Website review
gumrussia.com

Generated on March 25 2025 22:56 PM

The score is 40/100

SEO Content

⚠️	Title	GUM - The Home Department Store of the Country. The official site of the trading house GUM in Moscow **Length : 100** Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.
⚠️	Description	GUM- the official website of the home department store of the country. Over 100 of the world-famous brands in GUM. The main department store is open daily from 10:00 to 22:00 **Length : 174** Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.
❌	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 68 images on this web page. 67 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 : **4%** 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	Good. Your links looks friendly!
✅	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 8% External Links : Passing Juice 8% Internal Links 84%

In-page links

Anchor	Type	Juice
Latest News	Internal	Passing Juice
Timeline	Internal	Passing Juice
Stores	Internal	Passing Juice
Gastronome No 1	Internal	Passing Juice
Restaurants & Cafes	Internal	Passing Juice
GUM-Cinema	Internal	Passing Juice
Demonstration Hall	Internal	Passing Juice
Loyalty System	Internal	Passing Juice
Parking for customers	Internal	Passing Juice

In-page links

Contacts	Internal	Passing Juice
Русский	External	Passing Juice
условиями соглашения	External	Passing Juice
-	Internal	Passing Juice
Go shopping	Internal	Passing Juice
Bosco Cafe	Internal	Passing Juice
BARBOSCO	Internal	Passing Juice
COFFEEMANIA	Internal	Passing Juice
STOLOVAJA No. 57	Internal	Passing Juice
FESTIVALJNOE CAFÉ	Internal	Passing Juice
Café Pushkin	Internal	Passing Juice
Children's GUM	Internal	Passing Juice
Learn more about cards	Internal	Passing Juice
-	External	noFollow
-	External	noFollow
For the press	Internal	Passing Juice

SEO Keywords

Keywords Cloud	daily from timeline email collection infogumru gum moscow new cinema

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
gum	11	✔	✖	✔	✖
new	5	✖	✖	✖	✖
collection	4	✖	✖	✖	✖

Keywords Consistency

cinema	3	✖	✖	✖	✖
infogumru	3	✖	✖	✖	✖

Usability

	Url	Domain : gumrussia.com Length : 13
✔	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.

Document

	Doctype	HTML 5
✖	Encoding	You have not specified the document's charset. Use this free meta tags generator to declare document's charset.
✖	W3C Validity	Errors : 9 Warnings : 2
✖	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.
✔	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	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.

Document

✖ Too bad, your website has too many JS files (more than 6).

✔ Perfect, your website takes advantage of gzip.

Mobile

	Mobile Optimization	✖	Apple Icon
		✔	Meta Viewport Tag
		✔	Flash content

Optimization

	XML Sitemap	Missing Your website does not have an XML sitemap - this can be problematic. A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.
	Robots.txt	http://gumrussia.com/robots.txt Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool. Google Analytics