

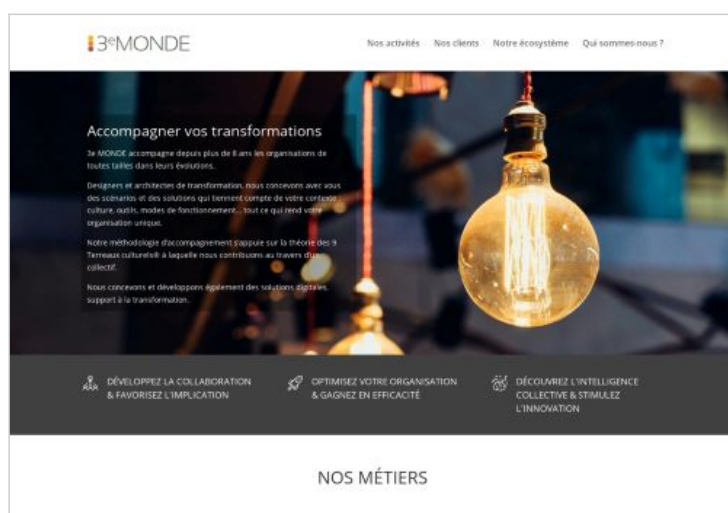
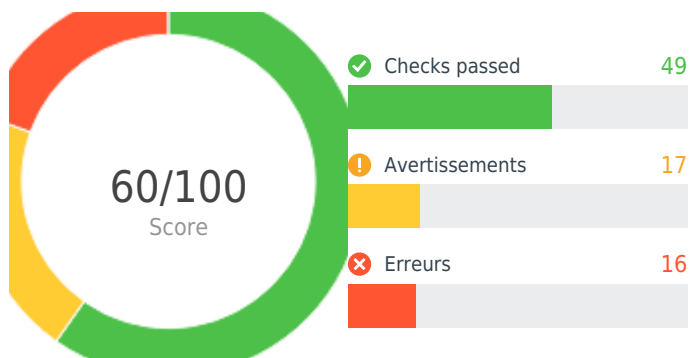
Landing page SEO audit:

<http://3e-monde.com>

24 mai, 2019

Keyword analyzed:

accompagnement transformations entreprise



Major domain characteristics	100%
Meta description	33.3%
Index status and cached snapshot in the search engines	100%
Content analysis	40%
Keyword density	40%
Vitesse chargement	25%
Popularity in social media	66.7%

Titre de la page	50%
Page's URL structure	80%
Images analysis	40%
Header tags	33.3%
Links analysis	100%
Optimisation du chargement de la page	56.7%
Usability and technical analysis	70%

Major domain characteristics

✓ Age du domaine

8 années 4 mois

Domain age is an important ranking factor. The older the domain is the more trust it enjoys from the search engines (unless the domain is penalized of course). Websites built on newly registered domains are harder to get into Top 10 particularly during the first year of the SEO campaign. A well-known Sandbox filter implemented by Google as a measure to prevent new websites from ranking high and secure that no potentially spammy websites are ranking too good too quickly. Depending on the keyword competition rate the filter is applied for a period from 4 to 18 months.

✓ Website age according to web.archive.org

7 années 10 mois

First archive index date 04 juil., 2011

While ranking websites search engines are not only counting the domain name age but the age of the website itself (starting from the day the website was indexed for the first time). Websites with history are as good for promotion as aged domains. In order to discover the age of the website SE Ranking service uses the data provided by the Internet Archive WayBack Machine.

✓ MOZ DA

16 points

Domain authority according to Moz

Algorithmic assessment of a website's ranking potential based of 40 factors, developed by MOZ service. A website as scored from 0 to 100. The higher the value the better.

✓ Backlink Monitoring

97

(pour le site web)

The number of the inbound backlinks is one of the key SEO factors of any website. Having and adding quality backlinks is a very important ranking factor. Meanwhile please notice that search engines are paying attention not only to the quantity but also to the quality of the backlinks. A backlink from a relevant website with decent content will have a considerably better effect than multiple links from irrelevant websites.

✔ Backlink Monitoring

23

(unique domains linking to the website)

The number of backlinks from unique domains is a significant criterion of how popular and competitive your website is. 100 links from 100 domains is considerably better than 1000 links from one domain.

Titre de la page

! 2

Title: 3e MONDE | Accompagner vos transformations

✔ Title tag length

42 caractères

<title> tag carries the page name both to users and search engines. It is a very important SERPs element as it reveals the contents of the page and its correlation with the search query. Optimal size for the Title tag does not exceed 70 characters.

! Add a keyword to the title tag

The content of the <title> tag would be your page's name in the SERPs of search engines. The keywords the user was looking for would be highlighted so it is important that the keywords are mentioned.

! Start the Title tag with a keyword

Title tag is an important on-site optimization and ranking factor. Title tags starting with a keyword will be more effective than Title tags with the keyword added at other parts of it.

✔ Avoid duplicate Titles

Pas de duplication de titre de pages trouvé.

Every page of a website needs to have a unique Title. This is important not only for the analyzed page ranking but for the netter rankings of other pages.

*** 100 pages of your website have been analyzed**

Meta description

✘ 2

✘ Add meta Description

caractères

Meta <description> tag may be used by the search engines to create a snippet of your webpage. Its length may be unlimited, but search engines limit the snippet size to 320 characters and so the recommended size for the tag is 50 - 320 characters.

✘ Add keyword in the Meta Description tag

Search engines use the Meta Description tag to make a snippet and highlight the keywords that coincide with the search query. Thus the user has a basic understanding of the webpage's content and what it contains of. For this reason it is advised to use a broadly matching keyword in the Meta Description.

✔ Avoid duplicate Meta Description tags

Pas de duplication de description trouvée.

Unique Meta Description tags are useful for both search engines and users. Prepare your Meta Descriptions wisely and that will help to draw more attention, traffic and popularity to your website.

*** 100 pages of your website have been analyzed**

Page's URL structure

! 1

✔ Longueur URL

24 caractères

Search engines display 78 - 80 characters of a page URL after the page Title and its snippet. Using descriptive names for the webpages will not only allow you to organize structure of the website wisely but will allow easier and more correct scanning of your website, bringing better ranking. Google researches show that short URLs are enjoying twice as many clicks than the longer ones.

! Use a keyword in the URL

*In the page's URL **no keywords are used***

One of the most prominent places to put a keyword in is the webpage's URL. Remember to use the keyword in the URL of every page you are planning to promote. URLs of the pages including the keywords relevant to the content of the pages are making navigation across the website easier. They are easy to remember and easier to link to. Remember that the URL will be visible in the SERP while the keywords mentioned in it will be highlighted.

✔ Use a hyphen to separate words in the URL

http://3e-monde.com

Search engines recommend using hyphens rather than underscores as the keywords separated by hyphens are "seen" as separate. Thus if your URL looks like "buy_books" then a search engine will show it for a search query "buy_books". A page with the URL "buy-books" may be considered as relevant for multiple search queries "buy", "bookies" or "buy books".

✔ Do not use capital letters in the URL

http://3e-monde.com

Despite the facts that URLs may contain either regular or capital letters it is advised not use the capital ones as they are harder to comprehend and remember by the user. If capital letters for some reason were used, you may fix the issue by making a 301 redirect to the user-friendly URL.

✔ Page duplicates not found

Make sure that the same content is not used at different URLs (my-page.php, my-page.html, my-page.htm and so on) as search engines will index every page and will spot duplicate content. If you find out that users are linking to the same URL using its different versions do set the 301 redirect to the preferred page.

Index status and cached snapshot in the search engines

✔ Cette page est indexée



Once a page is indexed by search engines it will be available in its SERPs however if the page is not indexed then the search engine knows nothing about it. Chances it will show up in the SERPs pages are second to none.

A sample of the page's snippet view in the SERPs (search engines results pages)

3e MONDE | Accompagner vos transformations
<http://3e-monde.com>

Google

3e MONDE | Accompagner vos transformations
<http://3e-monde.com>

YAHOO!

3e MONDE | Accompagner vos transformations
<http://3e-monde.com>

bing

3e MONDE | Accompagner vos transformations
<http://3e-monde.com>

Yandex

Images analysis

✖ 1 ! 2

! Attribut alt

Alt attribute helps to specify the text that will be displayed on the page if the image for some reason is not getting loaded. Informative Alt attribute and the file name help to index the image on the page more effectively.

Add Alt for **11 images**

- www.3e-monde.com/wp-content/uploads/2017/12/picto-collaboration.png
- www.3e-monde.com/wp-content/uploads/2017/12/picto-efficacite.png
- www.3e-monde.com/wp-content/uploads/2017/12/picto-innovation.png
- www.3e-monde.com/wp-content/uploads/2017/07/ircem-300.gif
- www.3e-monde.com/wp-content/uploads/2017/07/kiabi-300.gif
- www.3e-monde.com/wp-content/uploads/2017/07/sergic-300.gif
- www.3e-monde.com/wp-content/uploads/2017/07/cgi-300.gif
- www.3e-monde.com/wp-content/uploads/2017/07/stormshield-300.gif
- www.3e-monde.com/wp-content/uploads/2017/10/manpower.gif
- www.3e-monde.com/wp-content/uploads/2017/07/lpt-300.gif
- www.3e-monde.com/wp-content/uploads/2017/07/lm-300.gif

✔ Use short and informative file names

There is hardly an official limit set by the search engines regarding preferred image file length, however in SEO's best practices the limit of 70 characters is considered as maximum. And of course the image length should not be longer than the surrounding Alt, Title or Caption. The audit shows a warning for the image files longer than 70 characters.

✓ N'utilisez pas d'underscore dans le fichiers images

It's recommended to avoid using underscores in the file names. Use the hyphen instead. Some search engines interpret underscore as a letter character while hyphen as a space. Thus the search engines will easier match the file names with the keywords.

! Ajouter le mot-clé dans les attributs alt

Use of the keywords in Alt attributes has a positive influence on the webpage ranking in search engines.

✗ Utiliser des images uniques

Search engines can distinguish not only unique textual content but also unique images. Use of unique images on a webpage you promote is a positive ranking factor as search engines appreciate your effort to use non-duplicate content of every kind on the pages of your website.

Trouvé *non-unique images*: 8

Fichier	Status	Taille
/wp-content/uploads/2017/07/cgi-300.gif	Unique	6 kB
/wp-content/uploads/2017/07/ircem-300.gif	Non unique	7 kB
/wp-content/uploads/2017/07/kiabi-300.gif	Non unique	5 kB
/wp-content/uploads/2017/07/lm-300.gif	Non unique	12 kB
/wp-content/uploads/2017/07/logo.jpg	Unique	24 kB
/wp-content/uploads/2017/07/lpt-300.gif	Unique	8 kB
/wp-content/uploads/2017/07/sergic-300.gif	Non unique	12 kB
/wp-content/uploads/2017/07/stormshield-300.gif	Unique	8 kB
/wp-content/uploads/2017/10/manpower.gif	Non unique	11 kB
/wp-content/uploads/2017/12/toddler-400x250.jpeg	Non unique	13 kB
/wp-content/uploads/2017/12/yumely-grand-prix-400x250.jpg	Non unique	13 kB
/wp-content/uploads/2019/02/Image2-400x250.png	Non unique	75 kB

Content analysis

✖ 3

✔ Taille contenu

428 mots

Search engines use a complicated algorithm to calculate content to html ration but in practice that means you need to add at least 250 words of unique content. That secures your page gets indexed faster and multiple keywords are used across the content.

✔ Uniqueness rate

94.4%

Quality and unique content may influence your rankings considerably better than many other factors. Adding new articles or updating the existing content is what makes your visitors come back and new Internet surfers land on your website. Good content is getting spread over social networks, messenger links, e-mails and forums. Organic recommendations of some content to other users is a positive signal towards search engines as well. You may hardly reach the effect without decent content.

URL site web

Matched

cockpit.com/

5.6%

nos activités nos clients notre écosystème qui sommes-nous sélectionner une page accompagner vos transformations 3e monde accompagne depuis plus de 8 ans les organisations de toutes tailles dans leurs évolutions. designers et architectes de transformation nous concevons avec vous des scénarios et des solutions qui tiennent compte de votre contexte culture outils modes de fonctionnement. tout ce qui rend votre organisation unique. notre méthodologie d'accompagnement s'appuie sur la théorie des 9 terrains culturels® laquelle nous contribuons au travers d'un collectif. nous concevons et développons également des solutions digitales support la transformation. développez la collaboration favorisez l'implication optimisez votre organisation gagnez en efficacité découvrez l'intelligence collective stimulez l'innovation nos métiers conseil accompagnement notre volonté est véritablement d'accompagner nos clients dans leurs projets. qu'ils concernent une transformation organisationnelle ou un projet logiciel nous avons cœur de faire émerger les idées et avancer les sujets. #stratégie #amoa #cadre #communication #conduitedechangement intranet solutions collaboratives notre métier est de concevoir et façonner des solutions digitales. nous concevons des solutions intranet qui favorisent l'engagement des collaborateurs dans leurs démarches de collaboration et de capitalisation. #collaboration #outils #flexibilité #réactivité #sécurité #fiabilité notre actualité 3e monde animera 2 ateliers lors du salon digital workplace paris les 19 20 et 21 mars 2019 par 3e monde 18 fév 2019 actualités du 19 au 21 mars 2019 nous serons au salon digital workplace paris anciennement salon intranet pour vous faire découvrir notre façon différente d'aborder les projets comme ceux de la mise en place d'une digital workplace réseau social d'entreprise intranet.. notre plateforme yumely récompensée aux grands prix de l'innovation du barreau de lille par 3e monde 12 déc 2017 actualités ce 07 décembre 2017 ont été remis les premiers grands prix de l'innovation du barreau de lille la cité des échanges organisés avec l'association française des juristes d'entreprises des hauts de france. notre plateforme yumely co-conçue avec le cabinet vivaldi avocats s'est distinguée. haro sur les réseaux sociaux d'entreprise par isabelle vanwaelscappel 28 nov 2017 accompagnement actualités outils plateformes une étude sur les réseaux sociaux d'entreprise est sortie ce lundi 27 novembre 2017 avec pour titre très provocateur rh#rse mode collaboratif ou collaboratif la mode et voilà la sphère des blogueurs des journalistes qui s'emparent du sujet nous n'avons pas pu nous empêcher de creuser le sujet voici notre contribution. piquante nos autres articles nos clients voir plus nous contacter notre blog mentions légales facebook twitter mentions légales

✘ Use the keyword in the content

Think about the keywords a user would use to find your website. Use the keywords while preparing the content and remember about the user preferences. A good page would not always need a bunch of keywords reducing the website's value and popularity.

✘ Use the keyword at the beginning of the content

Keywords placement is very important. The keywords that are added at the end of the page carry less value and significance to the visitors. Remember to mention the most important keywords in the first 100 words used on the page.

✘ Densité mot-clé

0%

Keyword density is the keywords to content words ratio expressed in percentage equivalent. The pages with the optimized keyword density rank better by the search engines. Algorithms of search engines keep changing and so the keyword density value varies as well. In order to assess the best keyword density you may analyze your top ranking competitors.

Header tags

✖ 2

✔ H tags are used on the page

H1 - H6 tags are designed to separate some text segments containing the keywords or phrases that will help search engines to recognize the theme of the page's content, create hierarchical structure of the website's content and optimize navigation at the page. Use the H tags only where they are necessarily. Overuse of H tags disorient the user and challenge him or her finding the boundaries of different themes.

<h1> NOS MÉTIERS

<h1> NOTRE ACTUALITÉ

<h1> NOS CLIENTS

<h2> Accompagner vos transformations

<h2> 3e MONDE animera 2 ateliers lors du salon Digital Workplace à Paris les 19, 20 et 21 mars 2019

<h2> Notre plateforme YUMELY récompensée aux Grands Prix de l'Innovation du Barreau de Lille

<h2> Haro sur les Réseaux Sociaux d'Entreprise ?

<h4> DÉVELOPPEZ LA COLLABORATION & FAVORISEZ L'IMPLICATION

<h4> OPTIMISEZ VOTRE ORGANISATION & GAGNEZ EN EFFICACITÉ

<h4> DÉCOUVREZ L'INTELLIGENCE COLLECTIVE & STIMULEZ L'INNOVATION

<h4> CONSEIL & ACCOMPAGNEMENT

<h4> INTRANETS & SOLUTIONS COLLABORATIVES

✖ Used only one H1 tag on the page

3 En-têtes

H1 tag must contain the major heading of the page. It is important that the page only has one H1 tag followed up by multiple H2 - H6 tags.

<h1> NOS MÉTIERS </h1>

<h1> NOTRE ACTUALITÉ </h1>

<h1> NOS CLIENTS </h1>

✘ Utiliser le mot clé dans les tags H1-H6

0 mots-clés


Search engines recognize the page structure, text beginning and title, separate structural blocks analyzing H tags. The keywords used in the H tags carry more weight while the website is being ranked. It is advised to use the keywords in the H1-H6 tags of the page.

Keyword density

Total mots: 50	Phrases avec 2 mots: 29	Phrases avec 3 mots: 17	Phrases avec 4 mots: 11
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Total mots

Mot-clé	Trouvé dans	Répété	Fréquence
des		12	2.79%
nous		10	2.33%
notre		10	2.33%
les		8	1.86%
nos		6	1.40%
qui		5	1.16%
solutions		5	1.16%
2017		4	0.93%
est		4	0.93%
une		4	0.93%
avec		4	0.93%
clients		3	0.70%
par		3	0.70%
votre		3	0.70%
entreprise		3	0.70%
innovation		3	0.70%
leurs		3	0.70%
dans		3	0.70%

Mot-clé	Trouvé dans	Répété	Fréquence
2019		3	0.70%
collaboration		3	0.70%
concevons		3	0.70%
accompagnement		3	0.70%
transformation		3	0.70%
actualités		3	0.70%
sur		3	0.70%
salon		3	0.70%
workplace		3	0.70%
digital		3	0.70%
outils		3	0.70%
intranet		3	0.70%
réseaux		2	0.47%
vous		2	0.47%
faire		2	0.47%
projets		2	0.47%
3emonde		2	0.47%
paris		2	0.47%
mars		2	0.47%
barreau		2	0.47%
lille		2	0.47%
mentions		2	0.47%
organisation		2	0.47%
mode		2	0.47%

Mot-clé	Trouvé dans	Répété	Fréquence
avons		2	0.47%
monde	T	2	0.47%
collaboratif		2	0.47%
prix		2	0.47%
sociaux		2	0.47%
sujet		2	0.47%
grands		2	0.47%
digitales		2	0.47%

Phrases avec 2 mots

Mot-clé	Trouvé dans	Répété	Fréquence
des solutions		4	1.86%
d entreprise		3	1.40%
l innovation		3	1.40%
nous concevons		3	1.40%
nos clients	H1	3	1.40%
dans leurs		3	1.40%
digital workplace		3	1.40%
salon digital		2	0.93%
workplace à		2	0.93%
à paris		2	0.93%
plateforme yumely		2	0.93%
par 3emonde		2	0.93%
solutions digitales		2	0.93%

Mot-clé	Trouvé dans	Répété	Fréquence
3e monde	T	2	0.93%
du barreau		2	0.93%
innovation du		2	0.93%
barreau de		2	0.93%
de lille		2	0.93%
notre plateforme		2	0.93%
mars 2019		2	0.93%
sociaux d		2	0.93%
21 mars		2	0.93%
les réseaux		2	0.93%
grands prix		2	0.93%
sur les		2	0.93%
prix de		2	0.93%
réseaux sociaux		2	0.93%
votre organisation		2	0.93%
mentions légales		2	0.93%

Phrases avec 3 mots

Mot-clé	Trouvé dans	Répété	Fréquence
digital workplace à		2	1.40%
salon digital workplace		2	1.40%
grands prix de		2	1.40%
workplace à paris		2	1.40%
de l innovation		2	1.40%
prix de l		2	1.40%
innovation du barreau		2	1.40%
réseaux sociaux d		2	1.40%
barreau de lille		2	1.40%
du barreau de		2	1.40%
notre plateforme yumely		2	1.40%
sur les réseaux		2	1.40%
les réseaux sociaux		2	1.40%
21 mars 2019		2	1.40%
l innovation du		2	1.40%
des solutions digitales		2	1.40%
sociaux d entreprise		2	1.40%

Phrases avec 4 mots

Mot-clé	Trouvé dans	Répété	Fréquence
digital workplace à paris		2	1.86%
salon digital workplace à		2	1.86%
prix de l innovation		2	1.86%
grands prix de l		2	1.86%
l innovation du barreau		2	1.86%
de l innovation du		2	1.86%
innovation du barreau de		2	1.86%
du barreau de lille		2	1.86%
sur les réseaux sociaux		2	1.86%
les réseaux sociaux d		2	1.86%
réseaux sociaux d entreprise		2	1.86%

Links analysis

✔ Backlink Monitoring 96 (pour la page)

The number of the inbound backlinks is one of the key SEO factors of any website. Having and adding quality backlinks is a very important ranking factor. Meanwhile please notice that search engines are paying attention not only to the quantity but also to the quality of the backlinks. A backlink from a relevant website with decent content will have a considerably better effect than multiple links from irrelevant websites.

✔ Backlink Monitoring 22 (unique domains linking to the page)

The number of backlinks from unique domains is a significant criterion of how popular and competitive your website is. 100 links from 100 domains is considerably better than 1000 links from one domain.

✔ Outbound links 2 Liens DoFollow: 2 NoFollow: 0

Dofollow links do pass the SEO juice and only need to link to the relevant resources, Nofollow links are not passing SEO juice from your webpage. Remember, linking to non-existing pages or irrelevant pages may have a negative effect on your website's rankings.

URL	Response status code	StatusAlexa	MOZ DA	MOZ PA
www.facebook.com/pages/3e-Monde/1870455413...	-	follow 3	95	
twitter.com/3emonde	-	follow 11	93	

✔ Liens internes

16 Liens

DoFollow: 16 NoFollow: 0

When adding internal links to be available at the page you promote it is important to pick up the ones that really matter. High number of internal links may reduce the SEO value of the page itself. It is important to balance the website's structure depth and how far inner pages are located from the front page.

URL	Response status code	Status	MOZ PA
www.3e-monde.com/	200	follow	24
www.3e-monde.com/nos-activites/	-	follow	
www.3e-monde.com/nos-clients/	-	follow	
www.3e-monde.com/notre-ecosysteme/	-	follow	
www.3e-monde.com/qui-sommes-nous/	-	follow	
www.3e-monde.com/2019/02/18/3e-monde-anime...	-	follow	
www.3e-monde.com/author/3emonde/	-	follow	
www.3e-monde.com/category/actualites/	-	follow	
www.3e-monde.com/2017/12/12/yumely-recompe...	-	follow	
www.3e-monde.com/2017/11/28/haro-sur-les-r...	-	follow	
www.3e-monde.com/author/isabelle/	-	follow	
www.3e-monde.com/category/accompagnement/	-	follow	
www.3e-monde.com/category/outils-plateformes/	-	follow	
www.3e-monde.com/notre-blog	-	follow	
www.3e-monde.com/nous-contacter/	-	follow	
www.3e-monde.com/mentions-legales/	-	follow	

Vitesse chargement

! 3

! Page load speed score

81 /100

Speed score as estimated by Google. Google will compare your website load speed with millions of other websites in their database. The score ranges from 0 to 100. The higher the value the better. If the page is anywhere over 85 you site loads really fast.

! Vitesse de chargement de la page

503.685 Kb/s

It's recommended to increase the webpage's load speed. Low load speed may decrease the number of users tolerant enough to wait till the website is loaded completely.

✓ Taille de page

2 MB

Size of the downloaded page. If your website is not mobile friendly and its size is counted in megabytes it will count as a negative ranking factor.

! Temps de chargement de la page

2 s

It's recommended to reduce the page load time. If the website is loading for too long it will have a negative impact on the website's ranking.

Downloaded files and page elements

List of the loaded files and elements before the website is displayed.

Fichier	Chemin	Taille
 /	www.3e-monde.com/	189 kB

Optimisation du chargement de la page pour bureau

✖ 3 ! 2

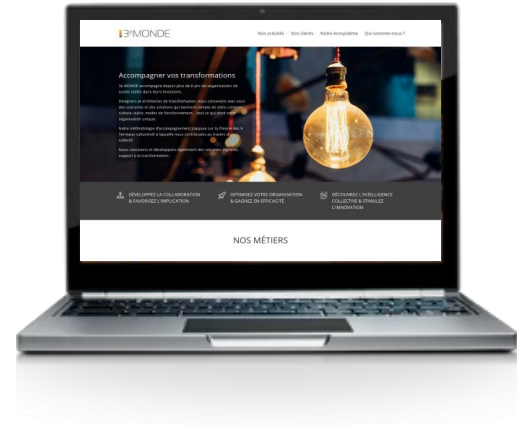
✔ Évitez les redirections de page multiples

✔ Activez la compression de texte

✖ Diffusez des éléments statiques grâce à des règles de cache efficaces

○ 34 ressources trouvées

- http://www.3e-monde.com/wp-content/uploads/2017/12/ysvazfxdz_8-alvaro-serrano-2000x1333-3.jpg, Cache de la valeur TTL: 0 seconds, Taille (Ko): 184.86
- <http://www.3e-monde.com/wp-content/themes/Divi/core/admin/fonts/modules.ttf>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 90.54
- <http://www.3e-monde.com/wp-content/uploads/2019/02/Image2-400x250.png>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 75.42
- <http://www.3e-monde.com/wp-content/themes/Divi/style.css>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 67.47
- <http://www.3e-monde.com/wp-content/themes/Divi/js/custom.min.js?ver=3.19.11>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 61.42
- <http://www.3e-monde.com/wp-includes/js/mediaelement/mediaelement-and-player.min.js?ver=4.2.6-78496d1>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 37.59
- <http://www.3e-monde.com/wp-includes/js/jquery/jquery.js?ver=1.12.4>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 33.33
- <http://www.3e-monde.com/wp-includes/css/dashicons.min.css?ver=5.0.4>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 28.31
- <http://www.3e-monde.com/wp-content/uploads/2017/07/logo.jpg>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 23.86
- <http://www.3e-monde.com/wp-content/uploads/2017/12/toddler-400x250.jpeg>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 13.40
- <http://www.3e-monde.com/wp-content/uploads/2017/12/yumely-grand-prix-400x250.jpg>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 13.23
- <http://www.3e-monde.com/wp-content/uploads/2017/07/sergic-300.gif>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 11.77
- <http://www.3e-monde.com/wp-content/uploads/2017/07/Im>



- 300.gif, Cache de la valeur TTL: 0 seconds, Taille (Ko): 11.62
- <http://www.3e-monde.com/wp-content/uploads/2017/10/manpower.gif>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 11.08
- <http://www.3e-monde.com/wp-content/uploads/2017/07/stormshield-300.gif>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 8.33
- <http://www.3e-monde.com/wp-content/uploads/2017/07/lpt-300.gif>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 8.08
- <http://www.3e-monde.com/wp-content/uploads/2017/07/ircem-300.gif>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 6.57
- <http://www.3e-monde.com/wp-content/uploads/2017/07/cgi-300.gif>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 6.09
- <http://www.3e-monde.com/wp-content/uploads/2017/07/kia-bi-300.gif>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 4.90
- <http://www.3e-monde.com/wp-includes/js/wp-emoji-release.min.js?ver=5.0.4>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 4.63
- <http://www.3e-monde.com/wp-includes/css/dist/block-library/style.min.css?ver=5.0.4>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 4.54
- <http://www.3e-monde.com/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.4.1>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 4.27
- <http://www.3e-monde.com/wp-includes/js/mediaelement/mediaelementplayer-legacy.min.css?ver=4.2.6-78496d1>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 2.86
- <http://www.3e-monde.com/wp-content/uploads/2017/12/picto-innovation.png>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 2.64
- <http://www.3e-monde.com/wp-content/uploads/2017/12/picto-efficacite.png>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 2.51
- <http://www.3e-monde.com/wp-content/uploads/2017/12/picto-collaboration.png>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 2.33
- <http://www.3e-monde.com/wp-content/cache/et/global/et-divi-customizer-global-1556188397151.min.css>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 2.27
- <http://www.3e-monde.com/wp-includes/js/mediaelement/wp-mediaelement.min.css?ver=5.0.4>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 1.45
- <http://www.3e-monde.com/wp-includes/js/wp-embed.min.js?ver=5.0.4>, Cache de la valeur TTL: 0 seconds, Taille (Ko):

1.09

- <http://www.3e-monde.com/wp-content/themes/Divi/core/admin/js/common.js?ver=3.19.11>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 0.91
- <http://www.3e-monde.com/wp-includes/js/mediaelement/mediaelement-migrate.min.js?ver=5.0.4>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 0.89
- <http://www.3e-monde.com/wp-includes/js/mediaelement/wp-mediaelement.min.js?ver=5.0.4>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 0.82
- <http://www.3e-monde.com/wp-content/themes/Divi-child/style.css?ver=3.19.11>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 0.43
- <https://www.google-analytics.com/analytics.js>, Cache de la valeur TTL: 2 hours, Taille (Ko): 17.84

✘ Réduisez les délais de réponse du serveur (TTFB)

- Le document racine a pris 940 ms

✔ Réduisez la taille des ressources CSS

✔ Réduisez la taille des ressources JavaScript

! Éliminez les ressources qui bloquent le rendu

- Économies potentielles de 560 ms
 - <http://www.3e-monde.com/wp-includes/css/dist/block-library/style.min.css?ver=5.0.4>, Taille (Ko): 4.54, Économies potentielles (Ko): 70
 - <http://www.3e-monde.com/wp-content/themes/Divi-child/style.css?ver=3.19.11>, Taille (Ko): 0.43, Économies potentielles (Ko): 110
 - <http://www.3e-monde.com/wp-includes/css/dashicons.min.css?ver=5.0.4>, Taille (Ko): 28.31, Économies potentielles (Ko): 230
 - <http://www.3e-monde.com/wp-includes/js/jquery/jquery.js?ver=1.12.4>, Taille (Ko): 33.33, Économies potentielles (Ko): 230
 - <http://www.3e-monde.com/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.4.1>, Taille (Ko): 4.27, Économies potentielles (Ko): 110
 - <http://www.3e-monde.com/wp-content/cache/et/global/et-divi-customizer-global-1556188397151.min.css>, Taille (Ko): 2.27, Économies potentielles (Ko): 110
 - <http://www.3e-monde.com/wp-includes/js/mediaelement/mediaelementplayer-legacy.min.css?ver=4.2.6-78496d1>, Taille (Ko): 2.86, Économies potentielles (Ko): 70
 - <http://www.3e-monde.com/wp-includes/js/mediaelement/wp-mediaelement.min.css?ver=5.0.4>, Taille (Ko): 1.45, Économies potentielles (Ko): 70

✓ Encodez les images de manière efficace

- Économies potentielles de 39 Ko
 - <http://www.3e-monde.com/wp-content/uploads/2017/07/logo.jpg>, Taille (Ko): 23.57, Économies potentielles (Ko): 20.00
 - http://www.3e-monde.com/wp-content/uploads/2017/12/yszvazfxdz_8-alvaro-serrano-2000x1333-3.jpg, Taille (Ko): 184.57, Économies potentielles (Ko): 19.12

✓ L'indexation de cette page n'est pas bloquée

✓ Différez le chargement des images hors écran

! Dimensionnez correctement les images

- Économies potentielles de 183 Ko
 - http://www.3e-monde.com/wp-content/uploads/2017/12/yszfxdz_8-alvaro-serrano-2000x1333-3.jpg, Taille (Ko): 184.57, Économies potentielles (Ko): 93.00
 - <http://www.3e-monde.com/wp-content/uploads/2019/02/Image2-400x250.png>, Taille (Ko): 75.13, Économies potentielles (Ko): 27.05
 - <http://www.3e-monde.com/wp-content/uploads/2017/07/sergic-300.gif>, Taille (Ko): 11.48, Économies potentielles (Ko): 8.61
 - <http://www.3e-monde.com/wp-content/uploads/2017/07/Im-300.gif>, Taille (Ko): 11.33, Économies potentielles (Ko): 8.50
 - <http://www.3e-monde.com/wp-content/uploads/2017/10/manpower.gif>, Taille (Ko): 10.79, Économies potentielles (Ko): 8.09
 - <http://www.3e-monde.com/wp-content/uploads/2017/07/stormshield-300.gif>, Taille (Ko): 8.04, Économies potentielles (Ko): 6.03
 - <http://www.3e-monde.com/wp-content/uploads/2017/07/lpt-300.gif>, Taille (Ko): 7.79, Économies potentielles (Ko): 5.84
 - <http://www.3e-monde.com/wp-content/uploads/2017/12/toddler-400x250.jpeg>, Taille (Ko): 13.11, Économies potentielles (Ko): 4.72
 - <http://www.3e-monde.com/wp-content/uploads/2017/07/ircem-300.gif>, Taille (Ko): 6.28, Économies potentielles (Ko): 4.71
 - <http://www.3e-monde.com/wp-content/uploads/2017/12/yumely-grand-prix-400x250.jpg>, Taille (Ko): 12.94, Économies potentielles (Ko): 4.66
 - <http://www.3e-monde.com/wp-content/uploads/2017/07/cgi-300.gif>, Taille (Ko): 5.80, Économies potentielles (Ko): 4.35
 - <http://www.3e-monde.com/wp-content/uploads/2017/07/kia-bi-300.gif>, Taille (Ko): 4.61, Économies potentielles (Ko): 3.46
 - <http://www.3e-monde.com/wp-content/uploads/2017/12/picto-innovation.png>, Taille (Ko): 2.35, Économies potentielles (Ko): 2.29
 - <http://www.3e-monde.com/wp-content/uploads/2017/12/picto-efficacite.png>, Taille (Ko): 2.22, Économies potentielles (Ko): 2.17

✔ Délai d'exécution de JavaScript

- 0,1 s
 - Other, Temps CPU total: 0.36 seconds, Évaluation des scripts: 0.01 seconds, Analyse des scripts: 0.00 seconds
 - <http://www.3e-monde.com/wp-includes/js/jquery/jquery.js?ver=1.12.4>, Temps CPU total: 0.09 seconds, Évaluation des scripts: 0.07 seconds, Analyse des scripts: 0.00 seconds
 - <http://www.3e-monde.com/wp-content/themes/Divi/js/custom.min.js?ver=3.19.11>, Temps CPU total: 0.05 seconds, Évaluation des scripts: 0.03 seconds, Analyse des scripts: 0.01 seconds

✔ Réduire le travail du thread principal

- 0,6 s
 - Catégorie: Script Evaluation, Temps passé: 0.22 seconds
 - Catégorie: Style & Layout, Temps passé: 0.16 seconds
 - Catégorie: Other, Temps passé: 0.10 seconds
 - Catégorie: Rendering, Temps passé: 0.08 seconds
 - Catégorie: Parse HTML & CSS, Temps passé: 0.04 seconds
 - Catégorie: Script Parsing & Compilation, Temps passé: 0.02 seconds

✔ Éviter une taille excessive de DOM

- 250 éléments
 - Statistique: Nombre total d'éléments DOM, , Valeur: 250
 - Statistique: Profondeur maximum de DOM, Élément: , Valeur: 20
 - Statistique: Nombre maximal d'éléments enfants, Élément: <body class="home page-template-default page page-id-1116 custom-background et_pb_button_helper_class et_fullwidth_secondary_nav et_non_fixed_nav et_show_nav et_pb_gutter linux et_pb_gutters3 et_primary_nav_dropdown_animation_fade et_secondary_nav_dropdown_animation_expand et_pb_footer_columns3 et_header_style_left et_pb_pagebuilder_layout et_right_sidebar et_divi_theme et-db et_minified_js et_minified_css chrome">, Valeur: 14

✘ Les attributs [id] de la page ne sont pas uniques

Optimisation du chargement de la page pour mobile

✘ 4 ! 4

✔ Évitez les redirections de page multiples

✔ Activez la compression de texte

✘ Diffusez des éléments statiques grâce à des règles de cache efficaces

○ 34 ressources trouvées

- http://www.3e-monde.com/wp-content/uploads/2017/12/ysvazfxdz_8-alvaro-serrano-2000x1333-3.jpg, Cache de la valeur TTL: 0 seconds, Taille (Ko): 184.86
- <http://www.3e-monde.com/wp-content/themes/Divi/core/admin/fonts/modules.ttf>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 90.54
- <http://www.3e-monde.com/wp-content/uploads/2019/02/Image2-400x250.png>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 75.42
- <http://www.3e-monde.com/wp-content/themes/Divi/style.css>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 67.47
- <http://www.3e-monde.com/wp-content/themes/Divi/js/custom.min.js?ver=3.19.11>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 61.42
- <http://www.3e-monde.com/wp-includes/js/mediaelement/mediaelement-and-player.min.js?ver=4.2.6-78496d1>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 37.59
- <http://www.3e-monde.com/wp-includes/js/jquery/jquery.js?ver=1.12.4>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 33.33
- <http://www.3e-monde.com/wp-includes/css/dashicons.min.css?ver=5.0.4>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 28.31
- <http://www.3e-monde.com/wp-content/uploads/2017/07/logo.jpg>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 23.86
- <http://www.3e-monde.com/wp-content/uploads/2017/12/toddler-400x250.jpeg>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 13.40
- <http://www.3e-monde.com/wp-content/uploads/2017/12/yumely-grand-prix-400x250.jpg>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 13.23
- <http://www.3e-monde.com/wp-content/uploads/2017/07/sergic-300.gif>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 11.77
- <http://www.3e-monde.com/wp-content/uploads/2017/07/Im>



- 300.gif, Cache de la valeur TTL: 0 seconds, Taille (Ko): 11.62
- <http://www.3e-monde.com/wp-content/uploads/2017/10/manpower.gif>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 11.08
- <http://www.3e-monde.com/wp-content/uploads/2017/07/stormshield-300.gif>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 8.33
- <http://www.3e-monde.com/wp-content/uploads/2017/07/lpt-300.gif>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 8.08
- <http://www.3e-monde.com/wp-content/uploads/2017/07/ircem-300.gif>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 6.57
- <http://www.3e-monde.com/wp-content/uploads/2017/07/cgi-300.gif>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 6.09
- <http://www.3e-monde.com/wp-content/uploads/2017/07/kia-bi-300.gif>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 4.90
- <http://www.3e-monde.com/wp-includes/js/wp-emoji-release.min.js?ver=5.0.4>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 4.63
- <http://www.3e-monde.com/wp-includes/css/dist/block-library/style.min.css?ver=5.0.4>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 4.54
- <http://www.3e-monde.com/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.4.1>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 4.27
- <http://www.3e-monde.com/wp-includes/js/mediaelement/mediaelementplayer-legacy.min.css?ver=4.2.6-78496d1>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 2.86
- <http://www.3e-monde.com/wp-content/uploads/2017/12/picto-innovation.png>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 2.64
- <http://www.3e-monde.com/wp-content/uploads/2017/12/picto-efficacite.png>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 2.51
- <http://www.3e-monde.com/wp-content/uploads/2017/12/picto-collaboration.png>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 2.33
- <http://www.3e-monde.com/wp-content/cache/et/global/et-divi-customizer-global-1556188397151.min.css>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 2.27
- <http://www.3e-monde.com/wp-includes/js/mediaelement/wp-mediaelement.min.css?ver=5.0.4>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 1.46
- <http://www.3e-monde.com/wp-includes/js/wp-embed.min.js?ver=5.0.4>, Cache de la valeur TTL: 0 seconds, Taille (Ko):

1.09

- <http://www.3e-monde.com/wp-content/themes/Divi/core/admin/js/common.js?ver=3.19.11>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 0.91
- <http://www.3e-monde.com/wp-includes/js/mediaelement/mediaelement-migrate.min.js?ver=5.0.4>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 0.89
- <http://www.3e-monde.com/wp-includes/js/mediaelement/wp-mediaelement.min.js?ver=5.0.4>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 0.82
- <http://www.3e-monde.com/wp-content/themes/Divi-child/style.css?ver=3.19.11>, Cache de la valeur TTL: 0 seconds, Taille (Ko): 0.43
- <https://www.google-analytics.com/analytics.js>, Cache de la valeur TTL: 2 hours, Taille (Ko): 17.84

✘ Réduisez les délais de réponse du serveur (TTFB)

- Le document racine a pris 1 030 ms

✔ Réduisez la taille des ressources CSS

✔ Réduisez la taille des ressources JavaScript

✘ Éliminez les ressources qui bloquent le rendu

- Économies potentielles de 1 440 ms
 - <http://www.3e-monde.com/wp-includes/css/dist/block-library/style.min.css?ver=5.0.4>, Taille (Ko): 4.54, Économies potentielles (Ko): 330
 - <http://www.3e-monde.com/wp-content/themes/Divi-child/style.css?ver=3.19.11>, Taille (Ko): 0.43, Économies potentielles (Ko): 330
 - <http://www.3e-monde.com/wp-includes/css/dashicons.min.css?ver=5.0.4>, Taille (Ko): 28.31, Économies potentielles (Ko): 1080
 - <http://www.3e-monde.com/wp-includes/js/jquery/jquery.js?ver=1.12.4>, Taille (Ko): 33.33, Économies potentielles (Ko): 1080
 - <http://www.3e-monde.com/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.4.1>, Taille (Ko): 4.27, Économies potentielles (Ko): 480
 - <http://www.3e-monde.com/wp-content/cache/et/global/et-divi-customizer-global-1556188397151.min.css>, Taille (Ko): 2.27, Économies potentielles (Ko): 330
 - <http://www.3e-monde.com/wp-includes/js/mediaelement/mediaelementplayer-legacy.min.css?ver=4.2.6-78496d1>, Taille (Ko): 2.86, Économies potentielles (Ko): 330
 - <http://www.3e-monde.com/wp-includes/js/mediaelement/wp-mediaelement.min.css?ver=5.0.4>, Taille (Ko): 1.46, Économies potentielles (Ko): 180

⚠ Encodez les images de manière efficace

- Économies potentielles de 39 Ko
 - <http://www.3e-monde.com/wp-content/uploads/2017/07/logo.jpg>, Taille (Ko): 23.57, Économies potentielles (Ko): 20.00
 - http://www.3e-monde.com/wp-content/uploads/2017/12/yszvazfxdz_8-alvaro-serrano-2000x1333-3.jpg, Taille (Ko): 184.57, Économies potentielles (Ko): 19.12

✔ L'indexation de cette page n'est pas bloquée

! Différez le chargement des images hors écran

- Économies potentielles de 172 Ko
 - <http://www.3e-monde.com/wp-content/uploads/2019/02/Image2-400x250.png>, Taille (Ko): 75.13, Économies potentielles (Ko): 75.13
 - <http://www.3e-monde.com/wp-content/uploads/2017/12/toddler-400x250.jpeg>, Taille (Ko): 13.11, Économies potentielles (Ko): 13.11
 - <http://www.3e-monde.com/wp-content/uploads/2017/12/yumely-grand-prix-400x250.jpg>, Taille (Ko): 12.94, Économies potentielles (Ko): 12.94
 - <http://www.3e-monde.com/wp-content/uploads/2017/07/sergic-300.gif>, Taille (Ko): 11.48, Économies potentielles (Ko): 11.48
 - <http://www.3e-monde.com/wp-content/uploads/2017/07/Im-300.gif>, Taille (Ko): 11.33, Économies potentielles (Ko): 11.33
 - <http://www.3e-monde.com/wp-content/uploads/2017/10/manpower.gif>, Taille (Ko): 10.79, Économies potentielles (Ko): 10.79
 - <http://www.3e-monde.com/wp-content/uploads/2017/07/stormshield-300.gif>, Taille (Ko): 8.04, Économies potentielles (Ko): 8.04
 - <http://www.3e-monde.com/wp-content/uploads/2017/07/lpt-300.gif>, Taille (Ko): 7.79, Économies potentielles (Ko): 7.79
 - <http://www.3e-monde.com/wp-content/uploads/2017/07/ircem-300.gif>, Taille (Ko): 6.28, Économies potentielles (Ko): 6.28
 - <http://www.3e-monde.com/wp-content/uploads/2017/07/cgi-300.gif>, Taille (Ko): 5.80, Économies potentielles (Ko): 5.80
 - <http://www.3e-monde.com/wp-content/uploads/2017/07/kia-bi-300.gif>, Taille (Ko): 4.61, Économies potentielles (Ko): 4.61
 - <http://www.3e-monde.com/wp-content/uploads/2017/12/picto-innovation.png>, Taille (Ko): 2.35, Économies potentielles (Ko): 2.35
 - <http://www.3e-monde.com/wp-content/uploads/2017/12/picto-efficacite.png>, Taille (Ko): 2.22, Économies potentielles (Ko): 2.22

✓ Dimensionnez correctement les images

! Délai d'exécution de JavaScript

- 0,8 s
 - Other, Temps CPU total: 1.16 seconds, Évaluation des scripts: 0.02 seconds, Analyse des scripts: 0.00 seconds
 - <http://www.3e-monde.com/wp-includes/js/jquery/jquery.js?ver=1.12.4>, Temps CPU total: 0.34 seconds, Évaluation des scripts: 0.27 seconds, Analyse des scripts: 0.01 seconds
 - <http://www.3e-monde.com/wp-content/themes/Divi/js/custom.min.js?ver=3.19.11>, Temps CPU total: 0.19 seconds, Évaluation des scripts: 0.11 seconds, Analyse des scripts: 0.03 seconds
 - <http://www.3e-monde.com/>, Temps CPU total: 0.15 seconds, Évaluation des scripts: 0.14 seconds, Analyse des scripts: 0.01 seconds
 - <https://www.google-analytics.com/analytics.js>, Temps CPU total: 0.10 seconds, Évaluation des scripts: 0.09 seconds, Analyse des scripts: 0.00 seconds
 - <http://www.3e-monde.com/wp-includes/js/mediaelement/mediaelement-and-player.min.js?ver=4.2.6-78496d1>, Temps CPU total: 0.07 seconds, Évaluation des scripts: 0.05 seconds, Analyse des scripts: 0.01 seconds
 - <https://www.googletagmanager.com/gtag/js?id=UA-28323268-1>, Temps CPU total: 0.06 seconds, Évaluation des scripts: 0.06 seconds, Analyse des scripts: 0.01 seconds

! Réduisez le travail du thread principal

- 2,1 s
 - Catégorie: Script Evaluation, Temps passé: 0.77 seconds
 - Catégorie: Style & Layout, Temps passé: 0.57 seconds
 - Catégorie: Other, Temps passé: 0.32 seconds
 - Catégorie: Rendering, Temps passé: 0.18 seconds
 - Catégorie: Parse HTML & CSS, Temps passé: 0.17 seconds
 - Catégorie: Script Parsing & Compilation, Temps passé: 0.08 seconds

✔ Éviter une taille excessive de DOM

- 248 éléments
 - Statistique: Nombre total d'éléments DOM, , Valeur: 248
 - Statistique: Profondeur maximum de DOM, Élément: , Valeur: 20
 - Statistique: Nombre maximal d'éléments enfants, Élément: <body class="home page-template-default page page-id-1116 custom-background et_pb_button_helper_class et_fullwidth_secondary_nav et_non_fixed_nav et_show_nav et_pb_gutter linux et_pb_gutters3 et_primary_nav_dropdown_animation_fade et_secondary_nav_dropdown_animation_expand et_pb_footer_columns3 et_header_style_left et_pb_pagebuilder_layout et_right_sidebar et_divi_theme et-db et_minified_js et_minified_css et_mobile_device et_mobile_device_not_ipad chrome">, Valeur: 14

✘ Les attributs [id] de la page ne sont pas uniques

Popularity in social media

! 1

Popularity in social media as well as the activity of your groups and pages increase your brand awareness and act as one of the search engines' ranking factors.

✔ Page

Social media authority of the page is a ranking factor with an increasing importance. Google and other search engines watch closely how popular a certain page across social networks and adjust its positions accordingly.



217

Reposts



0

Reposts

✔ Domaine

Social media popularity of a domain is an integral part of the SEO strategy. An aged website that has never been mentioned in social networks can hardly be considered as worthy. Neither by the user not by the search engine.



217

Reposts



0

Reposts

! Add social media buttons to the page

Social media buttons help to share the content a user liked at a single click. A study by Brightedge.com revealed that proper share buttons can increase social media sharing by 700.

Usability and technical analysis

✖ 1 ! 2

✔ Favicon

Make sure your website has a favicon bound to the brand. Favicon is a tiny image displayed next to the website's URL in the browser address field. It helps to distinguish your website from other websites and increase the brand awareness.

✔ Cadres

not in use

Never use frames to display the content of the page. A frame is a separate HTML page that needs to have its own Title, Description and keywords. Typically, a frame based website would get indexed more slowly and often not completely.

✔ Flash

not in use

It's advised not to overuse Flash files with the website that is being promoted or avoid using these at all. Search engines read textual information correctly while Flash content may be indexed incorrectly. It is advised to use Flash for decoration purposes only while keep the textual content in the HTML section.

✔ Mirroir

Redirection définie

Check the "www.domain.com" mirror in your website's URL "domain.com". If you have not used the mirror, make the 301 redirect to the preferred version of the website. Otherwise search engines may distinguish and index several versions of the same page.

✘ Does not redirects HTTP traffic to HTTPS

HTTPS is a guarantee of user data protection (including payment details), as well as a good ranking signal for search engines. In 2016, Google officially [announced](#) that since January 2017 a secure communication will become the official algorithm. So, sites on HTTP will gradually lose their positions. Move your site to https using [this guide](#).

✔ Fichier robots.txt

L'indexation de pages est autorisée

Robots.txt file lists the URLs that may be indexed by the search engines or are prohibited from indexing. The file also lists the website's mirror URL and the sitemap URL.

! Sitemap XML

Having a sitemap helps search engine bots to index the website but must be specified in the Google Search Console. You may generate sitemaps for URLs, images, videos, news and mobile content.

✔ Safe browsing

Try to avoid fishing and badware for your website. You may secure website's work using Google's safe browsing.

✔ Attribut rel="canonical"

Trouvé sur la page

A rel="canonical" is an HTML element that helps webmasters prevent duplicate content issues by specifying the "canonical" or "preferred" version of a web page as part of search engine optimization. It is described in RFC 6596, which went live in April 2012

! Validation W3C HTML

[Errors: 3, warnings: 17](#)

A page that passes W3C HTML validity test opens and is displayed correctly at any device. W3C HTML validity is a positive factor for the page's ranking and must be checked after any change in the website code or content.