

# Review of Rankomat.pl

Generated on 2024-01-18

## 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.

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

Please contact us for more information.

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✔ **Title Tag** Rankomat.pl: Porównywarka OC AC - Ubezpieczenie do 55% taniej  
⚙️⚙️⚙️  
**Length:** 63 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** Porównywarka ubezpieczeń OC/AC aż 19 firm ✔ Ubezpieczenie OC już od 252 zł ✔ Darmowy kalkulator OC ✔ Oblicz OC w 2 minuty ▶ Poleca Hubert Urbański  
⚙️⚙️⚙️  
**Length:** 146 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.



[Rankomat.pl: Porównywarka OC AC - Ubezpieczenie do 55% taniej](#)

[rankomat.pl/](#)

Porównywarka ubezpieczeń OC/AC aż 19 firm ✓ Ubezpieczenie OC już od 252 zł ✓ Darmowy kalkulator OC ✓ Oblicz OC w 2 minuty ► Poleca Hubert Urbański

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>	<H2>	<H3>	<H4>	<H5>	<H6>
1	9	73	6	0	0

- <H1> Porównywarka OC i AC, </H1>
- <H2> Porównujemy dla Ciebie </H2>
- <H2> Przykładowe kalkulacje ubezpieczeń </H2>
- <H2> Na co zwrócić uwagę przy zakupie ubezpieczenia samochodu? </H2>
- <H2> O czym pamiętać po wyborze ubezpieczenia? </H2>
- <H2> Opinie o rankomat.pl </H2>
- <H2> Dlaczego warto kupować na rankomat.pl? </H2>
- <H2> Nasi eksperci </H2>
- <H2> Jak działa nasza porównywarka ubezpieczeń? </H2>
- <H2> Artykuły i porady </H2>
- <H3> Ubezpieczenie samochodu </H3>
- <H3> Ubezpieczenie nieruchomości </H3>
- <H3> Ubezpieczenie turystyczne </H3>
- <H3> Życie </H3>
- <H3> Konta </H3>
- <H3> Lokaty </H3>
- <H3> Pożyczki </H3>
- <H3> Kredyty </H3>
- <H3> Telefonnia komórkowa </H3>
- <H3> Życie </H3>
- <H3> Konta </H3>
- <H3> Lokaty </H3>
- <H3> Pożyczki </H3>
- <H3> Kredyty </H3>
- <H3> Telefonnia komórkowa </H3>
- <H3> wypowiedzenie i przedłużenie umowy ubezpieczenia OC </H3>
- <H3> Dopasowanie sumy gwarantowanej </H3>
- <H3> Zniżki, karencja i wartość mienia </H3>
- <H3> OWU i indeksacja składki </H3>
- <H3> Zakres, placówki medyczne i warunki umowy </H3>
- <H3> Jak kupić tanie OC dla młodego kierowcy w 2024 roku? </H3>
- <H3> Wpływ pojemności silnika na ubezpieczenie - Jaka jest zależność ceny OC? (tabela 2024) </H3>
- <H3> Ubezpieczenie OC motocykla – gdzie i za ile możesz kupić polisę OC i AC? </H3>
- <H3> Homologacja butli LPG – co musisz wiedzieć? </H3>
- <H3> Jakie jest obowiązkowe wyposażenie motocykla i motocyklisty 2024? </H3>
- <H3> Niemieckie strony z autami. TOP 5 portali z ogłoszeniami samochodów! </H3>
- <H3> Zakup używanego samochodu – jak sprawdzić historię pojazdu? </H3>
- <H3> Czyj numer rejestracyjny samochodu? </H3>
- <H3> Utrata prawa jazdy za prędkość - kiedy stracisz prawko? Zaostrzone przepisy ruchu drogowego </H3>
- <H3> Złomowanie samochodu - jak pozbyć się auta i odzyskać część pieniędzy z OC? </H3>
- <H3> Wniosek o rejestrację samochodu – pobierz aktualny wzór [doc, PDF] </H3>
- <H3> OC w życiu prywatnym - co to jest i ile kosztuje? </H3>
- <H3> Mienie ruchome - czym jest, jakie ryzyka obejmuje? </H3>
- <H3> Ruchomości domowe - co wchodzi w ich skład? </H3>
- <H3> Garaż bez pozwolenia - jakie garaże można wybudować na zgłoszenie? </H3>
- <H3> Czym jest Home Assistance - zastosowanie, limity i ceny </H3>
- <H3> Ubezpieczenie domku letniskowego - kiedy działa polisa i co obejmuje? </H3>
- <H3> Ubezpieczenie domu drewnianego - ile kosztuje? </H3>
- <H3> Zdarzenia losowe w nieruchomości - od czego chroni polisa mieszkaniowa? </H3>
- <H3> Ubezpieczenie telefonu iPhone - gdzie kupić? </H3>

<H3> Mapa do celów projektowych - ile kosztuje i jak ją uzyskać? </H3>

<H3> Odległość od granicy działki 3 metry? Sprawdź nowe prawo budowlane 2024 </H3>

<H3> Prowansja. Te miejsca musisz zobaczyć! </H3>

<H3> Klauzula alkoholowa - czym jest i jak działa w ubezpieczeniu turystycznym? </H3>

<H3> Bagaż podręczny – jakie są wymagania poszczególnych linii lotniczych? </H3>

<H3> Darmowe pociągi w długi weekend sierpniowy. Nawet 6 dni na 1 bilecie </H3>

<H3> Najlepsze parki rozrywki w Polsce. Tam musisz pojechać! </H3>

<H3> Polskie obiekty na liście światowego dziedzictwa UNESCO </H3>

<H3> Algarve (Dystrykt Faro). Co warto zobaczyć? </H3>

<H3> Tyrol. Najlepsze miejsca i atrakcje </H3>

<H3> Bawaria. To musisz wiedzieć! </H3>

<H3> Dalmacja na wakacje. Co warto zobaczyć? </H3>

<H3> Czy to koniec limitu 100 ml płynów w bagażu podręcznym w samolotach? </H3>

<H3> Ubezpieczenie na wypadek śmierci - jakie wybrać? </H3>

<H3> Co to jest ubezpieczenie posagowe? </H3>

<H3> Odszkodowanie za śmierć rodzica - ile i kiedy przysługuje? </H3>

<H3> Ile kosztuje operacja nosa? </H3>

<H3> Ile wody pić dziennie? </H3>

<H3> Ubezpieczenie na życie po chorobie nowotworowej – czy można kupić? </H3>

<H3> Odszkodowanie po operacji cieśni nadgarstka - ile wynosi? </H3>

<H3> Ile kosztuje NNW dla dziecka? </H3>

<H3> Ubezpieczenie bez badań lekarskich - czy to możliwe? </H3>

<H3> Ubezpieczenie na życie z pakietem medycznym - sprawdzamy oferty </H3>

<H3> Zasilek pogrzebowy 2024. 7 000 zł już niebawem? </H3>

<H3> Kredyt dla firm poniżej 12 miesięcy – czy są takie oferty? </H3>

<H3> Oprocentowanie karty kredytowej – jak naliczane są odsetki od zaciągniętego długu? </H3>

<H3> Karta kredytowa a kredyt hipoteczny – czy wpływa na zdolność kredytową jej posiadacza? </H3>

<H3> Jak zamknąć konto w Citi Handlowym? </H3>

<H3> Podatek od prezentów ślubnych – czy fiskus może zajrzeć do kopert? </H3>

<H3> Konto Revolut – co warto wiedzieć? </H3>

<H3> Data ważności karty – co warto wiedzieć? </H3>

<H3> Czy przelew na konto dziecka to darowizna? </H3>

<H3> Kredyt hipoteczny 2 mln zł – jaka rata? Ile trzeba zarabiać? </H3>

<H4> Rankomat.pl </H4>

<H4> Ubezpieczenia </H4>

<H4> Inne produkty </H4>

<H4> Centrum wiedzy </H4>

<H4> Obsługa klienta </H4>

<H4> Znajdź nas </H4>

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



ubezpieczenia 36 ubezpieczenie 35 ubezpieczeń 32 się 31 jest 31  
porównywarka 19 ceny 15 możesz 13 kupić 12 więcej 12  
oraz 12 samochodu 11 polisy 10 oferty 10 zakres 10

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>
ubezpieczenia	36	✗	✗	✓
ubezpieczenie	35	✓	✓	✓
ubezpieczeń	32	✗	✓	✓
się	31	✗	✗	✓
jest	31	✗	✗	✓
porównywarka	19	✓	✓	✓
ceny	15	✗	✗	✓
możesz	13	✗	✗	✓
kupić	12	✗	✗	✓
więcej	12	✗	✗	✗
oraz	12	✗	✗	✗
samochodu	11	✗	✗	✓
polisy	10	✗	✗	✗
oferty	10	✗	✗	✓
zakres	10	✗	✗	✓

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.

 **Alt Attribute**  


We found 140 images on this web page  
 2 ALT attributes are empty or missing.

/theme/rankomat/images/icons/WhatsApp.svg

/theme/rankomat/images/icons/WhatsApp.svg

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.

 **Text/HTML Ratio**  


HTML to Text Ratio is: **22.9%**

Text content size 37411 bytes

Total HTML size 163333 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 160 KB to 33 KB (79.1 % 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 185.54.184.205 does not redirect to rankomat.pl  


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** Oh no, you are 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://rankomat.pl/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://rankomat.pl/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** Oh 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: 15 Years, 359 Days

Created Date: 22nd-Aug-2008

Updated Date: 23rd-Jul-2023

Expiry Date: 22nd-Aug-2026

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

6,590 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

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.



## URL

http://rankomat.pl  
**Length:** 8 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

160 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

0.24 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: PL-PL

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
rankomat.com	Already Registered
rankomat.net	Available
rankomat.org	Already Registered
rankomat.biz	Already Registered
rankomat.us	Available

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

## Typo Availability



Domains (TLD)	Status
eankomat.pl	Available
dankomat.pl	Available
fankomat.pl	Available
gankomat.pl	Available
tankomat.pl	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



Oh No! This page is not mobile-friendly.  
Your mobile friendly score is 0/100

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



## Mobile Compatibility



Bad, 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.



## ● Mobile View



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
185.54.184.205	Porównywarka OC AC - Ubezpieczenie 55% taniejWebsite Hosthttps	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.
- ✗ Too bad, your website is using 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

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.

 **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:  Rankomatpl

 Twitter:  Rankomat

 Instagram:  Rankomat.pl

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** 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:  
○○○

**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  
○○○

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

## In-Page Links

We found a total of 229 links including both internal & external links of your site

Anchor	Type	Follow
temu	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Ubezpieczenia	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Kalkulator OC i AC	Internal Links	Dofollow
Samochód	Internal Links	Dofollow
Najtańsze OC	Internal Links	Dofollow
Ubezpieczenie OC	Internal Links	Dofollow
Autocasco	Internal Links	Dofollow
Ubezpieczenia samochodu	Internal Links	Dofollow
Ranking OC	Internal Links	Dofollow
Pomoc   FAQ	Internal Links	Dofollow
Assistance	Internal Links	Dofollow
Nieruchomość	Internal Links	Dofollow
Kalkulator ubezpieczeń nieruchomości	Internal Links	Dofollow
Ile kosztuje ubezpieczenie domu / mieszkania?	Internal Links	Dofollow
Najtańsze ubezpieczenie mieszkania	Internal Links	Dofollow
Ubezpieczenie mieszkania od kradzieży	Internal Links	Dofollow
Podróż	Internal Links	Dofollow
Kalkulator ubezpieczeń podróży	Internal Links	Dofollow
Ubezpieczenie na narty i snowboard	Internal Links	Dofollow
Ubezpieczenie dla podróżujących służbowo	Internal Links	Dofollow
Ubezpieczenie kosztów rezygnacji	Internal Links	Dofollow
Ubezpieczenie NNW podróżne	Internal Links	Dofollow
Ubezpieczenia do danego kraju	Internal Links	Dofollow
Kalkulator samodzielnego Assistance	Internal Links	Dofollow
Życie	Internal Links	Dofollow
Kalkulator ubezpieczeń na życie	Internal Links	Dofollow
Najtańsze ubezpieczenie na życie	Internal Links	Dofollow
Wypowiedzenie umowy ubezpieczenia na życie	Internal Links	Dofollow
Ile kosztuje polisa na życie?	Internal Links	Dofollow
Ubezpieczenie na życie przy kredycie	Internal Links	Dofollow
Grupowe ubezpieczenie na życie	Internal Links	Dofollow
Zdrowie	Internal Links	Dofollow
NNW szkolne	Internal Links	Dofollow
zobacz więcej	Internal Links	Dofollow
zobacz więcej	Internal Links	Dofollow
Dla mediów	Internal Links	Dofollow
Kariera	Internal Links	Dofollow
Kontakt	Internal Links	Dofollow
Sprawdź szczegóły	Internal Links	Dofollow
Ubezpieczenia samochodu	Internal Links	Dofollow
Ubezpieczenia nieruchomości	Internal Links	Dofollow
Ubezpieczenia podróży	Internal Links	Dofollow
Ubezpieczenie na życie	Internal Links	Dofollow
Ubezpieczenie zdrowotne	Internal Links	Dofollow

Assistance	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
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No Anchor Text	Internal Links	Dofollow
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