



Website review norama.it

Generated on March 22 2025 19:06 PM

The score is 50/100



SEO Content

	Title	Norama Tour Operator Length : 20 Perfect, your title contains between 10 and 70 characters.																					
	Description	Il sito Internet del Tour Operator Norama - Viaggi, Vacanze, Turismo, Nord Europa, Artico, Svalbard, Islanda, Groenlandia, Canada, Alaska Length : 137 Great, your meta description contains between 70 and 160 characters.																					
	Keywords	viaggi, vacanze, turismo, nord europa, finlandia, svezia, norvegia, scandinavia, lapponia, artico, crociere artiche, svalbard, islanda, groenlandia, canada, alaska Good, your page contains meta keywords.																					
	Og Meta Properties	Good, your page take advantage of Og Properties. <table><tr><th>Property</th><th>Content</th></tr><tr><td>locale</td><td>it_IT</td></tr><tr><td>type</td><td>article</td></tr><tr><td>title</td><td>Norama Tour Operator</td></tr><tr><td>description</td><td>Il sito Internet del Tour Operator Norama - Viaggi, Vacanze, Turismo, Nord Europa, Artico, Svalbard, Islanda, Groenlandia, Canada, Alaska</td></tr><tr><td>url</td><td>https://www.norama.it/</td></tr><tr><td>image</td><td>https://www.norama.it/logo-norama-3.png</td></tr><tr><td>site_name</td><td>Norama</td></tr></table>						Property	Content	locale	it_IT	type	article	title	Norama Tour Operator	description	Il sito Internet del Tour Operator Norama - Viaggi, Vacanze, Turismo, Nord Europa, Artico, Svalbard, Islanda, Groenlandia, Canada, Alaska	url	https://www.norama.it/	image	https://www.norama.it/logo-norama-3.png	site_name	Norama
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site_name	Norama																						
	Headings	H1 2	H2 8	H3 2	H4 0	H5 0	H6 0																

SEO Content

		• [H1] TOUR ESCLUSIVO LAPPONIA & LOFOTEN • [H1] CHARMING LAPLAND - LAPPONIA ESCLUSIVA IN LODGE • [H2] Partenza speciale 26 febbraio '25 _ con accompagnatore in italiano • [H2] Novità • [H2] Safari in piccoli gruppi _ Partenza speciale 01 marzo • [H2] Tour con Accompagnatore • [H2] Festività Inverno 2024/25 • [H2] Rovaniemi Inverno 2024/25 • [H2] INVERNO E AURORA BOREALE • [H2] Seguici su • [H3] Norama Tour Operator Luxe & Adventure Travels • [H3] Informativa cookies
	Images	We found 53 images on this web page. Good, most or all of your images have alt attributes.
	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.
	Iframe	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

SEO Links

	URL Rewrite	Good. Your links looks friendly!
	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 50 links including 0 link(s) to files
	Statistics	External Links : noFollow 2% External Links : Passing Juice 0% Internal Links 98%

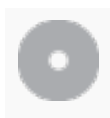
In-page links

Anchor	Type	Juice
NORAMA Tour Operator	Internal	Passing Juice
ROVANIEMI	Internal	Passing Juice
SVALBARD	Internal	Passing Juice
ISLANDA	Internal	Passing Juice
NORVEGIA	Internal	Passing Juice
FINLANDIA	Internal	Passing Juice
LAPPONIA E CAPO NORD	Internal	Passing Juice
GROENLANDIA	Internal	Passing Juice
ALASKA	Internal	Passing Juice
CANADA	Internal	Passing Juice
PAESI BALTICI	Internal	Passing Juice
SVEZIA & DANIMARCA	Internal	Passing Juice
AURORA BOREALE e TOUR INVERNALI	Internal	Passing Juice
FESTIVITÀ INVERNO & PRIMAVERA	Internal	Passing Juice
I GRANDI TREKKING	Internal	Passing Juice
SPEDIZIONI ESTREME	Internal	Passing Juice
CROCIERE POLARI	Internal	Passing Juice
TOUR CON ACCOMPAGNATORE	Internal	Passing Juice
FLY and DRIVE	Internal	Passing Juice
WELLNESS & GOURMET	Internal	Passing Juice
NOLEGGIO CAMPER	Internal	Passing Juice
INFORMAZIONI GENERALI	Internal	Passing Juice
INFORMAZIONI UTILI	Internal	Passing Juice
CONDIZIONI DI VENDITA	Internal	Passing Juice
CONSIGLI E PRENOTAZIONI	Internal	Passing Juice
CONTATTACI	Internal	Passing Juice
RISERVATO ADV	Internal	Passing Juice

In-page links

NEWSLETTER	Internal	Passing Juice
INFORMATIVA PRIVACY	Internal	Passing Juice
COOKIE POLICY	Internal	Passing Juice
COOKIE SETTINGS	Internal	Passing Juice
Vai alle proposte...	Internal	Passing Juice
Tourism Management Master in International Management	External	noFollow
CHI SIAMO	Internal	Passing Juice
MICE & INCENTIVE	Internal	Passing Juice
GRUPPI PRECOSTITUITI	Internal	Passing Juice
TURISMO RESPONSABILE	Internal	Passing Juice
PARTNERS	Internal	Passing Juice
RASSEGNA STAMPA	Internal	Passing Juice
COME SONO I FINLANDESI?	Internal	Passing Juice
L'INVERNO E L'AURORA BOREALE	Internal	Passing Juice
RIFLESSIONI E RELAX	Internal	Passing Juice
INFORMAZIONI GENERALI	Internal	Passing Juice
INFORMAZIONI UTILI	Internal	Passing Juice
CONDIZIONI GENERALI DI VENDITA	Internal	Passing Juice
INFORMATIVA PRIVACY	Internal	Passing Juice
COOKIE POLICY	Internal	Passing Juice
INFORMATIVA PRIVACY	Internal	Passing Juice
COOKIE POLICY	Internal	Passing Juice
Top	Internal	Passing Juice

SEO Keywords



Keywords Cloud

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
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Usability

	Url	Domain : norama.it Length : 9
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	You have not specified the language. Use this free meta tags generator to declare the intended language of your website.
	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 : 52 Warnings : 1
	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.  Perfect, your website has few JavaScript files.

Document

✔ 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.

<http://www.norama.it/sitemap.xml>



Robots.txt

<http://norama.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.