



# Website Analysis: kazan.land

Generated on May 17 2025 20:48 PM

The score is 46/100







## SEO Content

	Title	Туроператор «Казанские экскурсии» — Казань Ленд - Казань Ленд Length : 61 Perfect, your title contains between 10 and 70 characters.					
	Description	Length : 0 Very bad. We haven't found meta description on your page. Use <a href="#">this free online meta tags generator</a> to create description.					
	Keywords	Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.					
	Og Meta Properties	This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use <a href="#">this free og properties generator</a> to create them.					
	Headings	H1 0	H2 3	H3 0	H4 1	H5 0	H6 0
		<ul style="list-style-type: none"><li>• [H2] Казаньэкскурсионный центр</li><li>• [H2] Туристическая компания «Казанские экскурсии»</li><li>• [H2] Выберите направление экскурсии</li><li>• [H4] Казань красивейший город России, и не только</li></ul>					
	Images	We found 16 images on this web page. 13 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 : 54% Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.					
	Flash	Perfect, no Flash content has been detected on this page.					

## SEO Content

	Iframe	Great, there are no Iframes detected on this page.
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## SEO Links

	URL Rewrite	Bad. Your links have query string.
	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 25 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100%


## In-page links

Anchor	Type	Juice
<a href="#">Экскурсии</a>	Internal	Passing Juice
<a href="#">Куда сходить в Казани?</a>	Internal	Passing Juice
<a href="#">Отзывы</a>	Internal	Passing Juice
<a href="#">Контакты</a>	Internal	Passing Juice
<a href="#">Экскурсия по ночной Казани + колесо обозрения</a>	Internal	Passing Juice
<a href="#">Прогулка на теплоходе по Волге</a>	Internal	Passing Juice
<a href="#">Экскурсия в Свияжск на теплоходе</a>	Internal	Passing Juice
<a href="#">Свияжск на теплоходе и автобусе</a>	Internal	Passing Juice
<a href="#">Обзорная автобусная экскурсия по Казани</a>	Internal	Passing Juice
<a href="#">Экскурсия в Свияжск и Храм Всех Религий из Казани</a>	Internal	Passing Juice
<a href="#">Экскурсия из Казани на остров-град в Свияжск, Раифский монастырь и Храм Всех Религий</a>	Internal	Passing Juice

In-page links

<a href="#">Экскурсия «Огни Казани» по ночной Казани – яркие места ночного города</a>	Internal	Passing Juice
<a href="#">Экскурсия в Болгар (Северная Мекка) из Казани</a>	Internal	Passing Juice
<a href="#">Экскурсия в Елабугу из Казани: достопримечательности и посещение музеев</a>	Internal	Passing Juice
<a href="#">Экскурсия в Йошкар-Олу из Казани с обзорной прогулкой по городу</a>	Internal	Passing Juice
<a href="#">Обзорная экскурсия по Казани и Казанскому Кремлю</a>	Internal	Passing Juice
<a href="#">О компании</a>	Internal	Passing Juice
<a href="#">1</a>	Internal	Passing Juice
<a href="#">2</a>	Internal	Passing Juice
<a href="#">3</a>	Internal	Passing Juice
<a href="#">4</a>	Internal	Passing Juice
<a href="#">Запись на экскурсию</a>	Internal	Passing Juice
<a href="#">=</a>	Internal	Passing Juice
<a href="#">Отзывы</a>	Internal	Passing Juice
<a href="#">=</a>	Internal	Passing Juice

SEO Keywords



Keywords Cloud

длит **казани** stylevertical-align  
**экскурсии** город **ЭКСКУРСИЯ** все часов  
ежедневно казань

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
казани	25	✖	✖	✖	✖
экскурсии	19	✔	✖	✖	✔
экскурсия	11	✖	✖	✖	✖
казань	9	✔	✖	✖	✔

## Keywords Consistency

длит

9



## Usability





	Url	Domain : kazan.land Length : 10
	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 : 5 Warnings : 1
	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	<div> Excellent, your website doesn't use nested tables.</div> <div> Too bad, your website is using inline styles.</div> <div> Too bad, your website has too many CSS files (more than 4).</div> <div> Too bad, your website has too many JS files (more than 6).</div> <div> Too bad, your website does not take advantage of gzip.</div>

## Document

### Mobile

	Mobile Optimization	 Apple Icon
		 Meta Viewport Tag
		 Flash content

### Optimization

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <div><a href="http://kazan.land/sitemap.xml">http://kazan.land/sitemap.xml</a></div>
	Robots.txt	<p><a href="http://kazan.land/robots.txt">http://kazan.land/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>