



# Website review startool.ru

Generated on March 23 2025 08:31 AM

The score is 42/100



## SEO Content

|    | Title              | <p>Интернет-магазин StarTool. Все инструменты на сайте - Метабо (Metabo), Макита, Бош и др. в Москве</p> <p><b>Length : 97</b></p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>                                                                                                                                                                                              |    |    |    |    |    |    |   |   |   |   |   |   |
|------------------------------------------------------------------------------------|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|----|----|----|----|----|---|---|---|---|---|---|
|    | Description        | <p>Интернет-магазин профессиональных инструментов таких фирм как Metabo, Makita, Bosch и др. Низкие цены, специальные условия для оптовиков.</p> <p><b>Length : 137</b></p> <p>Great, your meta description contains between 70 and 160 characters.</p>                                                                                                                                                                                                                                |    |    |    |    |    |    |   |   |   |   |   |   |
|  | Keywords           | <p>интернет магазин инструментов, магазин профессиональных инструментов, Москва, StarTool, metabo, makita, bosch</p> <p>Good, your page contains meta keywords.</p>                                                                                                                                                                                                                                                                                                                    |    |    |    |    |    |    |   |   |   |   |   |   |
|  | Og Meta Properties | <p>This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use <a href="#">this free og properties generator</a> to create them.</p>                                                                                                                                                                                                                                                                                       |    |    |    |    |    |    |   |   |   |   |   |   |
|  | Headings           | <table><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr><tr><td>1</td><td>1</td><td>1</td><td>0</td><td>0</td><td>2</td></tr></table> <ul style="list-style-type: none"><li>• [H1] StarTool – интернет-магазин инструментов в Москве</li><li>• [H2] Ассортимент инструментов в магазине StarTool</li><li>• [H3] Преимущества покупки инструментов от StarTool</li><li>• [H6] СПАСИБО ЗА ТО, ЧТО ВЫ С НАМИ!</li><li>• [H6] Заказать обратный звонок</li></ul> | H1 | H2 | H3 | H4 | H5 | H6 | 1 | 1 | 1 | 0 | 0 | 2 |
| H1                                                                                 | H2                 | H3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | H4 | H5 | H6 |    |    |    |   |   |   |   |   |   |
| 1                                                                                  | 1                  | 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 0  | 0  | 2  |    |    |    |   |   |   |   |   |   |
|  | Images             | <p>We found 220 images on this web page.</p> <p>8 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>                                                                                                                                                                                                                                                                                               |    |    |    |    |    |    |   |   |   |   |   |   |
|                                                                                    | Text/HTML Ratio    | <p>Ratio : <b>0%</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                               |    |    |    |    |    |    |   |   |   |   |   |   |

## SEO Content

|                                                                                   |        |                                                                                                                            |
|-----------------------------------------------------------------------------------|--------|----------------------------------------------------------------------------------------------------------------------------|
|  |        | 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 | Great, there are no Iframes detected on this page.                                                                         |

## 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 13 links including 2 link(s) to files                                      |
|  | Statistics              | External Links : noFollow 0%<br>External Links : Passing Juice 0%<br>Internal Links 100%       |

## In-page links

| Anchor                                 | Type     | Juice         |
|----------------------------------------|----------|---------------|
| <a href="#">'+\$(this).html ()+'</a>   | Internal | Passing Juice |
| <a href="#">SALE</a>                   | Internal | Passing Juice |
| <a href="#">Блог</a>                   | Internal | Passing Juice |
| <a href="#">Корпоративным клиентам</a> | Internal | Passing Juice |
| <a href="#">Каталог</a>                | Internal | Passing Juice |
| <a href="#">Производители</a>          | Internal | Passing Juice |
| <a href="#">Оплата и доставка</a>      | Internal | Passing Juice |
| <a href="#">Правила торговли</a>       | Internal | Passing Juice |

## In-page links

|                                             |          |               |
|---------------------------------------------|----------|---------------|
| <a href="#">Контакты</a>                    | Internal | Passing Juice |
| <a href="#">Новинки</a>                     | Internal | Passing Juice |
| <a href="#">Политика конфиденциальности</a> | Internal | Passing Juice |
| <a href="#">Условия продажи (оферта)</a>    | Internal | Passing Juice |
| <a href="#">На главную</a>                  | Internal | Passing Juice |

## SEO Keywords

|                                                                                  |                |  |
|----------------------------------------------------------------------------------|----------------|--|
|  | Keywords Cloud |  |
|----------------------------------------------------------------------------------|----------------|--|

## Keywords Consistency

| Keyword | Content | Title | Keywords | Description | Headings |
|---------|---------|-------|----------|-------------|----------|
|---------|---------|-------|----------|-------------|----------|

## Usability

|                                                                                    |              |                                                   |
|------------------------------------------------------------------------------------|--------------|---------------------------------------------------|
|  | Url          | Domain : startool.ru<br>Length : 11               |
|  | Favicon      | Great, your website has a favicon.                |
|  | Printability | We could not find a Print-Friendly CSS.           |
|  | Language     | Good. Your declared language is ru.               |
|  | Dublin Core  | This page does not take advantage of Dublin Core. |

## Document

|                                                                                    |         |        |
|------------------------------------------------------------------------------------|---------|--------|
|  | Doctype | HTML 5 |
|------------------------------------------------------------------------------------|---------|--------|

## Document

|                                                                                  |                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|----------------------------------------------------------------------------------|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | Encoding        | Perfect. Your declared charset is WINDOWS-1251.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|  | W3C Validity    | Errors : 114<br>Warnings : 180                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|  | Email Privacy   | Warning! At least one email address has been found in the plain text.<br>Use <a href="#">free antispam protector</a> to hide email from spammers.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|  | Deprecated HTML | Great! We haven't found deprecated HTML tags in your HTML.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|  | Speed Tips      | <div><div></div> Excellent, your website doesn't use nested tables.</div> <div><div></div> Too bad, your website is using inline styles.</div> <div><div></div> Too bad, your website has too many CSS files (more than 4).</div> <div><div></div> Too bad, your website has too many JS files (more than 6).</div> <div><div></div> Perfect, your website takes advantage of gzip.</div> |

## Mobile

|                                                                                    |                     |                                                                                                                                                                                                                                                                                                                                                                          |
|------------------------------------------------------------------------------------|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | Mobile Optimization | <div><div></div> Apple Icon</div> <div><div></div> Meta Viewport Tag</div> <div><div></div> Flash content</div> |
|------------------------------------------------------------------------------------|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

## Optimization

|                                                                                    |             |                                                                                                                                                               |
|------------------------------------------------------------------------------------|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | XML Sitemap | Great, your website has an XML sitemap.<br><div><a href="https://www.startool.ru/sitemap.xml">https://www.startool.ru/sitemap.xml</a></div>                   |
|  | Robots.txt  | <a href="http://startool.ru/robots.txt">http://startool.ru/robots.txt</a><br>Great, your website has a robots.txt file.                                       |
|  | Analytics   | Great, your website has an analytics tool.<br><div> Google Analytics</div> |