

Review of zdrowewidzenie.pl

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42.4

Top priorities for your website:

1. Promote your website on Social Media
2. Write more content
3. Be more consistent with your keywords
4. Build more backlinks pointing to your site
5. Redirect non-www to www



Visitors

Traffic Estimations

Medium impact

LowHigh

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We use several different tools to estimate web traffic: [Google™ Ad Planner](#), [Google™ Trends](#), and [Alexa](#).

Nevertheless, your analytics will provide the accurate traffic data.

Traffic Rank

7957294th most visited website in the World

A low rank means that your website gets lots of visitors.

Your [Alexa Rank](#) is a good estimate of worldwide traffic to your website, although it is [not 100% accurate](#).

Reviewing the [most visited websites](#) by country can give you valuable insights.

[Quantcast](#) provides similar services.

Social Monitoring

Social Impact

High impact

Hard to solve

Improve your visibility: your website is not popular on Social Platforms.

Facebook Likes9

Facebook Shares8

Facebook Comments3

Twitter Backlinks0

Digg Entries0

Google +0

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The impact of Social Media is huge for certain industries. Monitor what people say about your website on Social Media and learn [how to monitor Social Media](#).

Promote your website on Social Media

Twitter™ Account

Low impact

The Twitter™ Account [@zdrowewidzenie](#) is free. [Book it now!](#)

Twitter is a fast-growing [social network](#).

If possible, register a Twitter account in your brand's name now to prevent [identity theft](#).

You should also check the availability of your brand name in [other social networks](#).

Book your brand on Twitter

Mobile Rendering

Low impact



The number of people using Mobile Web is getting huge. Your website should look nice in the most popular mobile devices.

Mobile Optimization

Low impact

Easy to solve

Your website is not optimized for Mobile Visitors

mobile CSS

Meta Viewport Tag

Apple Icon

Mobile Redirection

Prepare your website for mobile browsing.

Optimize your website for Mobile browsing

WWW Resolve

Medium impact

Easy to solve

Be careful. Your website without www doesn't redirect to www (or the opposite). It's duplicate content!

Be sure that www.zdrowewidzenie.pl and zdrowewidzenie.pl are not running in parallel.

[Redirecting requests](#) from a non-preferred hostname is important because search engines consider URLs with and without "www" as two different websites.

Once your preferred domain is set, use a [301 redirect](#) for all traffic to your non-preferred domain.

Redirect non-www to www

URL Rewrite

Low impact

Hard to solve

Good: your URLs look clean. But you can make them even more user-friendly by removing useless extensions.

You should rewrite and clean the URLs of your website. User-friendly URLs do not contain query strings. [clean URLs](#) allow Search Engines to read the keywords in the URL and put emphasis.

Usability is the other reason for designing a clean URL structure on your website: clean URLs are much easier to remember for your visitors. Visitors will find hard to remember a URL using strange parameters, not to mention that they would be discouraged by the idea of typing the entire URL.

Rewrite your URL and clean them up.

IP Canonicalization

Low impact

Yes

Good: your website IP is forwarding to your website domain name.

XML Sitemap

Low impact

Easy to solve

Missing

Your website does not have an [XML sitemap](#), which can be problematic.

A sitemap lists URLs that are available for crawling and can include additional information like last update, frequency of changes, and importance. This allows search engines to crawl the site more intelligently.

[Click here](#) to generate an XML sitemap for your website.

Despite sporadic [debates](#) regarding this issue, we recommend that you submit an XML sitemap to [Google™ Webmasters Tools](#) and to [Yahoo Site Explorer](#).

Add and improve your XML sitemap

SEO Content

Title

Medium impact

zdrowewidzenie.pl - Strona główna

Length: 33 character(s)

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Your title contains between 10 and 70 characters, which is great.

Make sure your title is explicit and contains your [most important keywords](#).

Be sure that each page has a unique title.

Resource: Use this [snippet-optimizer](#) to see how your titles and descriptions will look in Google™ search results.

Check the title of your website

Description

Medium impact

Easy to solve

Celem witryny zdrowewidzenie.pl jest szeroko pojęta edukacja dotycząca wzroku i jego ochrony. Wszyscy, których interesuje ta tematyka, znajdą tu wiele informacji na temat budowy układu wzrokowego, jego funkcjonowania i ewentualnych zaburzeń. Znajdą tu również porady ekspertów, jak sobie radzić z prostymi problemami, oraz do jakiego ośrodka lub specjalisty zwrócić się celem rozwiązania tych poważniejszych. Co więcej, każdy z użytkowników naszej witryny może zapoznać się z opiniami innych na temat serwisu, jaki dany ośrodek lub specjalista oferuje, a następnie wyrazić także swoje zdanie w tym zakresie.

Length: 606 character(s)

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[Meta descriptions](#) allow you to influence how your web pages are described and displayed in search results.

Ideally, your [meta description](#) should contain between 70 and 160 characters.

Ensure that your meta description is explicit and contains your [most important keywords](#).

Also be sure that each page has a unique meta description.

Improve the Meta Description

Meta Keywords

optyka, Zdrowe, Zdrowie, Dobrewidzenie, Widzenie, OKO, Soczewka, Soczewki, Soczewkikontaktowe, Soczewkikolorowe, Okulary, Okularyprzeciwsloneczne, Rogówka, Budowaoka, Dnooka, Optyk, Okulista, Optometrysta, Ortokeratologia, Refrakcja, Chirurgiarefrakcyjna, Polewidzenia, Badanie, Wzrok,

Badaniewzroku, Zakładaniesoczewek, Zdejmowaniesoczewek, Badanieokulistyczne, Sucheoko, Kropledooczu, AMD, Zwyrrodnienieplamki, Jaskra, Zaćma, Siatkówka, Ciśnieniewoku

Length: 451 character(s)

[Meta keywords](#) is used to indicate keywords that are supposedly relevant to your website's content. However, because search engine spammers have abused this tag, it provides little to no benefit to your search rankings.

Headings

Low impact

H1 H2 H3 H4 H5
0 3 36 0 0

- [H2] Artykuły
- [H2] Na forum
- [H2] Popularne artykuły
- [H3] Dla...
- [H3] Kategorie
- [H3] Znajdź nas na Facebooku
- [H3] Jak odczytać receptę okularową?
- [H3] Krótkowzroczność
- [H3] Emetropia (miarowość)
- [H3] Budowa oka
- [H3] Okulary przeciwsłoneczne
- [H3] Jak często badać wzrok?
- [H3] Przebieg badania okulistycznego dziecka
- [H3] Soczewki kontaktowe a biuro i komputer
- [H3] Dzieci i młodzież, a soczewki kontaktowe
- [H3] Soczewki kontaktowe a biuro i komputer
- [H3] Nowoczesne metody korekcji presbiopii
- [H3] Soczewki kontaktowe
- [H3] Dzieci i młodzież, a soczewki kontaktowe
- [H3] Zwyrrodnienie plamki związane z wiekiem (AMD)
- [H3] Jaskra
- [H3] Kim jest optometrysta?
- [H3] Okulary
- [H3] Pomoce dla słabowidzących
- [H3] Budowa oka
- [H3] Astygmatyzm
- [H3] Zwyrrodnienie plamki związane z wiekiem (AMD)
- [H3] Nowoczesne metody korekcji presbiopii
- [H3] Soczewki okularowe
- [H3] Soczewki kontaktowe a biuro i komputer
- [H3] Soczewki kontaktowe - najczęstsze pytania
- [H3] Soczewki kontaktowe
- [H3] Okulary przeciwsłoneczne
- [H3] Krótkowzroczność
- [H3] Soczewki kontaktowe a biuro i komputer
- [H3] Zwyrrodnienie plamki związane z wiekiem (AMD)
- [H3] Szukaj
- [H3] Polecane salony i gabinety

[Show more](#)

Your website is structured using HTML headings/levels (<H1> to <H6>), which is great.

Use your keywords in the headings. Make sure the first level (<H1>) includes your most important keywords.

For greater SEO, only use one <H1> title per page.

Add the important keywords in headings

Images

Medium impact

We found **36** images on this website.

13 alt attributes are empty or missing.

Most or all of your images have alternative text ([the alt attribute](#)), which is good.

Alternative text describes your images so they can appear in [Google™ Images](#) search results.

Check the images on your website and make sure [effective ALT text](#) is specified for each image.

[Click here](#) to find out how to optimize images for search engines.

Restrict the number and size of images to optimize your website's page load times.

Resource: Use the [Wayback Machine](#) to review the design of any website in the past.

Set a name for all your images

Text/HTML Ratio

Medium impact

16.3%

Your website's ratio of text to HTML code is higher than 15%, which is great.

Although your text/code ratio is good, you can always improve it by adding more text content to your pages.

Higher ratios boost SEO by increasing [keyword density](#).

Add more content with more keywords

Flash

Low impact

No

No [Flash content](#) has been detected on your homepage, which is good.

Flash should only be used for specific enhancements. Avoid full Flash websites to maximize SEO.

Although Flash content often looks nicer, it cannot be indexed by search engines (however [this may change](#) in the near future).

This advice also applies to [AJAX](#) (however [this may also change](#) in the near future).

Only use Flash content sparingly

Frames

Low impact

No

There are no frames used on your homepage, which is great.

Frames can cause problems for search engines because they don't correspond to the [conceptual model of the web](#). Avoid frames whenever possible.

Double check the Frames

Blog

Medium impact

Hard to solve

We have not found a Blog on this website

[Starting a Blog](#) is a a great way to boost your SEO and to attract qualified visitors. Use these [great tips](#) to boost the SEO performance of your blog.

Consider starting a blog

Inside Pages Analysis

Medium impact

Title	Description	Text/HTML
forum.zdrowewidzenie.pl - Indeks	forum.zdrowewidzenie.pl - Indeks	9.16%
zdrowewidzenie.pl - Szpitale	BiałystokSamodzielny Publiczny Szpital Kliniczny Akademii Medycznej w Białymstoku M.C. Skłodowskiej 24a, 15-276 Białystok tel. 7468335 Bielsko-BiałaOd...	11.74%
zdrowewidzenie.pl - Kontakt	Celem witryny zdrowewidzenie.pl jest szeroko pojęta edukacja dotycząca wzroku i jego ochrony. Wszyscy, których interesuje ta tematyka, znajdą tu wiele informacji na temat budowy układu wzrokowego, jego funkcjonowania i ewentualnych zaburzeń. Znajdą tu również porady ekspertów, jak sobie radzić z prostymi problemami, oraz do jakiego ośrodka lub specjalisty zwrócić się celem rozwiązania tych poważniejszych.Co więcej, każdy z użytkowników naszej witryny może zapoznać się z opiniami innych na temat serwisu, jaki dany ośrodek lub specjalista oferuje, a następnie wyrazić także swoje zdanie w tym zakresie.	4%

[No duplicate content](#) has been detected on the pages of your website.

Use [Google™ Webmaster Tool](#) to improve the way search engines index your website.

Write unique titles for each page

SEO Links

In-Page Links

Low impact

Easy to solve

We found a total of 129 link(s) and 0 link(s) to files

- 0.8 % External Links
- 99.2 % Internal Links

- 0 % noFollow Links
- 100 % Passing Juice Links

N°	Anchor	Type	Juice
1	Image	Internal Links	Passing Juice
2	Strona główna	Internal Links	Passing Juice
3	Polecane salony i gabinety	Internal Links	Passing Juice
4	Produkty i producenci	Internal Links	Passing Juice
5	Forum	Internal Links	Passing Juice
6	Agata Bećka	Internal Links	Passing Juice
7	Anna Maria Ambroziak	Internal Links	Passing Juice
8	Kinga Szewczuk-Dziduch	Internal Links	Passing Juice
9	Maria Molska	Internal Links	Passing Juice
10	Marek Osiąg	Internal Links	Passing Juice
11	Tomasz Tokarzewski	Internal Links	Passing Juice
12	O nas	Internal Links	Passing Juice
13	Reklama	Internal Links	Passing Juice
14	Akcje edukacyjne	Internal Links	Passing Juice
15	Szkolenia	Internal Links	Passing Juice
16	Projekty indywidualne	Internal Links	Passing Juice
17	Kontakt	Internal Links	Passing Juice
18	Image	Internal Links	Passing Juice
19	Dla internautów	Internal Links	Passing Juice
20	Dla uczniów	Internal Links	Passing Juice
21	Dla studentów	Internal Links	Passing Juice
22	Dla pracujących	Internal Links	Passing Juice
23	Dla rodziców	Internal Links	Passing Juice
24	Dla seniorów	Internal Links	Passing Juice
25	Dla wszystkich	Internal Links	Passing Juice
26	Układ wzrokowy	Internal Links	Passing Juice
27	Emetropia-miarowość	Internal Links	Passing Juice
28	Krótkowzroczność	Internal Links	Passing Juice
29	Nadwzroczność	Internal Links	Passing Juice
30	Astygmatyzm	Internal Links	Passing Juice
31	Prezbiopia	Internal Links	Passing Juice
32	Równowzroczność	Internal Links	Passing Juice
33	Niedowidzenie	Internal Links	Passing Juice
34	Badanie wzroku	Internal Links	Passing Juice
35	Soczewki kontaktowe	Internal Links	Passing Juice
36	Soczewki okularowe	Internal Links	Passing Juice
37	Okulary przeciwsłoneczne i sportowe	Internal Links	Passing Juice
38	Ząbma	Internal Links	Passing Juice
39	Jaskra	Internal Links	Passing Juice
40	AMD	Internal Links	Passing Juice
41	Zespół suchego OKA	Internal Links	Passing Juice
42	Inne	Internal Links	Passing Juice

N°	Anchor	Type	Juice
43	link	Internal Links	Passing Juice
44	link	Internal Links	Passing Juice
45	link	Internal Links	Passing Juice
46	link	Internal Links	Passing Juice
47	Cibastien prezentuje !	Internal Links	Passing Juice
48	Kim jest optometrysta?	Internal Links	Passing Juice
49	Soczewki kontaktowe	Internal Links	Passing Juice
50	Jak zakadać soczewki	Internal Links	Passing Juice
51	Jak odczytać receptę okularową...?	Internal Links	Passing Juice
52	Krótkowzroczność	Internal Links	Passing Juice
53	Emetropia (miarowość)	Internal Links	Passing Juice
54	Budowa oka	Internal Links	Passing Juice
55	Okulary przeciwsłoneczne	Internal Links	Passing Juice
56	Jak cząsto badać wzrok?	Internal Links	Passing Juice
57	Przebieg badania okulistycznego dziecka	Internal Links	Passing Juice
58	Soczewki kontaktowe a biuro i komputer	Internal Links	Passing Juice
59	Dzieci i mądzie, a soczewki kontaktowe	Internal Links	Passing Juice
60	Soczewki kontaktowe a biuro i komputer	Internal Links	Passing Juice
61	Nowoczesne metody korekcji przebiopii	Internal Links	Passing Juice
62	Dzieci i mądzie, a soczewki kontaktowe	Internal Links	Passing Juice
63	Zwyrodnienie plamki związane z wiekiem (AMD)	Internal Links	Passing Juice
64	TEST_AMSLERA.pdf	Internal Links	Passing Juice
65	Jaskra	Internal Links	Passing Juice
66	soczewki a komora kriogeniczna	Internal Links	Passing Juice
67	Oczy u Psa	Internal Links	Passing Juice
68	kontakty	Internal Links	Passing Juice
69	mąty	Internal Links	Passing Juice
70	Soczewki jednodniowe a drzemka	Internal Links	Passing Juice
71	nowe okulary	Internal Links	Passing Juice
72	Postępująca wada?	Internal Links	Passing Juice
73	Odwarstwienie siatkówki	Internal Links	Passing Juice
74	Okulary przeciwsłoneczne	Internal Links	Passing Juice
75	Powikłania?	Internal Links	Passing Juice
76	okulary do jazdy w nocy	Internal Links	Passing Juice
77	Czym należy się kierować wybierając soczewki???	Internal Links	Passing Juice
78	LASIK czy LASEK	Internal Links	Passing Juice
79	Plamki na oczach ??	Internal Links	Passing Juice
80	Czerwone oczy ??	Internal Links	Passing Juice
81	Ázy	Internal Links	Passing Juice
82	Oczy	Internal Links	Passing Juice
83	różny visus	Internal Links	Passing Juice
84	spanie	Internal Links	Passing Juice
85	rozmazanie obrazu	Internal Links	Passing Juice
86	Pozostałe	Internal Links	Passing Juice
87	Okulary	Internal Links	Passing Juice
88	Okulary korekcyjne	Internal Links	Passing Juice
89	Pomoce dla słabowidzących	Internal Links	Passing Juice
90	administrator	Internal Links	Passing Juice
91	Astygmatyzm	Internal Links	Passing Juice
92	Zwyrodnienie plamki związane z wiekiem (AMD)	Internal Links	Passing Juice
93	TEST_AMSLERA.pdf	Internal Links	Passing Juice
94	Soczewki okularowe	Internal Links	Passing Juice
95	Soczewki kontaktowe - najczęstsze pytania	Internal Links	Passing Juice
96	Soczewki kontaktowe a biuro i komputer	Internal Links	Passing Juice
97	Subskrybuj to Źródło RSS	Internal Links	Passing Juice
98	Kliniki	Internal Links	Passing Juice
99	Szpitale	Internal Links	Passing Juice

N°	Anchor	Type	Juice
100	Image	Internal Links	Passing Juice
101	Salon Optyczny Wojciech i Anna Błaszczuk	Internal Links	Passing Juice
102	Image	Internal Links	Passing Juice
103	Milana Dmowska Optyka Okularowa „Oczko”	Internal Links	Passing Juice
104	Image	Internal Links	Passing Juice
105	Salon Optyczny Anna i Wiesław Gabrysiak	Internal Links	Passing Juice
106	Image	Internal Links	Passing Juice
107	Salon Optyczny Anna i Wiesław Gabrysiak	Internal Links	Passing Juice
108	Image	Internal Links	Passing Juice
109	Salon Optyczny Tadeusz Jeżowski	Internal Links	Passing Juice
110	Image	Internal Links	Passing Juice
111	Oko-Med NZOZ Przychodnia Okulistyczna	Internal Links	Passing Juice
112	Image	Internal Links	Passing Juice
113	Optyka U Braci	Internal Links	Passing Juice
114	Image	Internal Links	Passing Juice
115	Salon Optyczny Agnieszka i Ireneusz Burlińscy	Internal Links	Passing Juice
116	Image	Internal Links	Passing Juice
117	Salon Optyczny Agnieszka i Ireneusz Burlińscy	Internal Links	Passing Juice
118	Image	Internal Links	Passing Juice
119	Niezgoda E., Obrzud J. Zakład optyczny s.c.	Internal Links	Passing Juice
120	Image	Internal Links	Passing Juice
121	OPTYKA NA ZŁOTEJ	Internal Links	Passing Juice
122	Image	Internal Links	Passing Juice
123	OPTYKA NA ZŁOTEJ	Internal Links	Passing Juice
124	Image	Internal Links	Passing Juice
125	OPTYKA NA ZŁOTEJ	Internal Links	Passing Juice
126	Forum	Internal Links	Passing Juice
127	Regulamin	Internal Links	Passing Juice
128	Polityka prywatności	Internal Links	Passing Juice
129	weblite.pl	External Links	Passing Juice

[Show more](#)

Limit the number of links up to 200 links per page. Use the [rel nofollow](#) to optimize the [juice](#) that you want to pass to each link.

SEO Keywords

Keywords Cloud

- **czytany razy**
- zwyrodnienie plamki
- **razy**
- czwartek grudzie#324;
- okulary przeciws#322;oneczne
- **dla**
- soczewki kontaktowe
- tomasz tokarzewski
- maria molska
- **napisa#322; tomasz**
- kwiecie#324; replies]

- soczewki
- czytany
- grudzień
- tokarzewski czwartek

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This Keyword Cloud gives an idea of the most recurring keywords used. It is probably the keywords with the highest probability to rank high in the Search Engines.

Keywords Consistency

Medium impact

Easy to solve

Consistent	Keywords	Content	Title	Description	H
Average	soczewki	37	NOK	NOK	OK
Bad	czytany	30	NOK	NOK	NOK
Bad	razy	30	NOK	NOK	NOK
Average	dla	29	NOK	NOK	OK
Bad	grudzień	26	NOK	NOK	NOK
Consistent	Keywords	Content	Title	Description	H
Bad	czytany razy	30	NOK	NOK	NOK
Bad	tomasz tokarzewski	20	NOK	NOK	NOK
Bad	napisał tomasz	19	NOK	NOK	NOK
Average	soczewki kontaktowe	17	NOK	NOK	OK
Bad	czwartek grudzień	15	NOK	NOK	NOK
Consistent	Keywords	Content	Title	Description	H
Bad	napisał tomasz tokarzewski	19	NOK	NOK	NOK
Bad	tomasz tokarzewski czwartek	11	NOK	NOK	NOK
Bad	tokarzewski czwartek grudzień	11	NOK	NOK	NOK
Bad	napisała maria molska	8	NOK	NOK	NOK
Bad	czytany razy soczewki	8	NOK	NOK	NOK

With this table we want to highlight the importance of being [consistent with the use of keywords](#). To improve the chance to rank high with a specific Keyword, you should use the most important keywords consistently: in the Content, in the Title, in the Description, in the H Titles, in your Internal Links anchor text and in your backlinks anchor text.

Be more consistent with your keywords

SEO Authority

PageRank

High impact

Very hard to solve

PageRank : 1

LowHigh

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PageRank™ (commonly called PR) is a link analysis algorithm used by Google™ to assess the popularity/authority of a website. The PageRank goes from 0 to 10: new websites start at PR0 and authority websites like Twitter.com have a PR10.

Websites with high PageRank are crawled more frequently and their out-going links have more [passing juice](#).

Indexed Pages

Medium impact

Hard to solve

719Google 0100200300400500600700800

This is the number of pages on your website that are [indexed by Google™](#).

The more pages that search engines index, the better.

A low number (relative to the total number of pages/URLs on your website) probably indicates that your internal link architecture needs improvement and is preventing Search engines from crawling all pages on your website.

Resource: Check [here](#) to see if your content has been plagiarized. Then make test with specified keywords in the search engine to analyze your relative position for these keywords.

Write more content

Domain 1st Registration

Medium impact

2 years 1 Month 4 Days ago

Old domains tend to rank better. You can buy second-hand domain name at [Sedo.com](#), the largest domain reseller.

Popular Pages

[zdrowewidzenie.pl - Strona główna](#)

[zdrowewidzenie.pl - O nas](#)

[zdrowewidzenie.pl - Akcje edukacyjne](#)

[zdrowewidzenie.pl - Regulamin](#)

This lists the popular pages on your website.

SEO Backlinks

Backlinks Counter

Medium impact

Hard to solve

Backlinks [links that point to your website](#) from other websites. It's like a popularity rating for your website.

Since this factor is [crucial to SEO](#), you should have [a strategy](#) to improve the quantity and quality of backlinks.

Build more backlinks pointing to your site

Top Anchor Texts

N°	Anchor text	N° of Backlinks	Referring Domains
1	zobacz realizację >>	1	1

Anchor Text is the visible, clickable text in a hyperlink; it is often blue and underlined. The words contained in the anchor text pointing to your website determine the ranking that your page will get by search engines with those specific keywords.

Tip: try to get good keywords in the anchor text linking to your website. This is an important factor that will help you rank on top of the Search Engines with those specific anchor text's keyword.

DMOZ

Low impact

Very hard to solve

No

Your website is not listed in [DMOZ](#), a multilingual [open content directory](#) constructed and maintained by a community of volunteer editors.

[Submitting your website](#) is important because search engines take DMOZ into account.

Add your company in the DMOZ directory

Usability

URL

<http://zdrowewidzenie.pl>

Length: 14 character(s)

Keep your URLs short. If possible, avoid long domain names.

A descriptive URL is better recognized by search engines. A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g., <http://www.mysite.com/en/products>).

Keep in mind that URLs are an important part of a comprehensive [SEO strategy](#).

Use clean URLs to [make your site more "crawlable" by Google™](#).

Resource: Search for a good domain name [here](#). If no good names are available, consider a second hand domain from [Sedo](#).

To prevent brand theft, you might consider trademarking your domain name.

Favicon

Medium impact

Your website has a [favicon](#), which is great. Make sure this favicon is [consistent with your brand](#).

Resource: Check out this [amazing idea](#) for improving user experience with a special favicon.

Add a Favicon

Error 404 Pages

Low impact

Great, your website has a custom Error 404 page.

Take advantage of your errors: provide a [beautiful](#) 404 Errors page to your visitors.

Customize the 404 error page

Printability

Low impact

Hard to solve

We could not find a Print-Friendly CSS

Offer a print friendly version of your website.

Conversion Forms

Low impact

Easy to solve

We could not find a Conversion Form on this page.

They are different types of conversions: getting the email address of your visitors, requesting your visitors to fill a form or closing an online sale. Converting visitors into prospects/clients is probably the most important target of your website. So, it is important that you [optimize your website](#) to boost the conversions.

Add a conversion form

Page Size

Low impact

101.1 Kb (World Wide Web average is 600 Kb)

The page size affect the speed of your website. Try to keep your page size below the global average.

Tips: use images with a small size and optimize the download with [gzip](#).

Load Time

High impact

Hard to solve

3.22 second(s) (31.41 Kb/s)

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Your website is too slow. Slow load time is one of the biggest complaints of web users.

If the load time/Kb is short, it means your homepage is too big.

If the load time/Kb is long, this could be due to a server problem, a network problem, poor code optimization (cache, Mysql queries, etc.), or a third-party issue (advertising codes, analytics codes, etc.).

Site speed is becoming an [important factor](#) for ranking high in Google™ search results

.

Resource: Check out [these other tips](#) to make your website run faster.

Resource: Monitor your server and receive SMS alerts when your website is down with any [Website Monitoring Tool](#).

Speed-up your website

Language

Low impact

Easy to solve

Declared: Missing

Detected: Missing

You have not specified the language of your website. Use the [META Language Tag](#) to specify the natural language of your website.

Tips for multilingual websites:

- Define the language of the content in each page's HTML code.
- Specify the language code in the URL as well (e.g., "mywebsite.com/fr/mycontent.html").
- Check out [these tips for building a multilingual website](#).

Declare the language used

Microformats

Medium impact

Easy to solve

We found 0 type(s) of Microformat(s)

Your website does not take advantage of [Microformats](#).

[Microformat](#) is a technical semantic markup that can be used to better structure the data submitted to search engines.

Thanks to Microformats, Google™ regularly [improves](#) its search results presentation.

Dublin Core

Low impact

Easy to solve

Missing

Your website does not take advantage of [Dublin Core](#).

[Dublin Core](#) is a set of standard metadata elements used to describe the contents of a website.

Security

Server IP

77.55.147.95

Server location: -

Your server's IP address [has no impact](#) on your SEO.

Use [Robtex](#) and [DNSstuff](#) for comprehensive reports on your domain name server.

Spam Block

Medium impact

Your IP is not Blacklisted in the Spammer Directory

If you send emails campaigns or transactional emails from your servers, you will be quickly flagged as a spammer. Use a professional email software to keep your IP clean and improve the deliverability of your emails. [MadMimi](#) is a great tool for this.

Contact Spamcop.net to clean your reputation

Safe Browsing

Medium impact

Yes

Your website is safe.

No evidence of [phishing](#) and/or [malware](#) has been detected.

Are you a spammer?

Domain Availability

Low impact

Domains (TLD)	Status	Expiration
zdrowewidzenie.com	Domain Not Available	0 years 11 Month 26 Days
zdrowewidzenie.net	Domain Available	Available. Book it now!
zdrowewidzenie.org	Domain Available	Available. Book it now!
zdrowewidzenie.info	Domain Available	Available. Book it now!
zdrowewidzenie.biz	Domain Available	Available. Book it now!
zdrowewidzenie.eu	Domain Available	Available. Book it now!

[Register](#) the various extensions of your domain to protect your brand from Cyber-squatters.

Email Privacy

Good: no email address has been found in plain text.

Malicious bots scrap the web in search of email addresses to spam. Plain text email addresses are more likely to be spammed.

Hide the eMail addresses to avoid beeing spammed.

Directory Browsing

Low impact

Easy to solve

Yes

Warning! Your server allows visitors to browse your directory by accessing it directly even when there is no index.html file. Disabling directory browsing is recommended to ensure the security of your website.

Server Signature

Low impact

No

Good: your server signature is off, which is excellent from a security standpoint.

Technologies

Google™ Analytics

Low impact

Yes

Web Analytics let you measure visitors activity on your website. You should have at least one Analytic tool installed. It is always good to install one extra tool to have a confirmation of the results.

Analytics Tools: [Google™ Analytics](#), [Quantcast™](#), [SiteCatalyst™](#), [Piwik™](#), [chartbeat™](#), [Clicky™](#), [ClickTale™](#), etc.

Technologies

Apache Web server

Google Analytics Analytics

Joomla CMS

jQuery JavaScript framework

MooTools JavaScript framework

[Take a plan for competitor analysis](#)

Get to know the technologies used for your website. Some codes might slow down your website? Ask your webmaster to have a look at it.

W3C Validity

Low impact

Hard to solve

invalid: 2 Errors, 1 warning(s)

Use valid markup that contains no errors. Syntax errors can make your page difficult for search engines to index.

To fix the detected errors, run the [W3C validation service](#).

[W3C](#) is a consortium that sets the web standards.

Fix the errors in the code syntax

Doctype

XHTML 1.0 Transitional

Declaring a [doctype](#) helps web browsers to render content correctly.

Encoding

Low impact

UTF-8

Language/character encoding is specified, which is great.

Specifying language/character encoding can prevent problems with the rendering of [special characters](#).

Speed Tips

Medium impact

Hard to solve

Watch out: your website's speed could be slightly improved.

Too bad: your server is not using a caching method.

Perfect: your website doesn't use nested tables.

Too bad: your website is using inline styles.

Too bad: your website has too many CSS files (more than 4).

Too bad: your website has too many JavaScript files (more than 7).

Perfect: your website takes advantage of gZip.