

## Review of [Zaym24-online.ru](http://Zaym24-online.ru)

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### Introduction

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

The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.

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

Please contact us for more information.

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Search Engine Optimization

Mobile

Visitors

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Usability

Technologies

Social

### Iconography

 Good

 To Improve

 Errors


 Not Important

 Hard to solve

 Little tough to solve

 Easy to solve


 No action necessary

✔ **Title Tag**  Срочные займы на карту онлайн - каталог лучших МФО России  
**Length:** 57 character(s)

Ideally, your title tag should contain between 10 and 70 characters (spaces included).

Make sure your title is explicit and contains your most important keywords.

Be sure that each page has a unique title.


✔ **Meta Description**   Срочные микрозаймы на банковскую карту оформляются в короткие сроки и с минимумом документов. Процедура получения средств достаточно простая и пользуется спросом у населения.  
 Займ онлайн на карту – это быстро и выгодно.  
**Length:** 221 character(s)

Meta descriptions contains between 100 and 300 characters (spaces included).

It allow you to influence how your web pages are described and displayed in search results.

Ensure that all of your web pages have a unique meta description that is explicit and contains your most important keywords (these appear in bold when they match part or all of the user's search query).

A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize click-through rate.

○ **Meta Keywords**  No Keywords

Meta Keywords are a specific type of meta tag that appear in the HTML code of a Web page and help tell search engines what the topic of the page is.

However, google can't use meta keywords.

Google Preview

[Срочные займы на карту онлайн - каталог лучших МФО России](#)  
[zaym24-online.ru/](#)

□ Срочные микрозаймы на банковскую карту оформляются в короткие сроки и с минимумом документов. Процедура получения средств достаточно простая и пользуется спросом у населения. □ Займ онлайн на карту – это быстро и выгодно.

This is an example of what your Title Tag and Meta Description will look like in Google search results.

While Title Tags & Meta Descriptions are used to build the search result listings, the search engines may create their own if they are missing, not well written, or not relevant to the content on the page.

Title Tags and Meta Descriptions are cut short if they are too long, so it's important to stay within the suggested character limits.

Headings

<H1>	<H2>	<H3>	<H4>	<H5>	<H6>
1	5	0	0	0	0

- <H1> Все срочные микрозаймы онлайн на банковскую карту </H1>
- <H2> Плюсы получения займа на карту </H2>
- <H2> Как получить микрозайм </H2>
- <H2> Погашение краткосрочного микрозайма </H2>
- <H2> Погашение среднесрочного микрозайма </H2>
- <H2> Переплата по займам в МФО </H2>

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

While it is important to ensure every page has an H1 tag, never include more than one per page. Instead, use multiple H2 - H6 tags.

## Keywords Cloud

до 103   займа 98   от 87   оформить 59   дней 51  
 сумма 40   срок 40   способы 38   да 33   займ 32  
 нет 23   за 21   получения 21   ставка 20   заемщика 20

This Keyword Cloud provides an insight into the frequency of keyword usage within the page.


It's important to carry out keyword research to get an understanding of the keywords that your audience is using. There are a number of keyword research tools available online to help you choose which keywords to target.

## Keyword Consistency

Keywords	Freq	Title	Desc	<H>
до	103	✗	✓	✗
займа	98	✗	✗	✓
от	87	✗	✓	✗
оформить	59	✗	✗	✗
дней	51	✗	✗	✗
сумма	40	✗	✗	✗
срок	40	✗	✓	✗
способы	38	✗	✗	✗
да	33	✗	✗	✗
займ	32	✓	✓	✓
нет	23	✗	✗	✗
за	21	✓	✓	✓
получения	21	✗	✓	✓
ставка	20	✗	✗	✗
заемщика	20	✗	✗	✗

This table highlights the importance of being consistent with your use of keywords.

To improve the chance of ranking well in search results for a specific keyword, make sure you include it in some or all of the following: page URL, page content, title tag, meta description, header tags, image alt attributes, internal link anchor text and backlink anchor text.

We found 155 images on this web page  
 134 ALT attributes are empty or missing.

- /templates/Default/images/icon\_visa.svg
- /templates/Default/images/icon\_mastercard.svg
- /templates/Default/images/icon\_mir.svg
- /templates/Default/images/icon\_bank.svg
- /templates/Default/images/icon\_yandex\_money.svg
- /templates/Default/images/icon\_qiwi.svg
- /templates/Default/images/icon\_contact.svg
- /templates/Default/images/icon\_visa.svg
- /templates/Default/images/icon\_mastercard.svg
- /templates/Default/images/icon\_mir.svg
- /templates/Default/images/icon\_bank.svg
- /templates/Default/images/icon\_yandex\_money.svg
- /templates/Default/images/icon\_qiwi.svg
- /templates/Default/images/icon\_contact.svg
- /templates/Default/images/icon\_visa.svg
- /templates/Default/images/icon\_mastercard.svg
- /templates/Default/images/icon\_mir.svg
- /templates/Default/images/icon\_bank.svg
- /templates/Default/images/icon\_yandex\_money.svg
- /templates/Default/images/icon\_qiwi.svg
- /templates/Default/images/icon\_contact.svg
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- /templates/Default/images/icon\_mastercard.svg
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- /templates/Default/images/icon\_bank.svg
- /templates/Default/images/icon\_yandex\_money.svg
- /templates/Default/images/icon\_qiwi.svg
- /templates/Default/images/icon\_contact.svg
- /templates/Default/images/icon\_visa.svg
- /templates/Default/images/icon\_mastercard.svg
- /templates/Default/images/icon\_mir.svg
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- /templates/Default/images/icon\_contact.svg
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- /templates/Default/images/icon\_mastercard.svg

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/templates/Default/images/icon\_yandex\_money.svg  
/templates/Default/images/icon\_qiwi.svg  
/templates/Default/images/icon\_contact.svg  
/templates/Default/images/icon\_visa.svg  
/templates/Default/images/icon\_mastercard.svg  
/templates/Default/images/icon\_mir.svg

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/templates/Default/images/icon_bank.svg
/templates/Default/images/icon_yandex_money.svg
/templates/Default/images/icon_qiwi.svg
/templates/Default/images/icon_contact.svg
/templates/Default/images/icon_visa.svg
/templates/Default/images/icon_mastercard.svg
/templates/Default/images/icon_mir.svg
/templates/Default/images/icon_bank.svg
/templates/Default/images/icon_yandex_money.svg
/templates/Default/images/icon_qiwi.svg
/templates/Default/images/icon_contact.svg
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/templates/Default/images/icon_mir.svg
/templates/Default/images/icon_bank.svg
/templates/Default/images/icon_yandex_money.svg
/templates/Default/images/icon_qiwi.svg
/templates/Default/images/icon_contact.svg
https://mc.yandex.ru/watch/64828684
```

### ✓ Text/HTML Ratio

HTML to Text Ratio is **25.25%**

Text content size **33391 bytes**

Code to HTML size **132243 bytes**

Code to text ratio represents the percentage of actual text on a web page compared to the percentage of HTML code, and it is used by search engines to calculate the relevancy of a web page.

A higher code to text ratio will increase your chances of getting a better rank in search engine results.

### ✓ GZIP compression

Wow! It's GZIP Enabled.



✓ Your webpage is compressed from 129 KB to 16 KB (87.9 % size savings)

Gzip is a method of compressing files (making them smaller) for faster network transfers.

It allows to reduce the size of web pages and any other typical web files to about 30% or less of its original size before it transfer.

 **IP Canonicalization** No your domain IP 87.236.16.25 does not redirect to zaym24-online.ru  


To check this for your website, enter your IP address in the browser and see if your site loads with the IP address. Ideally, the IP should redirect to your website's URL or to a page from your website hosting provider. If it does not redirect, you should do an htaccess 301 redirect to make sure the IP does not get indexed.

 **URL Rewrite** Warning! We have detected parameters in a massive number of URLs  


Your site's URLs contain unnecessary elements that make them look complicated. A URL must be easy to read and remember for users. Search engines need URLs to be clean and include your page's most important keywords. Clean URLs are also useful when shared on social media as they explain the page's content.

 **Underscores in the URLs** Great, you are not using underscores (these\_are\_underscores) in your URLs  


Great, you are not using ?underscores (these\_are\_underscores) in your URLs. While Google treats hyphens as word separators, it does not for underscores.



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

Redirecting requests from a non-preferred domain is important because search engines consider URLs with and without "www" as two different websites.

 **XML Sitemap**  Good, you have XML Sitemap file!  
<http://zaym24-online.ru/sitemap.xml>

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.

We recommend that you generate an XML sitemap for your website and submit it to both Google Search Console and Bing Webmaster Tools. It is also good practice to specify your sitemap's location in your robots.txt file.

 **Robots.txt**  Good, you have Robots.txt file!  
<http://zaym24-online.ru/robots.txt>

A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.

You can check for errors in your robots.txt file using Google Search Console (formerly Webmaster Tools) by selecting 'Robots.txt Tester' under 'Crawl'. This also allows you to test individual pages to make sure that Googlebot has the appropriate access.

 **Embedded Objects** Perfect, no embedded objects has been detected on this page  


Embedded Objects such as Flash. It should only be used for specific enhancements.  
Although Flash content often looks nicer, it cannot be properly indexed by search engines.  
Avoid full Flash websites to maximize SEO.

 **Iframe** Perfect, no Iframe content has been detected on this page  


Frames can cause problems on your web page because search engines will not crawl or index the content within them.  
Avoid frames whenever possible and use a NoFrames tag if you must use them.

 **Domain Registration** Exactly how many years and months  


Domain Age: 1 Year, 78 Days

Created Date: 12th-Jun-2020

Updated Date: 29th-Aug-2021

Expiry Date: 12th-Jun-2022

Domain age matters to a certain extent and newer domains generally struggle to get indexed and rank high in search results for their first few months (depending on other associated ranking factors). Consider buying a second-hand domain name.  
Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.

 **Indexed Pages**  


Indexed pages in search engines

39 Page(s)

This is the number of pages that we have discovered on your website.

A low number can indicate that bots are unable to discover your webpages, which is a common cause of a bad site architecture & internal linking, or you're unknowingly preventing bots and search engines from crawling & indexing your pages.

 **Backlinks Counter**  


Number of backlinks to your website

3 Backlink(s)

Backlinks are links that point to your website from other websites. They are like letters of recommendation for your site.

Since this factor is crucial to SEO, you should have a strategy to improve the quantity and quality of backlinks.



## URL

http://zaym24-online.ru  
**Length:** 13 characters

Keep your URLs short and avoid long domain names when possible.

A descriptive URL is better recognized by search engines.

A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g., http://www.mysite.com/en/products).



## Favicon

 Great, your website has a favicon.

Favicons improve a brand's visibility.

As a favicon is especially important for users bookmarking your website, make sure it is consistent with your brand.



## Custom 404 Page

Great, your website has a custom 404 error page.

When a visitor encounters a 404 File Not Found error on your site, you're on the verge of losing the visitor that you've worked so hard to obtain through the search engines and third party links.

Creating your custom 404 error page allows you to minimize the number of visitors lost that way.

✔ **Page Size**  
⚙️⚙️⚙️

129 KB (World Wide Web average is 320 Kb)

Two of the main reasons for an increase in page size are images and JavaScript files.  
Page size affects the speed of your website; try to keep your page size below 2 Mb.  
Tip: Use images with a small size and optimize their download with gzip.

✔ **Load Time**  
⚙️⚙️⚙️

0.51 second(s)

Site speed is an important factor for ranking high in Google search results and enriching the user experience.  
Resources: Check out Google's developer tutorials for tips on how to make your website run faster.

✔ **Language**  
⚙️⚙️⚙️

Good, you have declared your language  
Declared Language: Russian

Make sure your declared language is the same as the language detected by Google  
Also, define the language of the content in each page's HTML code.

## Domain Availability



Domains (TLD)	Status
zaym24-online.com	Already Registered
zaym24-online.net	Already Registered
zaym24-online.org	Already Registered
zaym24-online.biz	Already Registered
zaym24-online.us	Already Registered

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

## Typo Availability



Domains (TLD)	Status
xaym24-online.ru	Already Registered
saym24-online.ru	Already Registered
aaym24-online.ru	Already Registered
zqym24-online.ru	Already Registered
zwym24-online.ru	Already Registered

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



### Email Privacy

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



We don't recommend adding plain text/linked email addresses to your webpages.

As malicious bots scrape the web in search of email addresses to spam. Instead, consider using a contact form.



### Safe Browsing

The website is not blacklisted and looks safe to use.



Safe Browsing to identify unsafe websites and notify users and webmasters so they can protect themselves from harm.



## Mobile Friendliness



Awesome! This page is mobile-friendly!  
Your mobile friendly score is 80/100

Mobile Friendliness refers to the usability aspects of your mobile website, which Google uses as a ranking signal in mobile search results.



## Mobile Compatibility



Perfect, no embedded objects detected.

Embedded Objects such as Flash, Silverlight or Java. It should only be used for specific enhancements.  
But avoid using Embedded Objects, so your content can be accessed on all devices.



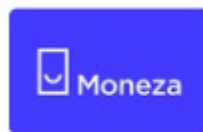
## Все срочные онлайн на ба

Ниже представлены  
на карту. Сравните условия и выберите  
подходящее предложение с онлайн заявкой.

Москва  
Это ваш город?

Да

Нет



Микрозайм «Первый займ под 0%»  
Монеза

**до 9 000 руб. до 30 дней**

Сумма займа

Срок займа

**Оформить заявку**

**Сумма займа** от 2 000 руб. - до 9  
000 руб.

The number of people using the Mobile Web is huge; over 75 percent of consumers have access to smartphones. ??

Your website should look nice on the most popular mobile devices.

Tip: Use an analytics tool to track mobile usage of your website.

## Server IP

Server IP	Server Location	Service Provider
172.67.207.8	Not Available	Not Available

Your server's IP address has little impact on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors.

Search engines take the geolocation of a server into account as well as the server speed.

## Speed Tips

Tips for authoring fast-loading HTML pages:

- ✓ Perfect, your website has few CSS files.
- ✗ Too bad, your website has too many JavaScript files.
- ✓ Perfect, your website doesn't use nested tables.
- ✗ Too bad, your website is using inline styles.

Website speed has a huge impact on performance, affecting user experience, conversion rates and even rankings.

By reducing page load-times, users are less likely to get distracted and the search engines are more likely to reward you by ranking your pages higher in the SERPs.

Conversion rates are far higher for websites that load faster than their slower competitors.

## Analytics

Perfect, We detect an analytics tool installed on this website.

Web analytics let you measure visitor activity on your website.

You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.

 **Doc Type**  


Your Web Page doctype is HTML 5

The Doctype is used to instruct web browsers about the document type being used.  
For example, what version of HTML the page is written in.  
Declaring a doctype helps web browsers to render content correctly.

 **W3C Validity**  


W3C not validated

W3C is a consortium that sets web standards.  
Using valid markup that contains no errors is important because syntax errors can make your page difficult for search engines to index. Run the W3C validation service whenever changes are made to your website's code.

 **Encoding**  


Great, language/character encoding is specified: UTF-8

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

## Social Data

Your social media status

 Facebook: 



 Twitter: 

 Instagram: 

Social data refers to data individuals create that is knowingly and voluntarily shared by them.

Cost and overhead previously rendered this semi-public form of communication unfeasible.

But advances in social networking technology from 2004-2010 has made broader concepts of sharing possible.

 **Traffic Rank** 7,842,837th most visited website in the World.  


A low rank means that your website gets a lot of visitors.

Your Alexa Rank is a good estimate of the worldwide traffic to your website, although it is not 100 percent accurate.

 **Visitors Localization** Your website is popular on following countries:  


**No data available**

We recommend that you book the domain names for the countries where your website is popular.

This will prevent potential competitors from registering these domains and taking advantage of your reputation in such countries.

 **Estimated Worth** \$264 USD  


Just a estimated worth of your website based on Alexa Rank.

## In-Page Links

We found a total of 263 links including both internal & external links of your site

Anchor	Type	Follow
No Anchor Text	Internal Links	Dofollow
Лучшие займы	Internal Links	Dofollow
Займы с 19 лет	Internal Links	Dofollow
С автоматическим одобрением	Internal Links	Dofollow
Контакты	Internal Links	Dofollow
Интересные статьи	Internal Links	Dofollow
Займ на кредитную картуNEW	Internal Links	Dofollow
Проверенные займы	Internal Links	Dofollow
Займ в малоизвестных МФО	Internal Links	Dofollow
Займ на полгода	Internal Links	Dofollow
Займы до 60000 рублей	Internal Links	Dofollow
Займ наличными	Internal Links	Dofollow
Займа 200000 рублей	Internal Links	Dofollow
Займ с моментальным решением	Internal Links	Dofollow
Займ без процентов первый раз	Internal Links	Dofollow
Займа на неименную карту	Internal Links	Dofollow
Займ без справок	Internal Links	Dofollow
Займ на карту Маэстро	Internal Links	Dofollow
Первый займ	Internal Links	Dofollow
Займ на 40000 рублей	Internal Links	Dofollow
Взять займ 5000 на карту	Internal Links	Dofollow
Займ на длительный срок онлайн	Internal Links	Dofollow
Экспресс-займ	Internal Links	Dofollow
Займ на месяц	Internal Links	Dofollow
Займы без проверки кредитной истории	Internal Links	Dofollow
Займ на карту безработным	Internal Links	Dofollow
Займ через интернет	Internal Links	Dofollow
10000 руб	Internal Links	Dofollow
20000 руб	Internal Links	Dofollow
25000 руб	Internal Links	Dofollow
30000 руб	Internal Links	Dofollow
35000 руб	Internal Links	Dofollow
45000 руб	Internal Links	Dofollow
55000 руб	Internal Links	Dofollow
65000 руб	Internal Links	Dofollow
70000 руб	Internal Links	Dofollow
75000 руб	Internal Links	Dofollow
80000 руб	Internal Links	Dofollow
85000 руб	Internal Links	Dofollow
90000 руб	Internal Links	Dofollow
95000 руб	Internal Links	Dofollow
100000 руб	Internal Links	Dofollow
110000 руб	Internal Links	Dofollow
120000 руб	Internal Links	Dofollow
125000 руб	Internal Links	Dofollow
С 18 лет	Internal Links	Dofollow
С 19 лет	Internal Links	Dofollow

С 20 лет	Internal Links	Dofollow
С 22 лет	Internal Links	Dofollow
С 23 лет	Internal Links	Dofollow
С 24 лет	Internal Links	Dofollow
С 25 лет	Internal Links	Dofollow
ДО 60 лет	Internal Links	Dofollow
ДО 63 лет	Internal Links	Dofollow
ДО 65 лет	Internal Links	Dofollow
ДО 67 лет	Internal Links	Dofollow
ДО 69 лет	Internal Links	Dofollow
ДО 70 лет	Internal Links	Dofollow
ДО 72 лет	Internal Links	Dofollow
ДО 75 лет	Internal Links	Dofollow
Политика конфиденциальности	Internal Links	Dofollow
Абакан	Internal Links	Dofollow
Альметьевск	Internal Links	Dofollow
Ангарск	Internal Links	Dofollow
Арзамас	Internal Links	Dofollow
Армавир	Internal Links	Dofollow
Артём	Internal Links	Dofollow
Архангельск	Internal Links	Dofollow
Астрахань	Internal Links	Dofollow
Ачинск	Internal Links	Dofollow
Балаково	Internal Links	Dofollow
Балашиха	Internal Links	Dofollow
Барнаул	Internal Links	Dofollow
Батайск	Internal Links	Dofollow
Белгород	Internal Links	Dofollow
Бердск	Internal Links	Dofollow
Березники	Internal Links	Dofollow
Бийск	Internal Links	Dofollow
Благовещенск	Internal Links	Dofollow
Братск	Internal Links	Dofollow
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Бугульма	Internal Links	Dofollow
Бузулуке	Internal Links	Dofollow
Великие Луки	Internal Links	Dofollow
Великий Новгород	Internal Links	Dofollow
Владивосток	Internal Links	Dofollow
Владикавказ	Internal Links	Dofollow
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Волгоград	Internal Links	Dofollow
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Губкин	Internal Links	Dofollow
Дербент	Internal Links	Dofollow

Дзержинск	Internal Links	Dofollow
Димитровград	Internal Links	Dofollow
Дмитров	Internal Links	Dofollow
Долгопрудный	Internal Links	Dofollow
Домодедово	Internal Links	Dofollow
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Екатеринбург	Internal Links	Dofollow
Елец	Internal Links	Dofollow
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Комсомольск-на-Амуре	Internal Links	Dofollow
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Рубцовск	Internal Links	Dofollow
Рыбинск	Internal Links	Dofollow
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Салават	Internal Links	Dofollow
Самара	Internal Links	Dofollow
Санкт-Петербург	Internal Links	Dofollow
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Ханты-Мансийск	Internal Links	Dofollow
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External Links	Dofollow

While there's no exact limit to the number of links you should include on a page, best practice is to avoid exceeding 200 links. Links pass value from one page to another, but the amount of value that can be passed is split between all of the links on a page. This means that adding unnecessary links will dilute the potential value attributed to your other links. Using the Nofollow attribute prevents value from being passed to the linking page, but it's worth noting that these links are still taken into account when calculating the value that is passed through each link, so Nofollow links can also dilute pagerank.



## Broken Links



No broken links were found on this web page

Broken links send users to non-existing web pages. They are bad for your site's usability, reputation and SEO. If you find broken links in the future, take the time to replace or remove each one.