



# Website review rector.by

Generated on June 15 2020 18:50 PM





The score is 65/100







## SEO Content

|             | Title   | Центр корпоративного обученияРЕКТОР- Обучение персонала<br><br>Length : 57<br><br>Perfect, your title contains between 10 and 70 characters.   |          |         |     |                   |       |  |             |   |   |   |   |   |
|-------------|---|--|----------|---------|-----|-------------------|-------|--|-------------|---|---|---|---|---|
|             | Description   | Курсы обучения персонала в Минске. &#127891; Программы обучения:  менеджеров,  специалистов по продажам,  hr,  разрешению конфликтов,  личностные тренинги и другие<br><br>Length : 172<br><br>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><tr><th>Property</th><th>Content</th></tr><tr><td>url</td><td>https://rector.by</td></tr><tr><td>image</td><td>https://rector.by/upload/content/img_origin/1542628824_cover.jpg</td></tr><tr><td>description</td><td>Курсы обучения персонала в Минске. &amp;#127891; Программы обучения:  менеджеров,  специалистов по продажам,  hr,  разрешению конфликтов,  личностные тренинги и другие</td></tr></table> | Property | Content | url | https://rector.by | image | https://rector.by/upload/content/img_origin/1542628824_cover.jpg | description | Курсы обучения персонала в Минске. &#127891; Программы обучения:  менеджеров,  специалистов по продажам,  hr,  разрешению конфликтов,  личностные тренинги и другие |   |   |   |   |
| Property    | Content   |  |          |         |     |                   |       |  |             |   |   |   |   |   |
| url         | https://rector.by   |  |          |         |     |                   |       |  |             |   |   |   |   |   |
| image       | https://rector.by/upload/content/img_origin/1542628824_cover.jpg  |  |          |         |     |                   |       |  |             |   |   |   |   |   |
| description | Курсы обучения персонала в Минске. &#127891; Программы обучения:  менеджеров,  специалистов по продажам,  hr,  разрешению конфликтов,  личностные тренинги и другие |  |          |         |     |                   |       |  |             |   |   |   |   |   |
|             | 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>4</td><td>0</td><td>0</td><td>1</td><td>0</td></tr></table> <ul style="list-style-type: none"><li>• [H1] Эксперты в обучении персонала</li><li>• [H2] Преимущества корпоративного обучения персонала</li><li>• [H2] Топ программ по обучению персонала</li></ul>   | H1       | H2      | H3  | H4                | H5    | H6   | 1           | 4   | 0 | 0 | 1 | 0 |
| H1          | H2  | H3   | H4       | H5      | H6  |                   |       |  |             |   |   |   |   |   |
| 1           | 4   | 0  | 0        | 1       | 0   |                   |       |  |             |   |   |   |   |   |

## SEO Content

|  |                 |   |
|--|-----------------|---|
|  |                 | <ul style="list-style-type: none"> <li>• [H2] Результаты, которые дают бизнес-тренинги</li> <li>• [H2] Хотите подготовить сотрудников к 2021 году? Начните сейчас!</li> <li>• [H5]</li> </ul> |
|  | Images          | <p>We found 52 images on this web page.</p> <p>3 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 : 37%</p> <p>Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.</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             | 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 31 links including 0 link(s) to files  |
|  | Statistics              | <p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 3.23%</p> <p>Internal Links 96.77%</p> |

## In-page links

| Anchor                           | Type     | Juice         |
|----------------------------------|----------|---------------|
| <a href="#">Программы</a>        | Internal | Passing Juice |
| <a href="#">Банковская сфера</a> | Internal | Passing Juice |

## In-page links

|   |          |               |
|---|----------|---------------|
| <a href="#">IT</a>                            | Internal | Passing Juice |
| <a href="#">Телекоммуникации</a>              | Internal | Passing Juice |
| <a href="#">Логистика</a>                     | Internal | Passing Juice |
| <a href="#">Строительство</a>                 | Internal | Passing Juice |
| <a href="#">Сельское хозяйство</a>            | Internal | Passing Juice |
| <a href="#">Торговля</a>                      | Internal | Passing Juice |
| <a href="#">HoReCa</a>                        | Internal | Passing Juice |
| <a href="#">Производство</a>                  | Internal | Passing Juice |
| <a href="#">Медицина и фармацевтика</a>       | Internal | Passing Juice |
| <a href="#">Тренеры</a>                       | Internal | Passing Juice |
| <a href="#">Алексей Немкович</a>              | Internal | Passing Juice |
| <a href="#">Татьяна Мацкевич</a>              | Internal | Passing Juice |
| <a href="#">Алла Исаева</a>                   | Internal | Passing Juice |
| <a href="#">Антон Приходько</a>               | Internal | Passing Juice |
| <a href="#">Валентина Лихачева</a>            | Internal | Passing Juice |
| <a href="#">Андрей Лутович</a>                | Internal | Passing Juice |
| <a href="#">Татьяна Немкович</a>              | Internal | Passing Juice |
| <a href="#">Андрей Карпенко</a>               | Internal | Passing Juice |
| <a href="#">Екатерина Шкутко</a>              | Internal | Passing Juice |
| <a href="#">Отзывы</a>                        | Internal | Passing Juice |
| <a href="#">О нас</a>                         | Internal | Passing Juice |
| <a href="#">Публикации</a>                    | Internal | Passing Juice |
| <a href="#">Контакты</a>                      | Internal | Passing Juice |
| <a href="#">Центр корпоративного обучения</a> | Internal | Passing Juice |
| <a href="#">=</a>                             | Internal | Passing Juice |
| <a href="#">=</a>                             | Internal | Passing Juice |
| <a href="#">=</a>                             | Internal | Passing Juice |
| <a href="#">Сделано в Лаборатории42</a>       | External | Passing Juice |


## In-page links

[с правилами обработки персональных данных](#)

Internal

Passing Juice






## SEO Keywords

|  |                |  |
|--|----------------|--|
|  | Keywords Cloud | для программ <b>обучения</b> тренеры<br>обучение сотрудников чтобы отзывы<br><b>персонала</b> корпоративного |
|--|----------------|--|



## Keywords Consistency

| Keyword   | Content | Title | Keywords | Description | Headings |
|-----------|---------|-------|----------|-------------|----------|
| персонала | 13      | ✓     | ✗        | ✓           | ✓        |
| обучения  | 8       | ✓     | ✗        | ✓           | ✓        |
| обучение  | 6       | ✓     | ✗        | ✗           | ✗        |
| программ  | 5       | ✗     | ✗        | ✓           | ✓        |
| для       | 5       | ✗     | ✗        | ✗           | ✗        |





## Usability

|  |              |   |
|--|--------------|---|
|  | Url          | Domain : rector.by<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 : 103<br>Warnings : 1   |
|  | 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 | Great! We haven't found deprecated HTML tags in your HTML.   |
|  | Speed Tips      | <div><div> Excellent, your website doesn't use nested tables.</div><div> Too bad, your website is using inline styles.</div><div> Great, your website has few CSS files.</div><div> Perfect, your website has few JavaScript files.</div><div> Perfect, your website takes advantage of gzip.</div></div> |

## Mobile

|  |                     |  |
|--|---------------------|--|
|  | Mobile Optimization | <div><div> Apple Icon</div><div> Meta Viewport Tag</div><div> Flash content</div></div> |
|--|---------------------|--|

## Optimization

|  |             |  |
|--|-------------|--|
|  | XML Sitemap | Great, your website has an XML sitemap. <div><div>http://rector.by/sitemap.xml</div><div>https://rector.by/sitemap.xml</div></div> |
|  | Robots.txt  | http://rector.by/robots.txt<br>Great, your website has a robots.txt file.  |
|  |             |  |

## Optimization



### Analytics

Great, your website has an analytics tool.



Google Analytics