



# Avaliação do site shopify.com

Gerado a 22 de Dezembro de 2024 07:52 AM

O resultado é de 48/100



## Conteúdo SEO

	<p>Título</p>	<p>Shopify</p> <p><b>Cumprimento : 7</b></p> <p>Idealmente, o Título deve conter entre 10 e 70 caracteres (incluindo espaços).</p>														
	<p>Descrição</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><b>Cumprimento : 145</b></p> <p>Perfeito, a Descrição META contém entre 70 e 160 caracteres.</p>														
	<p>Palavras-chave</p>	<p>Mau. Não detetámos palavras-chave META na sua página.</p>														
	<p>Propriedades Og Meta</p>	<p>Boa! Esta página tira vantagens das propriedades Og.</p> <table border="1" data-bbox="539 1335 1481 1989"> <thead> <tr> <th>Propriedade</th> <th>Conteúdo</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-asets/ad99387e77223a56caca1c7b18e31970.png</td> </tr> <tr> <td>url</td> <td>https://www.shopify.com/</td> </tr> </tbody> </table>	Propriedade	Conteúdo	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-asets/ad99387e77223a56caca1c7b18e31970.png	url	https://www.shopify.com/
Propriedade	Conteúdo															
type	website															
site_name	Shopify															
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url	https://www.shopify.com/															
	<p>Cabeçalhos</p>	<p><b>H1      H2      H3      H4      H5      H6</b></p>														

# Conteúdo SEO

1 10 12 13 0 0

- [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



Imagens

Encontrámos 64 imagens nesta página.

33 atributos ALT estão vazios ou em falta. É recomendado adicionar texto alternativo de modo a que os motores de busca identifiquem melhor o conteúdo das suas imagens.



Rácio Texto/HTML

Rácio : **0%**

O rácio de texto para código HTML desta página é menor que 15 por cento, o que significa que provavelmente é necessário de adicionar mais conteúdos em forma de texto.




Flash

Perfeito, não foi encontrado conteúdo Flash nesta página.





Iframe

Excelente, não foram detetadas Iframes nesta página.

## Conteúdo SEO

		
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## Ligações SEO

	Reescrita de URL	Perfeito. As ligações aparentam ser limpas!
	Underscores (traços inferiores) nas URLs	Detetámos 'underscores' (traços inferiores) nas suas URLs. O uso hífen é mais eficiente em termos de otimização SEO.
	Ligações para a própria página	Encontrámos um total de 92 ligações incluindo 0 ligações a ficheiros
	Statistics	Ligações externas : noFollow 0% Ligações externas : Passa sumo 9.78% Ligações internas 90.22%

## Ligações para a própria página

Âncoras	Tipo	Sumo
<a href="#">Skip to Content</a>	Internas	Passa sumo
<a href="#">Pricing</a>	Internas	Passa sumo
<a href="#">Enterprise</a>	Internas	Passa sumo
<a href="#">Log in</a>	Internas	Passa sumo
<a href="#">Start free trial</a>	Internas	Passa sumo
<a href="#">Get a stunning store</a>	Internas	Passa sumo
<a href="#">Shopify POS</a>	Internas	Passa sumo
<a href="#">multichannel integration</a>	Internas	Passa sumo
<a href="#">Shopify Checkout</a>	Internas	Passa sumo
<a href="#">Shopify Audiences</a>	Internas	Passa sumo
<a href="#">integrated marketing tools</a>	Internas	Passa sumo
<a href="#">insightful analytics</a>	Internas	Passa sumo

## Ligações para a própria página

<a href="#">custom experiences for wholesale buyers</a>	Internas	Passa sumo
<a href="#">Shopify Shipping</a>	Internas	Passa sumo
<a href="#">Shopify Markets</a>	Internas	Passa sumo
<a href="#">Shopify Admin</a>	Internas	Passa sumo
<a href="#">Shopify mobile app</a>	Internas	Passa sumo
<a href="#">Shopify App Store</a>	Internas	Passa sumo
<a href="#">APIs, primitives, and tools</a>	Externas	Passa sumo
<a href="#">partners</a>	Internas	Passa sumo
<a href="#">Shopify Magic</a>	Internas	Passa sumo
<a href="#">new features and upgrades</a>	Internas	Passa sumo
<a href="#">Hell Babes</a>	Externas	Passa sumo
<a href="#">Shopify Capital</a>	Internas	Passa sumo
<a href="#">About</a>	Internas	Passa sumo
<a href="#">Careers</a>	Internas	Passa sumo
<a href="#">Investors</a>	Externas	Passa sumo
<a href="#">Press and Media</a>	Internas	Passa sumo
<a href="#">Affiliates</a>	Internas	Passa sumo
<a href="#">Legal</a>	Internas	Passa sumo
<a href="#">Service Status</a>	Externas	Passa sumo
<a href="#">Merchant Support</a>	Internas	Passa sumo
<a href="#">Help Center</a>	Internas	Passa sumo
<a href="#">Hire a Partner</a>	Internas	Passa sumo
<a href="#">Shopify Academy</a>	Internas	Passa sumo
<a href="#">Shopify Community</a>	Internas	Passa sumo
<a href="#">API Documentation</a>	Externas	Passa sumo
<a href="#">Dev Degree</a>	Externas	Passa sumo
<a href="#">Shop</a>	Externas	Passa sumo
<a href="#">Shop Pay</a>	Internas	Passa sumo

## Ligações para a própria página

<a href="#">Shopify Plus</a>	Internas	Passa sumo
<a href="#">Shopify Fulfillment Network</a>	Internas	Passa sumo
<a href="#">Linkpop</a>	Externas	Passa sumo
<a href="#">Sustainability</a>	Internas	Passa sumo
<a href="#">Social Impact</a>	Internas	Passa sumo
<a href="#">Build Black</a>	Internas	Passa sumo
<a href="#">Build Native</a>	Externas	Passa sumo
<a href="#">Research</a>	Internas	Passa sumo
<a href="#">Website Builder</a>	Internas	Passa sumo
<a href="#">Ecommerce Website</a>	Internas	Passa sumo
<a href="#">Australia</a>	Internas	Passa sumo
<a href="#">Belgium</a>	Internas	Passa sumo
<a href="#">Brasil</a>	Internas	Passa sumo
<a href="#">Canada (English)</a>	Internas	Passa sumo
<a href="#">Canada (Français)</a>	Internas	Passa sumo
<a href="#">Česká republika</a>	Internas	Passa sumo
<a href="#">Colombia</a>	Internas	Passa sumo
<a href="#">Danmark</a>	Internas	Passa sumo
<a href="#">Deutschland</a>	Internas	Passa sumo
<a href="#">España</a>	Internas	Passa sumo
<a href="#">Español (Intl.)</a>	Internas	Passa sumo
<a href="#">France</a>	Internas	Passa sumo
<a href="#">Hong Kong SAR</a>	Internas	Passa sumo
<a href="#">India</a>	Internas	Passa sumo
<a href="#">Indonesia</a>	Internas	Passa sumo
<a href="#">Ireland</a>	Internas	Passa sumo
<a href="#">Italia</a>	Internas	Passa sumo
<a href="#">Malaysia</a>	Internas	Passa sumo

## Ligações para a própria página

<a href="#">México</a>	Internas	Passa sumo
<a href="#">Nederland</a>	Internas	Passa sumo
<a href="#">New Zealand</a>	Internas	Passa sumo
<a href="#">Nigeria</a>	Internas	Passa sumo
<a href="#">Norge</a>	Internas	Passa sumo
<a href="#">Norway (English)</a>	Internas	Passa sumo
<a href="#">Philippines</a>	Internas	Passa sumo
<a href="#">Polska</a>	Internas	Passa sumo
<a href="#">Portugal</a>	Internas	Passa sumo
<a href="#">Singapore</a>	Internas	Passa sumo
<a href="#">South Africa</a>	Internas	Passa sumo
<a href="#">Suomi</a>	Internas	Passa sumo
<a href="#">Sverige</a>	Internas	Passa sumo
<a href="#">Türkiye</a>	Internas	Passa sumo
<a href="#">United Kingdom</a>	Internas	Passa sumo
<a href="#">🇧🇷</a>	Internas	Passa sumo
<a href="#">🇧🇪</a>	Internas	Passa sumo
<a href="#">🇩🇪</a>	Internas	Passa sumo
<a href="#">🇩🇪</a>	Internas	Passa sumo
<a href="#">🇩🇪</a>	Internas	Passa sumo
<a href="#">🇩🇪</a>	Internas	Passa sumo
<a href="#">Terms of Service</a>	Internas	Passa sumo
<a href="#">Privacy Policy</a>	Internas	Passa sumo
<a href="#">Sitemap</a>	Internas	Passa sumo
<a href="#">Privacy Choices</a>	Internas	Passa sumo

## Palavras-chave SEO








Número de palavras-chave

# Palavras-chave SEO








## Consistência das Palavras-chave

Palavra-chave	Conteúdo	Título	Palavras-chave	Descrição	Cabeçalhos
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## Usabilidade

	Url	Domínio : shopify.com Cumprimento : 11
	Favicon	Ótimo, o site tem um favicon.
	Facilidade de Impressão	Não encontramos CSS apropriado para impressão.
	Língua	Otimo! A língua declarada deste site é en.
	Dublin Core	Esta página não tira vantagens do Dublin Core.

## Documento

	Tipo de Documento	HTML 5
	Codificação	Perfeito. O conjunto de caracteres UTF-8 está declarado.
	Validação W3C	Erros : 89 Avisos : 7
	Privacidade do Email	Aviso! No mínimo, foi encontrado um endereço de email sob a forma de texto. Isto é um convite para que spammers entupam a caixa de correio deste endereço.
	HTML obsoleto	Fantástico! Não detetámos etiquetas HTML obsoletas.
	Dicas de Velocidade	 Excelente, este site não usa tabelas dentro de tabelas.

## Documento

- ✘ Oh não, o site usa estilos CSS nas etiquetas HTML.
- ✔ Boa, o site usa poucos ficheiros CSS.
- ✔ Perfeito, o site usa poucos ficheiros JavaScript.
- ✔ Perfeito, o site tira vantagens da compressão gzip.

## Dispositivos Móveis



Otimização para dispositivos móveis

- ✔ Icon Apple
- ✔ Meta Viewport Tag
- ✔ Conteúdo Flash

## Otimização



XML Sitemap

Perfeito, o site tem um mapa XML do site (sitemap).

<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.xml)

[https://www.shopify.com/sitemap\\_blog\\_retail.xml](https://www.shopify.com/sitemap_blog_retail.xml)

[https://www.shopify.com/sitemaps\\_list.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/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/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>



## Otimização

[https://www.shopify.com/pt/sitemap\\_blog.xml](https://www.shopify.com/pt/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.xml)

[https://www.shopify.com/ca/sitemap\\_blog\\_retail.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>

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

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

[https://www.shopify.com/uk/sitemap\\_blog.xml](https://www.shopify.com/uk/sitemap_blog.xml)

[https://www.shopify.com/uk/sitemap\\_blog\\_retail.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>

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

<https://www.shopify.com/br/ferramentas/sitemap.xml>

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

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<https://www.shopify.com/fr/outils/sitemap.xml>

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

<https://www.shopify.com/ca-fr/pdv/store/sitemap.xml>

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

[https://www.shopify.com/ca-fr/sitemap\\_blog.xml](https://www.shopify.com/ca-fr/sitemap_blog.xml)

<https://www.shopify.com/be-fr/outils/sitemap.xml>

<https://www.shopify.com/be-fr/sitemap.xml>

<https://www.shopify.com/nl/hulpmiddelen/sitemap.xml>

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

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

## Otimização

[https://www.shopify.com/nl/sitemap\\_blog.xml](https://www.shopify.com/nl/sitemap_blog.xml)

<https://www.shopify.com/be/hulpmiddelen/sitemap.xml>

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

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

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

[https://www.shopify.com/jp/sitemap\\_blog.xml](https://www.shopify.com/jp/sitemap_blog.xml)

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

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

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

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

[https://www.shopify.com/de/sitemap\\_blog.xml](https://www.shopify.com/de/sitemap_blog.xml)

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

<https://www.shopify.com/be-de/sitemap.xml>

<https://www.shopify.com/be-de/tools/sitemap.xml>

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

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[https://www.shopify.com/it/sitemap\\_blog.xml](https://www.shopify.com/it/sitemap_blog.xml)

<https://www.shopify.com/it/strumenti/sitemap.xml>

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

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[https://www.shopify.com/dk/sitemap\\_blog.xml](https://www.shopify.com/dk/sitemap_blog.xml)

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[https://www.shopify.com/kr/sitemap\\_blog.xml](https://www.shopify.com/kr/sitemap_blog.xml)

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

[https://www.shopify.com/zh/sitemap\\_blog.xml](https://www.shopify.com/zh/sitemap_blog.xml)



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

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

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

[https://www.shopify.com/tr/sitemap\\_blog.xml](https://www.shopify.com/tr/sitemap_blog.xml)

## Otimização

		<a href="https://www.shopify.com/pl/sitemap.xml">https://www.shopify.com/pl/sitemap.xml</a> <a href="https://www.shopify.com/pl/sitemap_blog.xml">https://www.shopify.com/pl/sitemap_blog.xml</a> <a href="https://www.shopify.com/cz/sitemap.xml">https://www.shopify.com/cz/sitemap.xml</a> <a href="https://www.shopify.com/cz/sitemap_blog.xml">https://www.shopify.com/cz/sitemap_blog.xml</a> <a href="https://www.shopify.com/th/sitemap.xml">https://www.shopify.com/th/sitemap.xml</a> <a href="https://www.shopify.com/th/sitemap_blog.xml">https://www.shopify.com/th/sitemap_blog.xml</a> <a href="https://www.shopify.com/no/sitemap.xml">https://www.shopify.com/no/sitemap.xml</a> <a href="https://www.shopify.com/no/sitemap_blog.xml">https://www.shopify.com/no/sitemap_blog.xml</a>
	Robots.txt	<a href="http://shopify.com/robots.txt">http://shopify.com/robots.txt</a> Perfeito, o seu site tem um ficheiro robots.txt.
	Analytics	Em falta Não detetámos nenhuma ferramenta analítica de análise de atividade. Este tipo de ferramentas (como por exemplo o Google Analytics) permite perceber o comportamento dos visitantes e o tipo de atividade que fazem. No mínimo, uma ferramenta deve estar instalada, sendo que em algumas situações mais do que uma pode ser útil.