






# Seo Analyzer alessi.com

Generated on February 01 2022 13:43 PM





The score is 56/100







## SEO Content

	Title	ALESSI Design Italiano   Making the Ordinary Extraordinary &ndash; Alessi Spa (IT) <b>Length : 102</b> Ideally, your title should contain between 10 and 70 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.												
	Description	Scopri il sito ufficiale Alessi.com. Acquista le ultime collezioni di prodotti di design per la casa <b>Length : 100</b> Great, your meta description contains between 70 and 160 characters.												
	Keywords	Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.												
	Og Meta Properties	Good, your page take advantage of Og Properties. <table border="1"><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>image</td><td><a href="https://cdn.shopify.com/s/files/1/0343/8945/9076/files/alessi_c.png?height=628&amp;pad_color=fff&amp;v=1587660608&amp;width=1200">https://cdn.shopify.com/s/files/1/0343/8945/9076/files/alessi_c.png?height=628&amp;pad_color=fff&amp;v=1587660608&amp;width=1200</a></td></tr><tr><td>image:secure_url</td><td><a href="https://cdn.shopify.com/s/files/1/0343/8945/9076/files/alessi_c.png?height=628&amp;pad_color=fff&amp;v=1587660608&amp;width=1200">https://cdn.shopify.com/s/files/1/0343/8945/9076/files/alessi_c.png?height=628&amp;pad_color=fff&amp;v=1587660608&amp;width=1200</a></td></tr><tr><td>image:width</td><td>1200</td></tr><tr><td>image:height</td><td>628</td></tr></tbody></table>	Property	Content	image	<a href="https://cdn.shopify.com/s/files/1/0343/8945/9076/files/alessi_c.png?height=628&amp;pad_color=fff&amp;v=1587660608&amp;width=1200">https://cdn.shopify.com/s/files/1/0343/8945/9076/files/alessi_c.png?height=628&amp;pad_color=fff&amp;v=1587660608&amp;width=1200</a>	image:secure_url	<a href="https://cdn.shopify.com/s/files/1/0343/8945/9076/files/alessi_c.png?height=628&amp;pad_color=fff&amp;v=1587660608&amp;width=1200">https://cdn.shopify.com/s/files/1/0343/8945/9076/files/alessi_c.png?height=628&amp;pad_color=fff&amp;v=1587660608&amp;width=1200</a>	image:width	1200	image:height	628		
Property	Content													
image	<a href="https://cdn.shopify.com/s/files/1/0343/8945/9076/files/alessi_c.png?height=628&amp;pad_color=fff&amp;v=1587660608&amp;width=1200">https://cdn.shopify.com/s/files/1/0343/8945/9076/files/alessi_c.png?height=628&amp;pad_color=fff&amp;v=1587660608&amp;width=1200</a>													
image:secure_url	<a href="https://cdn.shopify.com/s/files/1/0343/8945/9076/files/alessi_c.png?height=628&amp;pad_color=fff&amp;v=1587660608&amp;width=1200">https://cdn.shopify.com/s/files/1/0343/8945/9076/files/alessi_c.png?height=628&amp;pad_color=fff&amp;v=1587660608&amp;width=1200</a>													
image:width	1200													
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	Headings	<table border="1"><thead><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr></thead><tbody><tr><td>1</td><td>6</td><td>6</td><td>0</td><td>0</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none"><li>[H1]</li><li>[H2] Thingness</li><li>[H2] Collezione Plissé</li></ul>	H1	H2	H3	H4	H5	H6	1	6	6	0	0	0
H1	H2	H3	H4	H5	H6									
1	6	6	0	0	0									

## SEO Content

		<ul style="list-style-type: none"><li>• [H2] Iscriviti alla newsletter</li><li>• [H2] La Fabbrica dei Sogni</li><li>• [H2] Servizio Clienti</li><li>• [H2] Area Legale</li><li>• [H3] Farfalla</li><li>• [H3] ALESSI100</li><li>• [H3] Idee regalo</li><li>• [H3] Il regalo perfetto</li><li>• [H3] Store settings</li><li>• [H3] Hey! We think you're browsing from %redirect_store_name%</li></ul>
	Images	We found 6 images on this web page.  6 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 : <b>19%</b>  Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.
	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	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 80 links including 0 link(s) to files
	Statistics	External Links : noFollow 0%  External Links : Passing Juice 1.25%  Internal Links 98.75%

## In-page links

Anchor	Type	Juice
<a href="#">Vai al contenuto</a>	Internal	Passing Juice
<a href="#">Spedizione gratuita per ordini superiori a 50 €</a>	Internal	Passing Juice
<a href="#">Reso gratuito entro 60 giorni</a>	Internal	Passing Juice
<a href="#">For Professionals</a>	Internal	Passing Juice
<a href="#">Trova negozio</a>	Internal	Passing Juice
<a href="#">Login</a>	Internal	Passing Juice
<a href="#">Prodotti</a>	Internal	Passing Juice
<a href="#">Ricambi</a>	Internal	Passing Juice
<a href="#">Vedi tutti</a>	Internal	Passing Juice
<a href="#">Barattoli e Contenitori</a>	Internal	Passing Juice
<a href="#">Caffettiere</a>	Internal	Passing Juice
<a href="#">Bollitori</a>	Internal	Passing Juice
<a href="#">Elettrodomestici</a>	Internal	Passing Juice
<a href="#">Coltelli da Cucina</a>	Internal	Passing Juice
<a href="#">Pentole</a>	Internal	Passing Juice
<a href="#">Accessori da Cucina</a>	Internal	Passing Juice
<a href="#">Vedi tutti</a>	Internal	Passing Juice
<a href="#">Cestini</a>	Internal	Passing Juice
<a href="#">Vassoi</a>	Internal	Passing Juice
<a href="#">Bicchieri</a>	Internal	Passing Juice
<a href="#">Posate</a>	Internal	Passing Juice
<a href="#">Servizio e Accessori</a>	Internal	Passing Juice
<a href="#">Piatti</a>	Internal	Passing Juice
<a href="#">Condimenti</a>	Internal	Passing Juice
<a href="#">Tè e Caffè</a>	Internal	Passing Juice
<a href="#">Colazione</a>	Internal	Passing Juice
<a href="#">Vedi tutti</a>	Internal	Passing Juice

## In-page links

<a href="#">Apribottiglie e Tappi</a>	Internal	Passing Juice
<a href="#">Secchielli e Rinfrescatori</a>	Internal	Passing Juice
<a href="#">Shaker</a>	Internal	Passing Juice
<a href="#">Accessori Bar</a>	Internal	Passing Juice
<a href="#">Vedi tutti</a>	Internal	Passing Juice
<a href="#">Bagno</a>	Internal	Passing Juice
<a href="#">Fragranze</a>	Internal	Passing Juice
<a href="#">Orologi da Parete</a>	Internal	Passing Juice
<a href="#">Ufficio</a>	Internal	Passing Juice
<a href="#">Decorazioni</a>	Internal	Passing Juice
<a href="#">Piccolo Arredo</a>	Internal	Passing Juice
<a href="#">Amici Animali</a>	Internal	Passing Juice
<a href="#">Natale</a>	Internal	Passing Juice
<a href="#">Libri</a>	Internal	Passing Juice
<a href="#">Gioielli</a>	Internal	Passing Juice
<a href="#">Edizioni Limitate</a>	Internal	Passing Juice
<a href="#">On the Go</a>	Internal	Passing Juice
<a href="#">Plissé</a>	Internal	Passing Juice
<a href="#">Values Collection</a>	Internal	Passing Juice
<a href="#">Novità</a>	Internal	Passing Juice
<a href="#">Mixology</a>	Internal	Passing Juice
<a href="#">Il Regalo Perfetto</a>	Internal	Passing Juice
<a href="#">Icane Alessi</a>	Internal	Passing Juice
<a href="#">Bestseller</a>	Internal	Passing Juice
<a href="#">The Five Seasons</a>	Internal	Passing Juice
<a href="#">Timeless design</a>	Internal	Passing Juice
<a href="#">Coffee and Tea Lovers</a>	Internal	Passing Juice
<a href="#">Unboring people</a>	Internal	Passing Juice

## In-page links

<a href="#">I designer di domani</a>	Internal	Passing Juice
<a href="#">Everyday chef</a>	Internal	Passing Juice
<a href="#">La Natura intorno</a>	Internal	Passing Juice
<a href="#">Contatti</a>	Internal	Passing Juice
<a href="#">FAQ's</a>	Internal	Passing Juice
<a href="#">Press Room</a>	Internal	Passing Juice
<a href="#">Controlla &amp; Checkout</a>	Internal	Passing Juice
<a href="#">scopri</a>	Internal	Passing Juice
<a href="#">scopri</a>	Internal	Passing Juice
<a href="#">scopri</a>	Internal	Passing Juice
<a href="#">Chi Siamo</a>	Internal	Passing Juice
<a href="#">scopri</a>	Internal	Passing Juice
<a href="#">Scopri di più</a>	Internal	Passing Juice
<a href="#">Impegno</a>	Internal	Passing Juice
<a href="#">Storia</a>	Internal	Passing Juice
<a href="#">Museo Alessi</a>	Internal	Passing Juice
<a href="#">News &amp; Events</a>	Internal	Passing Juice
<a href="#">Collaborations</a>	Internal	Passing Juice
<a href="#">Dealers Area</a>	Internal	Passing Juice
<a href="#">Lavora con noi</a>	External	Passing Juice
<a href="#">Metodi di Pagamento</a>	Internal	Passing Juice
<a href="#">Condizione di Vendita</a>	Internal	Passing Juice
<a href="#">Politica di Privacy</a>	Internal	Passing Juice
<a href="#">Cookies</a>	Internal	Passing Juice
<a href="#">Alessi Spa (IT)</a>	Internal	Passing Juice

## SEO Keywords

Keywords Cloud

vedi tutti idee prodotti **regalo** alessi

## SEO Keywords



collezioni **chiudi** cucina accessori

### Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
chiudi	13	✘	✘	✘	✘
regalo	11	✘	✘	✘	✔
tutti	8	✘	✘	✘	✘
vedi	8	✘	✘	✘	✘
alessi	7	✔	✘	✔	✔










### Usability

	Url	Domain : alessi.com Length : 10
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is it.
	Dublin Core	This page does not take advantage of Dublin Core.





### Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.




## Document

	W3C Validity	Errors : 9 Warnings : 2
	Email Privacy	Great no email address has been found in plain text!
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<ul style="list-style-type: none"><li> Excellent, your website doesn't use nested tables.</li><li> Too bad, your website is using inline styles.</li><li> Great, your website has few CSS files.</li><li> Too bad, your website has too many JS files (more than 6).</li><li> Perfect, your website takes advantage of gzip.</li></ul>

## Mobile

	Mobile Optimization	<ul style="list-style-type: none"><li> Apple Icon</li><li> Meta Viewport Tag</li><li> Flash content</li></ul>
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## 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	<a href="http://alessi.com/robots.txt">http://alessi.com/robots.txt</a>  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

## Optimization

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.