

Икономически университет - Варна

***Курсова работа по
„Оптимизация за търсещи машини“***

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Мобилни и уеб технологии

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Обзор на сайта

<https://tessto.com/>

1. Всички външни линкове: 179 линка от 60 домейна



2. Грешки в конзолата: 358

Search Console

Използване на новата версия на Search Console

<https://tessto.com/> Помощ

Табло за управление

Съобщения

Облик на търсенето

Трафик от търсене

Индекс на Google

Състояние в индекса

Блокирани ресурси

Премахване на URL адреси

Обхождане

Проблеми със сигурността

Web Tools

Премахване на URL адреси

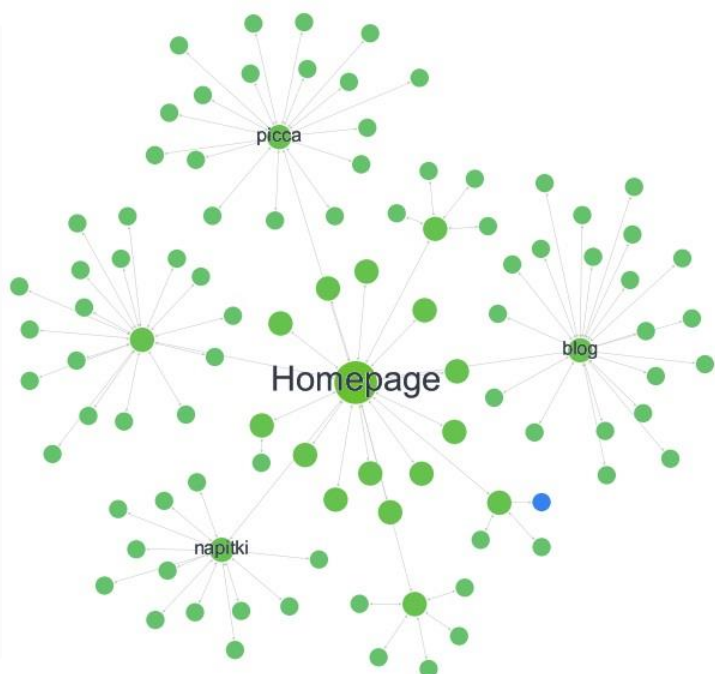
Временно премахване на притежавани от вас URL адреси от резултатите от търсенето. За да премахнете съдържание за постоянно, трябва да премахнете или актуализирате изходната страница. [Още информация.](#)

Показване: 25 реда 1-25 от 358

Временно скриване Remove page from search results and cache Избор на файл Няма избран файл Показване на: Всички (358)

URL адрес	Състояние	Тип премахване	Подадена
https://tessto.com/combo-menus/	Премахнато Повторно включване	Премахване на уеб страница	28.01.2019 г.
https://tessto.com/don-bekon/	Изтекло	Премахване на уеб страница	21.01.2019 г.
https://tessto.com/peperoni/	Изтекло	Премахване на уеб страница	21.01.2019 г.

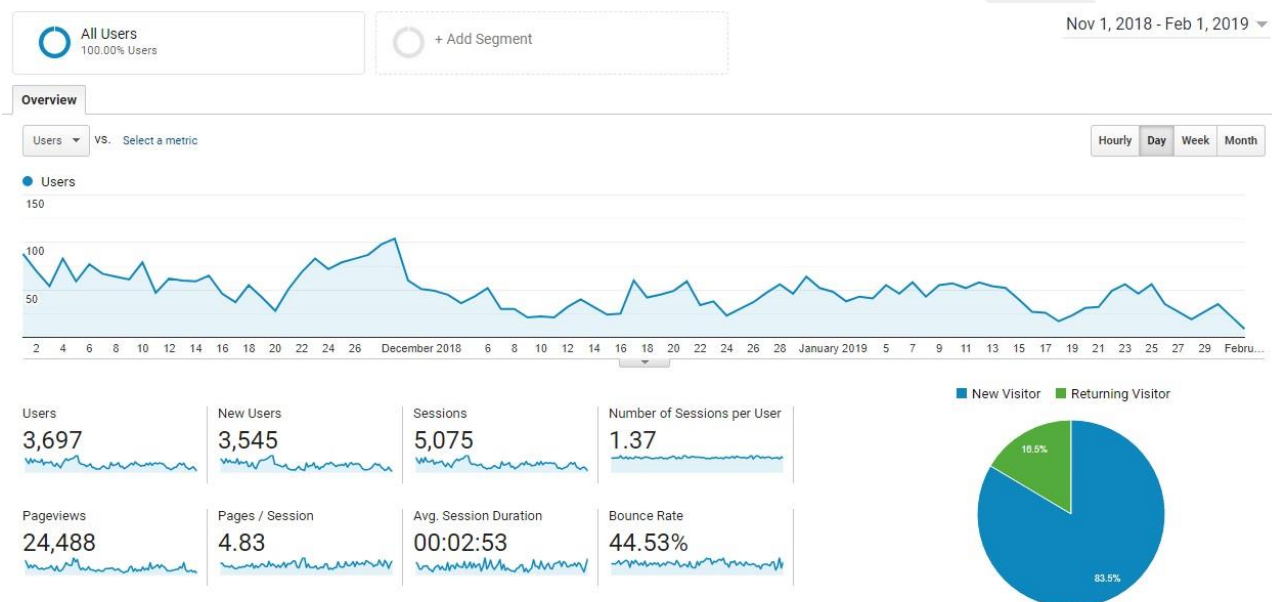
3. Всички вътрешни линкове: 3135 линка от 99 страници



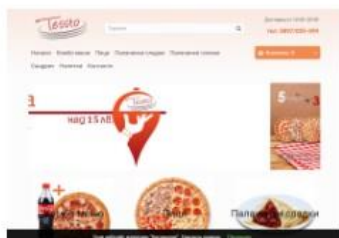
tessto.com	
Доставка на пици Варна - Tessto Доставка...	
Total pages	99
Total links	3,135

All pages	
Search	
tessto.com/	Доставка на пици Варна - Tessto Доста...
tessto.com/3-prichini-da-porachate-ot-t...	Доставка на пица във Варна - 3 причин...
tessto.com/blog/	Блог на Тессто: Палачинки и пици във ...
tessto.com/chiizburger-pica	Чийзбургер-пица - пица Варна - достав...
tessto.com/coca-cola	соса cola - пица Варна - доставка на пи...
tessto.com/combo-menu/	Комбо меню Варна - доставка на Комб...
tessto.com/contact-us/	Контакт с нас

4. Анализ потребителското поведение



5. Онпaгe oптимизация:



tessto.com

Доставка на храна Варна - Tessto пица за дома и офиса

108 issues found

Errors: 1 | Warnings: 6 | Info: 101 | Pages: 99 | Date: Feb 1, 2019

Site Audit: Summary

Indexing and crawlability

✓ Resources with 4xx status code	0
✓ Resources with 5xx status code	0
ⓘ Resources restricted from indexing	3
✓ 404 page set up correctly	Yes
✓ robots.txt file	Yes
✓ .xml sitemap	Yes

Redirects

✓ Fixed www and non-www versions	Yes
✓ Issues with HTTP/HTTPS site versions	No
✗ Pages with 302 redirect	1
✓ Pages with 301 redirect	0
✓ Pages with long redirect chains	0
✓ Pages with meta refresh	0
ⓘ Pages with rel="canonical"	92

Encoding and technical factors

✓ Mobile friendly	Yes
✓ HTTPS pages with mixed content issues	0
✓ Pages with multiple canonical URLs	0
✓ Pages with Frames	0
⊖ Pages with W3C HTML errors and warnings	-
⊖ Pages with W3C CSS errors and warnings	-
✓ Too big pages	0

URLs

⚠ Dynamic URLs	3
✓ Too long URLs	0

Links

✓ Broken links	0
ⓘ Pages with excessive number of links	2
✓ Dofollow external links	0

Images

✓ Broken images	0
ⓘ Empty alt text	4

On-page

✓ Empty title tags	0
✓ Duplicate titles	0
✓ Too long titles	0
⚠ Empty meta description	3
✓ Duplicate meta descriptions	0
✓ Too long meta description	0

Localization

✓ Language Versions	0
✓ Pages with hreflang elements	0
✓ Incorrect language codes	0
✓ Invalid URLs	0
✓ Missing return links	0
✓ Conflicting hreflang elements	0
✓ Non-canonical pages with hreflang elements	0
✓ Missing "x-default" values	0
✓ Incomplete hreflang values	0

6. Мобилна скорост:

The screenshot shows the Google PageSpeed Insights interface for a mobile device. The URL entered is <https://tessto.com/>. The main performance metrics displayed are a loading time of 4s and a 10% estimated visitor loss due to loading time. The status is labeled as 'Good'. A blue button labeled 'GET MY FREE REPORT' is visible. To the right, a smartphone displays the Tessto website interface. At the bottom right, there is a link 'See how you compare' with a downward arrow icon.

7. Скорост на отваряне:

The screenshot displays the 'Latest Performance Report for: <https://tessto.com/>'. The report was generated on Monday, Nov 5, 2018, at 6:44 AM -0800. The test server region is London, UK, and the browser used is Chrome (Desktop) 62.0.3202.94, with PageSpeed 1.15-gt1 and YSlow 3.1.8.

Performance Scores

Metric	Score
PageSpeed Score	C (72%)
YSlow Score	D (65%)

Page Details

Metric	Value
Fully Loaded Time	5.7s
Total Page Size	2.60MB
Requests	80

Recommendations

RECOMMENDATION	GRADE	TYPE	PRIORITY
Enable gzip compression	F (0)	SERVER	HIGH
Leverage browser caching	C (71)	SERVER	HIGH
Optimize images	C (70)	IMAGES	HIGH
Defer parsing of JavaScript	B (60)	JS	HIGH
Minimize redirects	B (63)	CONTENT	HIGH
Minify JavaScript	B (67)	JS	HIGH
Inline small CSS	A (82)	CSS	HIGH

What do my scores mean?

Rules are sorted in order of impact upon score. Optimizing rules at the top of the list can greatly improve your overall score.

Not every recommendation will apply to your page. The recommendations are meant to be generic, best practices; some things will be out of your control (eg. external resources) or may not apply to your page.

[Learn more about PageSpeed/YSlow](#)

8. Цялостна SEO и performance оценка:

tessto.com's Result

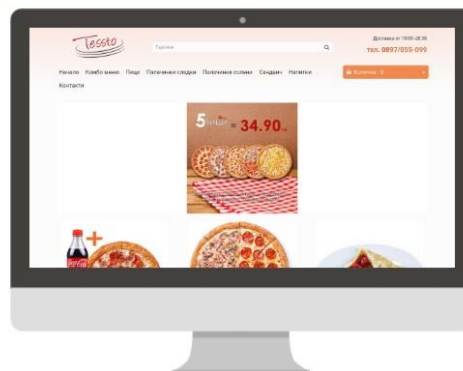


Your page is good

You have 13 improvements recommended

Report Generated: 11th March 7:25PM UTC

[Refresh Results Now](#)



SEO



Usability



Performance



Social



Security



SEO Results



Your SEO is very good!

Congratulations, your page is well optimized for SEO performance. SEO optimization is important to ensure you can maximize ranking potential and drive traffic to your website from search engines. You can continue to build on your strong position through further application of SEO strategies like content generation and link building.

HTML HEADER

Title Tag

You have a title tag of optimal length (between 10 and 70 characters).

Доставка на храна Варна - Tessto пица за дома и офиса

Length : 53



Meta Description Tag

Your page has a meta description of optimal length (between 70 and 320 characters).

Доставка на храна Варна от Tessto - пица за дома и офиса. Поръчайте вкусна храна за вкъщи приготвена с висококачествени продукти и пряно тесто

Length : 143



BODY CONTENT

Header Tags

Your page is making good use of header tags.

HTML header tags are an important way of signaling to search engines the important content topics of your page, and subsequently the keywords it should rank for.

Header Tag	Frequency
H1	1
H2	0
H3	1
H4	4
H5	0
H6	0

Show details

Keyword Consistency

Your page's main keywords are distributed well across the important HTML tags.

Your 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.

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency
пица	✓	✓	✗	15
доставка	✓	✓	✗	13
варна	✓	✓	✓	12
палачинки	✗	✗	✓	12
във	✗	✗	✗	11
храна	✓	✓	✗	11
сте	✗	✗	✗	10
пеперони	✗	✗	✓	9
пици	✗	✗	✓	9
tessto	✓	✓	✗	7

Amount of Content

Your page has a low volume of text content which search engines can interpret as 'thin content'. It has been well researched that higher text content volumes are related to better ranking ability in general.

Word Count: 32

Image Alt Attributes

You do not have any images missing ALT attributes on your page.

LINKS

Number of Backlinks

You have a strong level of backlink activity to this page.



401

External Backlinks



982

All Backlinks



23

Moz Domain
Authority



On-Page Link Structure

We found 53 total links. 4% of your links are external links and are sending authority to other sites. 25% of your links are nofollow links, meaning authority is not being passed to those destination pages.

[Show details](#)



Broken Links

We have not detected any broken links on your page.



Friendly URLs

Your page links appear friendly (easily human or search engine readable).



OTHER

Robots.txt

Your website appears to have a robots.txt file.

<http://tessto.com/robots.txt>



XML Sitemaps

Your website appears to have an XML sitemap.

https://tessto.com/index.php?route=extension/feed/sitemap_pro



Analytics

Your page is using an analytics tool.

Google Analytics

Yandex Metrics



Usability

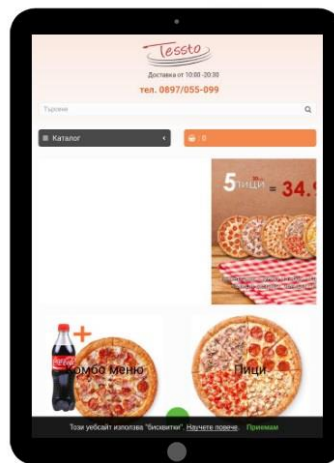
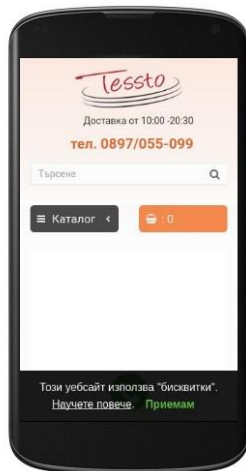


Your usability is very good!

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

Device Rendering

This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.



Use of Mobile Viewports

Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.



Flash Used?

No Flash content has been identified on your page.



iFrames Used?

There are no iFrames detected on your page.



Favicon

Your page has specified a favicon.



Show me more

Performance Results



Your performance needs improvement

Your page's performance has various issues that may be adversely affecting users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

Page Speed Info

Your page's server response time is reasonably low which is good for load speed and user experience.



Server Response



All Page Content Loaded



All Page Scripts Complete

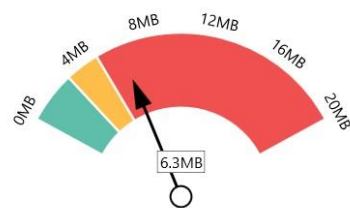


Page Size Info

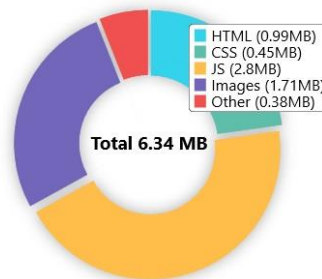
Your page's file size is quite large which, regardless of other optimizations, can reduce load speed and impact user experience. A general rule is to keep your page under 5MB in total file size.



Total Page Size



Page Size Breakdown



Number of Resources

This check displays the total number of files that need to be retrieved from web servers to load your page. As a general rule, having more files to retrieve increases the number of server requests and can subsequently increase page load time. It is a good idea to removing unnecessary files or consolidate files like styles and scripts where possible.



JavaScript Errors

Your page is not reporting any JavaScript errors.



GZIP Compression

Your website is using GZIP compression.



Optimize Images

Your page appears to include images which are poorly optimized. Properly formatting and compressing images can have a significant impact on page load performance.



[Show details](#)

Minification

All your JavaScript and CSS files appear to be minified.



[Show me more](#)

Social Results



Your social is good

You have a reasonably good social presence. Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to your website. We recommend that you have all of your profiles listed on your page, and work to build a larger following on those networks.

Facebook Connected

Your page has a link to a Facebook Page.



Twitter Connected

No associated Twitter profile found as a link on your page.



Google+ Connected

No associated Google+ profile found linked on your page.



Instagram Connected

No associated Instagram profile found linked on your page.



Youtube Connected

No associated Youtube channel found linked on your page.



LinkedIn Connected

No associated LinkedIn profile found linked on your page.



Social Shares

Your page appears to be being shared on social networks.



1059
Facebook



0
LinkedIn



0
Pinterest



0
Stumbleupon

Security Results



Your security looks very good!

We haven't identified obvious security problems on your website. Security is important to ensure your website protects user data, doesn't become compromised or experience downtime or data loss. We recommend ongoing patching and the continuous use of protective monitoring tools.

SSL Enabled

Your website has SSL enabled.



HTTPS Redirect

Your page successfully redirects to a HTTPS (SSL secure) version.



Malware Check

Your website has been flagged as safe by popular malware scanners



Google Safe Browsing



Critical Software Up To Date

No outdated software versions were identified on your server.





Email Privacy

No email addresses have been found in plain text on your page.



9. Уникалност на текстовете – текстовете от тези линкове трябва да се редактират, за да се намали % на дублицирано съдържание

URL	Title	Match Words	Match Percentage 	Match Pages	Page Power 
palachinki/	Палачинки	665	88%	9	100
palachinki/palachinki-sladki/	Палачинки сладки ...	584	88%	9	98
pica-tessto	ТЕССТО - пица Варна - ...	247	70%	16	6
palachinki/palachinki-soleni/	Палачинки солени ...	186	68%	5	99
pica-supermesna	Супермесна - пица ...	182	68%	10	6
italianska-pizza	Италиано - пица Варна - ...	157	68%	17	10
pica-vegetariana	Вегетариана - пица ...	171	63%	17	10
palachinka-malina	Малина - пица Варна - ...	113	60%	7	11
pica-pile-barbeku	Пиле барбекю - пица ...	166	60%	18	6
pica-pai	Пица-пай - пица Варна - ...	148	60%	15	6
palachinka-shokolad-banan-biskviti	Шоколад, банан, ...	115	60%	7	11
palachinka-rafaelo	Рафаело - пица Варна - ...	120	59%	7	11
dvoina-peperoni	Двойна пеперони - ...	139	58%	17	10
palachinka-yagoda	Ягода - пица Варна - ...	110	57%	7	11
pica-chetiri-sirena	Четири сирена - пица ...	147	56%	16	6
pica-meksikanska	Мексиканска - пица ...	147	55%	14	6
don-bekon	Дон Бекон - пица Варна ...	132	55%	12	6
pica-margarita	Маргарита - пица ...	132	55%	13	6
kombo-peperoni	Комбо „Пеперони“ - ...	124	55%	7	12
palachinka-kapreze	Капрезе - пица Варна - ...	91	54%	2	10
kombo-5	Комбо 5 - пица Варна - ...	88	54%	1	8
palachinka-hamon	Хамон - пица Варна - ...	90	54%	8	10
picca/	Пици Варна - доставка ...	1,347	53%	20	100
pica-morska	Морска - пица Варна - ...	137	53%	18	6
palachinka-fermerska	Фермерски - пица Варна ...	88	51%	5	10
pica-havaiska	Хавайска - пица Варна - ...	130	51%	16	6
quattro-stagioni	Четири сезона - пица ...	136	51%	16	6
palachinka-siomga	Сьомга - пица Варна - ...	77	49%	6	10
pile	Пиле - пица Варна - ...	129	49%	12	6
combo-menu/	Комбо меню Варна - ...	150	48%	4	99

10. Използван софтуер:

1. [SEO PowerSuite](#)
2. [SEOptimer](#)
3. [Google Analytics](#)