



Review of Zen.yandex.ru

Generated on 2020-02-18

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.

Usability

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

Please contact us for more information.

Tabl	e of	Conte	ents

Search Engine Optimization

Mobile Technologies

Visitors Social

Link Analysis

Iconography

Good Good Hard to solve

Errors Easy to solve

Not Important No action necessary

Search Engine Optimization



Yandex Zen – blogs of enthusiastic people

Length: 41 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.



Yandex Zen is a platform where you can read and create interesting stories. Here you'll find articles, videos, and galleries from bloggers and popular mass media. A smart algorithm learns which topics you like and then creates a personalized feed based on your preferences. Each time you read something on Yandex Zen, the platform learns more about you, and your feed becomes even more interesting.

Length: 398 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

<u>Yandex Zen – blogs of enthusiastic people</u>

zen.yandex.ru/

Yandex Zen is a platform where you can read and create interesting stories. Here you'll find articles, videos, and galleries from bloggers and popular mass media. A smart algorithm learns which topics you like and then creates a personalized feed based on your preferences. Each time you read something on Yandex Zen, the platform learns more about you, and your feed becomes even more interesting.

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.





<H1> Personal content feed </H1>

<H2> Chloe viewers shocked by full-on sex scene in first 10mins of new BBC drama </H2>

<H2> Sydney Sweeney Made You Look </H2>

<H2> Mysterious white clots found in deceased vaccinated individuals </H2>

<H2> Sex & Sensibility At Sundance: The Films That Flipped The Script On Intimacy </H2>

<H2> Skip to main content November 30, 2021 WRESTLING NFL NBA NCAAF NCAAB MLB SOCCER GOLF NHL FANTASY BETTING SI Sportsbook What's on TV SI AWARDS SUBSCRIBE Home Wrestling Stefon Diggs Explains Reason Behind AEW Cleats Nov 30, 2021 The IInspiration Find Success in Impact After 'Very Scary' Release From WWE The duo formerly known as The IIconics faced an uncertain future after being let go in the spring but have reminded fans what they're capable of. Justin Barrasso Only two and a half years ago, Jessica McKay and Cassie Lee stood triumphantly inside a WWE ring at WrestleMania 35. In front of a packed house at MetLife Stadium, the duo pulled off a genuinely surprising victory when McKay pinned Bayley to crown new women's tag team champions. "Hearing the crowd erupt when Jess got the pin, it took over my whole entire body," says Lee, who was Peyton Royce for six years in WWE. "I was in tears, and for a second, I was so excited that I forgot we won. It was that amazing." Then known as The IIconics, the memory is still vivid in their minds. It is also forever captured in time by a photograph snapped as Lee and McKay embraced in victory. "When Cassie got in the ring and hugged me, that's the moment for me," says McKay, who worked in WWE from 2015 until earlier this year as Billie Kay. "Whenever I think of WrestleMania, that's the exact moment that comes to mind." Courtesy of WWE The IIconics are no longer with WWE, but that moment still serves as an inspiration for McKay and Lee to create even more everlasting memories. Known now, fittingly, as The IInspiration, the two talented, charismatic pro wrestlers/entertainers are finding success on their podcast, Off Her Chops, and as the reigning women's tag champs in Impact Wrestling. They are adding to that growing portfolio with their latest venture-signing with BrandArmy, a new app that allows creators to engage and interact directly with their fan base. "We are fortunate to have so many supporters on Instagram, but it's hard to get to know each of them individually," Lee says. "This is a more intimate environment, and that's what we love about this platform." Designed to be a subscription-based platform with safe-for-work content, BrandArmy allows The IInspiration another means of supplemental income while building a closer relationship with their followers. SI Recommends "There are so many extra ways to connect with our audience," McKay says. "We're meeting people from all over, and it's so fascinating to have conversations with people from across the world." Another appealing element to BrandArmy is the chance for The IInspiration to extend their reach outside of the walls of WWE and of pro wrestling more generally. Leaving WWE can be a frightening proposition, but after receiving their releases this spring, Lee and McKay currently have an opportunity to redefine success for women post-WWE. "It was a very scary time when we were let go, especially since we were not U.S. citizens," says Lee, who, like McKay, is from Australia. "Every decision we made impacted our future, so that creates a very daunting time. WWE has an incredible platform and amazing brand, but our success is now in our hands. We're building something bigger different, something that belongs to us." In addition to BrandArmy and their podcast, The IInspiration's growing empire also includes adding prestige to Impact's Knockout tag team titles. "We're so grateful to be champions of the best women's tag division in the world," McKay says. "When we were free agents, the more Cassie and I discussed our options, the more Impact felt like the natural decision for us. We wanted to be with a company with a certain production level and roster. That is Impact. It's been a great journey so far, and it's just getting started." McKay and Lee both extended gratitude to their legions of fans, noting that they hope their new branding opportunity allows them a chance to further connect with those who support them. "We're so lucky to have supporters that continue to follow us," McKay says. "People want us to succeed and support us in every single endeavor we do, and that's something we don't take lightly. So we are going to continue building, continue entertaining and continue to make our supporters proud." More Wrestling Coverage: Paul Heyman on Big E As WWE Champion: 'I'm Beyond Impressed' WWE Castoffs Running Out of Places to Go Kenny Omega Vacates AAA Mega Championship Due to Injury Justin Barrasso can be reached at JBarrasso@gmail.com. Follow him on Twitter @JustinBarrasso. By Justin Barrasso YOU MAY LIKE MORE Privacy Policy Reviews Terms of Use Advertise with Us



Customer Service SI Pressroom © 2021 ABG-SI LLC. SPORTS ILLUSTRATED is a registered trademark of ABG-SI LLC. All Rights Reserved. Use of this site constitucceptance of our Terms of Use and Privacy Policy	tutes
Use your keywords in the headings and make sure the first level (H1) includes your most important keywords. Never duplicate 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	



Keywords Cloud No keyword found!

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

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 0 images on this web page

No ALT attributes are empty or missing.

Alternative text is used to describe images to give the search engine crawlers (and the visually impaired).

Also, more information to help them understand images, which can help them to appear in Google Images search results.



HTML to Text Ratio is: 0%

Text content size 0 bytes Total HTML size 2322999 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.



Wow! It's GZIP Enabled.

✓ Your webpage is compressed from 1466 KB to 358 KB (75.6 % 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.



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

Good, all URLs look clean and friendly

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

000

Great, you are not using ?underscores (these_are_underscores) in your URLs.

While Google treats hyphens as word separators, it does not for underscores.





Warning, no 301 redirects are in place to redirect traffic to your preferred domain. Pages that load successfully both with and without www. are treated as duplicate content!

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



Oh no, XML Sitemap file not found! http://zen.yandex.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.



Good, you have Robots.txt file! http://zen.yandex.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.





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.



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

000

Domain Age: Not Available

Created Date: Not Available

Updated Date: Not Available

Expiry Date: Not Available

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 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.



Number of backlinks to your website

0 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.



Usability



http://zen.yandex.ru **Length:** 3 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).



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.



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 0.82 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 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
zen.com	Already Registered
zen.net	Already Registered
zen.org	Already Registered
zen.biz	Already Registered
zen.us	Already Registered

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

Typo Availability

Domains (TLD)	Status
xen.ru	Already Registered
sen.ru	Already Registered
aen.ru	Already Registered
zwn.ru	Already Registered
zsn.ru	Already Registered

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





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



Awesome! This page is mobile-friendly! Your mobile friendly score is 99/100

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.



Яндекс Дзен





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.

Technologies



Server IP	Server Location	Service Provider
87.250.254.116	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.
- Perfect, your website has few 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.



We didn't 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.



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

W3Cis 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



Your social media status







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.

Visitors

Traffic Rank

No Global Rank

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:

000

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

\$60 USD

000

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

Link Analysis



We found a total of 0 links including both internal & external links of your site

Anchor Type Follow

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 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.

