



## Auditoría web

intellectsoft.net

- ✘ **438**  
Correcciones importantes
- ⚠ **5609**  
Correcciones Semi-Importantes
- ✔ **1000**  
Páginas rastreadas
- 📄 **24116**  
Comprobaciones aprobadas



## Visión general del dominio

## Características del dominio

IP Dirección IP	34.248.8.32
Ubicación del servidor	Ireland
Fecha de expiración	N/A
Edad del archivo web	2008-06-30

## Métricas SEO

Yandex X	40
Autoridad Moz DA	51
Rango Alexa	72927
Backlinks	37238

## Estado de indexación

Google	1170
Bing	11500
Yahoo	11500
Yandex	761

## Comprobación de estado

✘ 0 Correcciones importantes ⚠ 43 Correcciones Semi-Importantes

¿Tienes dudas de qué tan bien está funcionando tu sitio web? Aquí puedes comparar tu sitio web con los principales parámetros SEO y comprobar si tu sitio tiene la redirección WWW apropiada, SEO y URL fáciles de usar, con barras diagonales, archivos robots.txt funcionales, mapa del sitio XML, contenido duplicado, etc. Aprovecha las ventajas al comprobar el estado del sitio web para eliminar todos los errores posibles y sigue nuestras recomendaciones sobre cómo aumentar tu visibilidad en el motor de búsqueda.

✔ Redirección WWW

Esta opción comprueba si tu sitio web se ejecuta con www o sin www para evitar el uso de contenido duplicado.

✔ Volver a escribir URL

Asegúrate de volver a escribir tus URL, ya que ayudarán a los usuarios y motores de búsqueda a ver URL claras y limpias. Las URL de tu sitio web no deben contener elementos confusos que dificulten la lectura. Todas las URL deben estar limpias y claras para los usuarios. Con URL amigables con SEO es fácil posicionar tu sitio web en los motores de búsqueda y compartir diferentes artículos con URL claras en las redes sociales. No uses guiones bajos en las URL.

✔ Barras diagonales

Si utilizas barras diagonales al final de la URL, se vuelve bastante claro, mientras que una URL sin la barra se verá muy extraña.

✔ Redirige el tráfico HTTP a HTTPS

HTTPS es una garantía de protección de los datos del usuario (incluidos los detalles de pago), así como una buena señal de posicionamiento para los motores de búsqueda. En 2016, Google [anunció](#) oficialmente que, desde enero de 2017, una comunicación segura se convertirá en el algoritmo oficial. Por lo tanto, los sitios en HTTP perderán gradualmente sus posiciones.

✔ Robots.txt

El archivo Robots.txt ayuda a restringir el acceso a los robots de los buscadores seleccionados y evita que indexen páginas específicas o la totalidad del sitio web. El archivo Robots.txt contiene el vínculo al archivo del mapa del sitio XML que ayuda a los rastreadores de los motores de búsqueda a descubrir e indexar el número máximo de páginas del sitio web.



### ✔ Mapa del sitio XML

Debes especificar la frecuencia de cambio para cada URL, el momento en que realizaste los últimos cambios y la importancia de las URL. De esta manera, ayudarás a los motores de búsqueda a rastrear el sitio de forma fácil e inteligente.

### ✔ Sin Flash

Optimizando tu contenido para los motores de búsqueda, te recomendamos que evites Flash tanto como sea posible. Es mejor utilizar Flash para mejoras específicas, ya que los motores de búsqueda no pueden indexar correctamente el contenido Flash.

### ⚠ Sin Frames

Intenta no usar frames en tu sitio web, ya que los motores de búsqueda no pueden indexar o rastrear el contenido de tu sitio web a través de ellos.

Evita usar frames en tus páginas web tanto como sea posible y usa la [etiqueta NoFrames](#) en el sitio web.

### ✔ Variaciones comunes de la página de inicio

Asegúrate de que el contenido de tu sitio web no tenga varias URL, ya que Google lo considerará como contenido duplicado.

## Análisis de páginas

✖ 322 Correcciones importantes

⚠ 32 Correcciones Semi-Importantes

Aquí puedes obtener toda la información sobre tu sitio web durante los últimos meses. Muestra posibles errores que los robots de Google pueden encontrar al rastrear tu sitio web. Obtendrás todas las estadísticas sobre las páginas con URL demasiado largas, robots.txt bloqueado, tamaño demasiado grande, etiquetas meta de Noindex, rel = "canonical", rel = "alternate", meta refresh redirect y etc.

### ✔ 422 Páginas con respuesta 2xx

### ✔ 32 Páginas con respuesta 3xx

### ✔ 0 Páginas con respuesta 4xx

### ✔ 0 Páginas con respuesta 5xx

### ✔ 0 Páginas con tamaño demasiado grande

### ⚠ 32 Páginas con URL demasiado larga

<https://www.intellectsoft.net/blog/reshaping-construction-industry-a-story-of-digital-t...>  
<https://www.intellectsoft.net/blog/whats-the-difference-between-software-developer-and-...>  
<https://www.intellectsoft.net/blog/intellectsoft-hits-two-clutchs-ratings-at-once-top-a...>  
<https://www.intellectsoft.net/blog/intellectsoft-highest-rated-b2b-services-provider-in...>  
<https://www.intellectsoft.net/blog/intellectsoft-is-top-enterprise-and-retail-mobile-ap...>  
<https://www.intellectsoft.net/blog/intellectsoft-top-software-development-services-prov...>  
<https://www.intellectsoft.net/blog/intellectsoft-partner-adero-ranked-among-worlds-most...>  
<https://www.intellectsoft.net/blog/intellectsoft-top-emerging-technology-services-provi...>  
<https://www.intellectsoft.net/blog/blockchain-generations-cryptocurrencies-and-blockcha...>  
<https://www.intellectsoft.net/blog/iot-developers-software-toolkit-part-ii-middleware-a...>  
<https://www.intellectsoft.net/blog/user-centered-app-design-user-involvement-through-th...>  
<https://www.intellectsoft.net/blog/intellectsoft-showcase-expertise-high-profile-blockc...>  
<https://www.intellectsoft.net/blog/intellectsoft-called-top-app-and-software-developmen...>  
<https://www.intellectsoft.net/blog/intellectsoft-makes-a-huge-leap-in-inc-5000-americas...>  
<https://www.intellectsoft.net/blog/babb-and-intellectsoft-to-develop-blockchain-platfor...>  
<https://www.intellectsoft.net/blog/intellectsoft-and-1worldonline-to-establish-first-me...>  
<https://www.intellectsoft.net/blog/intellectsoft-software-development-leader-san-franci...>



<https://www.intellectsoft.net/blog/august-2013-the-future-of-ios-and-android-common-myths/>  
<https://www.intellectsoft.net/blog/iot-developers-software-toolkit-part-i-operating-systems/>  
<https://www.intellectsoft.net/blog/smartwatch-user-interaction-how-users-interact-with-smartwatches/>  
<https://www.intellectsoft.net/blog/gadgets-that-make-you-feel-better-health-wearables-in-2017/>  
<https://www.intellectsoft.net/blog/motion-sickness-in-virtual-reality-how-big-is-the-problem/>  
<https://www.intellectsoft.net/blog/natural-language-processing-why-the-machines-still-stumble/>  
<https://www.intellectsoft.net/blog/how-we-migrated-to-parse-server-adventures-with-heroku/>  
<https://www.intellectsoft.net/blog/how-to-conduct-quick-usability-tests-for-ios-and-android-apps/>  
<https://www.intellectsoft.net/blog/6-anti-tips-for-mobile-ui-designer-or-how-to-make-a-mobile-app-usable/>  
<https://www.intellectsoft.net/blog/great-gif-examples-of-material-design-in-mobile-apps/>  
<https://www.intellectsoft.net/blog/introducing-real-pixels-dropbox-image-viewer-for-designers/>  
<https://www.intellectsoft.net/blog/enterprise-application-development-biggest-flops-and-successes/>  
<https://www.intellectsoft.net/blog/sf-mobile-entrepreneurs-meetup-tips-for-avoiding-mobile-app-development-pitfalls/>  
<https://www.intellectsoft.net/blog/10-reasons-you-should-consider-san-francisco-bay-area-for-your-startup/>  
<https://www.intellectsoft.net/blog/understanding-the-links-between-social-networks-and-business/>

- ✔ 0 Páginas bloqueadas por robots.txt
- ✔ 0 Páginas bloqueadas por meta noindex
- ✔ 0 Páginas bloqueadas por meta nofollow
- ✔ 0 Páginas con meta refresh redirect
- ✔ 453 Páginas con rel="canonical"
- ✔ 2 Páginas sin rel = "canonical"
- ✔ 4 Páginas con código rel="canonical" duplicado
- ✔ 0 Páginas con etiqueta rel="canonical" duplicada
- ✔ 421 Páginas con rel="alternate"
- ✔ 120 Páginas con atributo hreflang
- ✔ 303 Páginas sin atributo hreflang
- ✔ 0 Páginas con errores en el atributo hreflang

✘ 322 Pages with mixed content

<https://www.intellectsoft.net/blog/>  
<https://www.intellectsoft.net/blog/news/>  
<https://www.intellectsoft.net/insights/>  
<https://www.intellectsoft.net/blog/>  
<https://www.intellectsoft.net/blog/blockchain/>  
<https://www.intellectsoft.net/blog/internet-of-things/>  
<https://www.intellectsoft.net/blog/augmented-reality/>  
<https://www.intellectsoft.net/blog/artificial-intelligence/>  
<https://www.intellectsoft.net/blog/ux-ui/>  
<https://www.intellectsoft.net/blog/reshaping-construction-industry-a-story-of-digital-transformation/>  
<https://www.intellectsoft.net/blog/business/>  
<https://www.intellectsoft.net/blog/clients/>  
<https://www.intellectsoft.net/blog/how-airlines-can-save-millions-with-blockchain-case-study/>



<https://www.intellectsoft.net/blog/top-10-digital-transformation-trends-2020/>  
<https://www.intellectsoft.net/blog/tech-trends/>  
<https://www.intellectsoft.net/blog/serverless-architecture-from-buzzword-to-breakthrough...>  
<https://www.intellectsoft.net/blog/software-development/>  
<https://www.intellectsoft.net/blog/what-is-digital-transformation-strategy/>  
<https://www.intellectsoft.net/blog/what-is-digital-transformation/>  
<https://www.intellectsoft.net/blog/what-to-expect-from-ux-ui-trends-for-2020/>  
<https://www.intellectsoft.net/blog/redis-vs-mongodb/>  
<https://www.intellectsoft.net/blog/25-steps-to-launch-an-app/>  
<https://www.intellectsoft.net/blog/mobile-development/>  
<https://www.intellectsoft.net/blog/how-ai-is-transforming-the-modern-healthcare-system/>  
<https://www.intellectsoft.net/blog/whats-the-difference-between-software-developer-and-...>  
<https://www.intellectsoft.net/blog/page/2/>  
<https://www.intellectsoft.net/blog/page/3/>  
<https://www.intellectsoft.net/blog/page/4/>  
<https://www.intellectsoft.net/blog/page/52/>  
<https://www.intellectsoft.net/blog/intellectsoft-hits-two-clutch-ratings-at-once-top-a...>  
<https://www.intellectsoft.net/blog/intellectsoft-moves-closer-to-inc-500-club/>  
<https://www.intellectsoft.net/blog/intellectsoft-highest-rated-b2b-services-provider-in...>  
<https://www.intellectsoft.net/blog/intellectsoft-is-top-enterprise-and-retail-mobile-ap...>  
<https://www.intellectsoft.net/blog/best-news-apps-the-rise-of-mobile-media/>  
<https://www.intellectsoft.net/blog/digital-transformation-in-hospitality-webinar/>  
<https://www.intellectsoft.net/blog/intellectsoft-top-software-development-services-prov...>  
<https://www.intellectsoft.net/blog/digital-transformation-in-hospitality-and-entertainm...>  
<https://www.intellectsoft.net/blog/intellectsoft-announces-partnership-with-ai-company-...>  
<https://www.intellectsoft.net/blog/intellectsoft-partner-adero-ranked-among-worlds-most...>  
<https://www.intellectsoft.net/blog/intellectsoft-top-emerging-technology-services-provi...>  
<https://www.intellectsoft.net/blog/news/page/2/>  
<https://www.intellectsoft.net/blog/news/page/3/>  
<https://www.intellectsoft.net/blog/news/page/4/>  
<https://www.intellectsoft.net/blog/news/page/7/>  
<https://www.intellectsoft.net/insights/ebooks>  
<https://www.intellectsoft.net/insights/videos>  
<https://www.intellectsoft.net/insights/webinars>  
<https://www.intellectsoft.net/insights>  
<https://www.intellectsoft.net/insights>  
<https://www.intellectsoft.net/blog/blockchain-in-casino-industry/>

## Meta Análisis

4 Correcciones importantes

103 Correcciones Semi-Importantes

Asegúrate de que tus títulos y la meta descripción tienen contenido exclusivo y contienen 10-70 caracteres para los títulos y 70-320 caracteres para la descripción meta. Todos tus títulos y la meta descripción deben contener palabras clave importantes. Tus descripciones meta influirán en tus resultados de búsqueda. Comprueba tus títulos y meta descripciones con Google Search Console para obtener mensajes de advertencia sobre contenido duplicado.

### 4 Páginas con título duplicado

Intellectsoft's Clients | Cases from Across Industries

<https://www.intellectsoft.net/blog/clients/>

<https://www.intellectsoft.net/blog/community/>

Software Development Technologies

<https://www.intellectsoft.net/technologies>

<https://www.intellectsoft.net/blog/software-development/>

### 0 Páginas sin título

### 16 Páginas con título demasiado largo > 70



<https://www.intellectsoft.net/blog/reshaping-construction-industry-a-story-of-digital-t...>  
<https://www.intellectsoft.net/blog/how-airlines-can-save-millions-with-blockchain-case-...>  
<https://www.intellectsoft.net/blog/serverless-architecture-from-buzzword-to-breakthroug...>  
<https://www.intellectsoft.net/blog/how-ai-is-transforming-the-modern-healthcare-system/>  
<https://www.intellectsoft.net/blog/intellectsoft-hits-two-clutch-ratings-at-once-top-a...>  
<https://www.intellectsoft.net/blog/digital-transformation-in-hospitality-and-entertainm...>  
<https://www.intellectsoft.net/1/24/webinar-digital-transformation-in-hospitality>  
<https://www.intellectsoft.net/1/27/digital-transformation-hospitality-tech-guide>  
<https://www.intellectsoft.net/blog/ai-enterprise-software-companies-benefit-technology/>  
<https://www.intellectsoft.net/blog/advanced-imaging-algorithms-for-digital-twin-reconst...>  
<https://www.intellectsoft.net/blog/ios-app-development-process-developers-discuss-10-bi...>  
<https://www.intellectsoft.net/blog/software-and-tech-workshops/>  
<https://www.intellectsoft.net/blog/michael-minkevich-board-of-directors-member/>  
<https://www.intellectsoft.net/blog/intellectsoft-at-dreamforce-2015/>  
<https://www.intellectsoft.net/blog/2015-apple-design-award-winners/>  
<https://www.intellectsoft.net/blog/mobile-fan-experience-world-class-sports-teams/>

✔ 0 Páginas con título demasiado corto < 10

⚠ 9 Páginas sin Descripción

<https://www.intellectsoft.net/blog/reshaping-construction-industry-a-story-of-digital-t...>  
<https://www.intellectsoft.net/blog/how-airlines-can-save-millions-with-blockchain-case-...>  
<https://www.intellectsoft.net/blog/serverless-architecture-from-buzzword-to-breakthroug...>  
<https://www.intellectsoft.net/blog/what-to-expect-from-ux-ui-trends-for-2020/>  
<https://www.intellectsoft.net/blog/how-ai-is-transforming-the-modern-healthcare-system/>  
<https://www.intellectsoft.net/blog/intellectsoft-hits-two-clutch-ratings-at-once-top-a...>  
<https://www.intellectsoft.net/blog/ios-app-development-process-developers-discuss-10-bi...>  
<https://www.intellectsoft.net/blog/iphone-ipad-printable-sketching-templates/>  
<https://www.intellectsoft.net/blog/imax-android-app/>

⚠ 66 Páginas con Descripción duplicada

Closely follow mobile development trends and news in the Intellectsoft Blog section dedicated to the ever-interesting subject.

<https://www.intellectsoft.net/blog/mobile-development/>  
<https://www.intellectsoft.net/blog/mobile-development/page/2/>  
<https://www.intellectsoft.net/blog/mobile-development/page/3/>  
<https://www.intellectsoft.net/blog/mobile-development/page/4/>  
<https://www.intellectsoft.net/blog/mobile-development/page/13/>

Discover the latest IoT trends and news in the Intellectsoft Blog section dedicated to connected smart devices, Industrial IoT, and embedded software.

<https://www.intellectsoft.net/blog/internet-of-things/>  
<https://www.intellectsoft.net/blog/internet-of-things/page/2/>  
<https://www.intellectsoft.net/blog/internet-of-things/page/3/>

Explore the articles about how software development and the latest technology can help your business grow further.

<https://www.intellectsoft.net/blog/business/>  
<https://www.intellectsoft.net/blog/business/page/2/>  
<https://www.intellectsoft.net/blog/business/page/3/>  
<https://www.intellectsoft.net/blog/business/page/4/>  
<https://www.intellectsoft.net/blog/business/page/11/>  
<https://www.intellectsoft.net/blog/business/page/5/>  
<https://www.intellectsoft.net/blog/business/page/6/>  
<https://www.intellectsoft.net/blog/business/page/7/>  
<https://www.intellectsoft.net/blog/business/page/10/>  
<https://www.intellectsoft.net/blog/business/page/8/>

...

Explore the latest augmented reality trends in the Intellectsoft Blog section focused on AR technology.

<https://www.intellectsoft.net/blog/augmented-reality/>  
<https://www.intellectsoft.net/blog/augmented-reality/page/2/>

Intellectsoft blog offers you continuous and in-depth coverage on the latest information technology trends across industries. Learn more.

<https://www.intellectsoft.net/blog/tech-trends/>



<https://www.intellectsoft.net/blog/tech-trends/page/2/>

<https://www.intellectsoft.net/blog/tech-trends/page/3/>

<https://www.intellectsoft.net/blog/tech-trends/page/4/>

<https://www.intellectsoft.net/blog/tech-trends/page/9/>

<https://www.intellectsoft.net/blog/tech-trends/page/5/>

<https://www.intellectsoft.net/blog/tech-trends/page/6/>

<https://www.intellectsoft.net/blog/tech-trends/page/7/>

<https://www.intellectsoft.net/blog/tech-trends/page/8/>

Intellectsoft Blog will guide you through the latest Artificial Intelligence trends, as well as AI news. Learn more.

<https://www.intellectsoft.net/blog/artificial-intelligence/>

<https://www.intellectsoft.net/blog/artificial-intelligence/page/2/>

Intellectsoft's Blog covers interesting UI/UX news and trends, as well as touches on Customer Experience Design (CX). Learn more.

<https://www.intellectsoft.net/blog/ux-ui/>

<https://www.intellectsoft.net/blog/ux-ui/page/2/>

Keep up with the latest IT industry trends in Intellectsoft's Information Technology blog.

<https://www.intellectsoft.net/blog/>

<https://www.intellectsoft.net/blog/page/2/>

<https://www.intellectsoft.net/blog/page/3/>

<https://www.intellectsoft.net/blog/page/4/>

<https://www.intellectsoft.net/blog/page/52/>

<https://www.intellectsoft.net/blog/page/5/>

<https://www.intellectsoft.net/blog/page/6/>

<https://www.intellectsoft.net/blog/page/7/>

<https://www.intellectsoft.net/blog/page/51/>

<https://www.intellectsoft.net/blog/page/49/>

...

Learn about Intellectsoft's achievements, acquisitions, new partnerships, and other corporate news.

<https://www.intellectsoft.net/blog/news/>

<https://www.intellectsoft.net/blog/news/page/2/>

<https://www.intellectsoft.net/blog/news/page/3/>

<https://www.intellectsoft.net/blog/news/page/4/>

<https://www.intellectsoft.net/blog/news/page/7/>

<https://www.intellectsoft.net/blog/news/page/5/>

<https://www.intellectsoft.net/blog/news/page/6/>

Ongoing coverage of blockchain news, trends, and technological developments by the experts of Intellectsoft Blockchain Lab.

<https://www.intellectsoft.net/blog/blockchain/>

<https://www.intellectsoft.net/blog/blockchain/page/2/>

See what Intellectsoft created for Fortune 500 clients, SMBs, and well-funded startups in over 10 years.

<https://www.intellectsoft.net/blog/clients/>

<https://www.intellectsoft.net/blog/community/>

<https://www.intellectsoft.net/blog/community/page/2/>

<https://www.intellectsoft.net/blog/community/page/3/>

<https://www.intellectsoft.net/blog/community/page/4/>

<https://www.intellectsoft.net/blog/community/page/6/>

Stay informed on software development trends, news, and more in the wide-ranging Intellectsoft Blog section on software development.

<https://www.intellectsoft.net/blog/software-development/>

<https://www.intellectsoft.net/blog/software-development/page/2/>

<https://www.intellectsoft.net/blog/software-development/page/3/>

<https://www.intellectsoft.net/blog/software-development/page/4/>

<https://www.intellectsoft.net/blog/software-development/page/11/>

<https://www.intellectsoft.net/blog/software-development/page/5/>

#### ⚠ 12 Páginas con Descripción demasiado corta < 50

<https://www.intellectsoft.net/sitemap>

<https://www.intellectsoft.net/terms-of-use>

<https://www.intellectsoft.net/cases/blockchain>

<https://www.intellectsoft.net/blog/reshaping-construction-industry-a-story-of-digital-t...>

<https://www.intellectsoft.net/blog/how-airlines-can-save-millions-with-blockchain-case-...>

<https://www.intellectsoft.net/blog/serverless-architecture-from-buzzword-to-breakthroug...>



<https://www.intellectsoft.net/blog/what-to-expect-from-ux-ui-trends-for-2020/>  
<https://www.intellectsoft.net/blog/how-ai-is-transforming-the-modern-healthcare-system/>  
<https://www.intellectsoft.net/blog/intellectsoft-hits-two-clutch-ratings-at-once-top-a...>  
<https://www.intellectsoft.net/blog/ios-app-development-process-developers-discuss-10-bi...>  
<https://www.intellectsoft.net/blog/iphone-ipad-printable-sketching-templates/>  
<https://www.intellectsoft.net/blog/imax-android-app/>

✔ 0 Páginas con Descripción demasiado larga

## Análisis de contenido

✘ 65 Correcciones importantes

⚠ 497 Correcciones Semi-Importantes

Ten en cuenta que el contenido único desempeña un papel vital en los resultados de los motores de búsqueda. La estructura del sitio web debe incluir encabezados HTML (h1-h6). Utiliza palabras clave importantes en tus encabezados. La etiqueta H1 debe tener las palabras clave más importantes. No utilices [contenido duplicado](#) en tus etiquetas de encabezado. La mejor variante es usar h1-h3. Escribe sólo contenido único, sin contenido duplicado. Mantén tu contenido con 400 palabras o más. Los artículos demasiado largos tampoco son buenos. Es mejor mantener un valor medio. Minimiza errores de ortografía y gramática.

✔ 0 Páginas con contenido duplicado

✔ 0 Páginas con número de palabras bajo < 250

✔ 0 Páginas con etiqueta H1 vacía

✔ 0 Páginas sin etiqueta H1

⚠ 108 Páginas con H1 demasiado larga

<https://www.intellectsoft.net/services/enterprise-development>  
<https://www.intellectsoft.net/services/mobile-app-development-services>  
<https://www.intellectsoft.net/services/ui-ux-design-services>  
<https://www.intellectsoft.net/services/dedicated-development-team>  
<https://www.intellectsoft.net/platforms/hospitality>  
<https://www.intellectsoft.net/platforms/ecommerce-retail>  
<https://www.intellectsoft.net/platforms/music>  
<https://www.intellectsoft.net/solutions/ai>  
<https://www.intellectsoft.net/blog/reshaping-construction-industry-a-story-of-digital-t...>  
<https://www.intellectsoft.net/blog/top-10-digital-transformation-trends-2020/>  
<https://www.intellectsoft.net/blog/serverless-architecture-from-buzzword-to-breakthroug...>  
<https://www.intellectsoft.net/blog/what-is-digital-transformation-strategy/>  
<https://www.intellectsoft.net/blog/what-is-digital-transformation/>  
<https://www.intellectsoft.net/blog/whats-the-difference-between-software-developer-and-...>  
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✘ 40 Imágenes con estado 4xx

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✔ 0 **Imágenes con estado 5xx**

## Optimización de carga de la página

🖥 Para ordenadores de escritorio

❌ 3 Correcciones importantes

⚠ 2 Correcciones Semi-Importantes

❌ **Задать правила эффективного использования кеша для статических объектов**

Благодаря долгому времени хранения кеша страница может быстрее загружаться при повторных посещениях. [Подробнее...](#)

❌ **Сократите размер структуры DOM**

Разработчики браузеров рекомендуют размещать на странице не более 1500 элементов DOM. Оптимальные показатели: глубина дерева – менее 32 элементов, количество дочерних и родительских элементов – менее 60. Сложная структура DOM может привести к использованию большего объема памяти, замедлить [вычисление стилей](#) и увеличить затраты на [компоновку шаблонов](#). [Подробнее...](#)

❌ **Атрибуты `[id]` не уникальны на этой странице**

Значение атрибута id должно быть уникальным, так как программы для людей с ограниченными возможностями могут игнорировать повторяющиеся идентификаторы. [Подробнее...](#)

⚠ **Время выполнения кода JavaScript**

Рекомендуем сократить время на анализ, компиляцию и выполнение скриптов JS. Для этого вы можете уменьшить размер фрагментов кода JS. [Подробнее...](#)

⚠ **Минимизируйте работу в основном потоке**

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### ✔ Избегайте большого количества переадресаций

Переадресации могут стать причиной дополнительных задержек при загрузке страницы. [Подробнее...](#)

### ✔ Включите сжатие текста

Чтобы уменьшить расход сетевого трафика, рекомендуем сжимать текстовые ресурсы (gzip, deflate или brotli). [Подробнее...](#)

### ✔ Короткое время ответа сервера (время до получения первого байта)

Время до первого байта – показатель, который определяет интервал времени между отправкой запроса и ответом вашего сервера. [Подробнее...](#)

### ✔ Уменьшите размер кода CSS

Уменьшив файлы CSS, вы можете сократить объем полезной сетевой нагрузки. [Подробнее...](#)

### ✔ Уменьшите размер кода JavaScript

Уменьшив файлы JavaScript, вы можете сократить объем полезной нагрузки и время анализа скриптов. [Подробнее...](#)

### ✔ Устраните ресурсы, блокирующие отображение

Некоторые ресурсы блокируют первую отрисовку страницы. Рекомендуем встроить критическую часть данных JS/CSS в код HTML и отложить загрузку остальных ресурсов. [Подробнее...](#)

### ✔ Настройте эффективную кодировку изображений

Оптимизированные изображения загружаются быстрее и меньше расходуют мобильный трафик. [Подробнее...](#)

### ✔ Страница доступна для индексации

Поисковые системы не смогут включать ваши страницы в результаты поиска, если вы не предоставите разрешение на сканирование. [Подробнее...](#)

### ✔ Отложите загрузку скрытых изображений

Чтобы уменьшить время загрузки для взаимодействия, рекомендуем настроить отложенную загрузку скрытых изображений. Тогда основные ресурсы сайта будут загружаться в первую очередь. [Подробнее...](#)

### ✔ Настройте подходящий размер изображений

Чтобы сэкономить мобильный трафик и ускорить загрузку страницы, следите за тем, чтобы размеры ваших изображений соответствовали требованиям. [Подробнее...](#)



Para móvil

✘ 4 Correcciones importantes

⚠ 2 Correcciones Semi-Importantes

### ✘ Минимизируйте работу в основном потоке

Рекомендуем сократить время на анализ, компиляцию и выполнение скриптов JS. Для этого вы можете уменьшить размер фрагментов кода JS. [Подробнее...](#)

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Благодаря долгому времени хранения кеша страница может быстрее загружаться при повторных посещениях. [Подробнее...](#)

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Уменьшив файлы CSS, вы можете сократить объем полезной сетевой нагрузки. [Подробнее...](#)

### ✅ Уменьшите размер кода JavaScript

Уменьшив файлы JavaScript, вы можете сократить объем полезной нагрузки и время анализа скриптов. [Подробнее...](#)

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## Usabilidad y Tecnología

✖ 0 Correcciones importantes

⚠ 1 Correcciones Semi-Importantes

Esta sección cubre la usabilidad y los requisitos técnicos que se aplican a un sitio web que funciona correctamente. Comienza por verificar si tu sitio web tiene el favicon en su lugar, margen válido y página de error 404 personalizada. También verifica la velocidad de carga y ejecución de tu sitio web, ya que afecta directamente al ranking y comprueba si es seguro para navegar.

### ✅ Favicon

Asegúrate de que tienes un favicon para tu sitio web y que se relaciona con tu marca. El favicon debe dar a tu sitio web un aspecto profesional, una fácil identificación y marca.

### ✅ Página 404 personalizada

Usa una [página 404 personalizada](#). Si creas correctamente tu página personalizada 404, ayudará a las personas a encontrar todo el contenido adecuado, a proporcionar otra información útil y animarles a que sigan tu sitio web.

### ✅ Velocidad del sitio web avg: 82 ms

Es importante tener una [velocidad de carga](#) rápida, ya que tiene un gran impacto en el posicionamiento de tu sitio web. Una buena velocidad de carga traerá más visitantes y te recompensará con mejores porcentajes de conversión.

### ✅ Navegación segura

Evita el phishing y malware para tu sitio web. Puedes hacer que tu sitio web funcione de manera segura con [Google Safe browsing](#).



### Validación W3C HTML

Asegúrate de usar un marcado válido que no contenga errores HTML. Con errores de sintaxis dificultas la indexación de tu página para los motores de búsqueda.

Puedes comprobar errores en el sitio web con [W3C validation service](#) y asegurarte de que tu sitio cumple con los estándares web.