

# Website review ikea.it

Generated on September 24 2022 20:54 PM






The score is 54/100





## SEO Content

	Title	Mobili e Accessori per l'Arredamento della Casa - IKEA IT <b>Length : 62</b> Perfect, your title contains between 10 and 70 characters.																
	Description	Tutto per l'arredamento della casa: divani, letti, lampade, mobili e accessori per bagno, camera da letto, cucine, soggiorni e camerette. Nei negozi e online su IKEA.it. <b>Length : 169</b> Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.																
	Keywords	Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.																
	Og Meta Properties	Good, your page take advantage of Og Properties. <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>title</td><td>Mobili e Accessori per l'Arredamento della Casa</td></tr><tr><td>description</td><td>Tutto per l'arredamento della casa: divani, letti, lampade, mobili e accessori per bagno, camera da letto, cucine, soggiorni e camerette. Nei negozi e online su IKEA.it.</td></tr><tr><td>type</td><td>article</td></tr><tr><td>url</td><td>https://www.ikea.com/it/it/</td></tr><tr><td>image</td><td>https://www.ikea.com/images/ikea-italia-7651d2cd373a2871a552fe2ed7880472.png?f=xxxl</td></tr><tr><td>image:width</td><td>950</td></tr><tr><td>image:height</td><td>535</td></tr></tbody></table>	Property	Content	title	Mobili e Accessori per l'Arredamento della Casa	description	Tutto per l'arredamento della casa: divani, letti, lampade, mobili e accessori per bagno, camera da letto, cucine, soggiorni e camerette. Nei negozi e online su IKEA.it.	type	article	url	https://www.ikea.com/it/it/	image	https://www.ikea.com/images/ikea-italia-7651d2cd373a2871a552fe2ed7880472.png?f=xxxl	image:width	950	image:height	535
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## SEO Content

	Headings	<b>H1</b> 1	<b>H2</b> 8	<b>H3</b> 10	<b>H4</b> 0	<b>H5</b> 0	<b>H6</b> 0
		<ul style="list-style-type: none"><li>• [H1] Benvenuto in IKEA</li><li>• [H2] In IKEA trovi sempre qualcosa di nuovo pensato per te</li><li>• [H2] Collezione KRÖSAMOS in edizione limitata</li><li>• [H2] OBEGRÄNSAD in collaborazione con Swedish House Mafia</li><li>• [H2] Adesso in IKEA</li><li>• [H2] Doppio peso, stesso prezzo</li><li>• [H2] Servizi IKEA</li><li>• [H2] Una casa più sostenibile</li><li>• [H2] Informazioni importanti</li><li>• [H3] Abbassiamo i prezzi dove possiamo</li><li>• [H3] Offerte IKEA Family</li><li>• [H3] Accessori a prezzi bassi</li><li>• [H3] Realizza la casa dei tuoi sogni e finanzia in comode rate</li><li>• [H3] Ricevere i tuoi acquisti a casa con la consegna pacchi leggeri è ancora più conveniente!</li><li>• [H3] Scopri tutti i servizi</li><li>• [H3] Semplici cambiamenti per una vita più sostenibile</li><li>• [H3] Misure di sicurezza</li><li>• [H3] Richiamo prodotti dal mercato</li><li>• [H3] Fissa i mobili alla parete</li></ul>					
	Images	We found 62 images on this web page.  39 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.					
	Text/HTML Ratio	Ratio : <b>11%</b>  This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.					
	Flash	Perfect, no Flash content has been detected on this page.					
	Iframe	Great, there are no Iframes detected on this page.					

## SEO Links

	URL Rewrite	Good. Your links looks friendly!
	Underscores in the URLs	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 63 links including 0 link(s) to files

## SEO Links

		
	Statistics	External Links : noFollow 0% External Links : Passing Juice 93.65% Internal Links 6.35%

## In-page links

Anchor	Type	Juice
<a href="#">Prodotti</a>	External	Passing Juice
<a href="#">Ambienti</a>	External	Passing Juice
<a href="#">Offerte</a>	External	Passing Juice
<a href="#">Mobili</a>	External	Passing Juice
<a href="#">Tessili</a>	External	Passing Juice
<a href="#">Articoli per la tavola e la cucina</a>	External	Passing Juice
<a href="#">Organizzare e contenere</a>	External	Passing Juice
<a href="#">Illuminazione</a>	External	Passing Juice
<a href="#">Decorazioni</a>	External	Passing Juice
<a href="#">Letti e materassi</a>	External	Passing Juice
<a href="#">Cucine ed elettrodomestici</a>	External	Passing Juice
<a href="#">Mobili e soluzioni per bagno</a>	External	Passing Juice
<a href="#">Mobili e accessori per bambini</a>	External	Passing Juice
<a href="#">Lavorare da casa</a>	External	Passing Juice
<a href="#">Piante e vasi</a>	External	Passing Juice
<a href="#">Smart home e Domotica</a>	External	Passing Juice
<a href="#">Elettronica</a>	External	Passing Juice
<a href="#">Gastronomia svedese</a>	External	Passing Juice
<a href="#">Articoli per lavanderia e pulizia</a>	External	Passing Juice
<a href="#">Bricolage</a>	External	Passing Juice

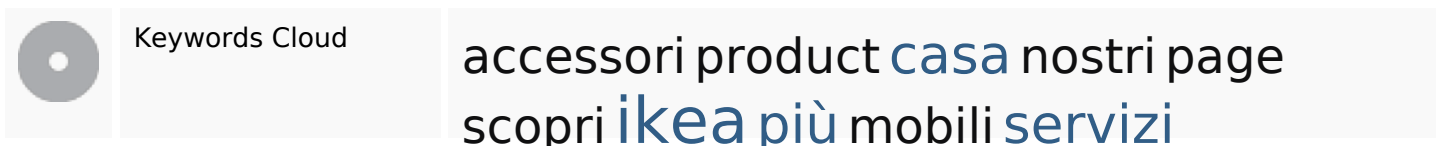
## In-page links

<a href="#">Accessori per animali</a>	External	Passing Juice
<a href="#">Tappeti, zerbini e pavimenti</a>	External	Passing Juice
<a href="#">Mobili e accessori da esterno</a>	External	Passing Juice
<a href="#">Estate</a>	External	Passing Juice
<a href="#">Novità</a>	External	Passing Juice
<a href="#">Planner e configuratori</a>	External	Passing Juice
<a href="#">Idee e ispirazione</a>	External	Passing Juice
<a href="#">I nostri servizi</a>	External	Passing Juice
<a href="#">Adesso in IKEA</a>	External	Passing Juice
<a href="#">Servizio clienti</a>	External	Passing Juice
<a href="#">Dov'è il mio ordine?</a>	External	Passing Juice
<a href="#">I nostri punti vendita</a>	External	Passing Juice
<a href="#">Ristorante e bar</a>	External	Passing Juice
<a href="#">IKEA Family</a>	External	Passing Juice
<a href="#">IKEA Business Network</a>	External	Passing Juice
<a href="#">Galleria di soluzioni d'arredo</a>	External	Passing Juice
<a href="#">Case</a>	External	Passing Juice
<a href="#">Idee regalo</a>	External	Passing Juice
<a href="#">Casa IKEA blog</a>	External	Passing Juice
<a href="#">Consulenza online o in negozio</a>	External	Passing Juice
<a href="#">Servizi di consegna</a>	External	Passing Juice
<a href="#">Montaggio</a>	External	Passing Juice
<a href="#">Servizi Tuttofare</a>	External	Passing Juice
<a href="#">Servizi per la cucina</a>	External	Passing Juice
<a href="#">Novità</a>	External	Passing Juice
<a href="#">Edizione limitata</a>	External	Passing Juice
<a href="#">I più venduti</a>	External	Passing Juice
<a href="#">Fine serie</a>	External	Passing Juice

## In-page links

<a href="#">Sostenibilità</a>	External	Passing Juice
<a href="#">Come risparmiare acqua</a>	External	Passing Juice
<a href="#">Come risparmiare energia</a>	External	Passing Juice
<a href="#">Come ridurre i rifiuti</a>	External	Passing Juice
<a href="#">Come vivere in una casa più sana</a>	External	Passing Juice
<a href="#">Scegli mobili sostenibili</a>	External	Passing Juice
<a href="#">Come scegliere materiali più sostenibili</a>	External	Passing Juice
<a href="#">Come mangiare in modo più sostenibile</a>	External	Passing Juice
<a href="#">Gesti concreti</a>	External	Passing Juice
<a href="#">Accessori</a>	External	Passing Juice
<a href="#">Salta l'elenco</a>	Internal	Passing Juice
<a href="#">servizio di clicca e ritira</a>	External	Passing Juice
<a href="#">Skip listing</a>	Internal	Passing Juice
<a href="#">Skip listing</a>	Internal	Passing Juice
<a href="#">Salta l'elenco</a>	Internal	Passing Juice




## SEO Keywords






## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
ikea	22	✓	✗	✓	✓
più	16	✗	✗	✗	✓
casa	15	✓	✗	✓	✓
servizi	15	✗	✗	✗	✓
mobili	12	✓	✗	✓	✓


## Usability

	Url	Domain : ikea.it Length : 7
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is it.
	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 : 123 Warnings : 14
	Email Privacy	Great no email address has been found in plain text!
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<ul style="list-style-type: none"><li> Excellent, your website doesn't use nested tables.</li><li> Too bad, your website is using inline styles.</li><li> Too bad, your website has too many CSS files (more than 4).</li><li> Too bad, your website has too many JS files (more than 6).</li><li> Perfect, your website takes advantage of gzip.</li></ul>

## Mobile

	Mobile Optimization	<ul style="list-style-type: none"><li data-bbox="555 197 767 232">✘ Apple Icon</li><li data-bbox="555 264 879 300">✔ Meta Viewport Tag</li><li data-bbox="555 331 810 367">✔ Flash content</li></ul>
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## Optimization

	XML Sitemap	<p data-bbox="539 577 1094 613">Great, your website has an XML sitemap.</p> <div data-bbox="549 645 1481 707"><a data-bbox="549 658 911 689" href="https://www.ikea.com/it/it/">https://www.ikea.com/it/it/</a></div>
	Robots.txt	<p data-bbox="539 734 847 770"><a href="http://ikea.it/robots.txt">http://ikea.it/robots.txt</a></p> <p data-bbox="539 801 1082 837">Great, your website has a robots.txt file.</p>
	Analytics	<p data-bbox="539 869 644 904">Missing</p> <p data-bbox="539 936 1337 972">We didn't detect an analytics tool installed on this website.</p> <p data-bbox="539 1003 1449 1106">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.</p>