Website review google.it

The score is 35/100

SEO Content

⚠️	Title	Google **Length : 6** Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.
❌	Description	**Length : 0** Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description.
❌	Keywords	Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator 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 this free og properties generator to create them.
⚪	Headings	**H1** 0 **H2** 0 **H3** 0 **H4** 0 **H5** 0 **H6** 0
❌	Images	We found 11 images on this web page. 10 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 : **0%** This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.
✅	Flash	Perfect, no Flash content has been detected on this page.

SEO Content

✅	Iframe	Great, there are no Iframes detected on this page.

SEO Links

❌	URL Rewrite	Bad. Your links have query string.
❌	Underscores in the URLs	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
✅	In-page links	We found a total of 15 links including 0 link(s) to files
⊙	Statistics	External Links : noFollow 0% External Links : Passing Juice 46.67% Internal Links 53.33%

In-page links

Anchor	Type	Juice
About	External	Passing Juice
Store	External	Passing Juice
Gmail	External	Passing Juice
Images	Internal	Passing Juice
Italiano	Internal	Passing Juice
Advertising	Internal	Passing Juice
Business	Internal	Passing Juice
How Search works	External	Passing Juice
Privacy	External	Passing Juice
Terms	External	Passing Juice
Search settings	Internal	Passing Juice

In-page links

Advanced search	Internal	Passing Juice
Your data in Search	Internal	Passing Juice
Search history	Internal	Passing Juice
Search help	External	Passing Juice

SEO Keywords

Keywords Cloud	dark help settings theme search google send delete climate feedback

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
search	6	✖	✖	✖	✖
google	3	✔	✖	✖	✖
delete	2	✖	✖	✖	✖
settings	2	✖	✖	✖	✖
theme	1	✖	✖	✖	✖

Usability

	Url	Domain : google.it Length : 9
✔	Favicon	Great, your website has a favicon.
✖	Printability	We could not find a Print-Friendly CSS.
✔	Language	Good. Your declared language is en.
✖	Dublin Core	This page does not take advantage of Dublin Core.

Usability

Document

	Doctype	HTML 5
✓	Encoding	Perfect. Your declared charset is UTF-8.
✗	W3C Validity	Errors : 21 Warnings : 1
✓	Email Privacy	Great no email address has been found in plain text!

	Deprecated HTML		
✗		**Deprecated tags**	**Occurrences**
		<center>	2
		Deprecated HTML tags are HTML tags that are no longer used. It is recommended that you remove or replace these HTML tags because they are now obsolete.	

	Speed Tips	✓ Excellent, your website doesn't use nested tables.
		✗ Too bad, your website is using inline styles.
		✓ Great, your website has few CSS files.
		✓ Perfect, your website has few JavaScript files.
		✓ Perfect, your website takes advantage of gzip.

Mobile

	Mobile Optimization	✗ Apple Icon
		✗ Meta Viewport Tag
		✓ Flash content

Optimization

	XML Sitemap	Great, your website has an XML sitemap.

Optimization

✓		https://www.google.com/sitemap.xml
✓	Robots.txt	http://google.it/robots.txt Great, your website has a robots.txt file.
✗	Analytics	Missing We didn't detect an analytics tool installed on this website. 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.