woorank

33

Review of

agencelapanthere.ovh

Generated on March 28, 2023

Introduction

This report provides a review of the key factors that influence the SEO and usability of your website.

The score is graded on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on dozens of criteria, including search engine data, website structure, site performance and more. A score lower than 40 means that there are a lot of areas to improve. A score above 70 tells you that your website is probably well optimized and ready for a digital marketing campaign.

Our reports provide actionable advice to improve a site's business objectives.

Please contact us for more information.

woorank

Table of Contents

Iconography

Passed

To Improve

Errors

Informational

Very hard to solve

Hard to solve

Easy to solve

High impact

Medium impact

Low impact

Brought to you by WooRank

woorank

Content

Title Tag .

◎ ◎ ◎   ⚙ ⚙ ⚙

Length: 1 character(s) (5 pixels)

HTML title tags appear in browser tabs, bookmarks and in search results.

It looks like your title tag is a little outside the ideal length. Since they are one of the most important on-page SEO elements you should make your title tags between 20 and 70 characters including spaces (200 - 569 pixels). Make sure each page has a unique title and use your most important keywords. For internal pages start your title tags with your most important keyword(s).

Meta Description   Missing

◎ ◎ ◎   ⚙ ⚙ ⚙

The meta description for agencelapanthere.ovh is missing.

Meta descriptions allow you to influence how your web pages are described and displayed in search results. A good description acts as a potential organic advertisement and encourages the viewer to click through to your site.

Keep it short and to the point; the ideal meta description should be between 70 and 160 characters spaces included (400 - 940 pixels).

Ensure that each of your web pages have a unique meta description that is explicit and contains your most important keywords for each page. These keywords are especially important because they appear in bold when they match the user's search query (See the Google Preview below).

Check your Google Search Console (Search Appearance > HTML Improvements) for any warning messages to identify meta descriptions that are too long/short or duplicated across more than one page.

Google Preview   Missing

woorank

This is a representation of what your title tag and meta description will look like in Google search results for both mobile and desktop users. Searchers on mobile devices will also see your site's favicon displayed next to the page's URL or domain.

Search engines may create their own titles and descriptions if they are missing, poorly written and/or not relevant to the content on the page and cut short if they go over the character limit. So it's important to be clear, concise and within the suggested character limit.

Check your title tag and meta description to make sure they are clear, concise, within the suggested character limit and that they convey the right message to encourage the viewer to click through to your site.

Headings

<H1>	<H2>	<H3>	<H4>	<H5>
1	2	7	0	0

<H1>	Agence La Panthère
<H2>	Nous souhaitons aider les entreprises de la région Lyonnaise ...
<H2>	Prêt pour redonner vie à votre projet ? Contactez notre équipe !
<H3>	Web design
<H3>	Stratégie

and **5** more.

Great, your website is structured using HTML headings (<H1> to <H6>).

Use your keywords in the headings and make sure the first level (<H1>) includes your most important keywords. Never duplicate your title tag content in your header tag.

While it is important to ensure every page has an <H1> tag, only include more than one per page if you're using HTML5. Instead, use multiple <H2> - <H6> tags.

woorank

Content Analysis

identité visuelle complète `1`   nouvelle identité visuelle `1`

site internet permettant `1`   aimons collaborer `1`   Annuaires liste `2`

entrepreneurs créatifs `1`   facilement trouvable `1`

graphistes talentueux `1`   journal local `1`   nouveaux clients `1`

objectifs commerciaux `1`   plateforme idéale `1`

présentation détaillée `1`   redonner vie `1`   région Lyonnaise `1`

Toggle navigation `1`   touche finale `1`   entreprises locales `1`

stratégie web `3`   site web `9`

This data represents the words and phrases that your page appears to be optimized around. We use what's called "natural language processing" (NLP), which is a form of artificial intelligence that allows computers to read human language, to do this analysis.

The numbers next to each word or phrase represents how often we detected them and their variants on the page.

Are these the keywords you want to target for your page? If so, great! Track your site's rankings in Google search results using WooRank's Keyword Tool.

If these keywords aren't relevant to your page, consider updating your content to optimize it for your target keywords.

Alt Attribute

We found **9** images on this web page.

No ALT attributes are missing.

Alternative text allows you to add a description to an image. Since search engine crawlers cannot see images, they rely on alternative text attributes to determine relevance to a search query. Alternative text also helps makes an image more likely to appear in a Google image search and is used by screen readers to provide context for visually impaired users.

It looks like most or all of your images have alternative text. Check the images on your website to make sure accurate and relevant alternative text is specified for each image on the page.

Try to keep your alternative text to a simple, one-sentence description of what's in the image.

woorank

In-Page Links

We found a total of 25 link(s) including 0 link(s) to files

■ Internal Links (100%)
■ External Links: Follow (0%)
■ External Links: NoFollow (0%)

Anchor	Type	Follow
paris web design log...	Internal Links	Follow
page2 >	Internal Links	Follow
paris web design log...	Internal Links	Follow
voiture.com	Internal Links	Follow
pizza.com	Internal Links	Follow

and **20** more.

Links pass value from one page to another. This value is called 'link juice'.

A page's link juice is split between all the links on that page so lots of unnecessary links on a page will dilute the value attributed to each link. There's no exact number of links to include on a page but best practice is to keep it under 200.

Using the Nofollow attribute in your links prevents some link juice, but these links are still taken into account when calculating the value that is passed through each link, so using lots of NoFollow links can still dilute PageRank.

Check your site's internal linking using Site Crawl.

woorank

Language

Declared: Missing

Detected: *French*

Your website hasn't specified a language yet. Use the META Language Attribute to declare the intended language of your website. We've detected that your website is currently in French.

Here are some tips for multilingual websites:

- Define the language of the content in each page's HTML code.
- Specify the language code in the URL as well (e.g., "mywebsite.com/fr/mycontent.html").
- Use hreflang tags to specify language and country for Google, and the "content-language" meta tag to specify the language and country for Bing.

Web Feeds

We didn't find any web feed URLs on this web page.

A Web feed essentially enables visitors to receive information from your site without having to manually visit your website themselves. This allows you to consistently engage with your users, even when they are elsewhere.

Web Feeds can be used across a network of websites for product alerts, news, blog updates and more. Users can choose to subscribe to your content and receive notifications. Most multimedia content available on the web can be easily and efficiently distributed to your users using feeds.

The content would be delivered to the user in either RSS, ATOM, or JSON format. The aggregation of a web feed is the act of making a collection of web feeds available on one page.

Adding a web feed depends on the CMS you're using. Check with your CMS for specific instructions. You can also check this tutorial on creating RSS feeds for your website. Once it's added, start advertising it on your pages.

woorank

Indexing

URL Resolve

Warning, no 301 redirects are in place to redirect traffic to your preferred domain. Pages that load successfully both with and without www. are treated as duplicate content!

❌ Not all versions of your page point to the same URL.

URL	Resolved URL
http://agencelapanthere.ovh/	http://agencelapanthere.ovh/
http://www.agencelapanthere.ovh/	http://www.agencelapanthere.ovh/
https://agencelapanthere.ovh/	https://agencelapanthere.ovh/
https://www.agencelapanthere.ovh/	https://www.agencelapanthere.ovh/

Search engines see www.agencelapanthere.ovh and agencelapanthere.ovh as two different websites with the same content. This causes them to see a lot of duplicate content, which they don't like.

Right now your website is not directing traffic to www.agencelapanthere.ovh and agencelapanthere.ovh to the same URL. It is crucial that you fix this.

Use the rel="canonical" tag to tell search engines which is the definitive version of your domain. Use a 301 redirect to divert traffic from your secondary domain.

This issue can be caused by problems with a website's SSL configuration. Check your site's SSL configuration for any errors.

If you need help resolving issues with your SSL configuration, consider using a professional service to set it up for you.

woorank

Robots.txt

◎ ◎ ◎   ⚙ ⚙ ⚙
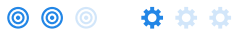
✔ We found your robots.txt here:
https://agencelapanthere.ovh/robots.txt

✔ The reviewed page is allowed, so search engines are able to find it.

✘ The following resources on this page are disallowed by a robots.txt rule, so search engines are unable to find them:

URL	Resource
https://agencelapanthere.ovh/img/agence-la-panthere-m...	Image
https://agencelapanthere.ovh/img/logo.png	Image
https://agencelapanthere.ovh/img/title.png	Image
https://agencelapanthere.ovh/img/citation.png	Image
https://agencelapanthere.ovh/img/title2.png	Image

and **8** more.

A robots.txt file allows you to restrict the access of search engine crawlers to prevent them from accessing specific pages or directories. They also point the web crawler to your page's XML sitemap file.

We checked agencelapanthere.ovh/robots.txt and didn't find a robots.txt file. Use Google Search Console to submit and test your robots.txt file. You can also test individual pages to make sure Google isn't crawling any restricted files.

XML Sitemap

◎ ◎ ◎   ⚙ ⚙ ⚙

http://localhost:5500/sitemap.xml

XML sitemaps contain the list of your URLs that are available to index and allow the search engines to read your pages more intelligently. They can also include information like your site's latest updates, frequency of changes and the importance of URLs.

Be sure to only include the pages you want search engines to crawl, so leave out any that have been blocked in a robots.txt file. Avoid using any URLs that cause redirects or error codes and be sure to be consistent in using your preferred URLs (with or without www.), correct protocols (http vs. https) and trailing slashes. You should also use your robots.txt file to point search engine crawlers to the location of your sitemap.

Sitemaps Validity

We found 1 sitemap(s) listing 0 URL(s).

✔ All sitemaps are within the file size limit
✔ All sitemaps are within the URL count limit
✔ All sitemaps have a valid structure
✘ Following sitemaps are not accessible
http://localhost:5500/sitemap.xml

✔ The sitemaps in your robots.txt file use a valid URL format
✔ No sitemap provided is empty.

Valid sitemaps make search engines happy by allowing them to find new and updated content easily. Make sure your sitemaps are accessible, have valid syntax, are free from content errors and respect the limits set by search engines.

To learn more about what a valid sitemap should look like check out our guide about XML Sitemaps or submit it through Google Search Console.

URL Parameters

Perfect, your URLs look clean.

URL parameters are used to track user behaviors on site (session IDs), traffic sources (referrer IDs) or to give users control over the content on the page (sorting and filtering). The issue with URL parameters is that Google sees each unique parameter value as a new URL hosting the same thing - meaning you could have a duplicate content problem. Sometimes, it's able to recognize these URLs and group them together. It then algorithmically decides which URL is the best representation of the group and uses it to consolidate ranking signals and display in search results. You can help Google recognize the best URL by using the rel="canonical" tag.

Use the URL Parameters Tool in Google Search Console to tell Google how your URL parameters affect page content and how to to crawl URLs with parameters. Use this tool very carefully - you can easily prevent Google from crawling pages you want indexed through overly restrictive crawling settings, especially if you have URLs with multiple parameters.

Check the On-Page section of Site Crawl to identify any duplicate content issues.

woorank
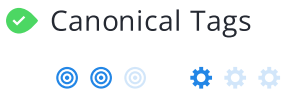
Canonical Tags

We didn't find any canonical URLs on your page. It is, however, strongly recommended to add a self-referencing canonical tag when possible.

A canonical tag, also called "rel canonical" is an HTML tag that tells search engines that the enclosed URL is the original, definitive version of the page. Practically speaking, it tells Google which page you want to appear in search results. Search engines see different URLs as different pages, even if they are serving the same purpose. Having multiple versions of a page might cause you to suffer issues with duplicate content.
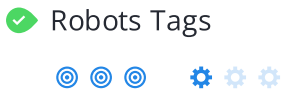
Implementing a canonical tag can be done through the <link> tag in the <head> or through HTTP headers.

To learn more about best practices and how to implement your canonicals correctly, check out our complete canonical tag guide. Also, head to WooRank's Site Crawl to discover any duplicate content issues on your site.

Robots Tags

We did not find any robots meta tags in your website.

The robots meta tag gives you control over the content search engines are able to index and display to users. Discover all of the ways you can use robots meta tags here.
Although not necessary to have on each page, it is highly recommended to include robots tags so you can control how your content is delivered.

You can implement your robots tag either as an HTML tag in the head element of your page, or by using an X-Robots-Tag in the HTTP Header response.
You can use both approaches to specify instructions to one particular search engine, or any other search engine visiting and crawling your site.

Hreflang Tags

No hreflang tags were found on this page

The hreflang tag is an HTML tag that tells search engines which languages and (optionally) countries a page's content is relevant for. Hreflang tags also tell search engines where to find the relevant content in alternate languages.

If your website targets users all around the world, using hreflang tags will help make sure the right content is being served to the right users.

The value of the hreflang attribute identifies the language (in ISO 639-1 format) and optionally a region in ISO 3166-1 Alpha 2 format of an alternate URL.

Use WooRank's Site Crawl to perform a thorough check on hreflang validity across a website.

Brought to you by WooRank

woorank

Broken links

We found 14 broken links on this web page

URL	Status	Code
https://agencelapanthere.ovh/voit...	404	Not Found
https://agencelapanthere.ovh/pizz...	404	Not Found
https://agencelapanthere.ovh/mat...	404	Not Found
https://agencelapanthere.ovh/imm...	404	Not Found
https://agencelapanthere.ovh/ann...	404	Not Found

and **9** more.

Broken links send users to non-existent web pages. They hurt a site's usability and reputation, which impacts SEO.

We've found 14 broken links on agencelapanthere.ovh that need to be fixed. You should take the time to find any broken links on your page to fix or remove them. In the future, keep on the lookout and be proactive about removing dead links.

Check potentially thousands of links using WooRank's Site Crawl.

Underscores in the URLs

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

Great, you aren't using underscores (these_are_underscores) in your URLs.

Google sees hyphens as word separators while underscores aren't recognized. So the search engine sees www.example.com/green_dress as www.example.com/greendress. The bots will have a hard time determining this URL's relevance to a keyword.

woorank

We've discovered 30 pages on agencelapanthere.ovh.

Discovered pages do not impact your ranking but this is very handy information to have to make sure that your site's pages are being indexed correctly.

A low number can indicate that bots are unable to discover your pages, which is commonly caused by bad site architecture and poor internal linking. Or you've unknowingly prevented bots and search engines from crawling and indexing your pages. An unusually high number could be an indication of duplicate content due to URL parameters.

Make sure your website's XML sitemap is present and that you've submitted it to the major search engines. Building backlinks to your website's internal pages will also help bots to discover, crawl and index them, while building authority to help them rank in search results at the same time.

Check Index Status and Crawl Errors in Google Search Console to track the status of your crawled/indexed pages.

If the number shown here doesn't sound right, we recommend to use WooRank's Site Crawl analysis to find out why.

If you use parameters in your URL like session IDs or sorting and filtering, use the rel="canonical" tag to tell search engines which version of those pages is the original.

Mobile

⚠ Mobile Friendliness   Fair

This website is not optimized for Mobile Visitors

Mobile friendly pages make it easy for users to complete their objectives and common tasks and use a design or template that is consistent across all devices (uses responsive web design).

Google released a new mobile ranking algorithm that expanded the use of mobile-friendliness in its mobile search rankings. With almost half of all Google search queries originating on a mobile device, it is important to make sure your mobile site is optimized for these users.

◉ Mobile Rendering
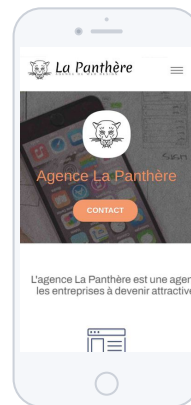
This is how your website appears when displayed on different mobile devices.

With more than half of all Google search queries originating on a mobile device, it is important to make sure your mobile site is optimized for these users.

woorank

Tap Targets

In the table below, find the **tap targets** that are too small, their **size** in pixels and the **overlapping target** that is too close to be easily clicked.

Tap Target	Size	Overlapping Target
<a href="voiture.com">	72x16	<a href="pizza.com">
<a href="pizza.com">	63x16	<a href="matoiture.com">
<a href="matoiture.com">	89x16	<a href="immobilierseo.com">

and **3** more.

Your page's link and buttons are not optimized. Either they are too small and/or too close together to be easily clicked, or you haven't set your mobile viewport meta tag.

The average fingertip area is 48 pixels in width and height, so yourTap targets should be spaced enough for the average user to click something on your site without accidentally clicking a nearby link. The minimum required space between tap targets is 8 pixels on each side.

Use Google's Lighthouse tool to get a detailed look at all of your tap targets that are too small and too close together.

If sizing isn't an issue, check that you have set your mobile viewport meta tag, which defines where your content appears. If it's not set, your tap targets could overlap each other and become difficult and frustrating to use for your mobile users. Check out our Mobile Viewport Meta Tag guide for help.

Plugins

Perfect, no plugin content detected.

Great, your website does not embed any special types of web content, such as Flash, Silverlight or Java, so your content can be accessed on all devices.

woorank

⊗ Font Size Legibility   This web page's text is too small for legibility on mobile devices.

◎ ◎ ◎   ⚙ ⚙ ⚙

Your font size might be an issue on mobile devices. Make sure to use font sizes greater than 12 pixels in at least 60% of your page text so users can read your content on their mobile devices.

If you have already set your font size correctly, please check that you have your mobile viewport meta tag specified. Without a viewport tag, the text might not be readable on mobile devices. To learn more, check out our guide to mobile font sizes.

✔ Mobile Viewport   ✔ Great, a configured viewport is present.

◎ ◎ ◎   ⚙ ⚙ ⚙   ✔ The content fits within the specified viewport size.

Great, the viewport is well configured.

Keep in mind that since the width (in CSS pixels) of the viewport may vary, your page content should not solely rely on a particular viewport width to render well. Consider these additional tips:
- Avoid setting large absolute CSS widths for page elements.
- If necessary, CSS media queries can be used to apply different styling depending on screen size.
- Ideally, serve responsively-sized images.

◉ Mobile Frameworks   No mobile frameworks have been detected.

Mobile or responsive frameworks are an important part of website optimization as they assist developers in creating applications which are applicable to multiple devices.

◉ AMP   We didn't find AMP on your page.

AMP is an open-source library that provides a straightforward way to create web pages that are compelling, smooth, and load near instantaneously for users.

Check your AMP markup with the AMP validator.

Structured Data

Schema.org   We didn't detect any schema.org items on your webpage

Get started using Schema.org vocabulary and marking up your webpage.

Schema.org is a set of vocabularies used to add meaning to the information on a webpage in a way that is readable by machines (Google). Schema.org vocabularies include attributes for entities, relationships between entities and actions.

Learn more in Google's intro to structured data. Structuring data on your pages can help increase website traffic and improve audience engagement. Schema.org vocabulary can be added to a page using many different formats, including RDFa, Microdata and JSON-LD.Schema.org is a collaborative, community activity with a mission to create, maintain, and promote schemas for structured data on the Internet, on web pages, in email messages, and beyond.

Schema.org vocabulary can be used with many different encodings, including RDFa, Microdata and JSON-LD. These vocabularies cover entities, relationships between entities and actions, and can easily be extended through a well-documented extension model. Over 10 million sites use Schema.org to markup their web pages and email messages. Many applications from Google, Microsoft, Pinterest, Yandex and others already use these vocabularies to power rich user experiences.

Open Graph Protocol   We didn't detect any Open Graph tags on your webpage

Facebook developed the Open Graph protocol to enable the integration of any web page with its social media platform. Other social media platforms have also adopted the protocol, allowing you to control how your web pages are presented when shared across social media.

Check out Facebook's Guide to Sharing for Webmasters to learn how to add Open Graph tags.

Use the Sharing Debugger to check what information appears when shared on Facebook and the Twitter Cards Validator to do the same for Twitter.

woorank

Twitter Card   We didn't detect any Twitter Card tags on your webpage

Twitter Cards are designed to give users a rich media experience whenever a tweet contains links to a site's content. Twitter has various card types that can show content previews, play videos and increase traffic to your website.

Check out Twitter's Guide to learn how to add Twitter Cards.

Use the validator to check what information will appear when something is shared on Twitter.

Microformats   We didn't detect any microformat items on your webpage

Designed for humans first and machines second, microformats use code (HTML/XHTML tags) originally intended for other purposes to add context to the content on a webpage. This helps machines (like Google!) to understand certain information (contact information, geographic coordinates, calendar events, etc.) intended for humans.

woorank

Security

Email Privacy   Good, no email address has been found in plain text.

> 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.

DMARC   The DMARC record for agencelapanthere.ovh is missing.

> Domain-based Message Authentication, Reporting, and Conformance (DMARC) is an email authentication method. When DMARC is published for a domain, it controls what happens if and when a message fails authentication tests. It is used to prevent malicious email practices like spoofing or phishing that could put your business as risk.
>
> DMARC uses DNS to publish information on how an email from a domain should be handled (e.g. do nothing, quarantine the message, or reject the message).
>
> Once you setup your DMARC record, use DMARC lookup tool to check it for errors.

SSL Secure Great, your website is SSL secured (HTTPS).

✖ Your website's URLs do not redirect to HTTPS pages.
✖ Your headers are not properly set up to use HSTS.
✔ The SSL certificate expires in 2 months.
✔ The certificate issuer is Let's Encrypt.

Modern websites tend to be SSL secured (HTTPS) as it provides an extra security layer while logging in to your Web Service. In 2014, Google announced that an HTTPS (vs HTTP) website would receive an extra boost in their ranking.

While switching to HTTPS, make sure your site remains optimized and see to it that your website will still run quickly. Follow these best practices for a smooth transition:

- Use a serious issuer to purchase your SSL certificate
- Redirect all of your HTTP pages to the HTTPS version of your website
- Use HTTP Strict Transport Security (HSTS) in your headers
- Renew your SSL certificate every year, before it expires
- Make sure that all of your content (CSS, etc.) is linked to HTTPS
- Update your XML sitemap to ensure the URLs include HTTPS and update the robots.txt file to reference this version
- Register the HTTPS website in Google & Bing Search Console/Webmaster Tools

Using an SSL certificate creates an encrypted connection between your visitor's browser and your website's server adding an extra layer of security. In 2014, Google™ announced that HTTPS would become part of their ranking algorithm and since your website is not HTTPS, it will likely rank below your HTTPS competitors. When moving to HTTPS, follow these best practices for a smooth transition:

- Use a serious issuer to purchase your SSL certificate
- Redirect all of your HTTP pages to the HTTPS version of your website
- Use a Security Token Service (STS) in your headers
- Renew your SSL certificate every year, before it expires
- Make sure that all of your content (CSS, etc.) is linked to HTTPS
- Update your XML sitemap to ensure the URLs include HTTPS and update the robots.txt file to reference this version
- Register the HTTPS version of the website in Google & Bing Search Console/Webmaster Tools

woorank

Mixed Content

We didn't find any mixed content on this web page.

◎ ◎ ◎   ⚙ ⚙ ⚙

Great, your website is secure and does not contain mixed content types.

Mixed content occurs when a URL is loaded over a secure HTTPS protocol, but other resources on the page (such as images, videos, stylesheets, scripts, etc.) are loaded over an insecure HTTP connection.

Modern browsers may block this content, or may display warnings to the user that this page contains insecure resources which causes them not to view your page.

Check out these techniques to prevent mixed content on your site.

woorank

Performance

Asset Minification

You could reduce 140.3 KiB by minifying the asset(s) listed below.

URL	Reduction size
https://agencelapanthere.ovh/css/bootstra...	29.3 KiB
https://agencelapanthere.ovh/style.css	3.4 KiB
https://agencelapanthere.ovh/css/font-aw...	7.6 KiB
https://agencelapanthere.ovh/js/jquery-2....	56.3 KiB
https://agencelapanthere.ovh/js/bootstrap...	13.3 KiB

and **3** more.

Fast websites make happy visitors. Enabling minification on assets like HTML, JavaScript and CSS files will reduce their transfer size. Every time a page is requested from your website less bytes and lighter assets are sent over the network resulting in faster delivery which loads your website faster for your customers.

Asset Compression

You could reduce 69% (19.4 KiB) by compressing the asset(s) listed below.

URL	Reduction size
https://agencelapanthere.ovh/img/agence-la-panthere-m...	19.4 KiB

Fast websites make happy visitors. It is very important to lower the load time of your web pages as much as possible for a better user experience. Compressing assets like images, javascript and CSS files will save bandwidth which results in a better page load time.

To learn more on how to enable compression for your assets, or consult our guide on compression.

Brought to you by WooRank

⊗ Asset Cacheability

We found a total of 23 uncached asset(s) listed below.

URL	Freshness lifetime
https://agencelapanthere.ovh/css/bootstra…	900000
https://agencelapanthere.ovh/style.css	900000
https://agencelapanthere.ovh/css/font-aw…	900000
https://agencelapanthere.ovh/css/et-line.c…	900000
https://agencelapanthere.ovh/js/jquery-2.…	900000

and **18** more.

Fast websites make happy visitors. Caching assets such as images, javascript and CSS files allows a browser to keep these files in local storage so it doesn't have to download them every time it requests a page on your website. This will lower the bandwidth used and improve the page load time.

To learn more on how to enable caching for your assets you can check out our guide to asset caching and SEO or consult Google's PageSpeed Insights guide on browser caching.

⊗ Image Optimization

This page has not passed all 5 checks
- ✔ All offscreen images have been deferred
- ✘ Some images are not efficiently encoded
- ✘ Some images are not using next-gen formatting
- ✘ Some images are not properly sized
- ✘ Some images do not have explicit dimensions
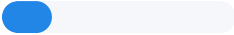
This page appears to have failed for one or more of the 5 checks for image optimization.

Optimizing your images can yield the greatest performance improvements and impress your website visitors. Lighthouse helps to identify issues that could frustrate users when the page loads, like images without dimensions. By not specifying an image's width and height, you could be causing a layout shift on your page.

Website visitors will benefit from properly sized images and efficiently encoded images. If there are any images that load offscreen or are hidden in the page, it would be better to defer those images to speed up your load time.

Finally, it's important to serve next-gen image formats, which have better compression and quality than their older JPEG and PNG counterparts. The images will load faster, consume less data and provide an overall better user experience.

woorank

Layout Shift Elements

The table below shows the DOM elements that contribute the most to the CLS of the page.

Your total CLS score is 0.13.

Element	CLS contribution
WEB DESIGN Que vous ayez un site web qui a besoin... *<div class="bloc bgc-white l-bloc" id="bloc-2-services">*	0.065
CONTACT *<div class="text-center">*	0.027
WEB DESIGN Que vous ayez un site web qui a besoin... *<div class="col-sm-4">*	0.017

and **1** more.

Cumulative Layout Shift (CLS) is used to measure the user-friendliness of a page. Specifically, it measures how much the content on a page moves around as the page loads.

CLS is measured any time an element that's visible in the viewport changes its position on the screen between two frames as the page loads. So, if a button moves from the left to the right, or if it moves two or three lines down, a CLS is recorded. This is bad user experience, as your visitors can get frustrated when they try to click something and it moves positions.

Each shifted element on your page contributes to your CLS score. To learn more about how CLS is calculated and some of the common causes, check out our Cumulative Layout Shift guide.

woorank

LCP Element

This is the Largest Contentful Paint element within the viewport:

Agence La Panthère CONTACT

<div class="bloc bgc-dark-slate-blue bg-banniere d-bloc bg-t-edge bloc-bg-texture text..." id="bloc-1-hero">

Largest Contentful Paint (LCP) is the amount of time it takes a page to render the largest image or text block visible in the viewport of a user's browser. It measures how long users have to wait to see the most important content on the page.

When measuring and tracking LCP, the clock starts as soon as the user's browser requests the URL from the server. Scoring LCP works by recording how long that image or text block element on the page takes to load and render once the user requests the page from their browser.

A fast LCP score helps reassure the user that the page is useful. Read more about how LCP works and why it matters in our Largest Contentful Paint guide.

woorank

Accessibility

❌ Contrast

◎ ◎ ◎   ⚙ ⚙ ⚙

The table below shows the text elements that don't have sufficient color contrast between the text and the background.

Element	Ratio	Preview
Agence web à paris, stratégie web, web d... *<div class="keywords" style="color:#cccccc;font-size:1px;">*	1.6:1 (4.5:1 expected)	Aa
Agence La Panthère - Agence web basée à... *<p class="text-center white">*	2.22:1 (4.5:1 expected)	Aa
voiture.com *<a href="voiture.com">*	3.25:1 (4.5:1 expected)	Aa

and **7** more.

Some of the text elements on your page do not have sufficient color contrast against the background, which can make it hard for your website visitors to read your content.

If a page has a low contrast ratio (when a text element's brightness is too close to the background brightness, like light gray text on a white background) it will slow down reading speed and reduce reading comprehension.

Your ideal color contrast should be at least 4.5:1 for small text, or 3:1 for large text (18 pt, or 14 pt and bolded).

Elements found to have a 1:1 ratio are considered "incomplete" and require a manual review.

Use the color contrast checker to determine the contrast ratio of two colors.

Navigation

This page has not passed all 5 checks

✔ "id" attributes on active, focusable elements are unique

✔ The page contains a heading, skip link, or landmark region

✘ Heading elements are not in a sequentially-descending order

The following checks are not relevant for this page

◦ "accesskey" values are unique

◦ No element has a "tabindex" value greater than 0

It seems your webpage is missing important navigation features.

Navigation and accessibility are key aspects of user experience. Your users should be able to interact with and navigate your page's content no matter their web browser or disability they may have.

To make sure your website is as easily navigable as possible, we check for five accessibility metrics. Not every check will be relevant for every web page. To learn more about what it is we check for and why these elements help your visitors have the best experience, check our Navigation Guide.

woorank

Technologies `<>`

Server IP   51.91.236.255

Server location: 🇫🇷 Gravelines

> 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.
>
> Use DNSstuff for comprehensive reports on your server.

Technologies

| 🖋 Apache | **B** Bootstrap | 🖼 Font Awesome | 🔲 Google Search Console |

| 🌀 JQuery |

> Get to know the technologies used for your website. Some codes might slow down your website. Ask your webmaster to take a look at this.

Analytics

◎ ◎ ◎   ⚙ ⚙ ⚙

| 🔲 Google Search Console |

> 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.
>
> Popular Analytics Tools Include: Google Analytics, Quantcast™, AdobeAnalytics™, Piwik™, chartbeat™, Clicky™, ClickTale™, etc.

Doctype   HTML5

> 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.

Encoding

Great, language/character encoding is specified: utf8

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

Branding

🔍

URL   agencelapanthere.ovh

Length: 16 character(s)

Keep your URLs short and clean 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).

Keep in mind that URLs are also an important part of a comprehensive SEO strategy. Use clean URLs to make your site more "crawlable" by Google.

Resource: Search for a good domain name. If no good names are available, consider a second hand domain. To prevent brand theft, you might consider trademarking your domain name.

✅ Favicon   💀 Great, your website has a favicon.

◎ ◎ ◎   ⚙ ⚙ ⚙

Favicons are the small icons that represent a website, company and/or brand. They can be displayed (among other instances) in browser tabs or bookmarks. Google also displays favicons in a page's search snippet in mobile search results.

You can see how your site's favicon appears in search results in the Google Preview above.

Make sure your favicon is consistent with your brand to help improve visibility.

Favicons are the small icons that represent a website, company and/or brand. They can be displayed (among other instances) in browser tabs or bookmarks. Google also displays favicons in a page's search snippet in mobile search results.

You can see how your site's favicon appears in search results in the Google Preview above.

Make sure your favicon is consistent with your brand to help improve visibility.

woorank

Custom 404 Page

Your website does not have a custom 404 Error Page.

Your server responded with the HTTP status code: 404

404 error pages are displayed when the page you are trying to open can't be found on the site's server for a variety of reasons.

It looks like agencelapanthere.ovh doesn't have a customized 404 error page. This makes your site less user friendly. Generic 404 error pages strand users on a page with no links or suggestions of what to do next.

Use a custom 404 page to reduce customer frustration and link to other pages on your site. Make sure it returns the 404 http status code.

Domain

🌐

Domain Availability

Domains	Status	
agencelapanthere....	Available. Register it now!	✔
agencelapanthere....	Available. Register it now!	✔
agencelapanthere....	Available. Register it now!	✔
agencelapanthere.i...	Available. Register it now!	✔
agencelapanthere....	Available. Register it now!	✔

and **1** more.

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

Typo Availability

Domains	Status	
agencellapanthere....	Available. Register it now!	✔
agencelspanthere....	Available. Register it now!	✔
agencdlapanthere....	Available. Register it now!	✔
agencelapanthe5e....	Available. Register it now!	✔
agencelapanhtere....	Available. Register it now!	✔

and **2** more.

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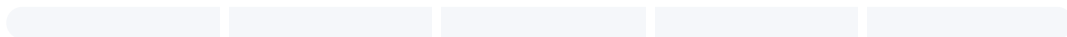
woorank

Backlinks

Backlinks Score   Bad

> The backlinks score is calculated by looking at a combination of link signals. This includes the overall number of backlinks together with the number of linking domains, as well as rating the overall quality of the backlinks pointing to a website. The quality assessment is based on the linking pages.
>
> Use these WooRank guides to audit your links, evaluate their quality, build new links and reclaim old links.

Traffic

Traffic Estimations   Very Low
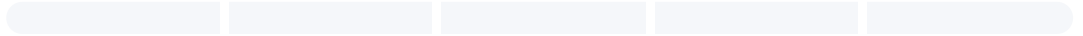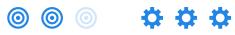
This shows your estimated traffic for agencelapanthere.ovh. We use Majestic Million and Open Page Rank for this information.

Traffic Rank   Global rank too low to be calculated

TLD rank too low to be calculated

This shows the global traffic rank and the Top Level Domain (TLD) rank for this website; the lower your rank, the more visitors this website gets.

We use Majestic Million and Open Page Rank for this information.

woorank

Local

Local Directories

Missing profile on Google My Business

Missing profile on Yelp

This is a list of the local directories where your business has been found. Take care of your listings in local directories; since maps are now an integral part of search results, your Google My Business page may have more visitors than your website!

It is important to make sure that your business details are correct in each directory where you are listed. Find the directories in your country (USA, UK and Canada.) and enhance your listings with pictures, video, schedules and as many customer reviews as possible.

Online Reviews   No local reviews found.

These are the latest reviews of your business that can be found in local directories. Surveys show that 90 percent of customers say buying decisions are influenced by online reviews so take the time to make a good impression and gather positive feedback. Strategies for gaining reviews may differ by audience or business type; in general, consider asking for reviews, making it easy to send in feedback and having a prominent social presence.

Social Profiles 👍

❌ Discovered Profiles   We couldn't find any social profiles on your website.

◎ ◎ ◎   ⚙ ⚙ ⚙

> Listing your social media profiles on your website is important because it allows potential customers, clients, or followers to easily find and connect with your business on various platforms. It helps to increase your online presence and visibility, as well as build trust and strenghten the relationship with your audience by providing them with multiple ways to engage with your brand.
>
> Certain social media platforms may be more important for certain types of businesses than others because each platform has its own unique user base and features that may be better suited for certain industries or marketing strategies. For example, Instagram and Pinterest are mostly visual platforms that are ideal for businesses in the fashion, beauty, and home decor industries, while Facebook and Twitter are more general-purpose platforms that can be used for a wide range of businesses. It's important for businesses to research the demographics and features of each platform to determine which ones will be the most effective for their specific industry and marketing goals.

◉ Facebook Page   *Not found*

> Facebook pages are crucial for a brand's digital marketing strategy. Nearly all millennials expect brands to have a presence on Facebook.
>
> Use Facebook's Audience Insights to track audience engagement and make the most of your social media efforts. Connect your Facebook profile with your domain and add a call-to-action to maximize your social media marketing results.

◉ Twitter Account   *Not found*

> Having a Twitter account is vital for reaching a large audience. With 300+ million users worldwide, a Twitter presence can greatly benefit your brand.
>
> Additionally, there is a positive correlation between social media use and education and household income. By creating a Twitter account and linking it with your website, you can prevent brandjacking and make your social media marketing more effective. Use Twitter Dashboard and Analytics to track and optimize your feed for valuable engagements.

◉ Instagram Account   *Not found*

> An Instagram account is a major asset for your brand's digital marketing efforts. With over two billion people who use Instagram once a month, you have a large audience to reach through your content. Use your Instagram presence to gather insights for your marketing strategy.

◉ LinkedIn Account   *Not found*

> Having a LinkedIn account is important for building professional networks and connections.
>
> LinkedIn offers the ability to tap into existing connections and expand your brand through word-of-mouth. Having a LinkedIn Company Page helps people learn about your business and brand.

❌ Social Media Engagement   Your homepage has not been widely shared on social networks.

◎ ◎ ◎   ⚙ ⚙ ⚙
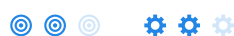
f Facebook Shares		0
💬 Facebook Comments		0
👍 Facebook Likes		0

> The impact of social media is huge for certain industries, take advantage of this digital version of word-of-mouth marketing. However, it looks like agencelapanthere.ovh has not been widely shared on social media.
>
> Create social media profiles associated with agencelapanthere.ovh on Facebook, Pinterest, LinkedIn, and other sites that are of interest to your customers.
>
> Learn how to engage your social media audiences and create a consistent fan base. You can also use your website to increase your popularity on social platforms.
>
> Check these helpful tools for managing your social media campaign.
>
> Note: This data is based on engagements from like and share buttons on your site, or people copying and pasting your URLs directly into Facebook. It does not include people who like or share your branded social media pages.

◉ woorank

This website analysis was provided by WooRank. All data and actionable advice in this report is accurate from the date of the Review generation.

woorank