

# **TECHNICAL SEO AUDIT**

## **REPORT:**

[www.sosyopix.com](http://www.sosyopix.com)

<b>Project Details</b>	
<b>University</b>	Maltepe University
<b>Course</b>	SE 465 01 Case Studies in Software Engineering II
<b>Teacher</b>	Cem Cantekin

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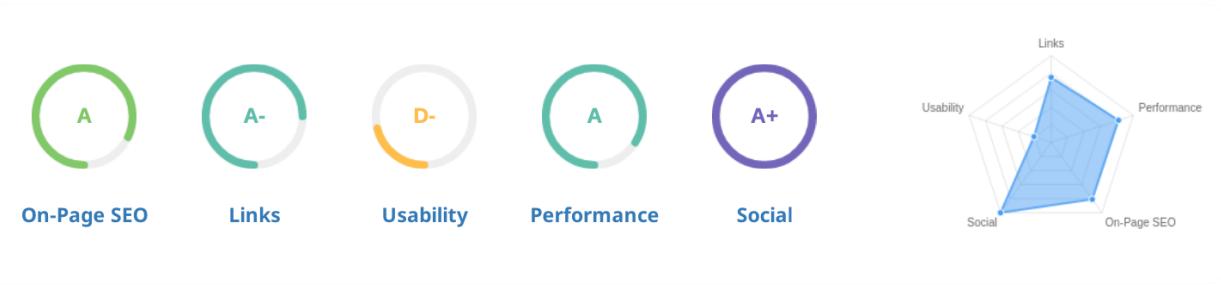
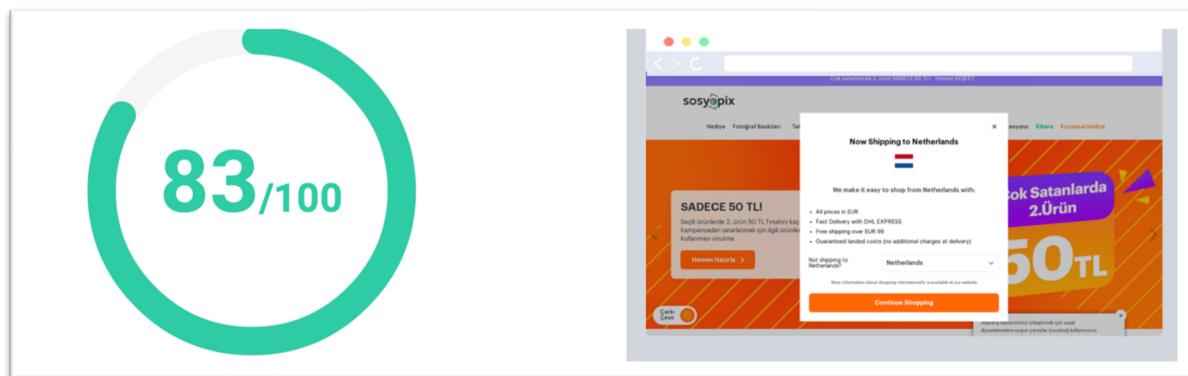
# Introduction

This report presents a Technical SEO Audit of [www.sosyopix.com](http://www.sosyopix.com), analyzing the website's indexing, crawlability, on-page SEO, link structure, technical SEO aspects, performance, security, and competitive positioning. The goal of this audit is to identify areas for improvement and suggest recommendations to optimize the site's search engine rankings and user experience.

## Website Overview

Sosyopix is an e-commerce platform specializing in custom gifts and photo printing services. The SEO audit assesses the site's technical and content-related performance, evaluating factors such as meta tags, page speed, structured data, and mobile usability. The site is well-optimized in many areas, but some elements require improvements for better SEO performance

Good result! The web page is well optimized, but there's always a room for improvement.



## Recommendations:

Optimize for Core Web Vitals	Usability	Medium Priority
Shorten meta description(to between 120 and 160 characters)	On-Page SEO	Medium Priority
Use the main keywords across the important HTML tags	On-Page SEO	Low Priority
Optimize the page for Mobile PageSpeed Insights	Usability	Low Priority
Optimize the page for Desktop PageSpeed Insights	Usability	Low Priority
Add Alt attributes to all images	On-Page SEO	Low Priority
Remove inline styles	Performance	Low Priority
Resolve JavaScript errors	Performance	Low Priority
Remove iFrames	Usability	Low Priority
Add business address and phone number	Other	Low Priority
Add Local Business Schema	Other	Low Priority

# Page Audit Results

## Indexing & Crawability

This section shows whether the search engine is able to crawl the website and add it to the index. Pay attention to indexability issues, if any. You can fix most of the detected errors yourself or entrust this to developers.

### Robots.txt

The website has a robots.txt file.

<https://www.sosyopix.com/robots.txt>

Robots.txt is a text file listing a range of instructions for search engine crawlers as to what pages of the website they can crawl. With this file, you can guide how Googlebot sends requests to access the pages and which of them will finally appear on the SERP . Robots.txt features a variety of user-agent directives (rules that define the actions of search bots on the website).

Mostly, Allow ones tell crawlers which pages you'd like to get indexed, while the Disallow type is just the opposite. This set of directives prevents bots from springing to specified URLs.

**Indexing permission Noindex Meta Tag:** Not found on this page

**X-Robots-Tag: noindex:** Not found on this page

*Disallow directive in robots.txt file:*

```
User-agent: *
Disallow: /giris
Disallow: /yarisma
Disallow: /contest
Disallow: /hazirla
Disallow: /AjaxHandlers/LoginHandler.aspx
Disallow: /sen-hazirla
Disallow: /kazananlar
Disallow: /AjaxHandlers/ContestHandler.aspx
Disallow: /*?productId
Disallow: /*&productId
Disallow: /Detail
Disallow: /secenekler
Disallow: /sepetim
Disallow: /baglanamiyorum
Disallow: /yarisma-kurallari
Disallow: /contest-rules
Disallow: /cikis
Disallow: /dl/*
Disallow: /*?returnurl
Disallow: /*&returnurl
sitemap: https://www.sosyopix.com/sitemap.xml
sitemap: https://www.sosyopix.com/en/sitemap.xml
sitemap: https://www.sosyopix.com/image_sitemap.xml
```

```
sitemap:
https://www.sosyopix.com/en/image\_sitemap.xml
Disallow: /get-started
Disallow: /options
Disallow: /duzenle
Disallow: /myorders.aspx
Disallow: /ilgili-urunler
Disallow: /related-products
Disallow: /User
Disallow: /Order-Preview.aspx
Disallow: /Siparislerim
Disallow: /Hesabim
Disallow: /hazirla/*
Canonicals: self-referencing rel= "canonical"
```

Indexing permission shows a range of settings and directives governing the indexing process of the given page. They help you, the website owner, stay on top of how Google displays each of the pages on the SERP .

There are several indexing permission types described in Webpage Analyzer: a noindex tag, an X-Robots-Tag, and the Disallow directive in robots.txt. The first option is used as a meta tag to show search engine crawlers that the given page should not be indexed. Usually, it's embedded in the page's part as: An X-Robots-Tag serves the same purpose as a noindex meta tag. The difference is that it can be returned as a header in an HTTP response with either a none or noindex value, keeping crawlers away from displaying the page on the SERP . The Disallow directive is a set of rules in a robots.txt file. It points to a user-agent and lists a URL string to prevent the given page from being shown in search results

## **XML sitemap**

The website has a sitemap.

```
https://www.sosyopix.com/en/sitemap.xml
https://www.sosyopix.com/sitemap.xml
https://www.sosyopix.com/en/image\_sitemap.xml
https://www.sosyopix.com/image\_sitemap.xml
```

An XML sitemap is a collection of all the website's URLs in a text file. As the name implies, it's like a detailed map that Googlebot checks to crawl the website more extensively. By reading it, search engine bots can see the pages that you find of primary importance and when you updated them the last time. A clear-cut XML sitemap doesn't affect how high the website is ranked on the SERP . But it helps with indexing by speeding up the process and letting crawlers get their mitts on all the pages that you want to be shown in search results. Even if they don't have internal links and are hard to explore, an XML sitemap makes sure they are not left unnoticed.

## **Canonical tag**

The web page uses a canonical tag:

```
<link rel="canonical"  
      href="https://www.sosyopix.com/" />
```

A canonical tag, or `rel="canonical"`, is an attribute that indicates a URL that should be indexed as a preferred one compared to other URLs with similar content. For example in online stores similar product pages often have the same description, specifying which of them should be considered canonical is essential. Even though the use of a canonical tag has no impact on the page's optimization score, it's better to put it in the HTML code. Not only can it help rank the right page in search results, but this element can also prevent Googlebot from lumping in all the website's similar pages as duplicate ones.

## **On-Page SEO Factors**

### **Title**

*Sosyopix Kişiye Özel Hediye, Online Fotoğraf Baskı*  
*Length: 52 characters (416) pixels*

A title tag is an essential HTML element that defines the title of a web page. It is the first thing a user sees on the SERP as a clickable headline. It is also displayed as the name of a browser tab and appears as the description of the page when you share it on external websites. A good title tag should be 20 to 60 characters long, including spaces, and has to describe the content of the web page precisely and concisely.

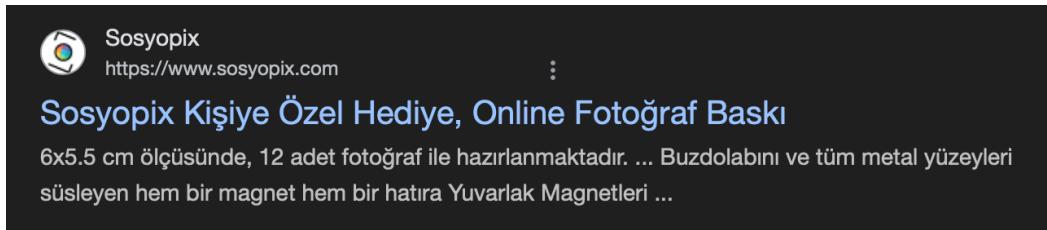
### **Meta description**

*Türkiye'nin en büyük kişiye özel hediye platformu. Kişiye Özel  
Hediye, Fotoğraf Baskı, Hediye Kutusu, Deri Ürün, Albüm,  
Dekorasyon, Aynı Gün Teslimat, Hızlı Kargo*  
*Length: 162 characters (1296) pixels*

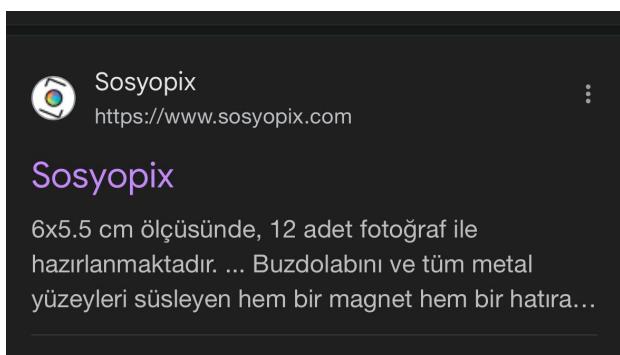
A meta description is a summary of a web page that appears on the SERP under a title tag and a URL. A meta description usually contains additional keywords and can be no longer than two lines.

## Snippet preview

### Desktop



### Mobile



Simply put, a snippet is a box that appears on the SERP and includes a title tag, URL, and meta description. Basically, it encompasses everything that a user sees on the search results page before landing on the website. A quality snippet is essential if you want to reach the audience through search engines. There are regular, rich, and featured snippets. The former type contains only the above-mentioned information, while rich ones also show users' ratings of the website and other extra info between an URL and a meta description. This information can be added by incorporating structured data into the website's code. As for featured snippets, they appear as the answer box on Google's SERP containing a paragraph of text or a bulleted list, sometimes accompanied by a picture.

## **Header Structure (H1-H6 Usage)**

We found the following headings on the page

### **<H1> 1 Headings**

1. Sosyopix Kişiye Özel Hediyenin Yeri

### **<H2> 0 Headings**

### **<H3> 0 Headings**

### **<H4> 7 Headings**

1. Keşfet
2. Fotoğraf Baskıları
3. Magnetler
4. Yapışan Çerçevevler
5. Albümler
6. Kupalar
7. Takvimler

### **<H5> 0 Headings**

### **<H6> 0 Headings**

Headings are elements of an HTML document that divide website content into sections to get it structured and readable. They often contain top-priority keywords that make web copy more relevant to users' search queries. A well-structured text with proper headings and subheadings can ratchet up the website's rankings on the SERP because search engines consider it apposite content. In addition, a decent structure improves the user experience as people don't have to waste time scanning a massive text, focusing on the headings instead to find what they are looking for.

## **Favicon**

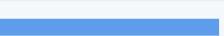
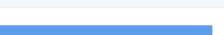
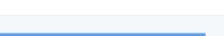
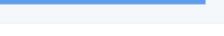
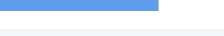
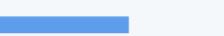
This website has a favicon.



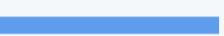
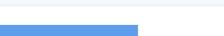
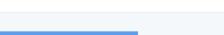
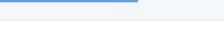
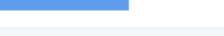
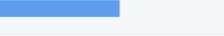
Favicons are tiny pictures that appear on browser tabs, bookmarks, toolbar apps, search ads, history, and sometimes the SERP . They are graphical representations of the brand or product. Favicons can also be displayed as images of a shortcut for web pages. Google shows favicons in snippets for mobile and desktop search results. Having one is important for brand recognition. If you don't have a favicon, a dull grey globe or a blank document will be shown to users instead of it. Favicons add credibility to the website and help people find it faster in their bookmarks.

# Keyword Consistency

## Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency
çok	✗	✗	✗	31 
hediye	✓	✓	✓	30 
adet	✗	✗	✗	29 
fotoğraf	✓	✓	✓	23 
hazırla	✗	✗	✗	20 
ürün	✗	✓	✗	19 
hemen	✗	✗	✗	19 
çerçeve	✗	✗	✓	17 

## Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency
tl Çok	✗	✗	✗	23 
hemen hazırla	✗	✗	✗	15 
Çok seviliyor	✗	✗	✗	15 
tl Çok seviliyor	✗	✗	✗	14 
yapışan Çerçeve	✗	✗	✓	13 
ilden başlayan	✗	✗	✗	12 
tl 2	✗	✗	✗	11 
magnet -	✗	✗	✗	11 

The page's main keywords are not distributed well across the important HTML tags. The page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

## Most common words

Low keyword consistency.

The analyzed page has low keyword consistency.

### Most common words on the page

Word	Count	Title	Meta description	Headings	Alt tag	Content	Density
adet	534	✗	✗	✗	✓	✓	★★
çok	393	✗	✗	✗	✓	✓	★★
fotoğraf	349	✓	✓	✓	✓	✓	★★★
yapışan	262	✗	✗	✓	✓	✓	★★
269	252	✗	✗	✗	✗	✓	★

### Most common 2 word phrases on the page

Word	Count	Title	Meta description	Headings	Alt tag	Content	Density
90 tl	1516	✗	✗	✗	✗	✓	★
269 90	252	✗	✗	✗	✗	✓	★
çok seviliyor	164	✗	✗	✗	✗	✓	★
219 90	143	✗	✗	✗	✗	✓	★
yapışan çerçeve ve	134	✗	✗	✓	✓	✓	★★

### Most common 3 word phrases on the page

Word	Count	Title	Meta description	Headings	Alt tag	Content	Density
269 90 tl	197	✗	✗	✗	✗	✓	★
90 tl 219	120	✗	✗	✗	✗	✓	★
tl 219 90	120	✗	✗	✗	✗	✓	★
%19 269 90	110	✗	✗	✗	✗	✓	★
279 90 tl	108	✗	✗	✗	✗	✓	★

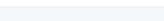
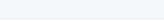
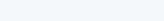
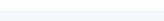
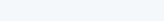
Most common words are words that are repeated most often on the given web page. Their density is calculated as opposed to the total word count and shown on a star basis. If all the target keywords are 1 star-rated in terms of density, they are not used enough times to make sure the page is relevant to the phrases you want to rank for. This section shows the most commonly repeated one, two, and three-word phrases. It also points to how consistently they are used in meta tags for SEO purposes.

## Words per page Total word count: 3 473 words

Good word count.

This section shows the total word count on the page and whether it needs improvement. It's a crucial factor to consider when optimizing the website. The thing is that if the copy is less than 300-word long, it's likely to be lacking in detail and not descriptive enough in the eyes of Google. As a result, the search engine may deprive you of the visibility-worthy status in favor of the competitors that provide users with longer-form content.

## Top Keyword Rankings

Keyword	Country	Position	Total Searches	Estimated Traffic	
sosyopix	TR	1	90,500	27,512	
resimden çeviri	TR	90	246,000	517	
karakalem çizimi	TR	95	110,000	231	
karakalem çizimleri	TR	66	110,000	231	
fotoğraf hediye	TR	1	720	219	
fotoğraflı hediye	TR	1	590	179	
çicek resimleri	TR	75	49,500	104	
sosyopix hediye	TR	1	390	90	
00.00 saat anlamı	TR	93	40,500	85	
anahtarlık	TR	81	40,500	85	

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

## Total Traffic From Search



**36,400**

Monthly Traffic  
Volume

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

## Image ALT attribute

We found 173 images on the page.  
7 alt attributes are empty or missing.

Image URL	ALT
<a href="https://www.sosyopix.com/images/flags/NL.svg">https://www.sosyopix.com/images/flags/NL.svg</a>	Missing
<a href="https://www.sosyopix.com/images/market-palace/sosyopix-logo.svg">https://www.sosyopix.com/images/market-palace/sosyopix-logo.svg</a>	Missing
<a href="https://www.sosyopix.com/images/market-palace/sosyopix-hemen-hediye.svg">https://www.sosyopix.com/images/market-palace/sosyopix-hemen-hediye.svg</a>	Missing
<a href="https://www.sosyopix.com/images/app/app-icon.png">https://www.sosyopix.com/images/app/app-icon.png</a>	Missing
<a href="https://www.sosyopix.com/images/site/gift-wheel-icon.png">https://www.sosyopix.com/images/site/gift-wheel-icon.png</a>	Missing
<a href="https://t.co/i/adsct?bci=3&amp;dv=UTF&amp;en-US&amp;Google Inc.&amp;Linux x86_64&amp;255&amp;1920&amp;1080&amp;4&amp;24&amp;1920&amp;1080&amp;0&amp;na&amp;eci=2&amp;event_id=df725125-1e73-4cac-a219-52f0b0bda30f&amp;events=[{" pageview",{}]}&amp;integration='advertiser&amp;p_id=Twitter&amp;p_user_id=0&amp;pl_id=9ad6fca1-387f-49dd-b811-e78bb10731f0&amp;tw_document_href=https://www.sosyopix.com/&amp;tw_iframe_status=0&amp;tw_order_quantity=0&amp;tw_sale_amount=0&amp;txnid=o4xj6&amp;type=javascript&amp;version=2.3.31"'>https://t.co/i/adsct?bci=3&amp;dv=UTF&amp;en-US&amp;Google Inc.&amp;Linux x86_64&amp;255&amp;1920&amp;1080&amp;4&amp;24&amp;1920&amp;1080&amp;0&amp;na&amp;eci=2&amp;event_id=df725125-1e73-4cac-a219-52f0b0bda30f&amp;events=[{"pageview",{}]}&amp;integration=advertiser&amp;p_id=Twitter&amp;p_user_id=0&amp;pl_id=9ad6fca1-387f-49dd-b811-e78bb10731f0&amp;tw_document_href=https://www.sosyopix.com/&amp;tw_iframe_status=0&amp;tw_order_quantity=0&amp;tw_sale_amount=0&amp;txnid=o4xj6&amp;type=javascript&amp;version=2.3.31</a>	Missing
<a href="https://analytics.twitter.com/i/adsct?bci=3&amp;dv=UTF&amp;en-US&amp;Google Inc.&amp;Linux x86_64&amp;255&amp;1920&amp;1080&amp;4&amp;24&amp;1920&amp;1080&amp;0&amp;na&amp;eci=2&amp;event_id=df725125-1e73-4cac-a219-52f0b0bda30f&amp;events=[{" pageview",{}]}&amp;integration='advertiser&amp;p_id=Twitter&amp;p_user_id=0&amp;pl_id=9ad6fca1-387f-49dd-b811-e78bb10731f0&amp;tw_document_href=https://www.sosyopix.com/&amp;tw_iframe_status=0&amp;tw_order_quantity=0&amp;tw_sale_amount=0&amp;txnid=o4xj6&amp;type=javascript&amp;version=2.3.31"'>https://analytics.twitter.com/i/adsct?bci=3&amp;dv=UTF&amp;en-US&amp;Google Inc.&amp;Linux x86_64&amp;255&amp;1920&amp;1080&amp;4&amp;24&amp;1920&amp;1080&amp;0&amp;na&amp;eci=2&amp;event_id=df725125-1e73-4cac-a219-52f0b0bda30f&amp;events=[{"pageview",{}]}&amp;integration=advertiser&amp;p_id=Twitter&amp;p_user_id=0&amp;pl_id=9ad6fca1-387f-49dd-b811-e78bb10731f0&amp;tw_document_href=https://www.sosyopix.com/&amp;tw_iframe_status=0&amp;tw_order_quantity=0&amp;tw_sale_amount=0&amp;txnid=o4xj6&amp;type=javascript&amp;version=2.3.31</a>	Missing

The ALT attribute is an alternative text used to convey what's on the image if it fails to load. It also helps visually impaired people gain a better understanding of what the pics show when they browse the website with assistive screen readers. ALT tags are crucial for SEO and may affect

the page score in Webpage Analyzer if used improperly or not used at all. When the attributes are empty, you miss out on a portion of traffic from image searches. Additionally, Google keeps a close watch on ALT tags and how they relate to the content when indexing the pages.

## Internal & External Linking Strategy

We found 253 links on the page

### External links

Link	Follow	Anchor
<a href="https://apps.apple.com/tr/app/sosyopix/id1067886323?l=tr&amp;mt=8">https://apps.apple.com/tr/app/sosyopix/id1067886323?l=tr&amp;mt=8</a>	Follow	No anchor text
<a href="https://play.google.com/store/apps/details?id=tr.com.abat.sosyopix&amp;hl=tr">https://play.google.com/store/apps/details?id=tr.com.abat.sosyopix&amp;hl=tr</a>	Follow	No anchor text
<a href="https://appgallery.huawei.com/">https://appgallery.huawei.com/</a>	Follow	No anchor text
<a href="https://www.instagram.com/sosyopix/">https://www.instagram.com/sosyopix/</a>	Follow	No anchor text
<a href="https://www.facebook.com/sosyopix/">https://www.facebook.com/sosyopix/</a>	Follow	No anchor text
<a href="https://www.youtube.com/channel/UC74pWygasGjQygqt5ZoAOkw">https://www.youtube.com/channel/UC74pWygasGjQygqt5ZoAOkw</a>	Follow	No anchor text
<a href="https://twitter.com/sosyopix">https://twitter.com/sosyopix</a>	Follow	No anchor text
<a href="https://tr.pinterest.com/sosyopix/">https://tr.pinterest.com/sosyopix/</a>	Follow	No anchor text
<a href="https://blog.sosyopix.com/">https://blog.sosyopix.com/</a>	Follow	No anchor text
<a href="https://etbis.eticaret.gov.tr/sitedogrulama/8E71CCD9625E4B65A17252CEF4F9CB63">https://etbis.eticaret.gov.tr/sitedogrulama/8E71CCD9625E4B65A17252CEF4F9CB63</a>	Follow	No anchor text

## Internal links

Link	Follow	Anchor
<a href="https://www.sosyopix.com/">https://www.sosyopix.com/</a>	Follow	Hayır
<a href="https://www.sosyopix.com/cok-satan-hediye-c-65">https://www.sosyopix.com/cok-satan-hediye-c-65</a>	Follow	Çok satanlarda 2. ürün SADECE 50 TL! ☺ Hemen KEŞFET ☺
<a href="https://www.sosyopix.com/">https://www.sosyopix.com/</a>	Follow	No anchor text
<a href="https://www.sosyopix.com/">https://www.sosyopix.com/</a>	Follow	No anchor text
<a href="https://www.sosyopix.com/sosyopix-hemen">https://www.sosyopix.com/sosyopix-hemen</a>	Follow	No anchor text
<a href="https://www.sosyopix.com/favorilerim">https://www.sosyopix.com/favorilerim</a>	Follow	Favorilerim
<a href="https://www.sosyopix.com/sepetim">https://www.sosyopix.com/sepetim</a>	Follow	Sepetim
<a href="https://www.sosyopix.com/giris">https://www.sosyopix.com/giris</a>	Follow	Giriş Yap
<a href="https://www.sosyopix.com/uye-ol">https://www.sosyopix.com/uye-ol</a>	Follow	Üye Ol
<a href="https://www.sosyopix.com/kampanyalar">https://www.sosyopix.com/kampanyalar</a>	Follow	Kampanyalar
<a href="https://www.sosyopix.com/hediye-c-9">https://www.sosyopix.com/hediye-c-9</a>	Follow	✉ Hediye
<a href="https://www.sosyopix.com/hediye-c-9">https://www.sosyopix.com/hediye-c-9</a>	Follow	✉ Hediye
<a href="https://www.sosyopix.com/dogum-gunu-hediyesi-c-20">https://www.sosyopix.com/dogum-gunu-hediyesi-c-20</a>	Follow	Doğum Günü Hediyesi
<a href="https://www.sosyopix.com/parlak-fotograf-baskilar-c-130">https://www.sosyopix.com/parlak-fotograf-baskilar-c-130</a>	Follow	Parlak Fotoğraf Baskıları
<a href="https://www.sosyopix.com/kare-kartlar-c-93">https://www.sosyopix.com/kare-kartlar-c-93</a>	Follow	Kare Baskılar
<a href="https://www.sosyopix.com/mini-baskilar-c-103">https://www.sosyopix.com/mini-baskilar-c-103</a>	Follow	Mini Baskılar
<a href="https://www.sosyopix.com/mat-fotograf-baskilar-c-249">https://www.sosyopix.com/mat-fotograf-baskilar-c-249</a>	Follow	Mat Fotoğraf Baskıları
<a href="https://www.sosyopix.com/fotograf-baski-c-1">https://www.sosyopix.com/fotograf-baski-c-1</a>	Follow	Tüm Kategorileri Gör
<a href="https://www.sosyopix.com/takvim-c-4">https://www.sosyopix.com/takvim-c-4</a>	Follow	✉ Takvimler
<a href="https://www.sosyopix.com/takvim-c-4">https://www.sosyopix.com/takvim-c-4</a>	Follow	✉ Takvimler

Link	Follow	Anchor
<a href="https://www.sosyopix.com/sevgiliye-hediye-c-19">https://www.sosyopix.com/sevgiliye-hediye-c-19</a>	Follow	Sevgiliye Hediye
<a href="https://www.sosyopix.com/anneye-hediye-c-18">https://www.sosyopix.com/anneye-hediye-c-18</a>	Follow	Anmeye Hediye
<a href="https://www.sosyopix.com/yil-donumu-hediye-fikirleri-c-211">https://www.sosyopix.com/yil-donumu-hediye-fikirleri-c-211</a>	Follow	Yıl dönümü Hediye Fikirleri
<a href="https://www.sosyopix.com/yeni-is-hediyeleri-c-41">https://www.sosyopix.com/yeni-is-hediyeleri-c-41</a>	Follow	Yeni İş Hediyeleri
<a href="https://www.sosyopix.com/babaya-hediye-c-17">https://www.sosyopix.com/babaya-hediye-c-17</a>	Follow	Babaya Hediye
<a href="https://www.sosyopix.com/hediye-c-9">https://www.sosyopix.com/hediye-c-9</a>	Follow	Tüm Kategorileri Gör
<a href="https://www.sosyopix.com/fotograf-baski-c-1">https://www.sosyopix.com/fotograf-baski-c-1</a>	Follow	Fotoğraf Baskıları
<a href="https://www.sosyopix.com/fotograf-baski-c-1">https://www.sosyopix.com/fotograf-baski-c-1</a>	Follow	Fotoğraf Baskıları
<a href="https://www.sosyopix.com/pola-kartlar-c-92">https://www.sosyopix.com/pola-kartlar-c-92</a>	Follow	Pola Baskılar
<a href="https://www.sosyopix.com/klasik-kartlar-c-94">https://www.sosyopix.com/klasik-kartlar-c-94</a>	Follow	Klasik Baskılar

On-page links are a collection of internal and external links placed on a web page. The former type denotes links within the same domain, whereas the latter type defines ones outside it. They are shown with anchor text, a visible element that, once clicked, takes a user to the page the link leads to. Since links tend to transfer weight to other pages, you should be very careful when placing links on site pages. On the other hand, if you have pages with high positions and good traffic, it will be a good idea to place there links to other pages of the website that need promotion.

## Text/HTML ratio : 43%

Text/HTML ratio for the analyzed page is more than 25%

A text/HTML ratio is a metric showing the number of text symbols compared to the number of HTML elements on the given web page in percentage terms. In other words, it indicates how much code is used to make the content visible. A low text/HTML ratio doesn't eat away at the optimization score of the page directly because it's not a ranking factor. But it may imply the ill-considered use of code to display visible content, undermining the web page's performance.

## **Broken links**

We found the following broken links on the web page: (High priority)

### **# URL**

1. [https://t.co/i/adsct?bci=3&dv=UTC&en-US&Google Inc.&Linux x86\\_64&255&1920&1080&4&24&1920&1080&0&...](https://t.co/i/adsct?bci=3&dv=UTC&en-US&Google Inc.&Linux x86_64&255&1920&1080&4&24&1920&1080&0&...)
2. <https://www.googletagmanager.com/>

Broken links are links to web pages that, for whatever reason, are no longer existent or don't work. Once users stumble upon such an out-of-service page, they see the 404 or Not Found Error. It's not uncommon for websites, especially those with thousands or millions of pages, to have some of their links broken (because their URLs have been changed, pages have been moved elsewhere, etc.). The worst about this is that they may serve as a disturbing sign for search bots. If there are too many inaccessible links on the website, Google may flag it as a low-quality one. Broken links are something users can't stand, either. When the sought-after page is not available, and there are no pointers as to what to do to find it, visitors are likely to give up searching across the website. The chances are, they will leave, messing up the bounce rates.

## **Underscores in links**

### **# URL**

We found the following URLs with underscores:

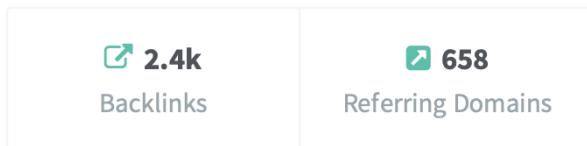
1. [https://images.sosyopix.com/cdn-cgi/image/width=80/category-images/65/ocak25\\_1.jpg](https://images.sosyopix.com/cdn-cgi/image/width=80/category-images/65/ocak25_1.jpg)
2. [https://images.sosyopix.com/cdn-cgi/image/width=80/category-images/4/telli\\_masa\\_takvimi\\_home\\_-\\_page.jpg](https://images.sosyopix.com/cdn-cgi/image/width=80/category-images/4/telli_masa_takvimi_home_-_page.jpg)
3. [https://images.sosyopix.com/category-images/65/ocak25\\_1.jpg](https://images.sosyopix.com/category-images/65/ocak25_1.jpg)
4. [https://images.sosyopix.com/category-images/75/ocak25\\_3.jpg](https://images.sosyopix.com/category-images/75/ocak25_3.jpg)
5. [https://t.co/i/adsct?bci=3&dv=UTC&en-US&Google Inc.&Linux x86\\_64&255&1920&1080&4&24&1920&1080&0&...](https://t.co/i/adsct?bci=3&dv=UTC&en-US&Google Inc.&Linux x86_64&255&1920&1080&4&24&1920&1080&0&...)
6. [https://analytics.twitter.com/i/adsct?bci=3&dv=UTC&en-US&Google Inc.&Linux x86\\_64&255&1920&1080&4&24...](https://analytics.twitter.com/i/adsct?bci=3&dv=UTC&en-US&Google Inc.&Linux x86_64&255&1920&1080&4&24...)
7. [https://analytics.tiktok.com/i18n/pixel/static/identify\\_45dd5971.js](https://analytics.tiktok.com/i18n/pixel/static/identify_45dd5971.js)
8. [https://apis.google.com/\\_/scs/abc-static/\\_/js/k=gapi.lb.en.5oZHy0SiJxw.O/m=plusone/rt=j/sv=1/d=1/ed=1/rs=...](https://apis.google.com/_/scs/abc-static/_/js/k=gapi.lb.en.5oZHy0SiJxw.O/m=plusone/rt=j/sv=1/d=1/ed=1/rs=...)
9. [https://sslwidget.criteo.com/event?a=36871&v=5.32.0&otl=1&p0=e=ce&m=%5B%5D&p1=e=exd&site\\_type=d&p...](https://sslwidget.criteo.com/event?a=36871&v=5.32.0&otl=1&p0=e=ce&m=%5B%5D&p1=e=exd&site_type=d&p...)
10. [https://www.sosyopix.com/css/bundle/common.css?v=\\_fcWGEXKVAcVTAUE09-cY4mupc](https://www.sosyopix.com/css/bundle/common.css?v=_fcWGEXKVAcVTAUE09-cY4mupc)
11. [https://www.sosyopix.com/css/bundle/home.css?v=w5\\_oobab9-ftOj6miVdxPGiX2NJY](https://www.sosyopix.com/css/bundle/home.css?v=w5_oobab9-ftOj6miVdxPGiX2NJY)

This section shows whether the website has URLs with underscores. They are commonly placed in links in a bid to separate different words, albeit this usage is wrong. According to Google guidelines, underscores are ineffective for splitting up phrases in URLs and work just the other way around. To search engine bots, they look as if they fuse all the words instead of separating them for easier readability. Therefore, a URL `www.yourwebsite.com/plumbing_services` looks like `plumbingservices` for Google. This can be confusing when determining the relevance of a particular link to a specific search query.

## Backlink Summary



Domain Strength      Page Strength



<b>1.3k</b> Nofollow Backlinks	<b>1.2k</b> Dofollow Backlinks	<b>1</b> Edu Backlinks	<b>0</b> Gov Backlinks	<b>304</b> Subnets	<b>370</b> IPs
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This page have a strong level of backlink activity to this page.

## Top Backlinks

Domain strength	Referring Page URL
100	<a href="https://tr.pinterest.com/sosyopix/">https://tr.pinterest.com/sosyopix/</a>
100	<a href="https://accounts.google.com/v3/signin/identifier?oppa...5f.apps.googleusercontent.com&amp;o2v=2&amp;redirect_uri=https%3A%2F%2Fsosyopix.com%2Fgoogle-login&amp;response_type=code&amp;scope=openid+email+profile&amp;service=Iso&amp;state=e57af041d648d393bb7379fe1c676d3b9cce0277da583dcfe81ab1d3345b2313&amp;theme=glif&amp;flowName=GeneralOAuthLite&amp;continue=https%3A%2F%2Faccounts.google.com%2Fsignin%2Foauth%2Flegacy%2Fconsent%3Fauthuser%3Dunknown%26part%3DAJi8hAPWn0MpGJCdiuTFFY6g_-eF3oaKIdnqv4023Yo1ox74MwGAal75rEwRD5NQDCw4osQse1OAScrXfLNG7BsM-a25Cxsm2zyKUDxeNwz1UEFr2IXZ5rk3C3abGYmBIR6bnjw9Y9JScGxqo53xe-7av5rMrO6eR760txBjcFQWXQZoPwHMCaPGtw61nr043P6Vu4guI3I1Ehpay2fHCcCPewZ-atIAWZvLavBmgD5K-DLTOC5ZBE9-2MzgqVdm1q285TWh9Irs0ss7tZ7fGOFGrv3ii7qABwjNRgQ1hPRh80fn0BACrbo6SS3pico46we5Db4u7KYmotYPCyR4jvYZpUMxHTfeNxwLTgyUjt30A_XH5tYolJF14wW07uyFDZaqCKupXYNqHjdh7soe7DJJT0FqECL-tFwHmGsJyk6sqrOpkBP2cRLZ4kTEiH9NnjRZgsD00UEKPExfBtRN4eEqZZUjTA%26as%3DS-1609687488%253A1704451082540244%26client_id%3D890312149344-ug2i4u2vhla74un2qbu5nma74mum5fs.apps.googleusercontent.com%26theme%3Dglif%23&amp;app_domain=https%3A%2F%2Fsosyopix.com&amp;rart=ANGoxccv3WWRdoBT9vyA99sOwaun4CQv5kf3Mfqe7FTXzHWRIxebsvHFZSI2-ZEmV8xP-2K9WE7ZHEjuyTrnHbo0Wq1iHnNXa1qCIXuXCOLKjr-XkzMVN1g">https://accounts.google.com/v3/signin/identifier?oppa...5f.apps.googleusercontent.com&amp;o2v=2&amp;redirect_uri=https%3A%2F%2Fsosyopix.com%2Fgoogle-login&amp;response_type=code&amp;scope=openid+email+profile&amp;service=Iso&amp;state=e57af041d648d393bb7379fe1c676d3b9cce0277da583dcfe81ab1d3345b2313&amp;theme=glif&amp;flowName=GeneralOAuthLite&amp;continue=https%3A%2F%2Faccounts.google.com%2Fsignin%2Foauth%2Flegacy%2Fconsent%3Fauthuser%3Dunknown%26part%3DAJi8hAPWn0MpGJCdiuTFFY6g_-eF3oaKIdnqv4023Yo1ox74MwGAal75rEwRD5NQDCw4osQse1OAScrXfLNG7BsM-a25Cxsm2zyKUDxeNwz1UEFr2IXZ5rk3C3abGYmBIR6bnjw9Y9JScGxqo53xe-7av5rMrO6eR760txBjcFQWXQZoPwHMCaPGtw61nr043P6Vu4guI3I1Ehpay2fHCcCPewZ-atIAWZvLavBmgD5K-DLTOC5ZBE9-2MzgqVdm1q285TWh9Irs0ss7tZ7fGOFGrv3ii7qABwjNRgQ1hPRh80fn0BACrbo6SS3pico46we5Db4u7KYmotYPCyR4jvYZpUMxHTfeNxwLTgyUjt30A_XH5tYolJF14wW07uyFDZaqCKupXYNqHjdh7soe7DJJT0FqECL-tFwHmGsJyk6sqrOpkBP2cRLZ4kTEiH9NnjRZgsD00UEKPExfBtRN4eEqZZUjTA%26as%3DS-1609687488%253A1704451082540244%26client_id%3D890312149344-ug2i4u2vhla74un2qbu5nma74mum5fs.apps.googleusercontent.com%26theme%3Dglif%23&amp;app_domain=https%3A%2F%2Fsosyopix.com&amp;rart=ANGoxccv3WWRdoBT9vyA99sOwaun4CQv5kf3Mfqe7FTXzHWRIxebsvHFZSI2-ZEmV8xP-2K9WE7ZHEjuyTrnHbo0Wq1iHnNXa1qCIXuXCOLKjr-XkzMVN1g</a>
100	<a href="https://apps.apple.com/tr/app/sosyopix-photo-printing/id1067886323">https://apps.apple.com/tr/app/sosyopix-photo-printing/id1067886323</a>
89	<a href="https://curlie.org/World/T%C3%BCrk%C3%A7e/Al%C4%B1%C5%9Fveri%C5%9F/Hobi/">https://curlie.org/World/T%C3%BCrk%C3%A7e/Al%C4%B1%C5%9Fveri%C5%9F/Hobi/</a>
88	<a href="https://www.kariyer.net/is-ilani/sosyopix-com-musteri-iliskileri-uzmani-2584586">https://www.kariyer.net/is-ilani/sosyopix-com-musteri-iliskileri-uzmani-2584586</a>
87	<a href="https://podtail.com/fr/podcast/ortamlarda-sat-lacak-bilgi/kim-bu-noel-baba-yeni-y-l-noel-fark/">https://podtail.com/fr/podcast/ortamlarda-sat-lacak-bilgi/kim-bu-noel-baba-yeni-y-l-noel-fark/</a>
86	<a href="https://www.turkcell.com.tr/kampanyalar/pasaj/cihazlar/sosyopixten-baban-icin-en-ozel-hediye...">https://www.turkcell.com.tr/kampanyalar/pasaj/cihazlar/sosyopixten-baban-icin-en-ozel-hediye...</a>
86	<a href="https://www.mynet.com/yilbasinda-ne-hediye-alacagini-bulamayanlar-yaklasin-bir-haberimiz-var-190101104430">https://www.mynet.com/yilbasinda-ne-hediye-alacagini-bulamayanlar-yaklasin-bir-haberimiz-var-190101104430</a>

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

## Top Pages by Backlinks

URL	Backlinks
http://sosyopix.com/	650
https://www.sosyopix.com/	493
http://www.sosyopix.com/osb	102
https://sosyopix.com/	92
http://www.sosyopix.com/	78
https://www.sosyopix.com/en	78
https://www.sosyopix.com/hediye-c-9	55
https://www.sosyopix.com/takvim-c-4	50
https://www.sosyopix.com/yilbasi-hediyeleri-c-25	36
https://www.sosyopix.com/hediye	28

These are the pages on the site with the most backlinks from other sites.

## Top Anchors by Backlinks

Anchor	Backlinks
sosyopix.com	647
Sosyopix	174
sosyopix	65
www.sosyopix.com	65
buraya	41
Sosyopix.com	39
OSB20	34
http://www.sosyopix.com/osb	34
hediye	33

These are the top pieces of Anchor Text we found used to link to the site.

# Technical SEO Factors

## URL resolve

All versions of the web page point to one url.

URL	Resolved URL
<a href="http://sosyopix.com/">http://sosyopix.com/</a>	<a href="http://sosyopix.com/">http://sosyopix.com/</a>
<a href="http://www.sosyopix.com/">http://www.sosyopix.com/</a>	<a href="http://www.sosyopix.com/">http://www.sosyopix.com/</a>
<a href="https://sosyopix.com/">https://sosyopix.com/</a>	<a href="https://sosyopix.com/">https://sosyopix.com/</a>
<a href="https://www.sosyopix.com/">https://www.sosyopix.com/</a>	<a href="https://www.sosyopix.com/">https://www.sosyopix.com/</a>

URL Resolve is basically a redirection command to point users to the same URL of a website's domain, whether they type the www address version or one without www. For example, if both https://yourwebsite.com and https://www.yourwebsite.com resolve to the same URL after being entered in an address bar, the redirection command is implemented adequately. On the ip side, if both addresses refer to the same page yet feature different URLs after users enter them, URL Resolve is missing or "malfunctioning". The importance of this command is backed up by not only consistency but also canonicalization. Search engines may treat https://yourwebsite.com and https://www.yourwebsite.com URLs as two completely different animals (unless re-adjusted with URL Resolve), thereby detecting content duplication issues on the website.

## 404 page

The website has a 404 page.

Server response: 404

This check shows if the website has a custom 404 page. The 404 Not Found error appears when a page that does

not exist is requested. This can happen if the page was previously deleted or the user made a typo in the URL.

Whatever the reason for the 404 error, the user must understand that the requested page does not exist. It's a good

practice placing the link to the main page on the 404 page. This will help minimize the bounce rate and show

customers that you care about a positive visitor experience.

Page depth There are less than 5 link hops from the homepage:

<https://www.sosyopix.com/>



Üzülenerek söyleyorumuz ki aradığın sayfayı bulamadık. ☺  
Çok satan ürünlerimize göz atmaya ya da ana sayfaya dönmemeye  
ne dersin?

[Ana Sayfaya Dön](#)

## Structured Data

Structured data helps the search engine better understand the content. It also makes the search result and social media snippets more attractive to people. Google uses the Schema.org markup to create rich snippets, the knowledge graph, and other features on the SERP. Meanwhile, social media websites use the Open Graph markup to display rich “graph” objects instead of a simple link. Microformats are optional, but they can improve the semantic value of the page.

Schema.org The Schema.org markup is not found on the page.

Schema markup is code for structured data. You can put it on the web page to provide search engines with an overview of its content. Schema.org is a shared semantic vocabulary developed by Google, Yahoo, Microsoft. It can be added to a website via such encodings as RDFa, Microdata, and JSON-LD. On the SERP , it appears as a rich snippet that looks like this: Here, schema markup displays different parts of the Tate website. It allows users to proceed straight to the needed section without looking for it in the navigation bar on the homepage. Other examples may include addresses, business hours, recipes, selected articles, reviews, etc.

## Open Graph Protocol Open Graph items are present on the page:

Tags	Value
og:title	Sosyopix ✨ Kişiye Özel Hediye, Online Fotoğraf Baskı
og:type	article
og:url	//
og:image	<a href="https://images.sosyopix.com/assets/socialShare.jpg">https://images.sosyopix.com/assets/socialShare.jpg</a>
og:description	Türkiye'nin en büyük kişiye özel hediye platformu. Kişiye Özel Hediye, Fotoğraf Baskı, Hediye Kutusu, Deri Ürün, Albüm, Dekorasyon, Aynı Gün Teslimat, Hızlı Kargo
og:site_name	Sosyopix
og:locale	tr_TR

Open Graph is a protocol designed to bring metadata on a web page to a certain standard so that it can be used to represent its content. You can provide many details within this protocol, from simple things like a page title to more specific ones like the duration of some media element. The Open Graph Protocol supports several web page types, such as videos, images, or articles.

## Microformats

The Microformats markup is not found on the page.

Microformats are like special vocabularies for tweaking HTML and creating metadata that looks natural to machines. They can be used to send and publish various content like events, product reviews, business cards, etc. Microformats are built upon such standards like RDF, RDF Schema, and OWL. When utilized within HTML code, the data created with hCard and hCalendar can be exported into corresponding contact and calendar management software, such as Microsoft Outlook, Gmail, Thunderbird, eM Client, Mailbird, and many others. The same is true for microformats related to a geographical position. Applications like Google Maps can extract location metadata from websites and integrate the findings into the apps' interfaces.

## Hreflang tags

3 hreflang tags was found:

Hreflang	Alternate URL	Source	Status	Errors
x-default	<a href="https://www.sosyopix.com/">https://www.sosyopix.com/</a> (self-referencing)	HTML <head>	200	-
tr	<a href="https://www.sosyopix.com/">https://www.sosyopix.com/</a> (self-referencing)	HTML <head>	200	-
en	<a href="https://www.sosyopix.com/en">https://www.sosyopix.com/en</a>	HTML <head>	200	-

Hreflang is an important markup attribute for websites, which have two or more localized versions, to help Google distinguish them on the SERP. For instance, if a user from France finds the English-version page in search results, but this page has another version in French, the hreflang attribute will tell Google that it is the latter that should be displayed for this particular user. Also, hreflang is used to identify different regions within the same language. For example, if you have similar pages in English for various areas (Canada, the UK, Ireland, etc.), they may have content variations. This can be specified in hreflang placed in the section, HTTP header, or XML sitemap.

# Performance & User Experience (UX) Optimization

## Page Speed Info



The page loads in a reasonable amount of time.

## Desktop page speed:



**Page load time: 3.9 s**

**50-89 Average loading speed**

We found some problems with the loading speed of your web page. Please see the details below. You should follow our recommendations and fix the errors to make the page mobile-friendly and increase its attendance.

## Major issues:

- Reduce JavaScript execution time 1.6 s
- Avoid chaining critical requests
- Avoid an excessive DOM size 2,519 elements
- Ensure text remains visible during webfont load
- Largest Contentful Paint element 3,110 ms
- Avoid serving legacy JavaScript to modern browsers Potential savings of 41 KiB
- Avoid long main-thread tasks 10 long tasks found
- Minimize main-thread work 3.2 s
- Serve images in next-gen formats Potential savings of 10 KiB
- Defer offscreen images Potential savings of 91 KiB
- Eliminate render-blocking resources Potential savings of 280 ms
- Resources Summary
- Initial server response time was short Root document took 160 ms
- Reduce the impact of third-party code Third-party code blocked the main thread for 490 ms
- Avoids enormous network payloads Total size was 2,205 KiB
- Image elements do not have explicit `width` and `height`
- Reduce unused CSS Potential savings of 47 KiB
- Reduce unused JavaScript Potential savings of 431 KiB
- User Timing marks and measures 7 user timings
- Serve static assets with an efficient cache policy 69 resources found
- Properly size images Potential savings of 143 KiB
- Enable text compression Potential savings of 2 KiB

Desktop page speed is the loading time of the given page on a desktop platform. It's measured in seconds and rated on a scale of 1 to 100, with 100 denoting the awlessly optimized page. Low scores, however, are indicative of the loading time that needs to be improved.

As a ranking factor, desktop page speed can be key to your position on the SERP . It's believed that it should take no longer than 2-3 seconds for a website to appear and be ripe for interaction. Ideally, the loading time must be half a second, which translates into an instant experience for users. There are many things that have a bearing on website speed – from the overall amount of code, number of features to how much content you have and what hosting you use.

## Mobile page speed



**Page load time: 16.2 s**

**0-49 Extremely low loading speed**

The web page loads very slow on smartphones and tablets. Please see the details below. You should follow our recommendations and fix the errors to make the page mobile-friendly and increase its attendance.

## Major issues:

---

- Reduce JavaScript execution time 2.1 s
- Avoid chaining critical requests
- Avoid an excessive DOM size 2,492 elements
- Ensure text remains visible during webfont load
- Largest Contentful Paint element 15,800 ms
- Avoid serving legacy JavaScript to modern browsers Potential savings of 41 KiB
- Avoid long main-thread tasks 15 long tasks found
- Minimize main-thread work 3.9 s
- Serve images in next-gen formats Potential savings of 10 KiB
- Avoid non-composited animations 5 animated elements found
- Defer offscreen images Potential savings of 146 KiB
- Eliminate render-blocking resources Potential savings of 2,080 ms
- Resources Summary
- Initial server response time was short Root document took 190 ms
- Reduce the impact of third-party code Third-party code blocked the main thread for 700 ms
- Avoids enormous network payloads Total size was 2,333 KiB
- Image elements do not have explicit `width` and `height`
- Reduce unused CSS Potential savings of 46 KiB
- Reduce unused JavaScript Potential savings of 380 KiB
- User Timing marks and measures 7 user timings
- Serve static assets with an efficient cache policy 79 resources found
- Properly size images Potential savings of 145 KiB
- Enable text compression Potential savings of 2 KiB

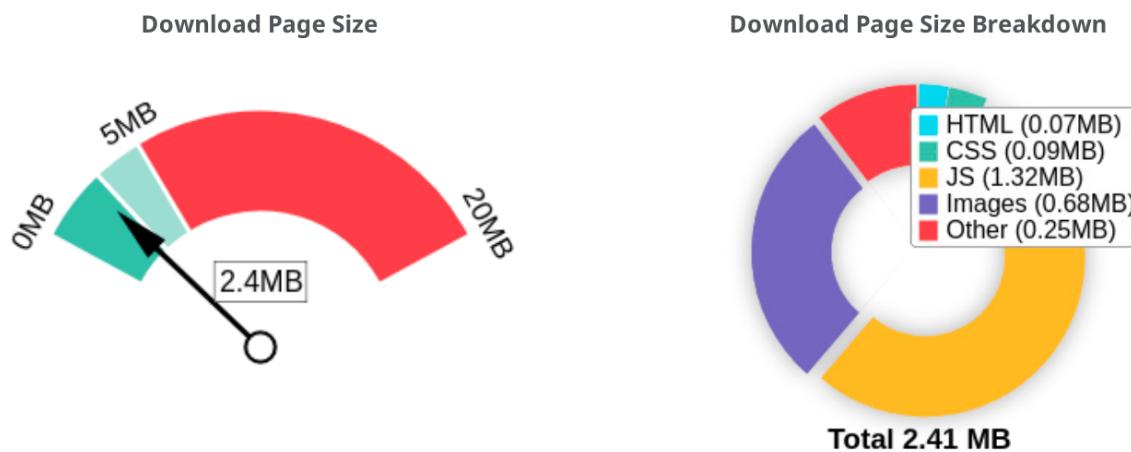
Mobile page speed is calculated as the loading time of the given page. Simply put, it's how long it takes for all the elements and resources found on the page to show up on a mobile device, whether it be a smartphone or a tablet. As one of the most determining ranking factors, mobile page speed tells a lot about how well the given page is optimized. If it falls short of Google's loading time standard, it's highly unlikely that it will ever get high on the SERP. Even if it does, far-from-lightning page speed will cause users to leave the website in favor of faster-loading ones. As a result, you can lose much traffic, with the company's bottom line taking a hit.

## Server response time

Server response is too fast: 0.0sec

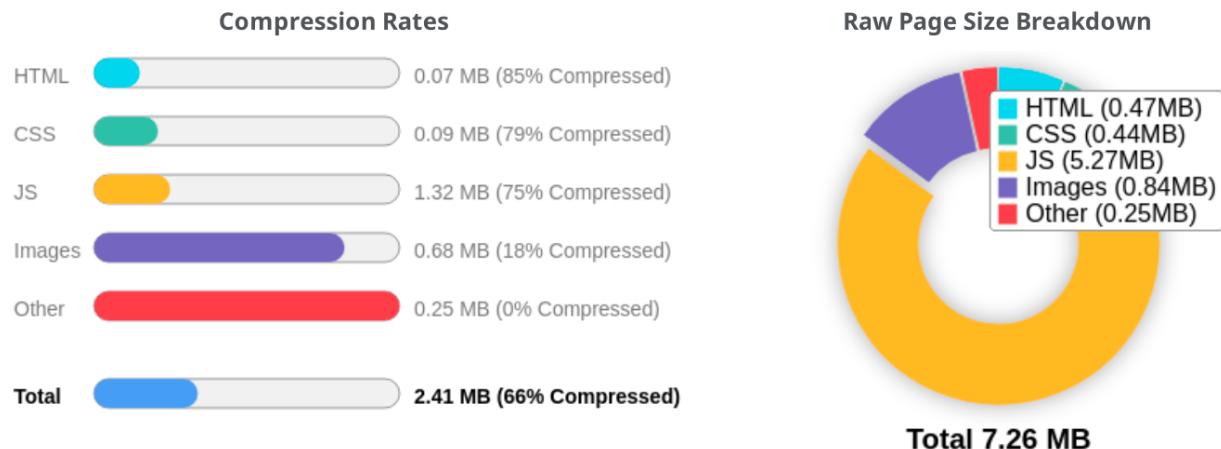
Server response time is an essential metric for SEO, page speed in particular. It indicates how fast a server responds to a browser request to render the first byte of information. When this request is made, the needed data is fetched from a database. It's then used to load a page and its content. The logic behind the metric is that if there are many scripts and stylesheets, the request will be processed longer. The successful server response is accompanied by the 200 OK status code. According to Google, the optimum time to deal with the request is supposed to be under 200ms. However, it's recommended that you set the sights on 50ms to ensure faster loading and, as a result, better SERP rankings. You can easily check the average server response time and monitor the website's performance with our "Page speed analyzer" tool. There you will also find recommendations on how to fix errors.

## Download Page Size



The page's file size is reasonably low which is good for Page Load Speed and user experience

## Website Compression (Gzip, Deflate, Brotli)



The website appears to be using a reasonable level of compression.

## Number of Resources

<b>#</b> <b>202</b> Total Objects	 <b>17</b> Number of HTML Pages	 <b>36</b> Number of JS Resources	 <b>6</b> Number of CSS Resources	 <b>77</b> Number of Images	 <b>66</b> Other Resources
---	---------------------------------------	---	---	-----------------------------------	----------------------------------

This check displays the total number of files that need to be retrieved from web servers to load the page.

## Google Accelerated Mobile Pages (AMP)

This page does not appear to have AMP Enabled.

## JavaScript Errors

The page is reporting JavaScript errors during load.

This could indicate that some required functionality on the page is failing or scripts may have coding problems.

## HTTP2 Usage

The website is using the recommended HTTP/2+ protocol.

## **Optimize Images**

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

## **Minification**

All the JavaScript and CSS les appear to be minied.

## **Deprecated HTML**

No deprecated HTML tags have been found within the page.

## **Inline Styles**

The page appears to be using inline styles.

Inline styles are an older coding practice and discouraged in favor of using CSS style sheets, due to their ability to degrade page load performance and unnecessarily complicate HTML Code.

## **AMP check**

AMP page not found

An AMP check shows whether the given page has an accelerated mobile page variant. AMP is an HTML framework developed by Google to back up its mobile-rst initiatives. It aims to enhance the web experience for users who go online on non-desktop devices by greatly speeding up loading times. As a boosted copy of a page, AMP minimizes everything from CSS requests and redundant code to non-compressed images. Also, it uses caching technology to reduce loading times whenever a visitor returns. Everyone can make good use of AMP . It's not considered to be a ranking factor yet, but it seems that it's just a matter of time. With an abiding focus on mobile-rst searching, Google is expected to appreciate AMPs more than their slow-loading HTML counterparts.

## **Viewport**

The viewport is congured correctly on the web page.

In the SEO world, a viewport is an HTML meta tag used to control how the given page appears on mobile devices. It tells a browser what dimensions it should t it into and how it is supposed to scale the content found on that page. The more general meaning of a viewport refers to the screen area that users see without zooming out or scrolling down. Because the mobile-rst era is here to stay, a viewport makes an essential addition to other SEO-specic HTML tags. Websites that do not use it are at risk of providing good-for-nothing user experience and being considered unresponsive by Google. Now, matching the width of various screens is more important than ever, while an inability to display content adequately may have its toll on the SERP rankings.

## **Content width**

The width of the content is optimal for mobile devices. Content width is a property that denes how wide the content on the given page can be displayed. It can be implemented to specify a certain number of pixels or refer to particular values (like a device width property in the viewport meta tag). It should be congured correctly to make sure the content (text, videos, images, etc.) looks neat. The content width property is another cornerstone

of successful design responsiveness. It is used to adjust themes, custom templates, on-page features, and everything in between for different screen sizes and browser display areas. The failure to set it right may result in horizontal scrolling and unsightly grid or layout elements, which translates into far-from-decent UX.

## Font size

The font is optimal for mobile devices.

The font-size property is used to conigure the size of the font on the given web page. Basically, it points to how large or small its text elements (copy, headings, paragraphs, etc.) are. When the font size is easily readable, this spares mobile users the pain of pinching to gure out what the page says. At the same time, when set at a reasonable level (not too large), it eliminates the need for continuous scrolling to see the next line. In most cases, font sizes are measured in points (pt), yet pixels (px) are common, too. No matter which units you got used to, it all comes down to maintaining legibility so that users feel comfortable when reading the content on the page.

## Tap elements

The tap elements are placed optimally.

The section indicates whether the tap elements on the given web page meet accessibility requirements in terms of

sizing. These elements include everything from CTA buttons to clickable links.

The most common issue with the accessibility of touch elements is that they may overlap each other. When this

occurs, users have a hard time clicking on the desired link or button without inadvertently tapping the object that is

close to it. As a result, they may unknowingly jump to the page they were not going to visit. Not only does this

undermine how easy it is for people to interact with the website, but poorly designed tap elements can also be

associated with a high bounce rate.

## Domain

Domain age is one of Google's ranking factors. The older the domain is, the more trustworthy the search engine finds the website to be. As a rule, the rankings of a credible website grow faster than those of a brand-new one.

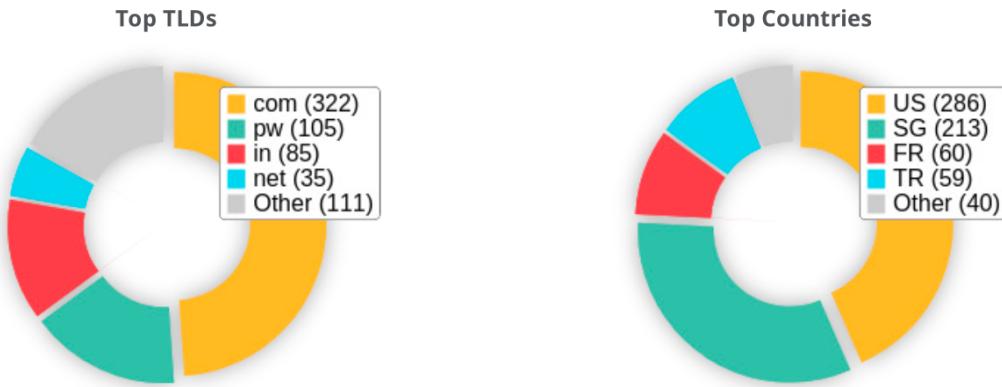
*Domain age: The domain age is 13 years 3 days*

*Created: Apr 19, 2014*

*Expires: Apr 19, 2027*

Domain age reects how much time has passed since the domain was registered. Previously, SEO specialists considered it useful for search engine ranking improvement. But today, many believe that domain age doesn't play any significant role in this process. However, it still matters a lot to the website's reliability. The older the Internet resource is, the more trustworthy it seems both to users and Google. Scammers often use new domain names and change them frequently because search engines block them. That's why a site that has been around for a long time appears less suspicious to Google.

## Top Referring Domain Geographies



These are the Top Geographies we have found linking to the site.

## Web.archive.org data

According to web.archive.org the domain age is .

First archive index date Jan 01, 0001.

Web.archive.org is a site that stores information about archived Internet resources. It is also called the Wayback Machine because it allows you to have a quick look at older versions of more than 451 billion web pages. It shows the date when the site was first indexed and became visible to Internet users. It's also teeming with saved copies of the resource's data from the subsequent years until now. This information doesn't have a direct impact on the website's SEO. But it can be useful for the analysis of its performance and relativity.

## Google's Core Web Vitals



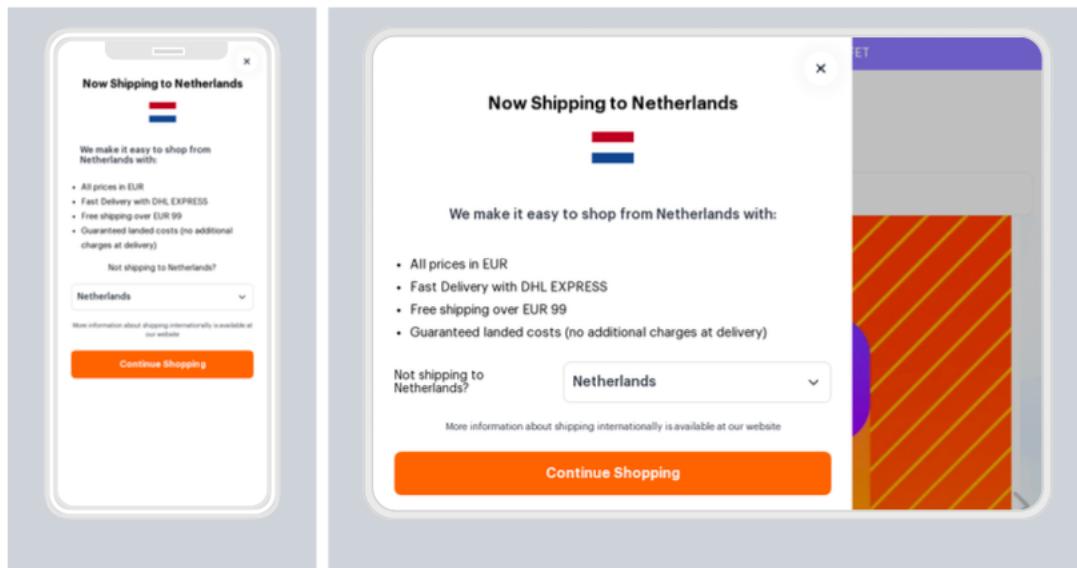
The page has failed Google's Core Web Vitals assessment. Core Web Vitals are UI metrics created by Google that measure page experience and are becoming increasingly important as a ranking factor.

Metric	Mobile Score	Desktop Score	Optimization Needed?
<b>Overall PageSpeed Score</b>	44/100	63/100	Mobile Needs Improvement
<b>First Contentful Paint</b>	3.2s	1.8s	Reduce Render Blocking
<b>Largest Contentful Paint</b>	3.8s	2.5s	Optimize Images & Lazy Load
<b>Cumulative Layout Shift</b>	0.22	0.12	Mobile Needs Fixes
<b>Time to Interactive</b>	4.5s	2.3s	Minimize JavaScript

## Mobile Adaptability

Mobile adaptability is one of the most important ranking factors as 60% of search traffic comes from mobile devices. Make sure you're ready to compete on the mobile SERP successfully.

### Mobile rendering



Mobile rendering is an overview of how browsers retrieve the given page to display it on different non-desktop devices. The section provides a closer look at the page's layout and structure when accessed through a smartphone and a tablet. It helps you spot any design-related inconsistencies across various devices so that you can optimize them if needed. Mobile rendering is the backbone of mobile adaptability. That means if the given page lacks a corresponding version for non-desktop platforms and fails to adjust to different screen sizes, the website will be at a disadvantage on the SERP .

## **Server & Security**

Find out if the website has any vulnerabilities. Keep in mind that server configuration errors can lead to security problems. Ensuring security is critical, especially if you accept payments on the website.

### **Server IP**

IP address and geographical location of the website server.

104.26.0.126

Location: This section covers the data on the IP address and physical location of the server that the given website is hosted on. The former refers to a string of numbers grouped in four octets with dots between each of them. It is typically assigned by a host to enable connection, communication, and data transfer between a website, a server, users' devices, and other machines on the Internet. The server IP address is usually static and describes its unique numerical standing in the network. The geographical location of the server shows where exactly it is nestled. It doesn't necessarily have to be the same country where you are headquartered or where most of the users are. The physical location of the server varies from one hosting service provider to another. In most cases, websites use either dedicated or shared IP addresses. The first type grants you a unique address for the server you are hosted on. The last option, however, doesn't work that way. It means that other websites can have the same IP address as yours when you all share the same host.

### **IP canonicalization** Not found on this page

IP canonicalization may be rewarding for the cases when there's a risk of duplicate content issues. In technical terms, it's the process of setting up a redirect from the website's IP address to the same URL that the domain name goes to. Whether users choose to type in those four octets or the www.yourwebsite.com version, they are supposed to land on the same destination page. Given that people are highly unlikely to search by IP addresses, IP canonicalization has little to no effect on the success on the SERP. As of now, there's no compelling evidence that setting this redirect may improve the rankings. Still, it gives website owners some sort of peace of mind, ensuring that they do not settle for split conversions, performance metrics, and link juice. That is why it pays to canonicalize the IP address the way you'd typically do for duplicate URLs.

### **Server signature**

HTTP response contains the version of the web server exposing its vulnerabilities.

### **Cloudflare**

A server signature provides a quick look at the versions of the server and operating system that you use. This sensitive information is publicly accessible on error pages and in some other instances. That is how an enabled server signature can grant hackers (and the competitors) access to the critical data that you don't want them to have at their fingertips.

This signature is of paramount importance to the overall security of the server. Not only does it affect the score in Webpage Analyzer, but it also impacts how safe the data is. When software information is so easily available, hackers can take advantage of system vulnerabilities, putting the integrity of the server at risk.

## Page status 200 OK

Page status refers to an HTTP status code that comes up on the given page after a request is sent. In layman's terms, it is a means of communication between the user agent and the server. The latter addresses a request (made by a browser or a search bot) and indicates the result in a 3-digit code. It is then paired with additional information and instructions to form a complete HTTP header, telling the user agent what to do next. There are dozens of standard status codes and an endless number of custom ones. All of them denote different server responses and can be categorized into five groups, according to the type of response they indicate. They are easily distinguished by the first digit in the code: 1 for informational responses; 2 for success; 3 for redirection; 4 for any errors on the website side; and 5 for any server-side issues.

## SSL Secure

The website supports a secure connection.

<https://sosyopix.com>

*Certificate details:*

*Issued to:* sosyopix.com

*Issued by:* WE1

*Valid from:* 2024-12-30 02:15:35 till 2025-03-30 03:15:34

(+0000 UTC)

This section focuses on how reliable the connection on the website is. It indicates whether you have an SSL certificate in place to safeguard the data transferred between users and the server. If you have it installed, the section also sheds light on its validity period and the issuer. SSL encryption is the cornerstone of data integrity on any website. Being protected with this certificate means the world to visitors as they deal with sensitive information or make payments through a site. SSL technology ensures an encrypted, key-based connection that eliminates the risk of unauthorized access to personal data and allows for the dependable user experience.

Like people, search engines find SSL protection pivotal. While encouraging websites to use HTTPS URLs (those that are beefed up with a valid SSL certificate), they treat it as one of their ranking factors.

## Mixed content issue

Unable to retrieve website data.

A mixed content issue is just what it sounds like. It occurs when the website loads HTTPS and HTTP elements at the same time to serve a user's request. More specifically, it involves fetching a secured page with an SSL certificate and any assets (scripts, media files, etc.) running over HTTP. When the site serves mixed content, this puts its visitors at risk. All the parts of the page running over unreliable HTTP are vulnerable to MITM attacks and phishing, among other threats. You can no longer vouch for data integrity on the website as these parts make it defenseless or, at

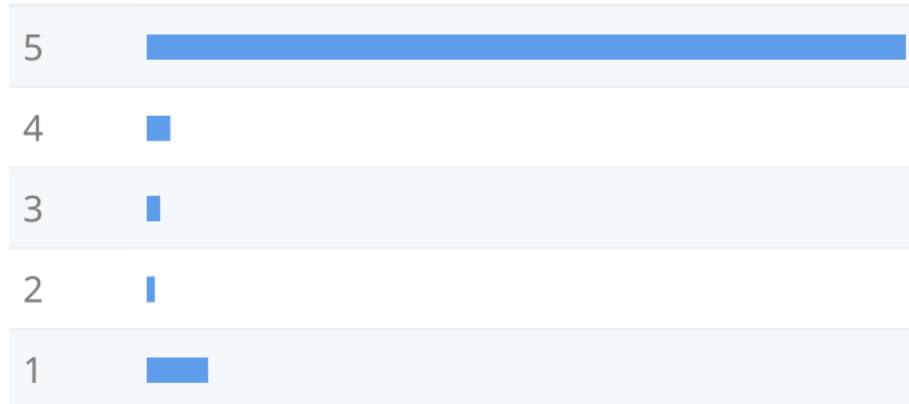
least, not secure enough. A mixed content issue may have different severity levels. They are determined by the type of assets that remain vulnerable due to the lack of HTTPS. If a page serves HTTP images, videos, or other files that can't modify its structure or functionality, this content is called passive. But if it fetches unencrypted code, stylesheets, scripts, or other resources that control the page, this refers to active mixed content.

## Local SEO & Business Listings

### Google Reviews

4.6 ★★★★☆ 1206 reviews

Rating



The Google Business Profile has a good rating and review count.

## Local SEO

### Address & Phone Shown on Website

We can't identify one or both of these components on the page.

Missing: Telefon, Adres

### Local Business Schema

No Local Business Schema identified on the page.

### Google Business Profile Identified

A Google Business Profile was identified that links to this website.

Sosyopix

## Google Business Profile Completeness

The important business details are present on the Google Business Profile.

**Address:** Esentepe, Muallim Seday Bey Sok No:8, 34870 Kartal/ stanbul, Türkiye

**Phone:** +90 216 380 33 00

**Site:** <https://www.sosyopix.com/>

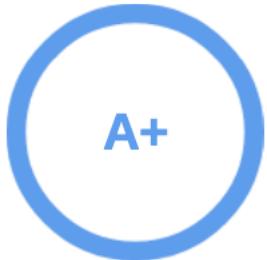
## Technology Results

### Technology List

Technology	Version
 Cloudflare	
 Criteo	
 Facebook Pixel	
 Google Analytics	
 Google Tag Manager	
HSTS	
 Insider	
 Ionicons	
 Linkedin Insight Tag	
 Microsoft ASP.NET	
 Microsoft Clarity	0.7.68
 Twitter Ads	
 Yandex.Metrika	
 YouTube	

These software or coding libraries have been identified on the page

## Social Results



The social is very good!

Congratulations, the social presence is strong and active. Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to the website. We recommend continued use of social campaigns to grow this further.

### **Facebook Page Linked**

The page has a link to a Facebook Page.

<https://facebook.com/sosyopix>

### **Facebook Open Graph Tags**

The page is using Facebook Open Graph Tags.

### **Facebook Pixel**

The page has a Facebook Pixel installed.

Pixel ID

1523873221182119

### **X (formerly Twitter) Account Linked**

The page has a link to a X profile.

<https://x.com/sosyopix>

### **X Cards**

The page is using X Cards.

### **Instagram Linked**

The page has a link to an Instagram profile.

<https://instagram.com/sosyopix>

### **LinkedIn Page Linked**

The page has a link to a LinkedIn profile.

<https://linkedin.com/company/sosyopix>

### **YouTube Channel Linked**

The page has a link to a YouTube channel.

<https://youtube.com/channel/UC74pWygasGjQygqt5ZoAOkw>

### **YouTube Channel Activity**

The website has a good number of YouTube channel subscribers

Followers: 708

View Count: 3,003,205

## **Analytics & Tracking**

### **Search Console**

The website is connected to the Google Search Console.

Google Search Console is a free SEO tool that enables tracking and monitoring indexing and crawling statistics from Googlebot. It also provides key performance indicators that help find new insights and optimize a website for organic visibility. With this instrument, you can precisely define the queries that have made the site appear on the SERP and which of them have attracted more traffic to the pages. Google Search Console also indicates if any metadata is featured in rich search results. Furthermore, it determines whether the mobile version of the site works according to the needs of users who seek something on it via their cell phones and tablets.

### **Google Analytics**

The website is not connected to the Google Analytics.

This is one of the most popular and powerful free tools for gathering and analyzing statistics about the website's visitors. Google Analytics collects data from the website automatically and prepares reports accordingly. It can measure the bounce rate, the audience's demographics, location, and interests. This tool also provides information on where visitors come from to the website. It has many additional features, such as a software development kit for collecting user data from mobile applications and e-commerce reports with sales activity and performance metrics. Google Analytics can track real-time statistics about those who currently perform some actions on the website and generate in-depth reports on traffic sources, users' location, conversion, etc.

## **Summary Of Key Findings & Conclusion**

- 1. Website structure is well-optimized** for indexing.
- 2. On-page SEO factors like title & meta descriptions are generally optimized.**
- 3. Backlinks profile is strong with many high-quality links.**
- 4. Site security (SSL, HTTPS) is properly implemented.**
- 5. Mobile responsiveness is present, but improvements are needed.**

Issue	Impact	Recommended Fix
<b>Core Web Vitals(LCP,CLS) failing</b>	High	Optimize images, lazy loading
<b>Slow Mobile Page Speed</b>	High	Reduce JavaScript blocking
<b>Missing Schema Markup</b>	Medium	Implement LocalBusiness & Product Schema
<b>Broken Links Find</b>	Medium	Fix or redirect broken URLs
<b>Keyword Usage is Low in Key Areas</b>	Medium	Improve keyword presence in headings

The **Technical SEO Audit** of [www.sosyopix.com](http://www.sosyopix.com) reveals that the website is well-structured and optimized in many areas, but **critical issues affecting performance, mobile usability, and indexing require attention.**

### Key Takeaways:

- **Site Indexing & Crawlability:** The site is **properly indexed** with no major blocking issues.
- **On-Page SEO & Content Optimization:** **Keyword usage** should be **improved** in critical areas like H1 and ALT attributes.
- **Technical SEO Fixes:** **Schema Markup, URL structure, and JavaScript execution** need better optimization.
- **Performance & Core Web Vitals:** The **mobile experience is suboptimal** due to **slow loading times** and **high LCP scores.**
- **Backlinks & External Factors:** The **backlink profile is strong**, but **low-quality links should be disavowed.**

## Final Recommendations

To maximize SEO performance, the following steps should be taken:

1. **Improve Core Web Vitals:** Optimize LCP, FID, and CLS scores for a better user experience.
2. **Enhance Page Speed:** Implement JavaScript minification, lazy loading, and CDN caching.
3. **Fix Broken Links:** Use **301 redirects** or remove non-functional links.
4. **Implement Schema Markup:** Use **Product, LocalBusiness, and Breadcrumb structured data** to improve search appearance.
5. **Optimize Mobile Usability:** Ensure **text readability, tap targets, and mobile responsiveness** are properly configured.
6. **Monitor Backlink Profile:** Remove **spammy backlinks** and acquire **high-authority links**.

By addressing these issues, **www.sosyopix.com** can enhance **search engine rankings, user engagement, and overall site performance**.