

網通行銷研究：數位行銷、SEO、社群行銷的全方位掌握

建議：網站內容應該具備易讀性，並包含關鍵字。文章內容應具體，並能吸引訪客閱讀。文字應避免過長，以免影響閱讀體驗。建議使用短句，並在段落之間留白。

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Posts

Evaluation du site digimarketing 2.s3-website.us- east-2.amazonaws.com

Généré le 26 Juillet 2024 21:15

Le score est de 58/100



Optimisation du contenu

	Titre	<p>标题: SEO pour débutants Optimisez votre contenu pour les moteurs de recherche</p> <p>Longueur : 157</p> <p>Idéalement, votre titre devrait contenir entre 10 et 70 caractères (espaces compris). Utilisez cet outil gratuit pour calculer la longueur du texte.</p>												
	Description	<p>描述: SEO pour débutants Optimisez votre contenu pour les moteurs de recherche</p> <p>Longueur : 126</p> <p>Génial, votre balise META description contient entre 70 et 160 caractères.</p>												
	Mots-clefs	<p>Très mauvais. Nous n'avons pas trouvé de balise META keywords sur votre page. Utilisez ce générateur gratuit de balises META en ligne pour créer des mots-clés.</p>												
	Propriétés Open Graph	<p>Bien, cette page profite des balises META Open Graph.</p> <table border="1"> <thead> <tr> <th>Propriété</th><th>Contenu</th></tr> </thead> <tbody> <tr> <td>title</td><td>标题: SEO pour débutants</td></tr> <tr> <td>locale</td><td>en_US</td></tr> <tr> <td>description</td><td>描述: SEO pour débutants Optimisez votre contenu pour les moteurs de recherche</td></tr> <tr> <td>url</td><td>http://localhost:4000/</td></tr> <tr> <td>site_name</td><td>标题: SEO pour débutants</td></tr> </tbody> </table>	Propriété	Contenu	title	标题: SEO pour débutants	locale	en_US	description	描述: SEO pour débutants Optimisez votre contenu pour les moteurs de recherche	url	http://localhost:4000/	site_name	标题: SEO pour débutants
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title	标题: SEO pour débutants													
locale	en_US													
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url	http://localhost:4000/													
site_name	标题: SEO pour débutants													

Optimisation du contenu

		type	website					
	Niveaux de titre	H1 0	H2 2	H3 581	H4 0	H5 0	H6 0	
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Optimisation du contenu

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Optimisation du contenu

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	Images	Nous avons trouvé 0 image(s) sur cette page Web. Bien, la plupart ou la totalité de vos images possèdent un attribut alt
	Ratio texte/HTML	Ratio : 45% Idéal! le ratio de cette page texte/HTML est entre 25 et 70 pour cent.
	Flash	Parfait, aucun contenu FLASH n'a été détecté sur cette page.
	Iframe	Génial, il n'y a pas d'Iframes détectés sur cette page.

Liens

	Réécriture d'URLs	Bien. Vos liens sont optimisés!
	Tiret bas dans les URLs	Parfait! Aucuns soulignements détectés dans vos URLs.

Liens

	Liens dans la page	Nous avons trouvé un total de 584 lien(s) dont 0 lien(s) vers des fichiers
	Statistics	<p>Liens externes : noFollow 0%</p> <p>Liens externes : Passing Juice 0%</p> <p>Liens internes 100%</p>

Liens dans la page

Texte d'ancre	Type	Juice
SEO	Interne	Passing Juice
About	Interne	Passing Juice
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Digimarketing2 (98)	Interne	Passing Juice
Digimarketing2 (97)	Interne	Passing Juice
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Digimarketing2 (36)	Interne	Passing Juice
Digimarketing2 (359)	Interne	Passing Juice
Digimarketing2 (358)	Interne	Passing Juice
Digimarketing2 (357)	Interne	Passing Juice
Digimarketing2 (356)	Interne	Passing Juice

Liens dans la page

Digimarketing2 (355)	Interne	Passing Juice
Digimarketing2 (354)	Interne	Passing Juice
Digimarketing2 (353)	Interne	Passing Juice
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Digimarketing2 (332)	Interne	Passing Juice
Digimarketing2 (331)	Interne	Passing Juice
Digimarketing2 (330)	Interne	Passing Juice

Liens dans la page

Digimarketing2 (33)	Interne	Passing Juice
Digimarketing2 (329)	Interne	Passing Juice
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Digimarketing2 (327)	Interne	Passing Juice
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Liens dans la page

Digimarketing2 (304)	Interne	Passing Juice
Digimarketing2 (303)	Interne	Passing Juice
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Digimarketing2 (301)	Interne	Passing Juice
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Digimarketing2 (30)	Interne	Passing Juice
Digimarketing2 (3)	Interne	Passing Juice
Digimarketing2 (299)	Interne	Passing Juice
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Digimarketing2 (280)	Interne	Passing Juice

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Digimarketing2 (28)	Interne	Passing Juice
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Digimarketing2 (254)	Interne	Passing Juice
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Digimarketing2 (229)	Interne	Passing Juice
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Digimarketing2 (153)	Interne	Passing Juice
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Liens dans la page

Digimarketing2 (128)	Interne	Passing Juice
Digimarketing2 (127)	Interne	Passing Juice
Digimarketing2 (126)	Interne	Passing Juice
Digimarketing2 (125)	Interne	Passing Juice
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Digimarketing2 (12)	Interne	Passing Juice
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Digimarketing2 (109)	Interne	Passing Juice
Digimarketing2 (108)	Interne	Passing Juice
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Digimarketing2 (103)	Interne	Passing Juice

Liens dans la page

Digimarketing2 (102)	Interne	Passing Juice
Digimarketing2 (101)	Interne	Passing Juice
Digimarketing2 (100)	Interne	Passing Juice
Digimarketing2 (10)	Interne	Passing Juice
Digimarketing2 (1)	Interne	Passing Juice
via RSS	Interne	Passing Juice

Mots-clefs

Nuage de mots-clefs	
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Cohérence des mots-clefs

Mot-clef	Contenu	Titre	Mots-clefs	Description	Niveaux de titre
digimarketing2	581	✗	✗	✗	✓
seo	3	✗	✗	✗	✗
rss	1	✗	✗	✗	✗
via	1	✗	✗	✗	✗

Ergonomie

	Url	Domaine : digimarketing2.s3-website.us-east-2.amazonaws.com Longueur : 49
	Favicon	Très mauvais. Nous n'avons pas trouvé d'icônes de raccourci. Les icônes sont l'un des moyens faciles d'attirer des visiteurs réguliers plus souvent sur votre site.

Ergonomie

	Imprimabilité	Aucun style CSS pour optimiser l'impression n'a pu être trouvé.
	Langue	Bien. Votre langue est : en.
	Dublin Core	Cette page ne profite pas des métadonnées Dublin Core.

Document

	Doctype	HTML 5
	Encodage	Parfait. Votre charset est UTF-8.
	Validité W3C	Erreurs : 2 Avertissements : 1
	E-mail confidentialité	Génial, aucune adresse e-mail n'a été trouvé sous forme de texte!
	HTML obsolètes	Génial! Nous n'avons pas trouvé de balises HTML obsolètes dans votre code.
	Astuces vitesse	<ul style="list-style-type: none">✓ Excellent, votre site n'utilise pas de tableaux imbriqués.✓ Parfait. Aucun style css inline n'a été trouvé dans vos tags HTML!✓ Génial, votre site web contient peu de fichiers CSS.✓ Parfait, votre site web contient peu de fichiers javascript.✗ Dommage, votre site n'est pas optimisé avec gzip.

Mobile

	Optimisation mobile	<ul style="list-style-type: none">✗ Icône Apple✓ Méta tags viewport✓ Contenu FLASH
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Mobile

Optimisation

	Sitemap XML	<p>Manquant</p> <p>Votre site web ne dispose pas d'une sitemap XML, ce qui peut poser problème.</p> <p>La sitemap recense les URLs que les moteurs de recherche peuvent indexer, tout en proposant d'éventuelles informations supplémentaires (comme la date de dernière mise à jour, la fréquence des changements, ainsi que leur niveau d'importance). Ceci permet aux moteurs de recherche de parcourir le site de façon plus efficace.</p>
	Robots.txt	<p>http://digimarketing2.s3-website.us-east-2.amazonaws.com/robots.txt</p> <p>Votre site dispose d'un fichier robots.txt, ce qui est optimal.</p>
	Mesures d'audience	<p>Manquant</p> <p>Nous n'avons trouvé aucun outil d'analytics sur ce site.</p> <p>Un outil de mesure d'audience vous permet d'analyser l'activité des visiteurs sur votre site. Vous devriez installer au moins un outil Analytics. Il est souvent utile d'en rajouter un second, afin de confirmer les résultats du premier.</p>