

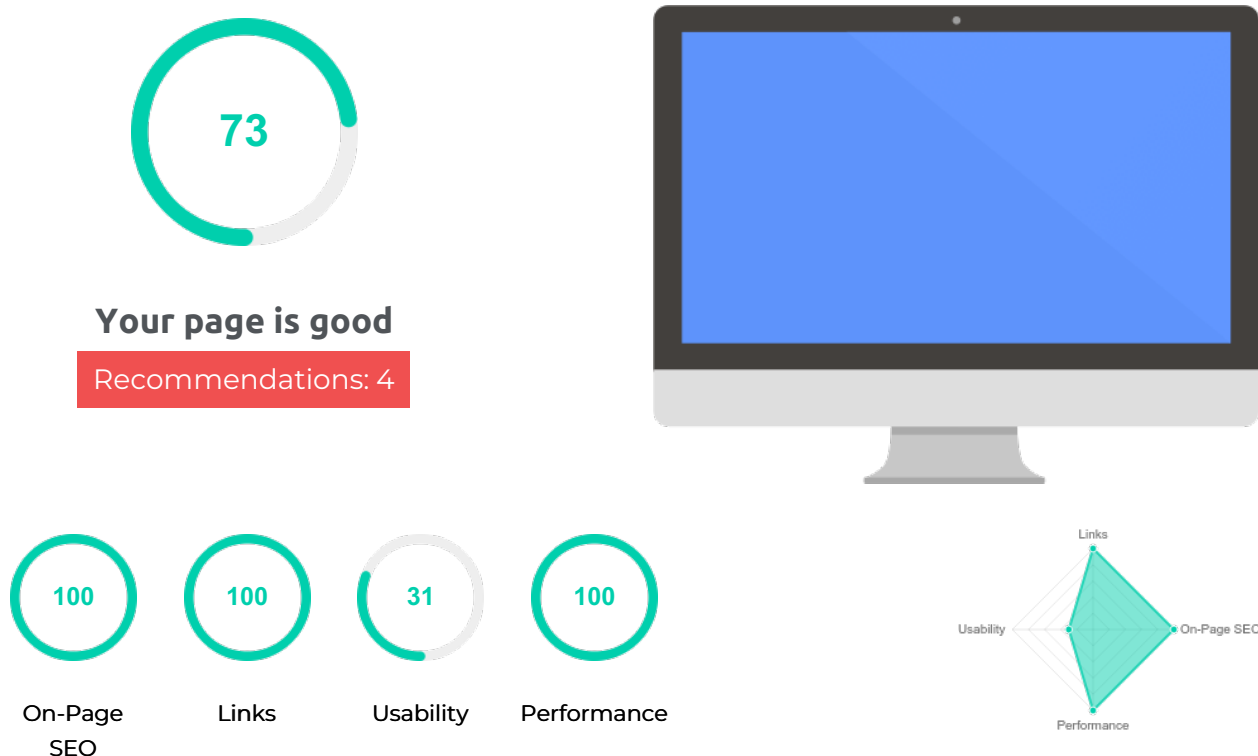
Your server is reporting that the specific page is not accessible to us (Code 403). Please check that the page URL you have entered is correct, is published, and that there are no problems preventing it's display.

# Premium SEO Audit for [www.decathlon.fr](http://www.decathlon.fr)

HLABZ manages different automatic websites: Blog, Ecom, SAAS,... By doing our work, we have developed a real expertise in the fields of Dev, SEO, Advertising & much more.

This report grades your website based on the strength of various SEO factors such as On Page Optimization, Off Page Links, Social and more. The overall Grade is on a 0 to 100 scale, with most major, industry leading websites in the 100 range. Improving your grade will generally make your website perform better for users and rank better in search engines. There are recommendations for improving your website at the bottom of the report. Feel free to reach out to us if you'd like us to help with improving your website's SEO!

## Audit Results for [www.decathlon.fr](http://www.decathlon.fr)



## Recommendations

Optimize your page for Mobile PageSpeed Insights

Usability

Low Priority

## Optimize your page for Desktop PageSpeed Insights

Usability

Low Priority

## Review and Increase Font Sizes across devices

Usability

Low Priority

## Improve the size of tap targets

Usability

Low Priority

## On-Page SEO Results



### Your On-Page SEO is very good!

Congratulations, your On-Page SEO is well optimized. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You can continue to build on your strong position through testing content improvements for gradual gains.

### SSL Enabled



Your website has SSL enabled.

SSL or Secure Socket Layer, is a security technology that encrypts data between your website and a visitor. It ensures that the transfer of sensitive data like passwords and credit cards are done securely. Using SSL on all pages is a modern standard, and Search Engines have made it a ranking signal in recent years.

SSL can often be switched on quite simply in systems like Wordpress, Wix etc. Often in more custom websites though, it may require the help of a technical resource to install and configure this on your website. After installation, test that your website loads successfully at a HTTPS:// location.

### HTTPS Redirect



Your page successfully redirects to a HTTPS (SSL secure) version.

SSL is a security technology which ensures sensitive data like passwords and credit cards are sent securely between your website and visitors. If you have SSL enabled, it is also very important to ensure that your page is actually forcing usage of HTTPS by redirecting from a non-secure HTTP version to secure HTTPS version. Not doing this means users and Search Engines may continue to access insecure versions, which can also reduce your ranking ability.

Often systems like Wix or Shopify will make it easy to enable, and redirect to SSL versions. If you have Wordpress, or a custom built site, you may require a developer's involvement to ensure that pages are being redirected to their new HTTPS versions. This can be done within a site's configuration or htaccess rules.

# Rankings

## Top Keyword Rankings

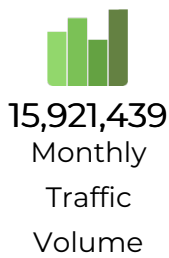
This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country	Position	Total Searches	Estimated Traffic	
decathlon	 FR	1	7,480,000	2,273,920	<div></div>
décathlon	 FR	1	7,480,000	2,273,920	<div></div>
velo electrique	 FR	1	368,000	111,872	<div></div>
velo electriques	 FR	1	368,000	111,872	<div></div>
vélo elec	 FR	1	368,000	111,872	<div></div>
vélo electriques	 FR	1	368,000	111,872	<div></div>
vélo électrique	 FR	1	368,000	111,872	<div></div>
decathlon	 FR	1	368,000	85,022	<div></div>
decathlon	 FR	2	450,000	72,900	<div></div>
trottinette électrique	 FR	3	550,000	53,515	<div></div>

The goal of Search Engine Optimization is to improve the ranking of your website for particular keywords to drive more clicks and traffic to your site. The Top Keyword Rankings check shows you the keywords that your site is currently ranking for, ordered by those that are likely driving the most traffic to your site due to a combination of high Search Volume and high ranking. Note, this data is a snapshot and may be several weeks old in some cases.

## Total Traffic From Search







This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings



This is an estimate of the Monthly Visitors your site receives as a result of it's Search Engine Rankings. This can be calculated by understanding the full set of keywords your site ranks for multiplied by their monthly search volumes multiplied by the click-through-rate for each of your ranking positions against those keywords.

## Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords	
Position 1	45,756	
Position 2-3	31,474	
Position 4-10	66,222	
Position 11-20	82,216	
Position 21-30	77,907	
Position 31-100	451,271	

Keyword Positions shows the breakdown of number of ranking keywords by their position. Generally the higher a ranking position for a Search Term, the more traffic the site will receive. It has been researched that top 3 positions account for as many as 60% of clicks, so moving up to higher positions is very valuable goal of SEO Optimization.

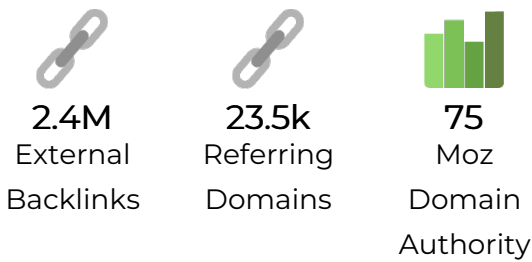
## Links

### Number of Backlinks



You have a strong level of backlink activity to this page.

Backlink data provided by [MOZ](#)



Backlinks are links to your site from another site. Search Engines can see these interconnections and use them as a strong signal of the importance and authority of your page or content. Backlinks are one of the most important ranking factors, and in general, more links from authoritative websites will improve the ranking ability of your site. Building Backlinks can be a difficult and time consuming activity, though the rewards are large when done successfully.

We recommend having a strategy in place for Building Backlinks to your site. Some common methods including adding your site to relevant online directories, asking other sites to link to you, performing outreach and guest blogging on other websites or creating 'lead magnet' content that encourages linking.

## Top Backlinks

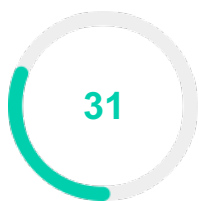


These are the highest value external pages we have found linking to your site.

Domain Authority	URL
100	<a href="https://apps.apple.com/fr/app/decathlon-camp/id1410826769">apps.apple.com/fr/app/decathlon-camp/id1410826769</a>
98	<a href="https://en.wikipedia.org/wiki/Chambourcy">en.wikipedia.org/wiki/Chambourcy</a>
98	<a href="https://en.wikipedia.org/wiki/Decathlon_(retailer)">en.wikipedia.org/wiki/Decathlon_(retailer)</a>
97	<a href="https://sites.google.com/site/uslarichett/">sites.google.com/site/uslarichett/</a>
97	<a href="https://ted.europa.eu/udl?uri=TED:NOTICE:137063-2021:TEXT:FR:HTML">ted.europa.eu/udl?uri=TED:NOTICE:137063-2021:TEXT:FR:HTML</a>
97	<a href="https://circulareconomy.europa.eu/platform/en/good-practices/concours-design-zero-dechet">circulareconomy.europa.eu/platform/en/good-practices/concours-design-zero-dechet</a>
97	<a href="https://circulareconomy.europa.eu/platform/fr/good-practices/concours-design-zero-dechet">circulareconomy.europa.eu/platform/fr/good-practices/concours-design-zero-dechet</a>
96	<a href="https://aws.amazon.com/fr/blogs/france/podcasts/">aws.amazon.com/fr/blogs/france/podcasts/</a>
96	<a href="https://github.com/tchiotludo/akhq">github.com/tchiotludo/akhq</a>
96	<a href="https://github.com/erkmos/haskell-companies">github.com/erkmos/haskell-companies</a>

Backlinks from higher authority websites generally deliver the best ranking potential to your site. This report provides a sample of some of the highest value backlinks we can see linking to your site.

## Usability



### Your usability could be better

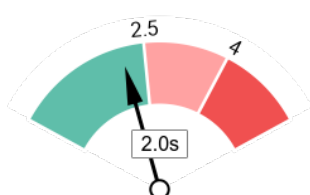
Your page is OK but could be more usable across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

## Google's Core Web Vitals

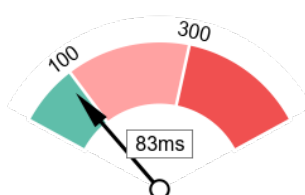


Your page has passed Google's Core Web Vitals assessment.

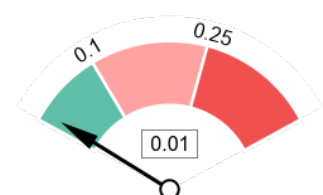
Largest Contentful Paint (LCP)



First Input Delay (FID)



Cumulative Layout Shift (CLS)



Core Web Vitals are UI Metrics designed by Google that measure the overall quality of user experience on your site. They assess things such as the appearance of content, interactivity of

the page and visual stability from the moment of page load. Core Web Vitals are gathered from real world usage data of a website (hence some smaller websites that haven't been well sampled may not return an appropriate result). Google has made Core Web Vitals a ranking factor for pages with increasing importance.

To improve your Core Web Vitals scores, you may need to read Google's documentation on the topic and follow the recommendations provided in the Google's PageSpeed Insights assessment.

### Use of Mobile Viewports ✓

Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.

The Viewport is a Meta Tag within the page's HTML which gives the browser instructions for how to control the page's dimensions and scaling. Setting the Viewport is particularly important for mobile and tablet device responsiveness, as without it, the page can appear incorrectly sized and require zooming or scrolling to view content.

Make sure you include one Meta Viewport tag in the Head section of page HTML.

### Google's PageSpeed Insights - Mobile ✗

Google is indicating that your page is scoring poorly on their Mobile PageSpeed Insights evaluation.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	2.3 s		
Speed Index	9.1 s	Reduce unused JavaScript	2.64 s
Largest Contentful Paint	9.5 s	Reduce initial server response time	0.93 s
Time to Interactive	24.3 s	Eliminate render-blocking resources	0.67 s
Total Blocking Time	4.94 s	Reduce unused CSS	0.45 s
Cumulative Layout Shift	0.006	Avoid serving legacy JavaScript to modern browsers	0.15 s

PageSpeed Insights is a tool from Google that evaluates a website's performance in both mobile and desktop, providing suggestions for how to improve it. Google has indicated that performance is becoming a more important ranking factor, so understanding Google's own analysis of your site is valuable. Also irrespective of SEO rankings, it has been well researched that pages that load faster perform better in user bounce rate and conversions.

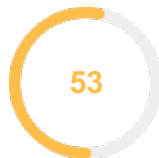
We recommend reviewing and implementing some of Google's listed opportunities to

## Google's PageSpeed Insights - Desktop



Google is indicating that your page is scoring poorly on their Desktop PageSpeed Insights evaluation.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	0.5 s		
Speed Index	3.9 s	Reduce initial server response time	0.96 s
Largest Contentful Paint	1.7 s	Reduce unused JavaScript	0.51 s
Time to Interactive	5.8 s		
Total Blocking Time	0.61 s		
Cumulative Layout Shift	0.011		

PageSpeed Insights is a tool from Google that evaluates a website's performance in both mobile and desktop, providing suggestions for how to improve it. Google has indicated that performance is becoming a larger ranking factor, so understanding Google's own analysis of your site is valuable. Also irrespective of SEO rankings, it has been well researched that pages that load faster perform better in user bounce rate and conversions.

We recommend reviewing and implementing some of Google's listed opportunities to improve your site.

## Legible Font Sizes



There is some text on your page that is small and may not be legible enough for particular users.

We recommend reviewing all text on your page in different devices to ensure that it is of appropriate size.

Font Size	Text Block	Style Location
10px	.prc__legal-addon	<a href="https://www.decathlon.fr/client/style/style.e763d664d75e52f3b6f3.css">https://www.decathlon.fr/client/style/style.e763d664d75e52f3b6f3.css</a>
9px	footer.svelte-r3zq6l.svelte-r3zq6l	-
10px	.mopinion-survey-content div, .mopinion-survey-content span, .mopinion-survey-content p, .mopinion-survey-content a, .mopinion-survey-content img, .mopinion-survey-content form, .mopinion-survey-content label, .mopinion-survey-content button, .mopinion-survey-content input, .mopinion-survey-content textarea	-
8px	sup.svelte-pg1hax.svelte-pg1hax.svelte-pg1hax	-
11px	.prc__info-addon	<a href="https://www.decathlon.fr/client/style/style.e763d664d75e52f3b6f3.css">https://www.decathlon.fr/client/style/style.e763d664d75e52f3b6f3.css</a>
10px	.menu-button.svelte-gb7a8q.svelte-gb7a8q	-
11.2px	[class*=badge--]	<a href="https://www.decathlon.fr/client/style/style.e763d664d75e52f3b6f3.css">https://www.decathlon.fr/client/style/style.e763d664d75e52f3b6f3.css</a>

Page text legibility is important from an accessibility perspective, and also to ensure your users can comfortably spend time on your site. In particular it's important to review text legibility on mobile and tablet devices where the text may naturally be smaller or lower lighting could make it more challenging to read.

We recommend reviewing the legibility of your text including less considered items like footer links and text.

## Tap Target Sizing



Some of the links or buttons on your page may be too small for a user to easily tap on a touchscreen.

Consider making these tap targets larger to provide a better user experience.



Element Label	CSS Selector	HTML Block
Reach slide 1	div.slider-controls-container > div.svelte-15vf7x > div.dots > button.dot	<button aria-label="Reach slide 1" type="button" class="dot svelte-15vf7x" aria-pressed="false">
CGU	section.mentions > ul.links > li.svelte-1tvmx0d > a	<a href="/landing/_/R-a-cgu" target="" rel="" class="">
CGU	section.mentions > ul.links > li.svelte-1tvmx0d > a	<a href="/landing/_/R-a-cgu" target="" rel="" class="">
Reach slide 1	div.slider-controls-container > div.svelte-15vf7x > div.dots > button.dot	<button aria-label="Reach slide 1" type="button" class="dot svelte-15vf7x" aria-pressed="false">
Reach slide 2	div.slider-controls-container > div.svelte-15vf7x > div.dots > button.dot	<button aria-label="Reach slide 2" type="button" class="dot svelte-15vf7x" aria-pressed="false">
Reach slide 3	div.slider-controls-container > div.svelte-15vf7x > div.dots > button.dot	<button aria-label="Reach slide 3" type="button" class="dot svelte-15vf7x" aria-pressed="false">
CGU Avis	section.mentions > ul.links > li.svelte-1tvmx0d > a	<a href="/landing/_/R-a-cgu-avis" target="" rel="" class="">
CGU Avis	section.mentions > ul.links > li.svelte-1tvmx0d > a	<a href="/landing/_/R-a-cgu-avis" target="" rel="" class="">
Mentions légales	section.mentions > ul.links > li.svelte-1tvmx0d > a	<a href="/landing/_/R-a-mentions-legales" target="" rel="" class="">
Mentions légales	section.mentions > ul.links > li.svelte-1tvmx0d > a	<a href="/landing/_/R-a-mentions-legales" target="" rel="" class="">
Données personnelles	section.mentions > ul.links > li.svelte-1tvmx0d > a	<a href="/landing/_/R-a-donnees-personnelles" target="" rel="" class="">
Tendances	section.mentions > ul.seo-footer-link__container > li.svelte-1tvmx0d > a	<a href="https://www.decathlon.fr/tendances-sportives_lp-C7TVNB" target="" rel="" class="">
Gestion des cookies	section.mentions > ul.links > li.svelte-1tvmx0d > a	<a href="/landing/_/R-a-gestion-des-cookies" target="" rel="" class="">
Maillot de bain femme	section.mentions > ul.seo-footer-link__container > li.svelte-1tvmx0d > a	<a href="https://www.decathlon.fr/browse/c0-femme/c1-vetements/c2-maillots-de-bain/..." target="" rel="" class="">

Tap Target Sizing refers to the size of buttons, links and other navigational elements on the page. On touch screen devices in particular these elements can't be too small or too close together or they will impede clicking and frustrate users.

We recommend reviewing the Tap Target Sizing of your of all your text to ensure they're easily clickable including less considered items like footer elements.

# Performance Results



## Your performance is very good!

Congratulations, your page has performed very well in our testing meaning it should be reasonably fast and responsive for users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). Continue to monitor your performance over time to ensure there are no periodic fluctuations.

### Optimize Images



All of the images on your page appear to be optimized.

Image and media files in general tend to be the largest component of file size on most modern webpages. File size can directly impact how quickly a page loads, and subsequently the quality of the experience for users. Images in general can have a large range in how much they can be optimized. For example, a high quality photograph downloaded from a camera could be 16MB, but using a reasonable level of size reduction and optimization could comfortably reduce it to 150KB without a noticeable amount of quality loss.

Review the images used on your site, starting from the largest in file size to determine if there are optimization opportunities. You can use common image editing tools like Photoshop or even free online compression tools to optimize them.

### Minification



All your JavaScript and CSS files appear to be minified.

Minification is a procedure run on code text files that can reduce the text size by removing white space and substituting common values or names with shorter versions. Minification also offers the additional value of making code much harder to read and reverse engineer by third parties. It is best practice to minify any exposed JS and CSS Files before publishing them to a live site.

Minification can be done automatically through some development tools and website build procedures, or through minification CMS Plugins, or manually through minification tools available online.

# Technology Results

## Server IP Address

151.101.2.133

*i*

## DNS Servers

udns2.cscdns.uk  
udns1.cscdns.net

*i*

## Charset

text/html; charset=utf-8

*i*