

# Website Analysis: par-st.ru

Generated on June 19 2025 15:51 PM

The score is 43/100



## SEO Content

|    | Title                                                                                                                                            | <p>Кровельные, фасадные строительные материалы в Москве, Партнер Строй (ООО Партнер) - официальный сайт дилера Grand Line, Металл Профиль, Stynergy</p> <p>Length : 144</p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>                                                                                                                                                                         |          |         |       |                                                                                                                                                  |      |         |       |                                                                         |     |                    |
|------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---------|-------|--------------------------------------------------------------------------------------------------------------------------------------------------|------|---------|-------|-------------------------------------------------------------------------|-----|--------------------|
|   | Description                                                                                                                                      | <p>Продажа строительных кровельных и фасадных материалов оптом и в розницу по низким ценам в интернет-магазине Партнер Строй. Купить стройматериалы Гранд Лайн и ведущих производителей с доставкой по Москве и Московской области. ООО Партнер - официальный дилер Grand Line, Металл Профиль, Stynergy, Docke</p> <p>Length : 301</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p> |          |         |       |                                                                                                                                                  |      |         |       |                                                                         |     |                    |
|  | Keywords                                                                                                                                         | <p>Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.</p>                                                                                                                                                                                                                                                                                                                                                                 |          |         |       |                                                                                                                                                  |      |         |       |                                                                         |     |                    |
|  | Og Meta Properties                                                                                                                               | <p>Good, your page take advantage of Og Properties.</p> <table><tr><th>Property</th><th>Content</th></tr><tr><td>title</td><td>Кровельные, фасадные строительные материалы в Москве, Партнер Строй (ООО Партнер) - официальный сайт дилера Grand Line, Металл Профиль, Stynergy</td></tr><tr><td>type</td><td>website</td></tr><tr><td>image</td><td>https://par-st.ru/upload/CNext/1f6/45u1qrwlmsmdk7a73xbk5n5s6g3wzo29.svg</td></tr><tr><td>url</td><td>https://par-st.ru/</td></tr></table>             | Property | Content | title | Кровельные, фасадные строительные материалы в Москве, Партнер Строй (ООО Партнер) - официальный сайт дилера Grand Line, Металл Профиль, Stynergy | type | website | image | https://par-st.ru/upload/CNext/1f6/45u1qrwlmsmdk7a73xbk5n5s6g3wzo29.svg | url | https://par-st.ru/ |
| Property                                                                           | Content                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |          |         |       |                                                                                                                                                  |      |         |       |                                                                         |     |                    |
| title                                                                              | Кровельные, фасадные строительные материалы в Москве, Партнер Строй (ООО Партнер) - официальный сайт дилера Grand Line, Металл Профиль, Stynergy |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |          |         |       |                                                                                                                                                  |      |         |       |                                                                         |     |                    |
| type                                                                               | website                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |          |         |       |                                                                                                                                                  |      |         |       |                                                                         |     |                    |
| image                                                                              | https://par-st.ru/upload/CNext/1f6/45u1qrwlmsmdk7a73xbk5n5s6g3wzo29.svg                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |          |         |       |                                                                                                                                                  |      |         |       |                                                                         |     |                    |
| url                                                                                | https://par-st.ru/                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |          |         |       |                                                                                                                                                  |      |         |       |                                                                         |     |                    |

## SEO Content

|                                                                                    |                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |    |    |    |    |    |    |   |   |   |   |   |   |
|------------------------------------------------------------------------------------|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|----|----|----|----|----|---|---|---|---|---|---|
|                                                                                    |                 | <div>description</div> <div>Продажа строительных кровельных и фасадных материалов оптом и в розницу по низким ценам в интернет-магазине Партнер Строй. Купить стройматериалы Гранд Лайн и ведущих производителей с доставкой по Москве и Московской области. ООО Партнер - официальный дилер Grand Line, Металл Профиль, Stynergy, Dock...</div>                                                                                                                                             |    |    |    |    |    |    |   |   |   |   |   |   |
|    | Headings        | <table><tr><td>H1</td><td>H2</td><td>H3</td><td>H4</td><td>H5</td><td>H6</td></tr><tr><td>1</td><td>1</td><td>0</td><td>0</td><td>0</td><td>0</td></tr></table> <ul style="list-style-type: none"><li>• [H1] Кровельные и фасадные стройматериалы Гранд Лайн, Металл Профиль, Стинержи по низким ценам в магазине Партнер</li><li>• [H2] Партнер Строй - официальный дилер стройматериалов для кровли и фасада Grand Line, Металл Профиль, Стинержи в Москве и Московской области.</li></ul> | H1 | H2 | H3 | H4 | H5 | H6 | 1 | 1 | 0 | 0 | 0 | 0 |
| H1                                                                                 | H2              | H3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | H4 | H5 | H6 |    |    |    |   |   |   |   |   |   |
| 1                                                                                  | 1               | 0                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 0  | 0  | 0  |    |    |    |   |   |   |   |   |   |
|    | Images          | <div>We found 64 images on this web page.</div> <div>1 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</div>                                                                                                                                                                                                                                                                                              |    |    |    |    |    |    |   |   |   |   |   |   |
|  | Text/HTML Ratio | <div>Ratio : 1%</div> <div>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</div>                                                                                                                                                                                                                                                                                                                                  |    |    |    |    |    |    |   |   |   |   |   |   |
|  | Flash           | <div>Perfect, no Flash content has been detected on this page.</div>                                                                                                                                                                                                                                                                                                                                                                                                                         |    |    |    |    |    |    |   |   |   |   |   |   |
|  | Iframe          | <div>Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.</div>                                                                                                                                                                                                                                                                                                                                                                                |    |    |    |    |    |    |   |   |   |   |   |   |

## SEO Links

|                                                                                    |                         |                                                                                                       |
|------------------------------------------------------------------------------------|-------------------------|-------------------------------------------------------------------------------------------------------|
|  | URL Rewrite             | <p>Good. Your links looks friendly!</p>                                                               |
|  | Underscores in the URLs | <p>We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.</p> |
|  | In-page links           | <p>We found a total of 38 links including 0 link(s) to files</p>                                      |
|  | Statistics              | <p>External Links : noFollow 7.89%</p> <p>External Links : Passing Juice 0%</p>                       |

## SEO Links

Internal Links 92.11%

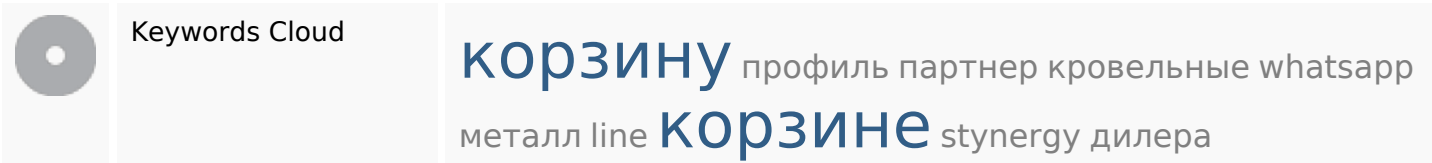
### In-page links

| Anchor                                                                                                | Type     | Juice         |
|-------------------------------------------------------------------------------------------------------|----------|---------------|
| <a href="#">WhatsApp</a>                                                                              | External | noFollow      |
| <a href="#">Написать на WhatsApp</a>                                                                  | External | noFollow      |
| =                                                                                                     | Internal | Passing Juice |
| =                                                                                                     | Internal | Passing Juice |
| <a href="#">Смотреть фалыц</a>                                                                        | Internal | Passing Juice |
| =                                                                                                     | Internal | Passing Juice |
| =                                                                                                     | Internal | Passing Juice |
| =                                                                                                     | Internal | Passing Juice |
| =                                                                                                     | Internal | Passing Juice |
| =                                                                                                     | Internal | Passing Juice |
| =                                                                                                     | Internal | Passing Juice |
| =                                                                                                     | Internal | Passing Juice |
| <a href="#">Подробнее</a>                                                                             | Internal | Passing Juice |
| <a href="#">Все новости</a>                                                                           | Internal | Passing Juice |
| <a href="#">Повышение цен на металлический штакетник Грандлайн с 26.05.2025</a>                       | Internal | Passing Juice |
| <a href="#">Повышение цен на профилированную продукцию Grand Line (кроме штакетника) с 21.05.2025</a> | Internal | Passing Juice |
| <a href="#">Режим работы в майские праздники 2025</a>                                                 | Internal | Passing Juice |
| <a href="#">Все статьи</a>                                                                            | Internal | Passing Juice |
| <a href="#">Инструкция по монтажу снегозадержателей Grand Line</a>                                    | Internal | Passing Juice |
| <a href="#">Чердачная лестница своими руками или готовая лестница с люком?</a>                        | Internal | Passing Juice |
| <a href="#">Размеры металлочерепицы Grand Line</a>                                                    | Internal | Passing Juice |
| <a href="#">Компания</a>                                                                              | Internal | Passing Juice |

In-page links

|                                             |          |               |
|---------------------------------------------|----------|---------------|
| <a href="#">Сотрудники</a>                  | Internal | Passing Juice |
| <a href="#">Вакансии</a>                    | Internal | Passing Juice |
| <a href="#">Отзывы</a>                      | Internal | Passing Juice |
| <a href="#">Сертификаты</a>                 | Internal | Passing Juice |
| <a href="#">Контакты</a>                    | Internal | Passing Juice |
| <a href="#">Политика конфиденциальности</a> | Internal | Passing Juice |
| <a href="#">Помощь</a>                      | Internal | Passing Juice |
| <a href="#">Как оформить заказ</a>          | Internal | Passing Juice |
| <a href="#">Условия оплаты</a>              | Internal | Passing Juice |
| <a href="#">Условия доставки</a>            | Internal | Passing Juice |
| <a href="#">Обмен и возврат товара</a>      | Internal | Passing Juice |
| <a href="#">Акции</a>                       | Internal | Passing Juice |
| <a href="#">Вопрос-ответ</a>                | Internal | Passing Juice |
| <a href="#">Бренды</a>                      | Internal | Passing Juice |
| <a href="#">Расчет материалов</a>           | Internal | Passing Juice |
| <a href="#">JerryLab</a>                    | External | noFollow      |

SEO Keywords



Keywords Consistency

| Keyword    | Content | Title | Keywords | Description | Headings |
|------------|---------|-------|----------|-------------|----------|
| корзине    | 18      | ✗     | ✗        | ✗           | ✗        |
| корзину    | 18      | ✗     | ✗        | ✗           | ✗        |
| партнер    | 2       | ✓     | ✗        | ✓           | ✓        |
| кровельные | 1       | ✓     | ✗        | ✗           | ✓        |

## Keywords Consistency

line

1



## Usability

|  |              |                                                   |
|--|--------------|---------------------------------------------------|
|  | Url          | Domain : par-st.ru<br>Length : 9                  |
|  | Favicon      | Great, your website has a favicon.                |
|  | Printability | We could not find a Print-Friendly CSS.           |
|  | Language     | Good. Your declared language is ru.               |
|  | Dublin Core  | This page does not take advantage of Dublin Core. |

## Document

|                 | Doctype         | HTML 5                                                                                                                                                                                                                                                                   |                 |             |     |   |
|-----------------|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-------------|-----|---|
|                 | Encoding        | Perfect. Your declared charset is UTF-8.                                                                                                                                                                                                                                 |                 |             |     |   |
|                 | W3C Validity    | Errors : 11<br>Warnings : 0                                                                                                                                                                                                                                              |                 |             |     |   |
|                 | Email Privacy   | Warning! At least one email address has been found in the plain text.<br>Use <a href="#">free antispam protector</a> to hide email from spammers.                                                                                                                        |                 |             |     |   |
|                 | Deprecated HTML | <table><tr><th>Deprecated tags</th><th>Occurrences</th></tr><tr><td>&lt;u&gt;</td><td>2</td></tr></table> <p>Deprecated HTML tags are HTML tags that are no longer used. It is recommended that you remove or replace these HTML tags because they are now obsolete.</p> | Deprecated tags | Occurrences | <u> | 2 |
| Deprecated tags | Occurrences     |                                                                                                                                                                                                                                                                          |                 |             |     |   |
| <u>             | 2               |                                                                                                                                                                                                                                                                          |                 |             |     |   |
|                 | Speed Tips      | <div> Attention! Try to avoid nested tables in HTML.</div> <div> Too bad, your website is using inline styles.</div> <div> Too bad, your website has too many CSS files (more than 4).</div>                                                                             |                 |             |     |   |

## Document



Too bad, your website has too many JS files (more than 6).



Too bad, your website does not take advantage of gzip.

## Mobile



### Mobile Optimization



Apple Icon



Meta Viewport Tag



Flash content

## Optimization



### XML Sitemap

Great, your website has an XML sitemap.

<http://par-st.ru/sitemap.xml>

<https://par-st.ru/sitemap.xml>



### Robots.txt

<http://par-st.ru/robots.txt>

Great, your website has a robots.txt file.



### Analytics

Missing

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.