







Evaluation du site shopify.com

Généré le 16 Décembre 2024 15:07



Le score est de 48/100





Optimisation du contenu

	<p>Titre</p>	<p>Shopify</p> <p>Longueur : 7</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>												
	<p>Description</p>	<p>Try Shopify free and start a business or grow an existing one. Get more than ecommerce software with tools to manage every part of your business.</p> <p>Longueur : 145</p> <p>Génial, votre balise META description contient entre 70 et 160 caractères.</p>												
	<p>Mots-clefs</p>	<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>												
	<p>Propriétés Open Graph</p>	<p>Bien, cette page profite des balises META Open Graph.</p> <table border="1" data-bbox="544 1451 1481 2078"> <thead> <tr> <th>Propriété</th> <th>Contenu</th> </tr> </thead> <tbody> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>site_name</td> <td>Shopify</td> </tr> <tr> <td>title</td> <td>Shopify</td> </tr> <tr> <td>description</td> <td>Try Shopify free and start a business or grow an existing one. Get more than ecommerce software with tools to manage every part of your business.</td> </tr> <tr> <td>image</td> <td>https://cdn.shopify.com/b/shopify-brochure2-assets/ad99387e77223a56caca1c7b18e31970.png</td> </tr> </tbody> </table>	Propriété	Contenu	type	website	site_name	Shopify	title	Shopify	description	Try Shopify free and start a business or grow an existing one. Get more than ecommerce software with tools to manage every part of your business.	image	https://cdn.shopify.com/b/shopify-brochure2-assets/ad99387e77223a56caca1c7b18e31970.png
Propriété	Contenu													
type	website													
site_name	Shopify													
title	Shopify													
description	Try Shopify free and start a business or grow an existing one. Get more than ecommerce software with tools to manage every part of your business.													
image	https://cdn.shopify.com/b/shopify-brochure2-assets/ad99387e77223a56caca1c7b18e31970.png													





Optimisation du contenu

		url	https://www.shopify.com/				
	Niveaux de titre	H1 1	H2 10	H3 12	H4 13	H5 0	H6 0
		<ul style="list-style-type: none">• [H1] Be the nextbig thing• [H2] store they line up for• [H2] The one commerce platform behind it all• [H2] There's no better place for you to build• [H2] Start selling in no time• [H2] Shopify• [H2] Support• [H2] Developers• [H2] Products• [H2] Global Impact• [H2] Solutions• [H3] For everyone from entrepreneurs to enterprise• [H3] Sell here, there, and everywhere• [H3] Find your forever customers• [H3] Grow around the world• [H3] Take care of business• [H3] Apps for anything else• [H3] By developers, for developers• [H3] The world's best-converting checkout• [H3] Rock steady and blazing fast• [H3] Shopify keeps you at the cutting edge• [H3] Shopify has your back• [H3] Country/region• [H4] Get started fast• [H4] Grow as big as you want• [H4] Raise the bar• [H4] In-person point of sale• [H4] Publish across channels• [H4] Powered by the world's best checkout• [H4] Reach the right customers for less• [H4] Unlock new growth with B2B• [H4] Sell and ship everywhere• [H4] Manage everything in one place• [H4] Run your store from anywhere• [H4] AI designed for commerce• [H4] Nonstop innovation					
	Images	Nous avons trouvé 63 image(s) sur cette page Web. 34 attribut(s) alt sont vides ou manquants. Ajouter un texte alternatif permet aux moteurs de recherche de mieux comprendre le contenu de vos images.					
	Ratio texte/HTML	Ratio : 0% le ratio de cette page texte/HTML est au-dessous de 15 pour cent, ce qui signifie que votre site manque de contenu textuel.					
	Flash	Parfait, aucun contenu FLASH n'a été détecté sur cette page.					

Optimisation du contenu

		
	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	Nous avons détectés des soulignements dans vos URLs. Vous devriez plutôt utiliser des tirets pour optimiser votre référencement.
	Liens dans la page	Nous avons trouvé un total de 92 lien(s) dont 0 lien(s) vers des fichiers
	Statistics	Liens externes : noFollow 0% Liens externes : Passing Juice 9.78% Liens internes 90.22%

Liens dans la page

Texte d'ancre	Type	Juice
Skip to Content	Interne	Passing Juice
Pricing	Interne	Passing Juice
Enterprise	Interne	Passing Juice
Log in	Interne	Passing Juice
Start free trial	Interne	Passing Juice
Get a stunning store	Interne	Passing Juice
Shopify POS	Interne	Passing Juice
multichannel integration	Interne	Passing Juice
Shopify Checkout	Interne	Passing Juice

Liens dans la page

Shopify Audiences	Interne	Passing Juice
integrated marketing tools	Interne	Passing Juice
insightful analytics	Interne	Passing Juice
custom experiences for wholesale buyers	Interne	Passing Juice
Shopify Shipping	Interne	Passing Juice
Shopify Markets	Interne	Passing Juice
Shopify Admin	Interne	Passing Juice
Shopify mobile app	Interne	Passing Juice
Shopify App Store	Interne	Passing Juice
APIs, primitives, and tools	Externe	Passing Juice
partners	Interne	Passing Juice
Shopify Magic	Interne	Passing Juice
new features and upgrades	Interne	Passing Juice
Hell Babes	Externe	Passing Juice
Shopify Capital	Interne	Passing Juice
About	Interne	Passing Juice
Careers	Interne	Passing Juice
Investors	Externe	Passing Juice
Press and Media	Interne	Passing Juice
Affiliates	Interne	Passing Juice
Legal	Interne	Passing Juice
Service Status	Externe	Passing Juice
Merchant Support	Interne	Passing Juice
Help Center	Interne	Passing Juice
Hire a Partner	Interne	Passing Juice
Shopify Academy	Interne	Passing Juice
Shopify Community	Interne	Passing Juice
API Documentation	Externe	Passing Juice


Liens dans la page

Dev Degree	Externe	Passing Juice
Shop	Externe	Passing Juice
Shop Pay	Interne	Passing Juice
Shopify Plus	Interne	Passing Juice
Shopify Fulfillment Network	Interne	Passing Juice
Linkpop	Externe	Passing Juice
Sustainability	Interne	Passing Juice
Social Impact	Interne	Passing Juice
Build Black	Interne	Passing Juice
Build Native	Externe	Passing Juice
Research	Interne	Passing Juice
Website Builder	Interne	Passing Juice
Ecommerce Website	Interne	Passing Juice
Australia	Interne	Passing Juice
Belgium	Interne	Passing Juice
Brasil	Interne	Passing Juice
Canada (English)	Interne	Passing Juice
Canada (Français)	Interne	Passing Juice
Česká republika	Interne	Passing Juice
Colombia	Interne	Passing Juice
Danmark	Interne	Passing Juice
Deutschland	Interne	Passing Juice
España	Interne	Passing Juice
Español (Intl.)	Interne	Passing Juice
France	Interne	Passing Juice
Hong Kong SAR	Interne	Passing Juice
India	Interne	Passing Juice
Indonesia	Interne	Passing Juice

Liens dans la page

Ireland	Interne	Passing Juice
Italia	Interne	Passing Juice
Malaysia	Interne	Passing Juice
México	Interne	Passing Juice
Nederland	Interne	Passing Juice
New Zealand	Interne	Passing Juice
Nigeria	Interne	Passing Juice
Norge	Interne	Passing Juice
Norway (English)	Interne	Passing Juice
Philippines	Interne	Passing Juice
Polska	Interne	Passing Juice
Portugal	Interne	Passing Juice
Singapore	Interne	Passing Juice
South Africa	Interne	Passing Juice
Suomi	Interne	Passing Juice
Sverige	Interne	Passing Juice
Türkiye	Interne	Passing Juice
United Kingdom	Interne	Passing Juice
🇧🇪	Interne	Passing Juice
🇧🇪🇧🇪	Interne	Passing Juice
🇧🇪	Interne	Passing Juice
🇧🇪	Interne	Passing Juice
🇧🇪🇧🇪	Interne	Passing Juice
Terms of Service	Interne	Passing Juice
Privacy Policy	Interne	Passing Juice
Sitemap	Interne	Passing Juice
Privacy Choices	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
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Ergonomie

	Url	Domaine : shopify.com Longueur : 11
	Favicon	Génial, votre site web dispose d'un favicon.
	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 : 89 Avertissements : 7
	E-mail confidentialité	Attention! Au moins une adresse e-mail a été trouvée en texte clair. Utilisez une protection anti-spam gratuite pour cacher vos e-mails aux spammers.
	HTML obsolètes	Génial! Nous n'avons pas trouvé de balises HTML obsolètes dans votre code.

Document



Astuces vitesse

- ✓ Excellent, votre site n'utilise pas de tableaux imbriqués.
- ✗ Mauvais, votre site web utilise des styles css inline.
- ✓ Génial, votre site web contient peu de fichiers CSS.
- ✓ Parfait, votre site web contient peu de fichiers javascript.
- ✓ Parfait : votre site tire parti de gzip.

Mobile



Optimisation mobile

- ✓ Icône Apple
- ✓ Méta tags viewport
- ✓ Contenu FLASH

Optimisation



Sitemap XML

Votre site web dispose d'une sitemap XML, ce qui est optimal.

```
https://www.shopify.com/enterprise/sitemap.xml
https://www.shopify.com/pos/store/sitemap.xml
https://www.shopify.com/sitemap.xml
https://www.shopify.com/sitemap/case-studies.xml
https://www.shopify.com/sitemap_blog.xml
https://www.shopify.com/sitemap_blog_retail.xml
https://www.shopify.com/sitemaps_list.xml
https://www.shopify.com/stock-photos/sitemap/authors.xml
https://www.shopify.com/stock-photos/sitemap/business_ideas.xml
https://www.shopify.com/stock-photos/sitemap/categories.xml
https://www.shopify.com/stock-photos/sitemap/main_pages.xml
https://www.shopify.com/stock-photos/sitemap/pages.xml
https://www.shopify.com/stock-photos/sitemap/photos.xml
https://www.shopify.com/tools/sitemap.xml
https://www.shopify.com/fi/sitemap.xml
```


Optimisation

https://www.shopify.com/fi/sitemap_blog.xml

<https://www.shopify.com/ca/enterprise/sitemap.xml>

<https://www.shopify.com/ca/pos/store/sitemap.xml>

<https://www.shopify.com/ca/sitemap.xml>

<https://www.shopify.com/ca/sitemap/case-studies.xml>

https://www.shopify.com/ca/sitemap_blog.xml

https://www.shopify.com/ca/sitemap_blog_retail.xml

<https://www.shopify.com/ca/tools/sitemap.xml>

<https://www.shopify.com/uk/enterprise/sitemap.xml>

<https://www.shopify.com/uk/pos/store/sitemap.xml>

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https://www.shopify.com/uk/sitemap_blog.xml

https://www.shopify.com/uk/sitemap_blog_retail.xml

<https://www.shopify.com/uk/tools/sitemap.xml>

<https://www.shopify.com/in/enterprise/sitemap.xml>

<https://www.shopify.com/in/sitemap.xml>

<https://www.shopify.com/in/sitemap/case-studies.xml>

https://www.shopify.com/in/sitemap_blog.xml

https://www.shopify.com/in/sitemap_blog_retail.xml

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Optimisation

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Optimisation

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Optimisation

		https://www.shopify.com/no/sitemap_blog.xml
	Robots.txt	http://shopify.com/robots.txt Votre site dispose d'un fichier robots.txt, ce qui est optimal.
	Mesures d'audience	Manquant Nous n'avons trouvé aucun outil d'analytics sur ce site. 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.