






# Seo Analyzer stepcon.ru

Generated on February 22 2022 15:37 PM





The score is 56/100







## SEO Content

|    | Title              | <p>Генподрядная строительная организация в Санкт-Петербурге и России, услуги генподрядчика в области гражданского и промышленного строительства   STEP</p> <p><b>Length : 147</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>STEP – российская генподрядная компания, работающая на рынке гражданского и промышленного строительства с 1993 года в России и других странах мира.</p> <p><b>Length : 147</b></p> <p>Great, your meta description contains between 70 and 160 characters.</p>  |    |    |    |    |    |    |   |   |    |   |   |   |
|  | Keywords           | <p>генподряд компания, строительство промышленных объектов, строительство бизнес-центров, строительство отелей, реконструкция зданий</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><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>8</td><td>14</td><td>0</td><td>0</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none"><li>• [H1] STEP — constructive minds</li><li>• [H2] 15,8 млрд рублей составила выручка компании в 2021 году</li><li>• [H2] Динамика показателей за последние годы</li><li>• [H2] Отрасли генподрядной компании STEP</li><li>• [H2] ЕРС — строительство «под ключ»</li><li>• [H2] ЕРС — строительство «под ключ»</li><li>• [H2] География проектов</li><li>• [H2]</li><li>• [H2] Отзывы заказчиков</li><li>• [H3] Базовый инжиниринг</li></ul> | H1 | H2 | H3 | H4 | H5 | H6 | 1 | 8 | 14 | 0 | 0 | 0 |
| H1   | H2                 | H3   | H4 | H5 | H6 |    |    |    |   |   |    |   |   |   |
| 1  | 8                  | 14   | 0  | 0  | 0  |    |    |    |   |   |    |   |   |   |

## SEO Content

|   |                 |   |
|---|-----------------|---|
|   |                 | <ul style="list-style-type: none"><li>• [H3]</li><li>• [H3] Проектирование</li><li>• [H3] Генеральный подряд</li><li>• [H3] Поставка оборудования</li><li>• [H3] Пусконаладка и вывод на гарантийные параметры</li><li>• [H3] Гарантийное и сервисное сопровождение</li><li>• [H3] Базовый инжиниринг</li><li>• [H3]</li><li>• [H3] Проектирование</li><li>• [H3] Генеральный подряд</li><li>• [H3] Поставка оборудования</li><li>• [H3] Пусконаладка и вывод на гарантийные параметры</li><li>• [H3] Гарантийное и сервисное сопровождение</li></ul> |
|    | Images          | We found 89 images on this web page.<br><br>7 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>36%</b><br><br>Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.   |
|  | Flash           | Perfect, no Flash content has been detected on this page.   |
|  | Iframe          | Great, there are no Iframes detected on this page.  |

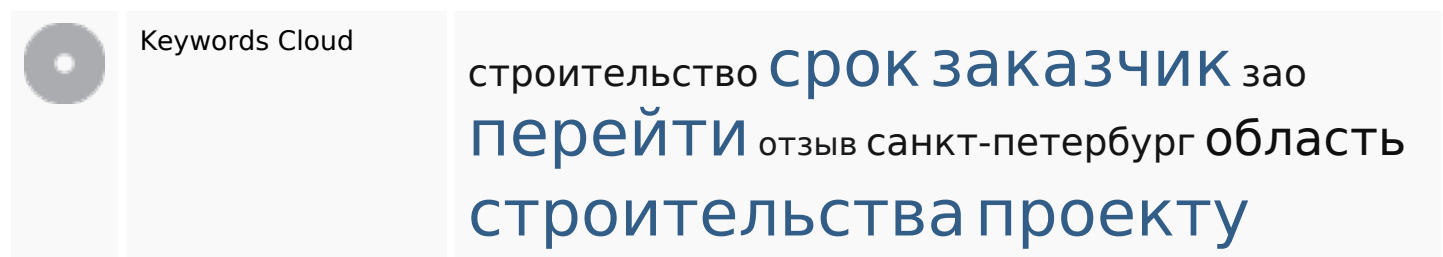
## SEO Links

|   |                         |  |
|---|-------------------------|--|
|  | 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 19 links including 0 link(s) to files  |
|  | Statistics              | External Links : noFollow 0%<br><br>External Links : Passing Juice 0%<br><br>Internal Links 100% |

## In-page links

| Anchor   | Type     | Juice         |
|--|----------|---------------|
| <a href="#">О компании</a>                                       | Internal | Passing Juice |
| <a href="#">Пресс-центр</a>                                      | Internal | Passing Juice |
| <a href="#">Руководство</a>                                      | Internal | Passing Juice |
| <a href="#">Инвесторам</a>                                       | Internal | Passing Juice |
| <a href="#">Отзывы заказчиков</a>                                | Internal | Passing Juice |
| <a href="#">Разрешительные документы</a>                         | Internal | Passing Juice |
| <a href="#">Контакты</a>   | Internal | Passing Juice |
| <a href="#">Строительство горнопромышленных объектов</a>         | Internal | Passing Juice |
| <a href="#">Строительство объектов химической промышленности</a> | Internal | Passing Juice |
| <a href="#">Строительство заводов и промышленных парков</a>      | Internal | Passing Juice |
| <a href="#">Промышленное строительство</a>                       | Internal | Passing Juice |
| <a href="#">Гражданское строительство</a>                        | Internal | Passing Juice |
| <a href="#">Инжиниринг и проектирование</a>                      | Internal | Passing Juice |
| <a href="#">Проекты</a>  | Internal | Passing Juice |
| <a href="#">Устойчивое развитие</a>                              | Internal | Passing Juice |
| <a href="#">Тендеры</a>  | Internal | Passing Juice |
| <a href="#">Карьера</a>  | Internal | Passing Juice |
| <a href="#">en</a>   | Internal | Passing Juice |
| <a href="#">Читать подробнее</a>                                 | Internal | Passing Juice |






## SEO Keywords







## Keywords Consistency

| Keyword       | Content | Title | Keywords | Description | Headings |
|---------------|---------|-------|----------|-------------|----------|
| строительства | 51      | ✓     | ✗        | ✓           | ✗        |
| проекту       | 48      | ✗     | ✗        | ✗           | ✗        |
| заказчик      | 48      | ✗     | ✗        | ✗           | ✓        |
| срок          | 48      | ✗     | ✗        | ✗           | ✗        |
| перейти       | 48      | ✗     | ✗        | ✗           | ✗        |

## Usability

|  |              |   |
|--|--------------|---|
|    | Url          | Domain : stepcon.ru<br>Length : 10                |
|    | 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  |
|  | Encoding      | Perfect. Your declared charset is UTF-8.  |
|  | W3C Validity  | Errors : 53<br>Warnings : 27  |
|  | 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. |




## Document

|  |                 |  |
|--|-----------------|--|
|  | 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>✓ Perfect, your website has few JavaScript files.</li><li>✗ Too bad, your website does not take 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> |
|--|---------------------|--|

## Optimization

|  |             |  |
|--|-------------|--|
|  | XML Sitemap | Great, your website has an XML sitemap.<br><ul style="list-style-type: none"><li><a href="http://stepcon.ru/sitemap.xml">http://stepcon.ru/sitemap.xml</a></li><li><a href="https://stepcon.ru/sitemap.xml">https://stepcon.ru/sitemap.xml</a></li><li><a href="https://www.stepcon.ru/sitemap.xml">https://www.stepcon.ru/sitemap.xml</a></li></ul> |
|  | Robots.txt  | <a href="http://stepcon.ru/robots.txt">http://stepcon.ru/robots.txt</a><br>Great, your website has a robots.txt file.  |
|  | Analytics   | Missing<br>We didn't detect an analytics tool installed on this website.<br>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.   |