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67

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.

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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

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Content

✔ **Title Tag**   Agence française de webdesign & création de site webs | La Panthère

◎ ◎ ◎   ⚙ ⚙ ⚙

Length: 67 character(s) (500 pixels)

> Your HTML title tag appears in browser tabs, bookmarks and in search result pages.
>
> Make your title tags clear, concise (65 characters, 200-569 pixels) and include your most important keywords.
>
> Check the title tags for thousands of pages at once using Site Crawl.

✔ **Meta Description**   La Panthère est une agence de webdesign, graphisme marketing et de création de siteweb basée sur Lyon pour les professionnels.

◎ ◎ ◎   ⚙ ⚙ ⚙

Length: 126 character(s) (761 pixels)

> Great, your meta description contains between 70 and 160 characters spaces included (400 - 940 pixels).
>
> A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize click-through rate. They allow you to influence how your web pages are described and displayed in search results.
>
> Ensure that all of your web pages have a unique meta description that is explicit and contains your most important keywords (these appear in bold when they match part or all of the user's search query).
>
> Use WooRank's Site Crawl to check thousands of pages for meta descriptions that are too long, too short or duplicated across multiple web pages.

Desktop Version

www.agencelapanthere.ovh

Agence française de webdesign & création de site webs | La Panthèr...

La Panthère est une agence de webdesign, graphisme marketing et de création de siteweb basée sur Lyon pour les professionnels.

Mobile Version

🌐 https://www.agencelapanthere.ovh

Agence française de webdesign & création de site webs | La Panthè...

La Panthère est une agence de webdesign, graphisme marketing et de création de siteweb basée sur Lyon pour les ...

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	5	7	0	0

<H1>	Créez un site web professionnel & sur mesure avec La Panthè…
<H2>	L'agence La Panthère est une agence de webdesign qui aide l…
<H2>	"L'agence La Panthère est une excellent agence web ! Les web…
<H2>	Nous souhaitons aider les entreprises de la région Lyonnaise …
<H2>	Nous travaillons avec beaucoup de clients, voici nos réalisatio…

and **8** 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.

Content Analysis

site web `4` site internet `3` Agence web `2` internet `4`
professionnels `1` site `13` design `4` clients `2` Objectifs `2`
agence `10` entreprises `4` Illustrations `3` travaillerons `2` aider `2`
Lyon `3`

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.

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✅ Alt Attribute

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We found **6** 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.

In-Page Links

We found a total of 16 link(s) including 0 link(s) to files

■ Internal Links (50%)
■ External Links: Follow (50%)
□ External Links: NoFollow (0%)

Anchor	Type	Follow
Journaux entassés su…	External Links	Follow
Webdesign adapté po…	External Links	Follow
Création d'un site we…	External Links	Follow
Webdesign spécifiqu…	External Links	Follow
No Anchor Text	External Links	Follow

and **11** 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.

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Language   **Declared:** *French*

                     Detected: *French*

Great, your declared language matches the language detected on the page.

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

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.

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Indexing

⊚

URL Resolve

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

All versions of your page point to the same URL.

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

> Search engines see www.agencelapanthere.ovh and agencelapanthere.ovh as different websites. This means they could see a large amount of duplicate content, which they don't like.
>
> Fortunately your website redirects www.agencelapanthere.ovh and agencelapanthere.ovh to the same site.

⊚

Robots.txt

◎ ◎ ◎   ⚙ ⚙ ⚙

✔ We found your robots.txt here:
https://www.agencelapanthere.ovh/robots.txt
✔ The reviewed page is allowed, so search engines are able to find it.

> 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.
>
> Your site currently has a robots.txt file. You can use Google Search Console's Robots.txt Tester to submit and test your robots.txt file and to make sure Googlebot isn't crawling any restricted files.
>
> See the pages you've disallowed with your robots.txt file with Site Crawl.

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XML Sitemap   https://www.agencelapanthere.ovh/sitemap.xml

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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 2 URL(s).

◎ ◎ ◎   ⚙ ⚙ ⚙

✔ All sitemaps are within the file size limit
✔ All sitemaps are within the URL count limit
✔ All sitemaps have a valid structure
✔ All sitemaps are accessible
✔ The sitemaps in your robots.txt file use a valid URL format
✔ No sitemap provided is empty.

Great! Your sitemaps seem to be valid

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.

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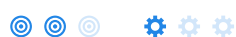URL Parameters   Perfect, your URLs look clean.

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.

Canonical Tags   We found a canonical URL on your page
                        https://www.agencelapanthere.ovh/ - defined in the HTML source

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.

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Robots Tags

✔ We found the following valid robots meta tags in your website.

Tag	Source
<meta name="robots" content="index, follow">	HTML

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.

Broken links

No broken links were found on this web page

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

Fortunately your page doesn't contain any broken links.

Be proactive in checking your pages to make sure they don't have any broken links.

See the HTTP status for potentially thousands of links using Site Crawl.

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✅ **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.

◐ **Discovered Pages**   30

> 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.

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Mobile 📱

✅ **Mobile Friendliness**   Very Good

◎◎◎   ⚙⚙⚙

This web page is super optimized for Mobile Visitors

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

◐ **Mobile Rendering**
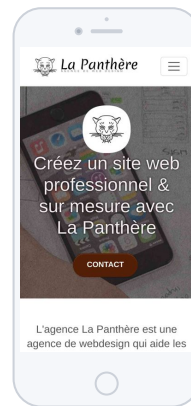
> This is how your website appears when displayed on different mobile devices.
>
> With more than half of all Google search queries originating on a mobile device, it is important to make sure your mobile site is optimized for these users.

✅ **Tap Targets**   Perfect, your page's tap targets are big enough and have enough space between them.

◎◎◎   ⚙⚙⚙

> Great, your links and buttons are big enough to be easily tapped and spaced enough so that a user's finger pressing on one tap target does not inadvertently touch another tap target.

✅ **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.

✅ **Font Size Legibility**   Perfect, this web page's text is legible on mobile devices.

◎ ◎ ◎   ⚙ ⚙ ⚙

> At least 60% of your page's font size is 12 pixels or greater.

✅ **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.

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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.

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Open Graph Protocol

AGENCELAPANTHERE.OVH

La panthère, agence de webdesign et de création de site webs

La Panthère est une agence de webdesign, graphisme marketing ...

Tag

og:type	website
og:image	https://www.agencelapanthere.ovh/img/WebP/image-de-presentation.webp
og:url	https://www.agencelapanthere.ovh/
og:title	La panthère, agence de webdesign et de création de site webs
og:descript...	La Panthère est une agence de webdesign, graphisme marketing et de création de siteweb basée sur Lyon pour les professionnels. Nous nous addressons aussi bien aux particuliers qu'aux entreprises, et guidons la création de site web de A à Z sur mesure, avec l'orientation de nos équipes en stratégie marketing et d'illustrateurs.

and **2** more.

Great, we detected 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.

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✅ Twitter Card

◎ ◎ ◎   ⚙ ⚙ ⚙

La Panthère, agence lyonnaise de création de...

Besoin d'une expertise web ? Prenez contact a...

agencelapanthere.ovh

Tag

twitter:card	summary
twitter:site	@AgenceLaPanthère
twitter:des...	Besoin d'une expertise web ? Prenez contact avec La Panthère, spécialiste en création de site web pour professionnels et marketing digital à Lyon
twitter:title	La Panthère, agence lyonnaise de création de site web professionnels
twitter:image	https://www.agencelapanthere.ovh/img/WebP/image-de-presentation.webp

and **1** more.

Great, we detected 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.

◉ 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.

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.

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SSL Secure

Great, your website is SSL secured (HTTPS).

✔ Your website's URLs redirect to HTTPS pages.
✔ Your website is configured with 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

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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.

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Performance

Asset Minification   Perfect, all your assets are minified.

> Great! We didn't find unminified assets on your web page.
>
> To learn more on how to minification helps a website, read our guide to minification.

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

URL	Reduction size
https://www.agencelapanthere.ovh/img/agence-la-panthe...	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.

Asset Cacheability   Perfect, all your assets are cached.

> Great! We didn't find uncached assets on your web page.
> Enabling caching for your website makes your site load faster for repeat visitors.
>
> To learn more on how to make your website faster, check out these tips to decrease page load time.

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Image Optimization

Great! This page passed all 5 checks

- ✓ All images are efficiently encoded
- ✓ All images are using next-gen formatting
- ✓ All images are properly sized
- ✓ All offscreen images have been deferred
- ✓ All images have explicit 'width' and 'height' dimensions

This page appears to have passed all 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.

Layout Shift Elements   We didn't find any DOM elements that contribute to the CLS of your page.

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.

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LCP Element   This is the Largest Contentful Paint element within the viewport:

Créez un site web professionnel & sur mesure avec La Panthère
<h1 class="text-center hero-bloc-text tc-white">

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.

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Accessibility

Contrast

The text elements on your page have sufficient color contrast against the background

Great! The color contrast of all text elements on your page makes it easy to read and understand 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
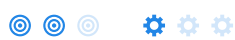
Great! This page passed all 5 checks
- ✔ "id" attributes on active, focusable elements are unique
- ✔ Heading elements appear in a sequentially-descending order
- ✔ The page contains a heading, skip link, or landmark region

The following checks are not relevant for this page
- ◦ "accesskey" values are unique
- ◦ No element has a "tabindex" value greater than 0

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.

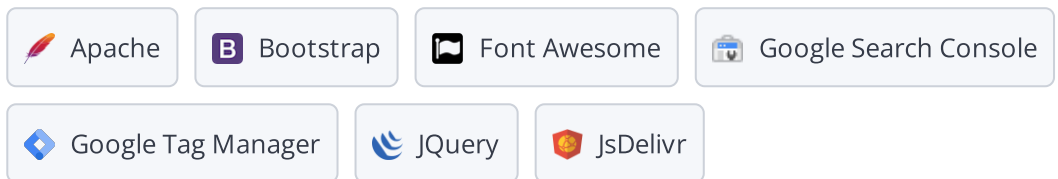woorank

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.
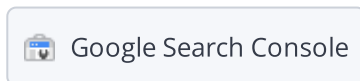
Use DNSstuff for comprehensive reports on your server.

Technologies

| 🖋 Apache | Ⓑ Bootstrap | ▣ Font Awesome | 🗔 Google Search Console |

| 🔷 Google Tag Manager | 🌀 JQuery | 🔴 JsDelivr |

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.

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✅ 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](#).
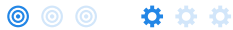>
> Resource: Search for a [good domain name](#). If no good names are available, consider a [second hand domain](#). To prevent brand theft, you might consider trademarking your domain name.

✅ **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.

Custom 404 Page

Great, your website has a custom 404 error page.

Your server responded with the HTTP status code: 404

> Custom 404 error pages are an opportunity for you to reduce customer frustration and link to other pages on your site.

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	
agenc4lapanthere....	Available. Register it now!	✓
agncelapanthere.o...	Available. Register it now!	✓
agencelapanther.o...	Available. Register it now!	✓
agencelapahthere....	Available. Register it now!	✓
agencelapantehre....	Available. Register it now!	✓

and **2** more.

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

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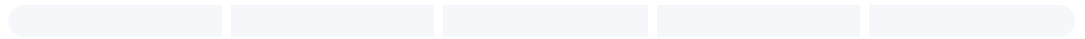
This shows your estimated traffic for agencelapanthere.ovh. We use Majestic Million and Open Page Rank for this information.

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.

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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.

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◉ 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.
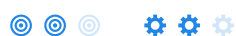
f Facebook Shares		0
💬 Facebook Comments		0
👍 Facebook Likes		0

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.

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

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