-uglekislotty/>
- <https://stels.market/catalog/pozharotushenie-ognezashchita/ognetushiteli/rantsevye-ognetushiteli/>
- <https://stels.market/catalog/pozharotushenie-ognezashchita/shkafy-pozharnye/>
- <https://stels.market/catalog/pozharotushenie-ognezashchita/shkafy-pozharnye/komplektuyushchie-k-pozharnym-shkafam/>
- <https://stels.market/catalog/pozharotushenie-ognezashchita/shchity-pozharnye-i-inventar/>

✓ 0 Страниц с коротким title < 10

✓ 0 Страниц с пустым или отсутствующим description

⚠ 122 Страницы с дублирующимся description

- Компания "СТЭЛС" является ведущим предприятием, работающим на рынке систем безопасности Амурской области, с прочными деловыми и экономическими связями с

ведущими зарубежными и российскими производителями технических средств охраны.

- <https://stels.market/>
- <https://stels.market/catalog/>
- https://stels.market/catalog/domofoniya_1/
- https://stels.market/catalog/domofoniya_1/analogovaya_1/
- https://stels.market/catalog/domofoniya_1/analogovaya_1/audiodomofony_1/
- https://stels.market/catalog/domofoniya_1/analogovaya_1/komplekty-videodomofonov/
- https://stels.market/catalog/domofoniya_1/analogovaya_1/moduli-sopryazheniya/
- https://stels.market/catalog/domofoniya_1/analogovaya_1/monitory-videodomofona/
- https://stels.market/catalog/domofoniya_1/analogovaya_1/videoglazki_1/
- https://stels.market/catalog/domofoniya_1/analogovaya_1/vyzyvnye-paneli/
- https://stels.market/catalog/domofoniya_1/ip-domofoniya_2/
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- https://stels.market/catalog/domofoniya_1/kontrol-dostupa/identifikatory/
- https://stels.market/catalog/domofoniya_1/kontrol-dostupa/knopki-vykhoda/
- https://stels.market/catalog/domofoniya_1/kontrol-dostupa/kontrollery/
- https://stels.market/catalog/domofoniya_1/kontrol-dostupa/schityvateli/
- https://stels.market/catalog/domofoniya_1/kontrol-dostupa/zamki-i-zashchelki/
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✓ 0 Страниц с коротким description < 50

✓ 0 Страниц с длинным description > 320

Анализ контента

Имейте в виду, что уникальный контент играет важную роль при ранжировании в результатах поиска. В структуру сайта должны быть включены HTML-заголовки (h1-h6) с использованием важных ключевых слов. Причем h1 должен содержать наиболее значимые слова. Не используйте [повторяющийся контент](#). По возможности ограничьтесь тегами h1-h3.

Объем статьи должен составлять 400 слов и более. Но придерживайтесь золотой середины и не делайте статьи слишком длинными. Если материал объемный, разбейте его на несколько частей (страниц). Сведите к минимуму количество орфографических и грамматических ошибок.

✓ 0 Страниц с одинаковым контентом

✓ 0 Страниц с малым количеством контента < 250

✓ 0 Страниц с пустым тегом H1

✓ 0 Страниц без тега H1

⚠ 1 Страница с длинным тегом H1

- <https://stels.market/>
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✓ 0 Страниц с дублирующимся тегом H1

✓ 0 Страниц с пустым тегом H2

⚠ 114 Страниц без тега H2

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- <https://stels.market/catalog/pozharotushenie-ognezashchita/>
- <https://stels.market/catalog/pozharotushenie-ognezashchita/ognezashchitnye-sostavy/>
- <https://stels.market/catalog/pozharotushenie-ognezashchita/ognezashchitnye-sostavy/kraski-dlya-metallov/>
- <https://stels.market/catalog/pozharotushenie-ognezashchita/ognezashchitnye-sostavy/sostavy-antiseptiki/>
- <https://stels.market/catalog/pozharotushenie-ognezashchita/ognezashchitnye-sostavy/sostavy-poderevu/>
- <https://stels.market/catalog/pozharotushenie-ognezashchita/ognezashchitnye-sostavy/sostavy-poderevu/>

- tkanyam/
- <https://stels.market/catalog/pozharotushenie-ognezashchita/avtomaticheskoe-poroshkovoe-pozharotushenie/>
- <https://stels.market/catalog/pozharotushenie-ognezashchita/ognetushiteli/>
- <https://stels.market/catalog/pozharotushenie-ognezashchita/ognetushiteli/komplektuyushchie-k-ognetushiteleyam/>
- <https://stels.market/catalog/pozharotushenie-ognezashchita/ognetushiteli/kronshteyny-i-podstavki-dlya-ognetushiteley/>
- <https://stels.market/catalog/pozharotushenie-ognezashchita/ognetushiteli/ognetushiteli-poroshkovye/>
- <https://stels.market/catalog/pozharotushenie-ognezashchita/ognetushiteli/ognetushiteli-uglekislотноye/>
- <https://stels.market/catalog/pozharotushenie-ognezashchita/ognetushiteli/rantsevye-ognetushiteli/>
- <https://stels.market/catalog/pozharotushenie-ognezashchita/shkafy-pozharnye/>
- <https://stels.market/catalog/pozharotushenie-ognezashchita/shkafy-pozharnye/komplektuyushchie-k-pozharnym-shkafam/>
- <https://stels.market/catalog/pozharotushenie-ognezashchita/shchity-pozharnye-i-inventar/>
- <https://stels.market/sale/>
- <https://stels.market/guarantees/>
- <https://stels.market/info/articles/>
- <https://stels.market/company/news/>
- <https://stels.market/company/staff/>

⚠ 2 Страницы с длинным тегом H2

- <https://stels.market/services/>
- <https://stels.market/help/vozvrat-tovara/>

Анализ ссылок

Убедитесь, что у вас не более 100 входящих и исходящих ссылок для каждой страницы. Старайтесь ссылаться только на качественные сайты. Используйте **Nofollow тег** для внешних ссылок, чтобы не передавать вес, который разумнее оставить для внутренних страниц.

Оптимизируйте анкеры под ключевые запросы, но не переусердствуйте, не делайте ссылки спамными.

Проанализировать структуру внутренней перелинковки сайта можно здесь: [Google Search Console: Поисковый трафик > Внутренние ссылки](#).

✔ 0 Страниц со слишком большим количеством исходящих ссылок > 100

✔ 0 Ссылок с большим количеством редиректов > 5

⚠ 765 Внутренних ссылок с отсутствующим анкором

- https://stels.market/company/news/2018/26_iyunya_v_g_blagoveshchensk_proydyet_seminar_hi_watch_obedinyaet_silneyshikh/
- https://stels.market/sale/aktsiya_10_leta/
- https://stels.market/sale/komplekt_podarok/
- https://stels.market/sale/prokachal_analog_poluchi_podarok/
- https://stels.market/sale/likvidatsiya_skladskikh_ostatkov/
- https://stels.market/catalog/domofoniya_1/?display=block
- https://stels.market/catalog/domofoniya_1/?display=list
- https://stels.market/catalog/domofoniya_1/?display=table
- https://stels.market/catalog/domofoniya_1/analogovaya_1/?display=block
- https://stels.market/catalog/domofoniya_1/analogovaya_1/?display=list
- https://stels.market/catalog/domofoniya_1/analogovaya_1/?display=table
- https://stels.market/catalog/domofoniya_1/analogovaya_1/audiodomofony_1/?display=block
- https://stels.market/catalog/domofoniya_1/analogovaya_1/audiodomofony_1/?display=list
- https://stels.market/catalog/domofoniya_1/analogovaya_1/audiodomofony_1/?display=table
- https://stels.market/catalog/domofoniya_1/analogovaya_1/komplekty-videodomofonov/?display=block
- https://stels.market/catalog/domofoniya_1/analogovaya_1/komplekty-videodomofonov/?display=list
- https://stels.market/catalog/domofoniya_1/analogovaya_1/komplekty-videodomofonov/?display=table
- https://stels.market/catalog/domofoniya_1/analogovaya_1/moduli-sopryazheniya/?display=block
- https://stels.market/catalog/domofoniya_1/analogovaya_1/moduli-sopryazheniya/?display=list
- https://stels.market/catalog/domofoniya_1/analogovaya_1/moduli-sopryazheniya/?display=table
- https://stels.market/catalog/domofoniya_1/analogovaya_1/monitory-videodomofona/?display=block
- https://stels.market/catalog/domofoniya_1/analogovaya_1/monitory-videodomofona/?display=list
- https://stels.market/catalog/domofoniya_1/analogovaya_1/monitory-videodomofona/?display=table
- https://stels.market/catalog/domofoniya_1/analogovaya_1/videoglazki_1/?display=block
- https://stels.market/catalog/domofoniya_1/analogovaya_1/videoglazki_1/?display=list
- https://stels.market/catalog/domofoniya_1/analogovaya_1/videoglazki_1/?display=table
- https://stels.market/catalog/domofoniya_1/analogovaya_1/vyzyvnye-paneli/?display=block
- https://stels.market/catalog/domofoniya_1/analogovaya_1/vyzyvnye-paneli/?display=list
- https://stels.market/catalog/domofoniya_1/analogovaya_1/vyzyvnye-paneli/?display=table
- https://stels.market/catalog/domofoniya_1/ip-domofoniya_2/?display=block
- https://stels.market/catalog/domofoniya_1/ip-domofoniya_2/?display=list
- https://stels.market/catalog/domofoniya_1/ip-domofoniya_2/?display=table
- https://stels.market/catalog/domofoniya_1/kontrol-dostupa/?display=block
- https://stels.market/catalog/domofoniya_1/kontrol-dostupa/?display=list
- https://stels.market/catalog/domofoniya_1/kontrol-dostupa/?display=table
- https://stels.market/catalog/domofoniya_1/kontrol-dostupa/identifikatory/?display=block
- https://stels.market/catalog/domofoniya_1/kontrol-dostupa/identifikatory/?display=list
- https://stels.market/catalog/domofoniya_1/kontrol-dostupa/identifikatory/?display=table
- https://stels.market/catalog/domofoniya_1/kontrol-dostupa/knopki-vykhoda/?display=block
- https://stels.market/catalog/domofoniya_1/kontrol-dostupa/knopki-vykhoda/?display=list
- https://stels.market/catalog/domofoniya_1/kontrol-dostupa/knopki-vykhoda/?display=table
- https://stels.market/catalog/domofoniya_1/kontrol-dostupa/kontrollery/?display=block

- https://stels.market/catalog/domofoniya_1/kontrol-dostupa/kontrollery/?display=list
- https://stels.market/catalog/domofoniya_1/kontrol-dostupa/kontrollery/?display=table
- https://stels.market/catalog/domofoniya_1/kontrol-dostupa/schityvateli/?display=block
- https://stels.market/catalog/domofoniya_1/kontrol-dostupa/schityvateli/?display=list
- https://stels.market/catalog/domofoniya_1/kontrol-dostupa/schityvateli/?display=table
- https://stels.market/catalog/domofoniya_1/kontrol-dostupa/zamki-i-zashchelki/?display=block
- https://stels.market/catalog/domofoniya_1/kontrol-dostupa/zamki-i-zashchelki/?display=list
- https://stels.market/catalog/domofoniya_1/kontrol-dostupa/zamki-i-zashchelki/?display=table
- https://stels.market/catalog/domofoniya_1/shlagbaumy-i-mekhanizmy-vorot/?display=block
- https://stels.market/catalog/domofoniya_1/shlagbaumy-i-mekhanizmy-vorot/?display=list
- https://stels.market/catalog/domofoniya_1/shlagbaumy-i-mekhanizmy-vorot/?display=table
- https://stels.market/catalog/domofoniya_1/turnikety/?display=block
- https://stels.market/catalog/domofoniya_1/turnikety/?display=list
- https://stels.market/catalog/domofoniya_1/turnikety/?display=table
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/?display=block
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/?display=list
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/?display=table
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/ik-podsvetka_1/?display=block
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/ik-podsvetka_1/?display=list
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/ik-podsvetka_1/?display=table
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kabelnaya-produkt-siya_1/?display=block
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kabelnaya-produkt-siya_1/?display=list
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kabelnaya-produkt-siya_1/?display=table
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kabelnaya-produkt-siya_1/kabel-koaksialnyy/?display=block
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kabelnaya-produkt-siya_1/kabel-koaksialnyy/?display=list
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kabelnaya-produkt-siya_1/kabel-koaksialnyy/?display=table
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kabelnaya-produkt-siya_1/kabel-kombinirovanny-/?display=block
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kabelnaya-produkt-siya_1/kabel-kombinirovanny-/?display=list
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kabelnaya-produkt-siya_1/kabel-kombinirovanny-/?display=table
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kabelnaya-produkt-siya_1/vitaya-para/?display=block
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kabelnaya-produkt-siya_1/vitaya-para/?display=list
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kabelnaya-produkt-siya_1/vitaya-para/?display=table
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kommutatory-inzh-ektory-splittery/?display=block
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kommutatory-inzh

- ektory-splittery/?display=list
- https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kommutatory-inzh-ektory-splittery/?display=table
 - https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kronshteyny-term-okozhukhi-montazhnye-koroba_1/?display=block
 - https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kronshteyny-term-okozhukhi-montazhnye-koroba_1/?display=list
 - https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/kronshteyny-term-okozhukhi-montazhnye-koroba_1/?display=table
 - https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/mikrofony_2/?display=block
 - https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/mikrofony_2/?display=list
 - https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/mikrofony_2/?display=table
 - https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/mulyazhi_1/?display=block
 - https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/mulyazhi_1/?display=list
 - https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/mulyazhi_1/?display=table
 - https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/priemo-peredatchi-ki-usiliteli-preobr-videosignala_1/?display=block
 - https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/priemo-peredatchi-ki-usiliteli-preobr-videosignala_1/?display=list
 - https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/priemo-peredatchi-ki-usiliteli-preobr-videosignala_1/?display=table
 - https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/razemy-perekhodniki-patch-kordy/?display=block
 - https://stels.market/catalog/dopolnitelnoe-oborudovanie-videonablyudeniya_1/razemy-perekhodniki-patch-kordy/?display=list

✓ 0 Внешних ссылок с отсутствующим анкором

✓ 2001 Внутренняя ссылка с rel="nofollow"

✓ 250 Внешних ссылок с rel="nofollow"

✓ 0 Страниц без входящих внутренних ссылок

✓ 0 Внешних ссылок с rel="dofollow"

✓ 0 Внешних ссылок с 4xx ответом

✓ 0 Внешних ссылок с 5xx ответом

✓ 250 Внешних ссылок

✔ 741 Ссылка в XML карте сайта

Анализ изображений

Прописывайте [Alt текст](#) (длиной не более 7 слов) и оптимизируйте название для каждого изображения. Избегайте чрезмерного использования ключевых слов. Сохраняйте хорошее качество изображения с заданной шириной и высотой для каждого из них.

✔ 0 Изображений с отсутствующим ALT текстом

✔ 0 Изображений с ответом 4xx

✔ 0 Изображений с ответом 5xx

Оптимизация

Для мобильных

✘ Оптимизируйте изображения

⚠ Сократите HTML

⚠ Увеличьте размер активных элементов на странице

⚠ Сократите JavaScript

⚠ Удалите из верхней части страницы код JavaScript и CSS, блокирующий отображение

⚠ Сократите CSS

⚠ Используйте кеш браузера

⚠ Включите сжатие

- ✓ Используйте удобочитаемые размеры шрифтов

- ✓ Адаптируйте размер контента для области просмотра

- ✓ Настройте область просмотра

- ✓ Удалите межстраничные объявления, ориентированные на установку приложения, которые скрывают контент страницы

- ✓ Сократите время ответа сервера

- ✓ Не используйте переадресацию с целевой страницы

- ✓ Оптимизируйте видимое содержание

- ✓ Откажитесь от плагинов

Для компьютеров

- ✗ Оптимизируйте изображения

- ✗ Удалите из верхней части страницы код JavaScript и CSS, блокирующий отображение

- ⚠ Сократите HTML

- ⚠ Используйте кеш браузера

- ⚠ Сократите JavaScript

- ⚠ Включите сжатие

- ⚠ Сократите CSS

- ✓ Адаптируйте размер контента для области просмотра

- ✓ Увеличьте размер активных элементов на странице

- ✓ Используйте удобочитаемые размеры шрифтов

- ✓ Настройте область просмотра

- ✓ Удалите межстраничные объявления, ориентированные на установку приложения, которые скрывают контент страницы

- ✓ Не используйте переадресацию с целевой страницы

- ✓ Сократите время ответа сервера

- ✓ Оптимизируйте видимое содержание

- ✓ Откажитесь от плагинов

Юзабилити и технический анализ

✓ Фавикон

Убедитесь, что у вашего сайта есть фавикон, который соответствует бренду. Фавикон – это небольшой значок сайта, который отображается рядом с адресом сайта в результатах поиска и на вкладке браузера. Он позволяет выделить ресурс среди других, повысить узнаваемость бренда.

✓ Собственная страница ошибки 404

Используйте [собственную страницу ошибки 404](#). Грамотно созданная страница 404 поможет пользователям найти нужную информацию, а также предоставить им другие дополнительные сведения и поможет удержать на вашем сайте.

Страница 404 отображается у пользователя, если он запрашивает страницу, которой нет на сайте (например, если она удалена или ее URL введен неправильно). Стандартная страница 404 может выглядеть по-разному в зависимости от поставщика услуг Интернета и обычно не содержит никакой полезной информации, так что пользователи просто покидают этот сайт.

✔ Скорость сайта avg: 105 ms

Важно иметь высокую [скорость загрузки сайта](#), так как это влияет на ранжирования ресурса в поисковой выдаче. Низкая скорость способна лишить вас посетителей, а также настроить поисковых роботов, что, несомненно, негативно отразится на позициях.

✔ Безопасный просмотр

Старайтесь избегать фишинга и вредоносного ПО для вашего сайта. Вы можете сделать работу сайта безопасной, используя [Безопасный просмотр Google](#) или [Safe Browsing API Яндекса](#).

⚠ W3C HTML валидация

Убедитесь, что используете правильную разметку, без ошибок HTML. Наличие синтаксических ошибок вызовет трудности при индексации.

[Errors: 2, warnings: 21](#)

Решение

Вы можете проверить сайт на наличие ошибок и соответствие международным стандартам с помощью [W3C validation service](#). Подобные проверки необходимы не только для корректной индексации, но и для правильного отображения в различных браузерах.
