

Website review rakuten.co.jp



Generated on October 13 2016 04:32 AM





The score is 43/100







SEO Content

	Title	<p>Shopping is Entertainment! </p> <p>Length : 70</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p>Length : 111</p> <p>Great, your meta description contains between 70 and 160 characters.</p>												
	Keywords	<p>Good, your page contains meta keywords.</p>												
	Og Meta Properties	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="542 1444 1481 2011"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>title</td> <td>Shopping is Entertainment! </td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>description</td> <td></td> </tr> <tr> <td>image</td> <td>http://a.ichiba.jp.rakuten-static.com/com/img/home/logo/logo_w200_h200.gif</td> </tr> <tr> <td>site_name</td> <td></td> </tr> </tbody> </table>	Property	Content	title	Shopping is Entertainment!	type	website	description		image	http://a.ichiba.jp.rakuten-static.com/com/img/home/logo/logo_w200_h200.gif	site_name	
Property	Content													
title	Shopping is Entertainment!													
type	website													
description														
image	http://a.ichiba.jp.rakuten-static.com/com/img/home/logo/logo_w200_h200.gif													
site_name														
	Headings	<p>H1 H2 H3 H4 H5 H6</p>												

SEO Content

		<ul style="list-style-type: none"> • [H3] XXXXXXXXXXXX (2016年10月1日) • [H3] XXXXXXXXXX • [H3] XXXXXXXXXX • [H3] XXXXXXXXXX • [H3] XXXXX • [H3] XXXXXXXXXXXX • [H3] XXXXXXXXXX
	Images	<p>We found 229 images on this web page.</p> <p>193 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>
	Text/HTML Ratio	<p>Ratio : 4%</p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>
	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	Bad. Your links have query string.
	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 436 links including 1 link(s) to files
	Statistics	<p>External Links : noFollow 1.38%</p> <p>External Links : Passing Juice 5.5%</p> <p>Internal Links 93.12%</p>

In-page links

Anchor	Type	Juice
XXXXDEAL	Internal	Passing Juice

In-page links

Rebates	Internal	Passing Juice
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infoseek	Internal	Passing Juice
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□□□□	Internal	Passing Juice
Edy	Internal	Passing Juice
\${v.servicename}	Internal	Passing Juice
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ROOM	Internal	Passing Juice
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Rebates	Internal	Passing Juice

In-page links

○○○○○○○○○○	Internal	Passing Juice
○○○○○○○○○○	Internal	Passing Juice
○○Edy	Internal	Passing Juice
○○○○○	Internal	Passing Juice
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○○○	Internal	Passing Juice
○○○○○	Internal	Passing Juice
=	External	Passing Juice
○○○	Internal	Passing Juice
English	External	Passing Juice
&#20013;&#25991;&#40;&#31616;&#20307;&#23383;&#41:	External	Passing Juice
&#20013;&#25991;&#40;&#32321;&#39636;&#23383;&#41:	External	Passing Juice
&#54620;&#44397;&#50612:	External	Passing Juice
○○	Internal	noFollow
○○	External	noFollow
○○○	External	noFollow
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In-page links

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#SHOPNAME#	Internal	Passing Juice
#ITEMIMG#	Internal	Passing Juice
iPhone7□□□□	Internal	Passing Juice
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In-page links

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In-page links

📺	Internal	Passing Juice
📺📺📺	Internal	Passing Juice
Kobo📺📺📺	Internal	Passing Juice
iPhone / iPad📺📺📺	Internal	Passing Juice
Android📺📺📺	Internal	Passing Juice
📺📺📺📺📺📺	Internal	Passing Juice
📺📺📺📺	Internal	Passing Juice
Kobo Aura	Internal	Passing Juice
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📺📺📺	Internal	Passing Juice
CD DVD📺📺📺	Internal	Passing Juice
📺📺📺	Internal	Passing Juice
📺📺 (📺SHOWTIME)	Internal	Passing Juice
📺📺 Global TV	Internal	Passing Juice
📺📺📺	Internal	Passing Juice
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In-page links

リンク	Internal	Passing Juice
リンク	External	Passing Juice
リンクPINK	External	Passing Juice
リンクANA	External	Passing Juice
リンク	External	Passing Juice
リンク	External	Passing Juice
リンク	External	Passing Juice
リンク	External	Passing Juice
リンク	Internal	Passing Juice
リンクEdy	Internal	Passing Juice
リンク	Internal	Passing Juice
リンク	Internal	Passing Juice
Viber	External	Passing Juice
リンク	Internal	Passing Juice
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リンク	Internal	Passing Juice
Infoseek	External	Passing Juice
リンク	Internal	Passing Juice
リンク	Internal	Passing Juice
リンクKobo	Internal	Passing Juice
リンクtoto	Internal	Passing Juice
リンク	Internal	Passing Juice
リンク	Internal	Passing Juice
リンクSHOWTIME	Internal	Passing Juice

In-page links

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TwitterXXXXXXXXXXXXXXXX10	Internal	Passing Juice
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In-page links

アパレル通販	Internal	Passing Juice
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アパレル	Internal	Passing Juice
Rmagazine	Internal	Passing Juice
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アパレルde	Internal	Passing Juice
アパレル	Internal	Passing Juice
アパレルBOX	Internal	Passing Juice
アパレル	Internal	Passing Juice
アパレル	Internal	Passing Juice
アパレル	Internal	Passing Juice
RaCoupon	Internal	Passing Juice
Stylife	Internal	Passing Juice
ROOM	Internal	Passing Juice
アパレル	Internal	Passing Juice
Rebates	Internal	Passing Juice
アパレル	Internal	Passing Juice
RAXY	Internal	Passing Juice
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アパレル	Internal	Passing Juice
アパレルGORA	Internal	Passing Juice
アパレル	Internal	Passing Juice

In-page links

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Viki○○○ Global TV○	Internal	Passing Juice
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In-page links

Home	Internal	Passing Juice
About Us	Internal	Passing Juice
Investor Relations	Internal	Passing Juice
Sustainability [CSR]	Internal	Passing Juice
Products	Internal	Passing Juice
Services	Internal	Passing Juice
Partners	Internal	Passing Juice
Careers	Internal	Passing Juice
Press	External	Passing Juice
Contact Us	External	Passing Juice
Rakuten.com [Global]	External	Passing Juice
Rakuten.de [Germany]	External	Passing Juice
PriceMinister [France]	External	Passing Juice
Rakuten.com [Japan]	External	Passing Juice
Rakuten.com.br [Brazil]	External	Passing Juice

SEO Keywords



Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
banner1	10	✗	✗	✗	✗
image1	7	✗	✗	✗	✗
image1	6	✗	✗	✗	✗
text111	6	✗	✗	✗	✗

Keywords Consistency

□□□□□□

6



Usability

	Url	Domain : rakuten.co.jp Length : 13
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is ja.
	Dublin Core	This page does not take advantage of Dublin Core.

Document

	Doctype	HTML 5				
	Encoding	Perfect. Your declared charset is EUC-JP.				
	W3C Validity	Errors : 983 Warnings : 18				
	Email Privacy	Great no email address has been found in plain text!				
	Deprecated HTML	<table><thead><tr><th>Deprecated tags</th><th>Occurrences</th></tr></thead><tbody><tr><td></td><td>1</td></tr></tbody></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		1
Deprecated tags	Occurrences					
	1					
	Speed Tips	<ul style="list-style-type: none"> Excellent, your website doesn't use nested tables. Too bad, your website is using inline styles.				

Document

- ✔ Great, your website has few CSS files.
- ✘ Too bad, your website has too many JS files (more than 6).
- ✔ Perfect, your website takes advantage of gzip.

Mobile



Mobile Optimization

- ✔ Apple Icon
- ✘ Meta Viewport Tag
- ✔ Flash content

Optimization



XML Sitemap

Missing

Your website does not have an XML sitemap - this can be problematic.

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.



Robots.txt

<http://rakuten.co.jp/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.