



	Review of Chess-on.com			
	Generated on 2024-10-11			
Introduction	This report provides a review of the key factors that influence the SEO and usability of your website.			
	The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.Our reports provide actionable advice to improve a site's business objectives.			
	Please contact us for more information			
Table of Contents	Search Engine Optimization	Usability		
	Mobile	Technologies		
	Visitors	Social		
	Link Analysis			
Iconography	📀 Good	••• Hard to solve		
	🕖 To Improve	••• Little tough to solve		
	😢 Errors	••• Easy to solve		
	Not Important	OO No action necessary		



Search Engine Optimization



Сайт On-Line игры в шахматы - Играй, Учись, Развивайся

Length: 54 character(s)

Ideally, your title tag should be less than 60 characters

Make sure your title is has been optimized for click through rate & has keywords answering the targeted search query.

Having information in bracket e.g. [New Guide] is know to improve CTR



И Играйте в шахматы онлайн бесплатно против компьютера или реальных соперников. Улучшайте свои навыки и наслаждайтесь игрой с компьютером без регистрации.

Length: 152 character(s)

Meta descriptions should be less than 160 characters

While this is not as important as the title tag, it does have a lot more real estate and can improve Click through rate of your website in the SERPs.



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Meta Keywords No Keywords

Meta Keywords are no longer used by any search engines







Google Preview

<u>Сайт On-Line игры в шахматы - Играй, Учись, Развивайся</u> chess-on.com/

Играйте в шахматы онлайн бесплатно против компьютера или реальных соперников. Улучшайте свои навыки и наслаждайтесь игрой с компьютером без регистрации.

This is an example of what your Title Tag and Meta Description will look like in Google's SERPs.

Remember that they are truncated if too long.

Headings	<h1></h1>	<h2></h2>	<h3></h3>	<h4></h4>	<h5></h5>	<h6></h6>
000	1	5	2	11	42	0

<h1> On-Line игра в шахматы </h1>
<h2> Вход </h2>
<h2> Регистрация </h2>
<h2> Форма для обратной связи </h2>
<h2> Ваш голос принят </h2>
<h2> Пользовательское соглашение. </h2>
<Н3> Топ игроков все Н3
<Н3> Турниры Н3
<Н4> Начни игру Н4
<Н4> Решай задачи Н4
<h4> Анализируй игры </h4>
<h4> Самые красивые и необычные шахматные партии в истории </h4>
<h4> А. Андерсен — Л. Кизерицкий </h4>
<h4> А. Андерсен — Ж. Дюфрен </h4>
<Н4> П. Морфи — Консультанты Н4
<h4> Р. Рети — А. Алехин </h4>
<h4> Е. Боголюбов — А. Алехин </h4>
<Н4>Эд. Ласкер — Д. Томас Н4
<h4> Ф. Земиш — А. Нимцович </h4>
<h5> kep </h5>
<h5> ltl-com </h5>
<h5> admin </h5>
<h5> lyudaho </h5>
<h5> Thomasc </h5>
<h5> Andre 3 </h5>
<h5> тол </h5>
<h5> liza201 </h5>
<h5> s-habar </h5>
<h5> KelvinI </h5>
<h5> pychess </h5>
<h5> new </h5>
<Н5> Кирилл_ Н5
<h5> Kiril_T </h5>



<H5> Sharonw </H5> <H5> sopogsq </H5> <H5> BruceEd </H5> <H5> BrantTe </H5> <H5> GalenOl </H5> <H5> Ridgeoa </H5> <H5> admin </H5> <H5> liza201 </H5> <H5> s-habar </H5> <H5> alf1207 </H5> <H5> ltl-com </H5> <H5> KelvinI </H5> <H5> pychess </H5> <H5> new </H5> <H5> Кирилл_ </H5> <H5> Kiril_T </H5> <H5> Sharonw </H5> <H5> sopogsq </H5> <H5> BruceEd </H5> <H5> BrantTe </H5> <H5> GalenOl </H5> <H5> Ridgeoa </H5> <H5> drooupm </H5> <H5> zbj3583 </H5> <H5> Ockarna </H5> <H5> DwayneR </H5> <H5> z294127s </H5> <Н5> Остались вопросы? Напишите нам </Н5>

It's critical to use your keywords in the heading tags.

Search engines don't care which type of heading tag you use, as long as you use them in your content as a way of highlighting &

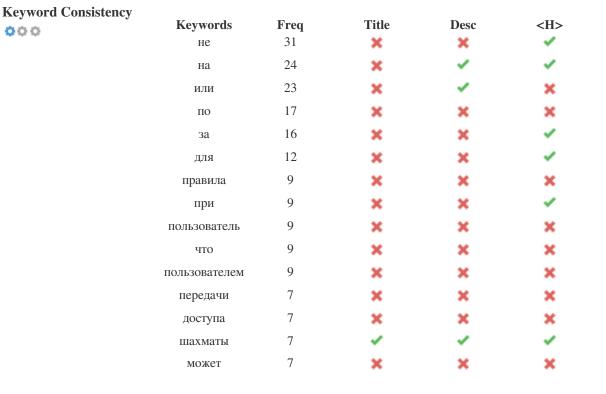
categorizing the content





This Keyword Cloud provides an insight into the frequency of keyword usage within the page.

It's important to carry out keyword research to get an understanding of the keywords that your audience is using. There are a number of keyword research tools available online to help you choose which keywords to target.



This table highlights the importance of being consistent with your use of keywords.

To improve the chance of ranking well in search results for a specific keyword, make sure you include it in some or all of the following: page URL, page content, title tag, meta description, header tags, image alt attributes, internal link anchor text and backlink anchor text.





We found 88 images on this web page 💥 4 ALT attributes are empty or missing.

https://mc.yandex.ru/watch/97631085 /local/templates/chess/images/game-analyses.png /local/templates/chess/images/start-play.png /local/templates/chess/images/solve-tasks.png

ALT text is used to describe what an image contains and is very important for Image SEO



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HTML to Text Ratio is: 21.9%

Text content size 40846 bytes Total HTML size 186553 bytes

Code to text ratio represents the percentage of actual text on a web page compared to the percentage of HTML code, and it is used by

search engines to calculate the relevancy of a web page.

A higher code to text ratio will increase your chances of getting a better rank in search engine results.



Wow! It's GZIP Enabled. ✓ Your webpage is compressed from 182 KB to 39 KB (78.8 % size savings)

Gzip is a method of compressing files (making them smaller) for faster network transfers.

It allows to reduce the size of web pages and any other typical web files to about 30% or less of its original size before it transfer.





IP Canonicalization No your domain IP 31.31.198.248 does not redirect to chess-on.com

To check this for your website, enter your IP address in the browser and see if your site loads with the IP address. Ideally, the IP should redirect to your website's URL or to a page from your website hosting provider. If it does not redirect, you should do an htaccess 301 redirect to make sure the IP does not get indexed.



Good, all URLs look clean and friendly

Your site's URLs contain unnecessary elements that make them look complicated.

A URL must be easy to read and remember for users. Search engines need URLs to be clean and include your page's most important keywords.

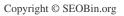
Clean URLs are also useful when shared on social media as they explain the page's content.



Underscores in the Oh no, you are using underscores (these_are_underscores) in your URLs URLs

Great, you are not using ?underscores (these_are_underscores) in your URLs.

While Google treats hyphens as word separators, it does not for underscores.







WWW Resolve 000

Great, a redirect is in place to redirect traffic from your non-preferred domain.

Redirecting requests from a non-preferred domain is important because search engines consider URLs with and without "www" as two different websites.



Good, you have XML Sitemap file! http://chess-on.com/sitemap.xml

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. We recommend that you generate an XML sitemap for your website and submit it to both Google Search Console and Bing Webmaster Tools. It is also good practice to specify your sitemap's location in your robots.txt file.



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Good, you have Robots.txt file! http://chess-on.com/robots.txt

A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.

You can check for errors in your robots.txt file using Google Search Console (formerly Webmaster Tools) by selecting 'Robots.txt Tester' under 'Crawl'. This also allows you to test individual pages to make sure that Googlebot has the appropriate access.





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Embedded Objects Perfect, no embedded objects has been detected on this page

Embedded Objects such as Flash. It should only be used for specific enhancements. Although Flash content often looks nicer, it cannot be properly indexed by search engines. Avoid full Flash websites to maximize SEO.



Oh no, iframe content has been detected on this page

Frames can cause problems on your web page because search engines will not crawl or index the content within them. Avoid frames whenever possible and use a NoFrames tag if you must use them.



Domain RegistrationExactly how many years and monthsOOOOOO

Domain Age: 10 Years, 28 Days Created Date: 14th-Sep-2014

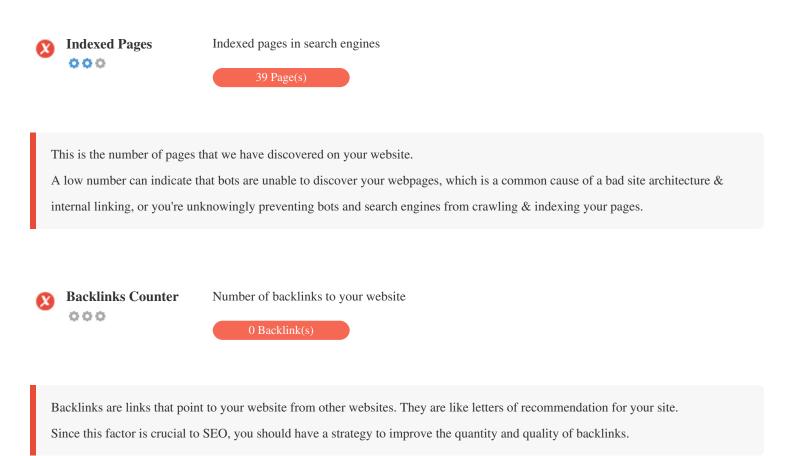
Updated Date: 12th-Sep-2024

Expiry Date: 14th-Sep-2025

Domain age matters to a certain extent and newer domains generally struggle to get indexed and rank high in search results for their first few months (depending on other associated ranking factors). Consider buying a second-hand domain name.

Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.







Usability



http://chess-on.com Length: 8 characters

Keep your URLs short and avoid long domain names when possible.

A descriptive URL is better recognized by search engines.

A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g.,

http://www.mysite.com/en/products).



Great, your website has a favicon.

Favicons improve a brand's visibility.

As a favicon is especially important for users bookmarking your website, make sure it is consistent with your brand.



Custom 404 Page

Great, your website has a custom 404 error page.

When a visitor encounters a 404 File Not Found error on your site, you're on the verge of losing the visitor that you've worked so

hard to obtain through the search engines and third party links.

Creating your custom 404 error page allows you to minimize the number of visitors lost that way.





Two of the main reasons for an increase in page size are images and JavaScript files. Page size affects the speed of your website; try to keep your page size below 2 Mb. Tip: Use images with a small size and optimize their download with gzip.



1.82 second(s)

Site speed is an important factor for ranking high in Google search results and enriching the user experience. Resources: Check out Google's developer tutorials for tips on how to to make your website run faster.



Language

Oh no, you have not declared your language Declared Language: Unknown

Make sure your declared language is the same as the language detected by Google

Also, define the language of the content in each page's HTML code.





Domain Availability

Domains (TLD)	Status
chess-on.net	Available
chess-on.org	Already Registered
chess-on.biz	Already Registered
chess-on.us	Available
chess-on.info	Already Registered

Register the various extensions of your domain to protect your brand from cybersquatters.



Typo Availability

Domains (TLD)	Status
ches-on.com	Available
xhess-on.com	Available
shess-on.com	Available
dhess-on.com	Available
fhess-on.com	Available

Register the various typos of your domain to protect your brand from cybersquatters.





Email Privacy

We don't recommend adding plain text/linked email addresses to your webpages.

As malicious bots scrape the web in search of email addresses to spam. Instead, consider using a contact form.



The website is not blacklisted and looks safe to use.

Safe Browsing to identify unsafe websites and notify users and webmasters so they can protect themselves from harm.



Mobile



Mobile Friendliness

Oh No! This page is not mobile-friendly. Your mobile friendly score is 0/100

Mobile Friendliness refers to the usability aspects of your mobile website, which Google uses as a ranking signal in mobile search results.



 Mobile Compatibility
 Bad, embedded objects detected.

 •••••
 ••••

Embedded Objects such as Flash, Silverlight or Java. It should only be used for specific enhancements.

But avoid using Embedded Objects, so your content can be accessed on all devices.





Mobile View

The number of people using the Mobile Web is huge; over 75 percent of consumers have access to smartphones. ??

Your website should look nice on the most popular mobile devices.

Tip: Use an analytics tool to track mobile usage of your website.



Technologies



Server IP	Server Location	Service Provider
31.31.198.248	Not Available	Not Available

Your server's IP address has little impact on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors.

Search engines take the geolocation of a server into account as well as the server speed.



Tips for authoring fast-loading HTML pages:

- Perfect, your website has few CSS files.
- **X** Too bad, your website has too many JavaScript files.
- Perfect, your website doesn't use nested tables.
- **X** Too bad, your website is using inline styles.

Website speed has a huge impact on performance, affecting user experience, conversion rates and even rankings.

???By reducing page load-times, users are less likely to get distracted and the search engines are more likely to reward you by ranking your pages higher in the SERPs.

Conversion rates are far higher for websites that load faster than their slower competitors.



We didn't detect an analytics tool installed on this website.

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.





Doc Type

The Doctype is used to instruct web browsers about the document type being used. For example, what version of HTML the page is written in. Declaring a doctype helps web browsers to render content correctly.



W3C not validated

W3Cis a consortium that sets web standards.

Using valid markup that contains no errors is important because syntax errors can make your page difficult for search engines to index. Run the W3C validation service whenever changes are made to your website's code.



Great, language/character encoding is specified: UTF-8

Specifying language/character encoding can prevent problems with the rendering of special characters.



Social



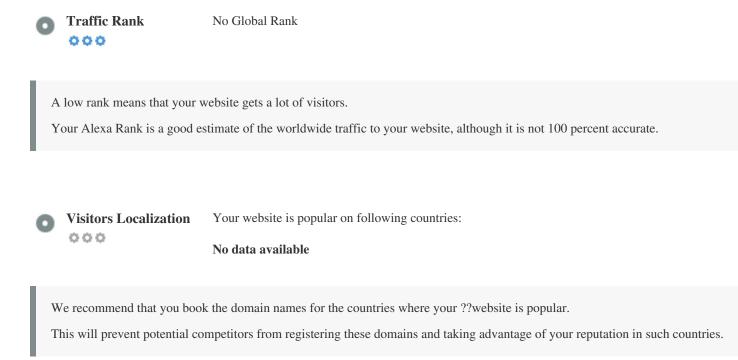
Social data refers to data individuals create that is knowingly and voluntarily shared by them.

Cost and overhead previously rendered this semi-public form of communication unfeasible.

But advances in social networking technology from 2004-2010 has made broader concepts of sharing possible.



Visitors





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Estimated Worth \$60 USD

Just a estimated worth of your website based on Alexa Rank.



Link Analysis

In-Page Links

We found a total of 50 links including both internal & external links of your site

Anchor	Туре	Follow
Игра	Internal Links	Dofollow
Турниры	Internal Links	Dofollow
Мир Шахмат	Internal Links	Dofollow
Новости	Internal Links	Dofollow
Как играть	Internal Links	Dofollow
Инфо	Internal Links	Dofollow
О сайте	Internal Links	Dofollow
Обратная связь	Internal Links	Dofollow
Словарь терминов	Internal Links	Dofollow
Соглашение	Internal Links	Dofollow
Правила	Internal Links	Dofollow
Правила игры	Internal Links	Dofollow
Правила турниров	Internal Links	Dofollow
Забыли свой пароль?	Internal Links	Nofollow
Решить	Internal Links	Dofollow
Анализировать	Internal Links	Dofollow
все	Internal Links	Dofollow
kep 1582 1500	Internal Links	Dofollow
ltl-com 1544 1500	Internal Links	Dofollow
admin 1508 1500	Internal Links	Dofollow
lyudaho 1508 1500	Internal Links	Dofollow
Thomase 1508 1500	Internal Links	Dofollow
Andre 3 1508 1500	Internal Links	Dofollow
тол 1501 1500	Internal Links	Dofollow
liza201 1500 1500	Internal Links	Dofollow
s-habar 1500 1500	Internal Links	Dofollow
KelvinI 1500 1500	Internal Links	Dofollow
pychess 1500 1500	Internal Links	Dofollow
new 1500 1500	Internal Links	Dofollow
Кирилл_ 1500 1500	Internal Links	Dofollow
Kiril_T 1500 1500	Internal Links	Dofollow
Sharonw 1500 1500	Internal Links	Dofollow
sopogsq 1500 1500	Internal Links	Dofollow
BruceEd 1500 1500	Internal Links	Dofollow
BrantTe 1500 1500	Internal Links	Dofollow
GalenOl 1500 1500	Internal Links	Dofollow
Ridgeoa 1500 1500	Internal Links	Dofollow
alf1207 1473 1500	Internal Links	Dofollow
drooupm 1500 1500	Internal Links	Dofollow
zbj3583 1500 1500	Internal Links	Dofollow
Ockarna 1500 1500	Internal Links	Dofollow
DwayneR 1500 1500	Internal Links	Dofollow
z294127s 1500 1500	Internal Links	Dofollow
Карта сайта	Internal Links	Dofollow
http://chess-on.com/	Internal Links	Dofollow



While there's no exact limit to the number of links you should include on a page, best practice is to avoid exceeding 200 links.

Links pass value from one page to another, but the amount of value that can be passed is split between all of the links on a page. This means that adding unnecessary links will dilute the potential value attributed to your other links.

Using the Nofollow attribute prevents value from being passed to the linking page, but it's worth noting that these links are still taken into account when calculating the value that is passed through each link, so Nofollow links can also dilute pagerank.











Broken Links

No broken links were found on this web page

Broken links send users to non-existing web pages. They are bad for your site's usability, reputation and SEO. If you find broken links in the future, take the time to replace or remove each one.

