

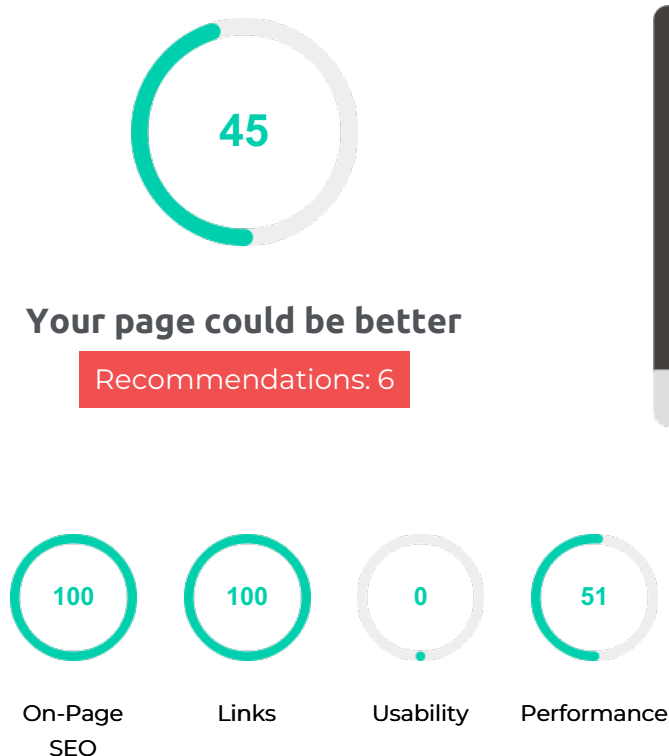
Your server is reporting that the specific page is not accessible to us (Code 403). Please check that the page URL you have entered is correct, is published, and that there are no problems preventing it's display.

Premium SEO Audit for www.laredoute.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.laredoute.fr



Recommendations

Optimize for Core Web Vitals

Usability

Medium Priority

Optimize your page for Desktop PageSpeed Insights

Usability

Low Priority

Optimize your page for Mobile PageSpeed Insights

Usability

Low Priority

Review and Increase Font Sizes across devices

Usability

Low Priority

Minify your CSS and JS Files

Performance

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.

Rankings

Top Keyword Rankings

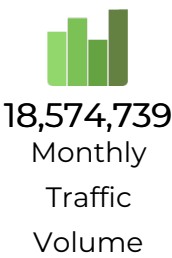
This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

| Keyword | Country | Position | Total Searches | Estimated Traffic | |
|------------------|---------|----------|----------------|-------------------|-------------|
| vert baudet | FR | 2 | 1,500,000 | 189,540 | <div></div> |
| vertbaudet | FR | 3 | 1,500,000 | 118,219 | <div></div> |
| amazor | IT | 52 | 30,400,000 | 60,009 | <div></div> |
| doudoune femme | FR | 1 | 165,000 | 50,160 | <div></div> |
| graine de malice | FR | 2 | 301,000 | 48,762 | <div></div> |
| grains de malice | FR | 2 | 301,000 | 48,762 | <div></div> |
| flash result | FR | 6 | 1,220,000 | 41,236 | <div></div> |
| ampm | FR | 1 | 135,000 | 41,040 | <div></div> |
| redoute | FR | 1 | 135,000 | 41,040 | <div></div> |
| redouté | FR | 1 | 135,000 | 41,040 | <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 | 51,470 | <div></div> |
| Position 2-3 | 104,400 | <div></div> |
| Position 4-10 | 273,242 | <div></div> |
| Position 11-20 | 252,994 | <div></div> |
| Position 21-30 | 188,555 | <div></div> |
| Position 31-100 | 500,933 | <div></div> |

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.

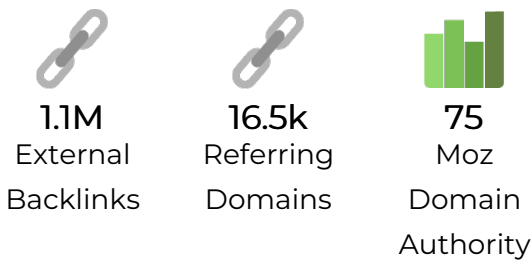
Links

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 | apps.apple.com/fr/app/la-redoute-mode-maison/id393136788 |
| 100 | apps.apple.com/fr/app/la-redoute-mode-maison-ampm/id393136788 |
| 98 | en.wikipedia.org/wiki/La_Redoute |
| 98 | bugzilla.mozilla.org/show_bug.cgi?id=463377 |
| 98 | wiki.mozilla.org/Mobile/Evangelism/iPhoneAndroidTargetSites |
| 97 | cordis.europa.eu/project/id/515810 |
| 97 | cordis.europa.eu/project/id/515810/it |
| 96 | github.com/cerberustesting/cerberus-source |
| 96 | github.com/twbs/bootstrap/issues/160 |
| 95 | tmagazine.blogs.nytimes.com/2012/09/04/large-format-stephanie-zwickys-blog-de-big-beauty/ |

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 needs improvement

Your page has usability issues across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

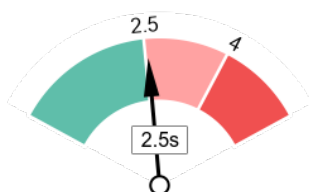
Google's Core Web Vitals



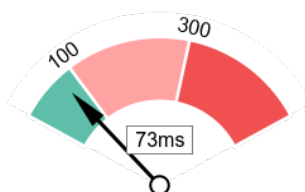
Your page has failed Google's Core Web Vitals assessment.

Core Web Vitals are UI metrics created by Google that measure page experience and are becoming increasingly important as a ranking factor.

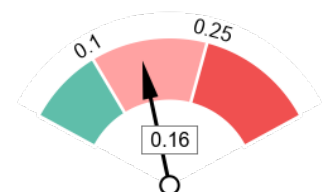
Largest Contentful Paint (LCP)



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.

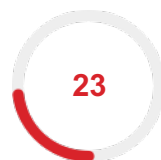
Make sure you include one Meta Viewport tag in the Head section of page HTML.

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 | 5.5 s | Defer offscreen images | 4.89 s |
| Speed Index | 9.1 s | Use video formats for animated content | 2.86 s |
| Largest Contentful Paint | 10.5 s | Reduce unused JavaScript | 2.82 s |
| Time to Interactive | 12.8 s | Eliminate render-blocking resources | 2.2 s |
| Total Blocking Time | 1.03 s | Reduce unused CSS | 1.95 s |
| Cumulative Layout Shift | 0.13 | Minify JavaScript | 0.4 s |
| | | 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.

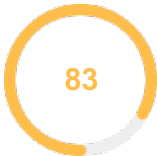
We recommend reviewing and implementing some of Google's listed opportunities to improve your site.

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 | 1.2 s | Reduce unused JavaScript | 0.75 s |
| Speed Index | 2 s | Reduce unused CSS | 0.56 s |
| Largest Contentful Paint | 2 s | Use video formats for animated content | 0.51 s |
| Time to Interactive | 2.5 s | Properly size images | 0.39 s |
| Total Blocking Time | 0.03 s | Defer offscreen images | 0.32 s |
| Cumulative Layout Shift | 0.015 | Eliminate render-blocking resources | 0.28 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 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 |
|-----------|-----------------------|---|
| 11px | #smartbanner .sb-info | https://www.laredoute.fr/ |

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 |
|------------------------------------|---|---|
| BZ | div.divColumn > ul > li > a | |
| BZ | div.divColumn > ul > li > a | |
| Sacoché homme | div.divColumn > ul > li > a | |
| Derbies femme | div.divColumn > ul > li > a | |
| Converse | div.divColumn > ul > li > a | |
| Pull femme | div.divColumn > ul > li > a | |
| Meuble industriel | div.divColumn > ul > li > a | |
| Adidas Rivalry | div.divColumn > ul > li > a | |
| Black Friday | div.divColumn > ul > li > a | |
| Papier peint | div.divColumn > ul > li > a | |
| Converse | div.divColumn > ul > li > a | |
| CGV La Redoute | div.html > ul.footer-condition > li > a#ctl00_ctl06_repConditions_ctl00_aLink | |
| Conditions spécifiques Marketplace | div.html > ul.footer-condition > li > a#ctl00_ctl06_repConditions_ | <a href="/popupvendortermsconditions.aspx#footerlink=Conditions generalesmkp" id="ctl00_ctl06_repConditions_ |

| Element Label | CSS Selector | HTML Block |
|---|---|--|
| Référencement et Critères de Classement | div.html > ul.footer-condition > li > a#ctl00_ctl06_repConditions_ctl00_aLink | |
| CGU La Redoute | div.html > ul.footer-condition > li > a#ctl00_ctl06_repConditions_ctl02_aLink | |
| CGU La Redoute | div.html > ul.footer-condition > li > a#ctl00_ctl06_repConditions_ctl02_aLink | |
| Avis clients | div.html > ul.footer-condition > li > a#ctl00_ctl06_repConditions_ctl02_aLink | |
| Avis clients | div.html > ul.footer-condition > li > a#ctl00_ctl06_repConditions_ctl02_aLink | |
| Conditions d'utilisation #LaRedoute | div.html > ul.footer-condition > li > a#ctl00_ctl06_repConditions_ctl02_aLink | |
| CGU Mon Rdv Shopping | div.html > ul.footer-condition > li > a#ctl00_ctl06_repConditions_ctl02_aLink | |
| Données personnelles | div.html > ul.footer-condition > li > a#ctl00_ctl06_repConditions_ctl03_aLink | |
| Gérer mes cookies | div.html > ul.footer-condition > li > a | |
| *Conditions des Offres | div.html > ul.footer-condition > li > a#ctl00_ctl06_repConditions_ctl04_aLink | |
| **Conditions des Facilités de Paiement | div.html > ul.footer-condition > li > a#ctl00_ctl06_repConditions_ctl05_aLink | |
| BZ | div.divColumn > ul > li > a | |
| BZ | div.divColumn > ul > li > a | |

| Adidas Rivalry | CS Select | Time Block |
|----------------------------|--|--|
| | > a | |
| Actualités | div.flex-col-12 > ul.footer-services-content > li > a.footer-services-link | |
| Entreprise | div.flex-col-12 > ul.footer-services-content > li > a.footer-services-link | |
| Activités | div.flex-col-12 > ul.footer-services-content > li > a.footer-services-link | |
| Activités | div.flex-col-12 > ul.footer-services-content > li > a.footer-services-link | |
| Recrutement | div.flex-col-12 > ul.footer-services-content > li > a.footer-services-link | |
| Aide & Contact | div.flex-col-12 > ul.footer-services-content > li > a.footer-services-link | |
| Suivre une commande | div.flex-col-12 > ul.footer-services-content > li > a.footer-services-link | |
| Retourner un article | div.flex-col-12 > ul.footer-services-content > li > a.footer-services-link | |
| La Redoute + | div.flex-col-12 > ul.footer-services-content > li > a.footer-services-link | |
| La Redoute + | div.flex-col-12 > ul.footer-services-content > li > a.footer-services-link | |
| Mastercard La Redoute | div.flex-col-12 > ul.footer-services-content > li > a.footer-services-link | |
| Paiement CB en plusieurs f | div.flex-col-12 > ul.footer-services-content > | <a href="https://aide.laredoute.fr/categories/commande-conseils/paiement" data-cerberus="lnk_footer_services" |

| Element Label | CSS Selector | HTML Block |
|---|---|--|
| La Redoute For Business | div.flex-col-12 > ul.footer-services-content > li > a.footer-services-link | |
| AMPM | div.flex-col-12 > ul.footer-services-content > li > a.footer-services-link | |
| La Redoute Outlet | div.flex-col-12 > ul.footer-services-content > li > a.footer-services-link | |
| Découvrir la marketplace | div.flex-col-12 > ul.footer-services-content > li > a.footer-services-link | |
| Devenir vendeur | div.flex-col-12 > ul.footer-services-content > li > a.footer-services-link | |
| Le Blog de La Redoute | div.flex-col-12 > ul.footer-services-content > li > a.footer-services-link | |
| Télécharger nos applis smartphone et tablette | div.flex-col-12 > ul.footer-services-content > li > a.footer-services-link | |
| Données personnelles | div.html > ul.footer-condition > li > a#ctl00_ctl06_repConditions_ctl03_aLink | |

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 could be better

Your page's performance has some issues and room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

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



Some of your JavaScript or CSS files do not appear to be minified.

Minification is a reasonably simple way to reduce page size, and subsequently load time.

| File | File Size | Save Size | Save Percentage |
|--|-----------|-----------|-----------------|
| https://www.laredoute.fr/js/1/fr-FR/indexjs?v=t3eWWvQI2tlnqO63ua0zPP0GxuJkuVSIM_MH1euQ8Pg1 | 27.76KiB | 12.70KiB | 46% |

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

34.102.132.3

i

DNS Servers

ns-38-b.gandi.net
ns-232-a.gandi.net
ns-221-c.gandi.net

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