

<https://pinocchiotours.com/>

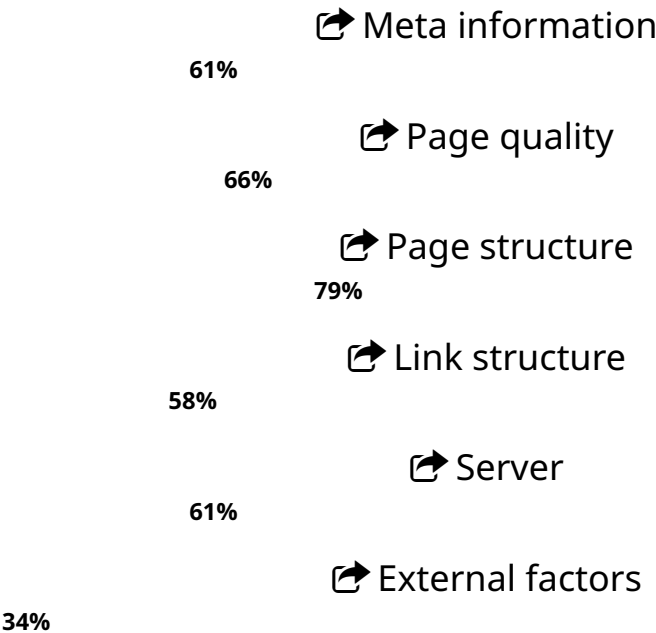
Analyse website

Pinocchiotours.com - SEO Checker

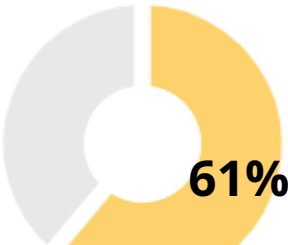
➔ Sign up for free! (<https://www.seobility.net/en/register/step1>)

📄 PDF Export

Overview of the SEO Check








SEO Score



Do you need help?



 Response time	 File size
0.65 s	56.10 kB
 Words	 Media files
617	50
 Number of links	
83 internal / 3 external	

Task list of SEO Improvements

- Try to reduce the number of used CSS files.
(/en/seocheck/pinocchiotours.com#performance) **Very important!**
- Try to reduce the number of used JavaScript files.
(/en/seocheck/pinocchiotours.com#performance) **Very important!**
- Review and improve the page title. (/en/seocheck/pinocchiotours.com#page-title) **Important!**
- Improve the text of the meta description. (/en/seocheck/pinocchiotours.com#meta-description) **Important!**
- Use good alternative descriptions (alt attributes) for your images.
(/en/seocheck/pinocchiotours.com#images) **Important!**

[View all](#)

Meta specifications

Title

(Critically important)

Pinocchio Tours - Guided Tours and Activities for Families and children

- The page title should be shorter than **580** pixels. It is **630** pixels long.
Optimize title (<https://freetools.seobility.net/en/serp-snippet-generator/?url=https%3A%2F%2Fpinocchiotours.com%2F&platform=desktop>)
- There are word repetitions in the page title.

Meta description

(Critically important)

Visit Italy and Europe with your family skipping the entrance lines and enjoy memorable moments. Pinocchio guides tailor their tours on kids and parents to make they learn and having

fun at the same time.

— The meta description is too long: **1262** pixels from max. **1000** pixels.

Optimize description (<https://freetools.seobility.net/en/serp-snippet-generator/?url=https%3A%2F%2Fpinocchiotours.com%2F&platform=desktop>)

Crawlability

(Critically important)

✓ There are no problems in accessing the website.

Canonical URL

(Important)

✓ No canonical link is specified.

Language

(Somewhat important)

Language detected in text: en

Language defined in HTML: en

Server location: United States of America

✓ The following language is defined by HTML: **en**

Alternate/Hreflang Links

(Somewhat important)

✓ There are no alternate links specified on this page.

Other meta tags

(Somewhat important)

- ✓ There is no rel next meta tag on this page.
 - ✓ There is no rel prev meta tag on this page.
-

Domain

(Somewhat important)

- ✓ The domain is no subdomain.
 - ✓ The domain length is good.
 - ✓ The domain does not contain non-latin characters.
-

Page URL

(Somewhat important)

- ✓ No parameters were found in the URL.
 - ✓ No session ID was found in the URL.
 - ✓ The URL does not have too many subdirectories.
-

Charset encoding

(Somewhat important)

- The character encoding is not specified in the HTTP header.
 - ✓ The charset encoding (**UTF-8**) is set correctly.
-

Doctype

(Nice to have)

- ✓ The doctype **HTML 5** is set correctly.
 - ✓ The doctype is placed at first in the HTML code.
-

Favicon

(Nice to have)

- ✓ The favicon is linked correctly.

Meta tags

Name	Value
viewport	width=device-width, initial-scale=1, shrink-to-fit=no
description	Visit Italy and Europe with your family skipping the entrance lines and enjoy memorable moments. Pinocchio guides tailor their tours on kids and parents to make they learn and having fun at the same time.
author	Pinocchio Tours Team
lang	en
X-UA-Compatible	IE=edge

Test up to 1.000 webpages of pinocchiotours.com with our free plan!

Try For Free (<https://www.seobility.net/en/register/step1>)

No trial. It's just free!

Page quality

Content

(Critically important)

- Only **2** paragraph/s was/were found on this page.
- ✓ This page contains **617** words. That's ok.
- ✓ **28.5%** of the text are stop words.
- ✓ Keywords used in the page title are also used in the page content. That's good!
- ✓ Words from the H1 heading are used in the page content.
- ✓ The page contains a listing, which indicates a good text layout.
- ✓ No placeholders texts or images were found.
- ✓ There are no duplicates on the site.
- ✓ The average number of words per sentence of **12.67** words is good.

Frames

(Critically important)

- ✓ This page does not use a frameset.

Mobile optimization

(Somewhat important)

- This page loads **9** JavaScript files. This may affect the load time negatively.
- ✓ A viewport "**width=device-width, initial-scale=1, shrink-to-fit=no**" is provided.
- ✓ At least one Apple touch icon is specified.

Bold and strong tags

(Somewhat important)

- The amount of tags is very high (**16**). We recommend using a maximum of **12** tags for this page.
- The following tag is repeated too often: **other tours**

Image SEO

(Somewhat important)

- **7** images have no alt attribute. The content of alt attributes is used by search engines.

Social Networks

(Nice to have)

- There are only a few social sharing widgets on the page. Make your website popular in social networks with social sharing widgets.

Additional markup

(Nice to have)

- ✓ No additional page markup was found.

HTTPS

(Somewhat important)

- ✓ This website uses HTTPS to protect privacy and integrity of the exchanged data.
- ✓ All included files are also transferred via HTTPS.

Media list

URL

https://pinocchiotours.com/img/lang_en.png (https://www.seobility.net/outbound/redirect.go?url=https%3A%2F%2Fpinocchiotours.com%2Fimg%2Flang_en.png&security=3fc7fd5550768676d23e3c0d835)

https://pinocchiotours.com/img/lang_fr.png (https://www.seobility.net/outbound/redirect.go?url=https%3A%2F%2Fpinocchiotours.com%2Fimg%2Flang_fr.png&security=b49e8cfab5322e6ad8e1391391b)

https://pinocchiotours.com/img/lang_de.png (https://www.seobility.net/outbound/redirect.go?url=https%3A%2F%2Fpinocchiotours.com%2Fimg%2Flang_de.png&security=bc412c622f4903be03279eab13)

https://pinocchiotours.com/img/lang_es.png (https://www.seobility.net/outbound/redirect.go?url=https%3A%2F%2Fpinocchiotours.com%2Fimg%2Flang_es.png&security=bc412c622f4903be03279eab13)

Page structure

H1 heading

(Critically important)

Pinocchio Tours Tours

- ✓ The H1 heading is perfect.

Headings

(Important)

- There are **35** headings on the page. The amount of headings should be in a more proper relation to the amount of text.

Heading structure

Heading level	Content
H1	Pinocchio Tours Tours
H2	Our Most Popular Tours and Activities
H2	CHECK ALL OUR OTHER TOURS BY DESTINATION
H2	Our Tailored & Exclusive Services
H2	Plan Your Tour Easily
H2	Our Precious Partners

Link structure

Internal links

(Important)

- Some anchor texts are used more than once.
- 1 links don't have an anchor text.
- ✓ The number of internal links is ok.
- ✓ None of the anchor texts is too long.
- ✓ All internal links are not using dynamic parameters.

External links

(Nice to have)

- ✓ There are 3 external links on this page.

Found links on this page

Link

/contactus.html (<https://www.seobility.net/outbound/redirect.go?url=https%3A%2F%2Fpinocchiotours.com%2Fcontactus.html&security=e29d6eb1b27f7b320d267d397e4b937>)

Link

/index.html (https://www.seobility.net/outbound/redirect.ao?)

Server configuration

HTTP redirects

(Critically important)

This page redirects to "https://pinocchiotours.com/"

✓ The redirect of URLs with www and non-www subdomain is configured correctly.

HTTP header

(Important)

- The web server version is sent within the HTTP header.
- ✓ No X-Powered HTTP header is sent.
- ✓ This page uses GZip for compressed data transmission.

Performance

(Somewhat important)

- The page response time of **0.65** seconds is longer than the recommended limit of 0.4 seconds. A high response time unnecessarily slows down search engine crawling and results in bad user experience as well.
- This page loads **5** CSS files. This may affect the page load time negatively.
- This page loads **9** JavaScript files. This may affect the load time negatively.
- ✓ The file size of the HTML document is fine (**56** kB).

HTTP Response Header

Name	Value
date	Fri, 05 Jan 2024 10:51:34 GMT

Name	Value
server	Apache/2.4.58 (cPanel) OpenSSL/1.1.1w mod_bwlimited/1.4
last-modified	Wed, 07 Jun 2023 14:03:29 GMT
etag	"1a06b2d-e078-5fd8a99aece00-gzip"

External factors

Backlinks

(Critically important)

- This page has only a few links from other websites.
- This page only has backlinks from **6 referring domains**.
- This page only has **65 backlinks**.
- This page only has few backlinks from **6 different ip addresses**.

Facebook popularity

(Somewhat important)

- The page has **1** shares and comments on Facebook.

Listed on Webwiki

(Nice to have)

- This website is not listed in Webwiki. Submit your website here (<https://www.webwiki.com/info/add-website.html>).

Links from Wikipedia

No links from Wikipedia were found.

Robots.txt

No valid Robots.txt file was found.

Search preview

pinocchiotours.com

Pinocchio Tours - Guided Tours and Activities for Families and chil...

Visit Italy and Europe with your family skipping the entrance lines and enjoy memorable moments. Pinocchio guides tailor their tours on kids and parents to make they learn and having fun at the same time.

Most important keywords

Following keywords were found. You can check the keyword optimization of this page for each keyword.

Keyword	Result	Recheck
Pinocchio	91%	Check (https://freetools.seobility.net/en/keywordcheck/check?url=https%3A%2F%2Fpinocchiotours.com%2F&keyword=Pinocchio&crawltype=1)
Tours	89%	Check (https://freetools.seobility.net/en/keywordcheck/check?url=https%3A%2F%2Fpinocchiotours.com%2F&keyword=Tours&crawltype=1)
Pinocchio Tours	89%	Check (https://freetools.seobility.net/en/keywordcheck/check?url=https%3A%2F%2Fpinocchiotours.com%2F&keyword=Pinocchio+Tours&crawltype=1)
Italy	60%	Check (https://freetools.seobility.net/en/keywordcheck/check?url=https%3A%2F%2Fpinocchiotours.com%2F&keyword=Italy&crawltype=1)

Show more keywords and terms

Keywords

Analyse website

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