SEO Site Analyst

vnii-certification.ru

https://www.vnii-certification.ru

39/100

Overall SEO Score: Grade F

54	38	16	69
Total Checks	Passed	Failed	Title Length

Ai_Seo

[PASS] **AI Crawler Access** +10 pts

All 13 major AI crawlers (GPTBot, ClaudeBot, PerplexityBot……

[PASS] **Answer-Ready Structure** +5 pts

Some answer-friendly formatting found, but it could be stro…

[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** +10 pts

Good content depth (1,563 words)

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

Single H1 found: "Öåíòð ñåðòèôèêàöèè «ÂÍÈÈ Ñåðòèôèêàöèÿ»"

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

Good heading structure (5 headings)

[FAIL] **Image Alt Tags** +0 pts

49 of 50 images missing alt text

[FAIL] **Keyword Consistency** +0 pts

Primary keyword not in title or H1

[PASS] **Keywords Cloud** +5 pts

Top keywords: iso

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

Good text ratio: 32.5%

Domain Info

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

Consider securing: vnii-certification.com, vnii-certificati…

[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

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

No broken links detected (sample check)

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

3 external links found

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

51 internal links found

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

0 nofollow links

Meta Tags

[PASS] **Meta Description** +10 pts

Description is optimized (158 chars).

[PASS] **Meta Keywords** +2 pts

No meta keywords (not required)

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

Title length is 69 chars (recommended: 30-60).

Mobile Optimization

[FAIL] **Mobile Friendly** +0 pts

Mobile issues: Missing viewport meta tag, No responsive CSS…

[FAIL] **Viewport Tag** +0 pts

Missing viewport tag.

Performance

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

GZIP compression enabled

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

Excellent page size (49 KB)

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

PageSpeed API key not configured

[PASS] **Server Response Time** +7 pts

Good response time (0.91s)

[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.

[PASS] **Character Encoding** +2 pts

Encoding declared: WINDOWS-1251

[PASS] **Custom 404 Page** +5 pts

Custom 404 error page configured

[FAIL] **Doctype** +0 pts

No doctype declared

[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

[PASS] **Robots.txt** +5 pts

Robots.txt found and accessible

[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 (34 chars)

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

Clean, SEO-friendly URL structure

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

URL uses SEO-friendly format

[FAIL] **W3C Validity** +2 pts

59 HTML errors found

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

Using www version

Priority Recommendations

• 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.

• Include your target keyword in title and H1.

• Add MOZ_ACCESS_ID and MOZ_SECRET_KEY to enable.

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• Update title tag length to be between 30 and 60 characters.