SEO Site Analyst

poiskzakona.ru

https://poiskzakona.ru

39/100

Overall SEO Score: Grade F

53	35	18	127
Total Checks	Passed	Failed	Title Length

Ai_Seo

[FAIL] **AI Crawler Access** +0 pts

Most AI crawlers are blocked (13/13): your content is invis…

[PASS] **Answer-Ready Structure** +10 pts

Content is answer-engine friendly: 0 question heading(s), 4…

[FAIL] **Citation-Ready Schema** +0 pts

No JSON-LD structured data found.

[FAIL] **Entity Clarity** +0 pts

No Organization/Person/WebSite schema — LLMs cannot confide…

[FAIL] **Freshness Signals** +2 pts

No machine-readable dates (article:published_time, datePubl…

[FAIL] **Semantic HTML for AI** +3 pts

Weak semantic structure — AI parsers struggle to isolate th…

[FAIL] **llms.txt** +2 pts

No llms.txt file found.

Content Analysis

[PASS] **Content Length** +6 pts

Moderate content (870 words)

[PASS] **H1 Heading** +10 pts

Single H1 found: "[redacted]…

[PASS] **Heading Structure** +8 pts

Good heading structure (7 headings)

[FAIL] **Image Alt Tags** +6 pts

2 of 3 images missing alt text

[FAIL] **Keywords Cloud** +0 pts

Could not extract keywords

[PASS] **Text/HTML Ratio** +5 pts

Good text ratio: 45.9%

Domain Info

[PASS] **Domain Variations** +3 pts

Consider securing: poiskzakona.com, poiskzakona.net, poiskz…

[PASS] **WHOIS Data** +2 pts

Could not process domain registration data

External Metrics

[FAIL] **Backlinks** +0 pts

Moz API not configured (optional)

[FAIL] **Domain Authority** +0 pts

Moz API not configured (optional)

Links

[FAIL] **Broken Links** +0 pts

5 broken links found

[PASS] **External Links** +5 pts

1 external links found

[PASS] **Internal Links** +8 pts

35 internal links found

[PASS] **NoFollow Links** +3 pts

0 nofollow links

Meta Tags

[FAIL] **Meta Description Length** +5 pts

Description length is 299 chars (recommended: 120-160).

[PASS] **Meta Keywords** +3 pts

Meta keywords found (6 keywords)

[FAIL] **Title Tag Length** +5 pts

Title length is 127 chars (recommended: 30-60).

Mobile Optimization

[FAIL] **Mobile Friendly** +4 pts

Mobile issues: No responsive CSS detected

[PASS] **Viewport Tag** +10 pts

Viewport tag is present.

Performance

[PASS] **GZIP Compression** +8 pts

GZIP compression enabled

[PASS] **Page Size** +10 pts

Excellent page size (22 KB)

[PASS] **PageSpeed Insights** +2 pts

PageSpeed API key not configured

[PASS] **Server Response Time** +10 pts

Excellent response time (0.47s)

[PASS] **Speed Tips** +5 pts

Page is well optimized

Security

[PASS] **Email Privacy** +5 pts

No exposed email addresses

[PASS] **Safe Browsing** +2 pts

Safe Browsing API key not configured

Server Info

[PASS] **Hosting Provider** +3 pts

Hosted by: SpaceWeb CJSC

[PASS] **Server IP** +3 pts

Server IP: 77.222.61.196

[PASS] **Server Location** +3 pts

Server located in St Petersburg, Russia

Technical SEO

[FAIL] **Analytics Detection** +0 pts

No analytics tools detected

[PASS] **Canonical Tag** +10 pts

Canonical tag is present.

[FAIL] **Character Encoding** +0 pts

No character encoding declared

[PASS] **Custom 404 Page** +2 pts

404 test returned status 403

[PASS] **Doctype** +2 pts

Doctype declared (older HTML)

[PASS] **Embedded Objects** +3 pts

No embedded objects (Flash/Java)

[PASS] **HTTP Status** +5 pts

Page returns 200 OK

[PASS] **IP Canonicalization** +3 pts

Domain resolves to IP: 77.222.61.196

[PASS] **Iframe Detection** +3 pts

No iframes found

[FAIL] **Robots.txt** +0 pts

No robots.txt found

[PASS] **SSL Certificate** +10 pts

Valid SSL certificate (HTTPS)

[FAIL] **Sitemap.xml** +0 pts

No sitemap.xml found

[PASS] **URL Length** +3 pts

Good URL length (23 chars)

[PASS] **URL Rewrite** +5 pts

Clean, SEO-friendly URL structure

[PASS] **URL Underscores** +3 pts

URL uses SEO-friendly format

[PASS] **W3C Validity** +5 pts

2 HTML errors, 0 warnings

[PASS] **WWW Consistency** +3 pts

Using non-www version

Priority Recommendations

- Remove "Disallow: /" rules for GPTBot, ClaudeBot, PerplexityBot, OAI-SearchBot …

- Add JSON-LD schema (FAQPage, Article, Organization). AI engines rely on it to u…

- Add Organization JSON-LD with name, logo, description and sameAs social links.

• Expose publish and last-updated dates via meta tags or schema. AI answer engine…

• Wrap primary content in <main>/<article> tags and keep paragraphs under ~100 wo…

• Add an llms.txt file (markdown index of your key pages) so LLMs can understand …

• Add descriptive alt text to all images for accessibility and SEO.

• Add more textual content to the page.

• Add MOZ_ACCESS_ID and MOZ_SECRET_KEY to enable.

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