

# Review of S-gifts.bg

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## Introduction

This report provides a review of the key factors that influence the SEO and usability of your website.

The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.

Our reports provide actionable advice to improve a site's business objectives.

Please contact us for more information.

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Search Engine Optimization

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## Iconography



Good



To Improve



Errors



Not Important



Hard to solve



Little tough to solve



Easy to solve



No action necessary

## ✔ Title Tag



S-Gifts: Магазин за оригинални подаръци и сувенири за дома

**Length:** 58 character(s)

Ideally, your title tag should contain between 10 and 70 characters (spaces included).

Make sure your title is explicit and contains your most important keywords.

Be sure that each page has a unique title.

## ✔ Meta Description



Голям избор от подаръци и сувенири в s-gifts.bg ✔ Поръчай онлайн или звъни на ☎ 0889 056 538  
✔ Достъпни цени и бърза доставка. ние на новия онлайн магазин визуализирано в търсачката.

**Length:** 182 character(s)

Meta descriptions contains between 100 and 300 characters (spaces included).

It allow you to influence how your web pages are described and displayed in search results.

Ensure that all of your web pages have a unique meta description that is explicit and contains your most important keywords (these appear in bold when they match part or all of the user's search query).

A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize click-through rate.

## ○ Meta Keywords



No Keywords

Meta Keywords are a specific type of meta tag that appear in the HTML code of a Web page and help tell search engines what the topic of the page is.

However, google can't use meta keywords.

[S-Gifts: Магазин за оригинални подаръци и сувенири за дома s-gifts.bg/](https://s-gifts.bg/)

Голям избор от подаръци и сувенири в s-gifts.bg ✓ Поръчай онлайн или звъни на ☎ 0889 056 538 ✓ Достъпни цени и бърза доставка.ние на новия онлайн магазин визуализирано в търсачката.

This is an example of what your Title Tag and Meta Description will look like in Google search results.

While Title Tags & Meta Descriptions are used to build the search result listings, the search engines may create their own if they are missing, not well written, or not relevant to the content on the page.

Title Tags and Meta Descriptions are cut short if they are too long, so it's important to stay within the suggested character limits.

<H1>	<H2>	<H3>	<H4>	<H5>	<H6>
1	15	3	2	0	0

<H1> ОРИГИНАЛНИ ПОДАРЪЦИ И СУВЕНИРИ ОТ S-GIFTS </H1>

<H2> Топ Предложения </H2>

<H2> Картина - Кон </H2>

<H2> Кошница за пикник за четирима - Райе </H2>

<H2> Глобус бар с маса - Worlds </H2>

<H2> Декоративна статуетка кон изправен на задни крака </H2>

<H2> Нови Предложения </H2>

<H2> Ветроустойчив пепелник Bronze </H2>

<H2> Ветроустойчив пепелник Silver </H2>

<H2> Пепелник Wood </H2>

<H2> Пепелник за пури Carbon </H2>

<H2> Хаванче меламин - White </H2>

<H2> Пепелник с резачка за пури Wood </H2>

<H2> Лъжица за сервиране </H2>

<H2> Комбинирана мелничка - EASY LIFE </H2>

<H2> Магазин за подаръци и сувенири в София </H2>

<H3> 14 дни право на връщане </H3>

<H3> Безплатна доставка </H3>

<H3> Преглед и тест </H3>

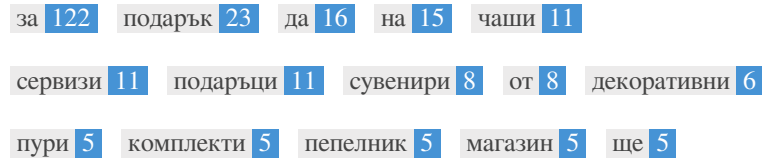
<H4> Follow us </H4>

<H4> Запишете се за нашия бюлетин </H4>

Use your keywords in the headings and make sure the first level (H1) includes your most important keywords. Never duplicate your title tag content in your header tag.

While it is important to ensure every page has an H1 tag, never include more than one per page. Instead, use multiple H2 - H6 tags.

## Keywords



This Keyword Cloud provides an insight into the frequency of keyword usage within the page.

It's important to carry out keyword research to get an understanding of the keywords that your audience is using. There are a number of keyword research tools available online to help you choose which keywords to target.

## Keyword Consistency

Keywords	Freq	Title	Desc	<H>
за	122	✓	✓	✓
подарък	23	✗	✗	✗
да	16	✓	✓	✓
на	15	✓	✓	✓
чаши	11	✗	✗	✗
сервизи	11	✗	✗	✗
подаръци	11	✓	✓	✓
сувенири	8	✓	✓	✓
от	8	✗	✓	✗
декоративни	6	✗	✗	✗
пури	5	✗	✗	✓
комплекти	5	✗	✗	✗
пепелник	5	✗	✗	✓
магазин	5	✗	✓	✗
ще	5	✗	✗	✗

This table highlights the importance of being consistent with your use of keywords.

To improve the chance of ranking well in search results for a specific keyword, make sure you include it in some or all of the following: page URL, page content, title tag, meta description, header tags, image alt attributes, internal link anchor text and backlink anchor text.

✔ **Alt Attribute**  
⚙️⚙️⚙️

We found 31 images on this web page  
✔ No ALT attributes are empty or missing.

Alternative text is used to describe images to give the search engine crawlers (and the visually impaired).  
Also, more information to help them understand images, which can help them to appear in Google Images search results.

! **Text/HTML Ratio**  
⚙️⚙️⚙️

HTML to Text Ratio is: **6.04%**

Text content size 12126 bytes  
Total HTML size 200820 bytes

Code to text ratio represents the percentage of actual text on a web page compared to the percentage of HTML code, and it is used by search engines to calculate the relevancy of a web page.

A higher code to text ratio will increase your chances of getting a better rank in search engine results.

✔ **GZIP compression**  
⚙️⚙️⚙️

Wow! It's GZIP Enabled.  
✔ Your webpage is compressed from 196 KB to 37 KB (80.9 % size savings)

Gzip is a method of compressing files (making them smaller) for faster network transfers.  
It allows to reduce the size of web pages and any other typical web files to about 30% or less of its original size before it transfer.

 **IP Canonicalization** No your domain IP 104.21.43.250 does not redirect to s-gifts.bg  


To check this for your website, enter your IP address in the browser and see if your site loads with the IP address. Ideally, the IP should redirect to your website's URL or to a page from your website hosting provider. If it does not redirect, you should do an htaccess 301 redirect to make sure the IP does not get indexed.

 **URL Rewrite** Good, all URLs look clean and friendly  


Your site's URLs contain unnecessary elements that make them look complicated. A URL must be easy to read and remember for users. Search engines need URLs to be clean and include your page's most important keywords. Clean URLs are also useful when shared on social media as they explain the page's content.

 **Underscores in the URLs** Great, you are not using underscores (these\_are\_underscores) in your URLs  


Great, you are not using ?underscores (these\_are\_underscores) in your URLs. While Google treats hyphens as word separators, it does not for underscores.

✔ **WWW Resolve** Great, a redirect is in place to redirect traffic from your non-preferred domain.  
⚙️⚙️⚙️

Redirecting requests from a non-preferred domain is important because search engines consider URLs with and without "www" as two different websites.

✔ **XML Sitemap** Good, you have XML Sitemap file!  
⚙️⚙️⚙️ <http://s-gifts.bg/sitemap.xml>

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.

We recommend that you generate an XML sitemap for your website and submit it to both Google Search Console and Bing Webmaster Tools. It is also good practice to specify your sitemap's location in your robots.txt file.

✔ **Robots.txt** Good, you have Robots.txt file!  
⚙️⚙️⚙️ <http://s-gifts.bg/robots.txt>

A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.

You can check for errors in your robots.txt file using Google Search Console (formerly Webmaster Tools) by selecting 'Robots.txt Tester' under 'Crawl'. This also allows you to test individual pages to make sure that Googlebot has the appropriate access.

 **Embedded Objects** Perfect, no embedded objects has been detected on this page  


Embedded Objects such as Flash. It should only be used for specific enhancements.  
Although Flash content often looks nicer, it cannot be properly indexed by search engines.  
Avoid full Flash websites to maximize SEO.

 **Iframe** Oh no, iframe content has been detected on this page  


Frames can cause problems on your web page because search engines will not crawl or index the content within them.  
Avoid frames whenever possible and use a NoFrames tag if you must use them.

 **Domain Registration** Exactly how many years and months  


Domain Age: Not Available

Created Date: Not Available

Updated Date: Not Available

Expiry Date: Not Available

Domain age matters to a certain extent and newer domains generally struggle to get indexed and rank high in search results for their first few months (depending on other associated ranking factors). Consider buying a second-hand domain name.  
Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.



 **Indexed Pages**  


Indexed pages in search engines

39 Page(s)

This is the number of pages that we have discovered on your website.

A low number can indicate that bots are unable to discover your webpages, which is a common cause of a bad site architecture & internal linking, or you're unknowingly preventing bots and search engines from crawling & indexing your pages.

 **Backlinks Counter**  


Number of backlinks to your website

0 Backlink(s)

Backlinks are links that point to your website from other websites. They are like letters of recommendation for your site.

Since this factor is crucial to SEO, you should have a strategy to improve the quantity and quality of backlinks.



## URL

http://s-gifts.bg  
**Length:** 7 characters

Keep your URLs short and avoid long domain names when possible.

A descriptive URL is better recognized by search engines.

A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g., <http://www.mysite.com/en/products>).



## Favicon

 Great, your website has a favicon.

Favicons improve a brand's visibility.

As a favicon is especially important for users bookmarking your website, make sure it is consistent with your brand.



## Custom 404 Page

Great, your website has a custom 404 error page.

When a visitor encounters a 404 File Not Found error on your site, you're on the verge of losing the visitor that you've worked so hard to obtain through the search engines and third party links.

Creating your custom 404 error page allows you to minimize the number of visitors lost that way.

 **Page Size**  


16 KB (World Wide Web average is 320 Kb)

Two of the main reasons for an increase in page size are images and JavaScript files.  
Page size affects the speed of your website; try to keep your page size below 2 Mb.  
Tip: Use images with a small size and optimize their download with gzip.

 **Load Time**  


1.33 second(s)

Site speed is an important factor for ranking high in Google search results and enriching the user experience.  
Resources: Check out Google's developer tutorials for tips on how to make your website run faster.

 **Language**  


Oh no, you have not declared your language  
Declared Language: Unknown

Make sure your declared language is the same as the language detected by Google  
Also, define the language of the content in each page's HTML code.

## Domain Availability



Domains (TLD)	Status
s-gifts.com	Already Registered
s-gifts.net	Already Registered
s-gifts.org	Already Registered
s-gifts.biz	Already Registered
s-gifts.us	Available

Register the various extensions of your domain to protect your brand from cybersquatters.

## Typo Availability



Domains (TLD)	Status
q-gifts.bg	Already Registered
w-gifts.bg	Already Registered
e-gifts.bg	Already Registered
z-gifts.bg	Already Registered
x-gifts.bg	Already Registered

Register the various typos of your domain to protect your brand from cybersquatters.



### Email Privacy

Email address has been found in plain text!



We don't recommend adding plain text/linked email addresses to your webpages.

As malicious bots scrape the web in search of email addresses to spam. Instead, consider using a contact form.



### Safe Browsing

The website is not blacklisted and looks safe to use.



Safe Browsing to identify unsafe websites and notify users and webmasters so they can protect themselves from harm.



## Mobile Friendliness



Awesome! This page is mobile-friendly!  
Your mobile friendly score is 80/100

Mobile Friendliness refers to the usability aspects of your mobile website, which Google uses as a ranking signal in mobile search results.



## Mobile Compatibility

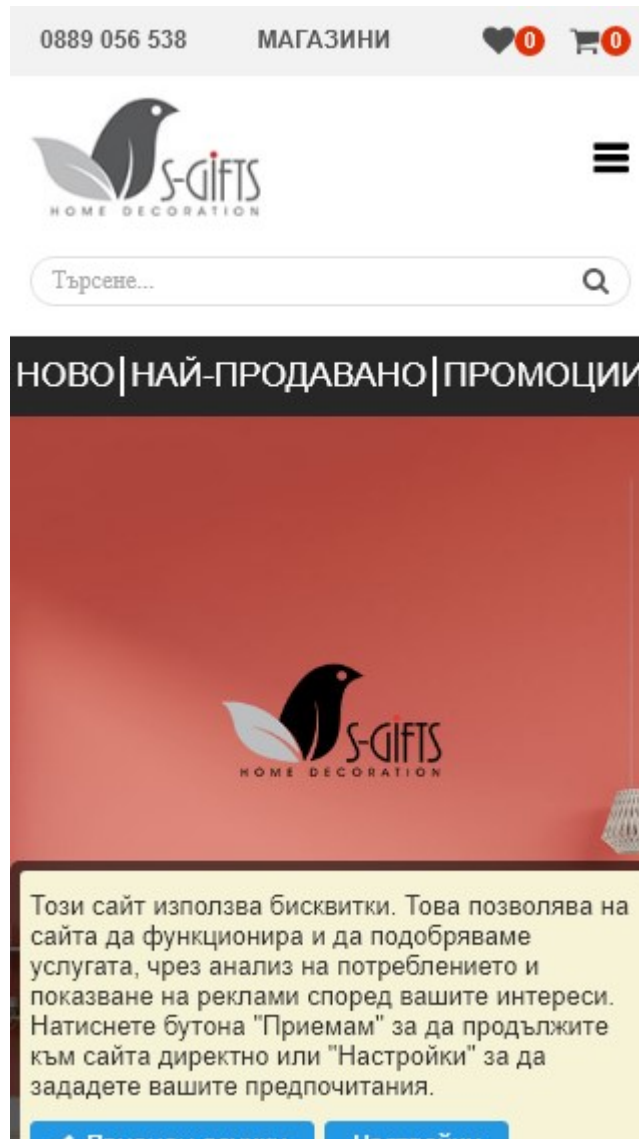


Bad, embedded objects detected.

Embedded Objects such as Flash, Silverlight or Java. It should only be used for specific enhancements.

But avoid using Embedded Objects, so your content can be accessed on all devices.

Mobile View



The number of people using the Mobile Web is huge; over 75 percent of consumers have access to smartphones. ??

Your website should look nice on the most popular mobile devices.

Tip: Use an analytics tool to track mobile usage of your website.

## Server IP

Server IP	Server Location	Service Provider
104.21.43.250	BulgariaTimezone	Telepoint LtdOrganization

Your server's IP address has little impact on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors.

Search engines take the geolocation of a server into account as well as the server speed.

## Speed Tips

Tips for authoring fast-loading HTML pages:

- ✔ Perfect, your website has few CSS files.
- ✔ Perfect, your website has few JavaScript files.
- ✔ Perfect, your website doesn't use nested tables.
- ✘ Too bad, your website is using inline styles.

Website speed has a huge impact on performance, affecting user experience, conversion rates and even rankings.

By reducing page load-times, users are less likely to get distracted and the search engines are more likely to reward you by ranking your pages higher in the SERPs.

Conversion rates are far higher for websites that load faster than their slower competitors.

## Analytics

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.





## Doc Type

Your Web Page doctype is XHTML 1.0 Transitional



The Doctype is used to instruct web browsers about the document type being used.

For example, what version of HTML the page is written in.

Declaring a doctype helps web browsers to render content correctly.



## W3C Validity

W3C not validated



W3C is a consortium that sets web standards.

Using valid markup that contains no errors is important because syntax errors can make your page difficult for search engines to index. Run the W3C validation service whenever changes are made to your website's code.



## Encoding

Great, language/character encoding is specified: UTF-8



Specifying language/character encoding can prevent problems with the rendering of special characters.

## Social Data

Your social media status

 Facebook:  Sgifts.decoration



 Twitter: 

 Instagram: 

Social data refers to data individuals create that is knowingly and voluntarily shared by them.

Cost and overhead previously rendered this semi-public form of communication unfeasible.

But advances in social networking technology from 2004-2010 has made broader concepts of sharing possible.

 **Traffic Rank** 2,797,176th most visited website in the World.  


A low rank means that your website gets a lot of visitors.

Your Alexa Rank is a good estimate of the worldwide traffic to your website, although it is not 100 percent accurate.

 **Visitors Localization** Your website is popular on following countries:  


**No data available**

We recommend that you book the domain names for the countries where your website is popular.

This will prevent potential competitors from registering these domains and taking advantage of your reputation in such countries.

 **Estimated Worth** \$768 USD  


Just a estimated worth of your website based on Alexa Rank.

## In-Page Links

We found a total of 173 links including both internal & external links of your site

Anchor	Type	Follow
No Anchor Text	Internal Links	Dofollow
За дома	Internal Links	Dofollow
Вази	Internal Links	Dofollow
Високи вази	Internal Links	Dofollow
Керамични вази	Internal Links	Dofollow
Порцеланови вази	Internal Links	Dofollow
Стъклени вази	Internal Links	Dofollow
Декорация за стена	Internal Links	Dofollow
Декоративни пана	Internal Links	Dofollow
Декоративни оръжия	Internal Links	Dofollow
Декоративни статуетки за стена	Internal Links	Dofollow
Картини за дома	Internal Links	Dofollow
Кутии за ключове	Internal Links	Dofollow
Стенни часовници	Internal Links	Dofollow
Рамки за снимки и албуми	Internal Links	Dofollow
Кашпи, саксии и цветарници	Internal Links	Dofollow
Кашпи за цветя	Internal Links	Dofollow
Саксии за цветя	Internal Links	Dofollow
Цветарници	Internal Links	Dofollow
Цветя и аранжировки	Internal Links	Dofollow
Статуетки	Internal Links	Dofollow
Дървени статуетки	Internal Links	Dofollow
Полирезинови статуетки	Internal Links	Dofollow
Порцеланови статуетки	Internal Links	Dofollow
Сувенири и декорация	Internal Links	Dofollow
Глобус бар	Internal Links	Dofollow
Касички	Internal Links	Dofollow
Кутии за бижута	Internal Links	Dofollow
Нощни лампи	Internal Links	Dofollow
Пепелници	Internal Links	Dofollow
Свещи	Internal Links	Dofollow
Свещници за дома	Internal Links	Dofollow
Шах и табла	Internal Links	Dofollow
Кухня	Internal Links	Dofollow
Кошници за пикник	Internal Links	Dofollow
Кухненски аксесоари	Internal Links	Dofollow
Кухненски принадлежности	Internal Links	Dofollow
Аксесоари за вино	Internal Links	Dofollow
Буркани за подправки	Internal Links	Dofollow
Захарници	Internal Links	Dofollow
Оливерници	Internal Links	Dofollow
Покривки и подложки за маса	Internal Links	Dofollow
Салфетки	Internal Links	Dofollow
Салфетници и пръстени за салфетки	Internal Links	Dofollow
Стъкло	Internal Links	Dofollow
Сервизи за чай и кафе	Internal Links	Dofollow
Бутилки за вода	Internal Links	Dofollow

Подаръчни чаши	Internal Links	Dofollow
Френска преса	Internal Links	Dofollow
Чайници	Internal Links	Dofollow
Сервизи за чай	Internal Links	Dofollow
Сервизи за кафе	Internal Links	Dofollow
Серия Василий Кандински	Internal Links	Dofollow
Серия Котките	Internal Links	Dofollow
Серия Магнолия	Internal Links	Dofollow
Серия Целувката на Густав Климт	Internal Links	Dofollow
Сервизи за хранене	Internal Links	Dofollow
Детски сервизи за хранене	Internal Links	Dofollow
Луксозни сервизи за хранене	Internal Links	Dofollow
Порцеланови сервизи за хранене	Internal Links	Dofollow
Сервизи за торта	Internal Links	Dofollow
Чинии за хранене	Internal Links	Dofollow
Сервиране на храна	Internal Links	Dofollow
Декоративни плата	Internal Links	Dofollow
Комплекти за барбекю	Internal Links	Dofollow
Комплекти за суши	Internal Links	Dofollow
Купи	Internal Links	Dofollow
Ордъври	Internal Links	Dofollow
Подноси	Internal Links	Dofollow
Плата	Internal Links	Dofollow
Сет за сирена	Internal Links	Dofollow
Топло сервиране	Internal Links	Dofollow
Фруктиери	Internal Links	Dofollow
Прибори за хранене	Internal Links	Dofollow
Комплект ножове	Internal Links	Dofollow
Комплект прибори за хранене	Internal Links	Dofollow
ВОHEMIA	Internal Links	Dofollow
Вази Bohemia	Internal Links	Dofollow
Плата и купи Bohemia	Internal Links	Dofollow
Гарафи и декантери Bohemia	Internal Links	Dofollow
Чаши за бира Bohemia	Internal Links	Dofollow
Чаши за вода Bohemia	Internal Links	Dofollow
Чаши за бяло вино Bohemia	Internal Links	Dofollow
Чаши за червено вино Bohemia	Internal Links	Dofollow
Чаши за коняк Bohemia	Internal Links	Dofollow
Чаши за коктейли Bohemia	Internal Links	Dofollow
Чаши за ракия Bohemia	Internal Links	Dofollow
Чаши за уиски Bohemia	Internal Links	Dofollow
Чаши за шампанско Bohemia	Internal Links	Dofollow
Чаши за шотове Bohemia	Internal Links	Dofollow
Фигури Bohemia	Internal Links	Dofollow
Корпоративни	Internal Links	Dofollow
Глобуси	Internal Links	Dofollow
Кораби	Internal Links	Dofollow
Комплекти за бюро	Internal Links	Dofollow
Комплекти за уиски	Internal Links	Dofollow
Поставки за вино	Internal Links	Dofollow
Сувенири	Internal Links	Dofollow
Подаръци за жени	Internal Links	Dofollow
Подаръчни комплекти	Internal Links	Dofollow

Сувенири за жени	Internal Links	Dofollow
Подаръци за мъже	Internal Links	Dofollow
Мъжки подаръчни комплекти	Internal Links	Dofollow
Подаръчни чаши за мъже	Internal Links	Dofollow
Сувенири за мъже	Internal Links	Dofollow
Подарък за	Internal Links	Dofollow
Подарък за дете	Internal Links	Dofollow
Подарък за майка	Internal Links	Dofollow
Подарък за баща	Internal Links	Dofollow
Подарък за сестра	Internal Links	Dofollow
Подарък за брат	Internal Links	Dofollow
Подарък за съпруга	Internal Links	Dofollow
Подарък за съпруг	Internal Links	Dofollow
Подарък за приятелка	Internal Links	Dofollow
Подарък за приятел	Internal Links	Dofollow
Подарък за офиса	Internal Links	Dofollow
Подарък за учител	Internal Links	Dofollow
Празници и поводи	Internal Links	Dofollow
Коледни подаръци	Internal Links	Dofollow
Подарък за Великден	Internal Links	Dofollow
Подарък за 8 март	Internal Links	Dofollow
Подарък за Св. Валентин	Internal Links	Dofollow
Подарък за Цветница	Internal Links	Dofollow
Подарък за Трифон Зарезан	Internal Links	Dofollow
Подарък за рожден ден	Internal Links	Dofollow
Подарък за имен ден	Internal Links	Dofollow
Подарък за кръщение	Internal Links	Dofollow
Подарък за нов дом	Internal Links	Dofollow
Подарък за сватба	Internal Links	Dofollow
Подарък за дипломиране	Internal Links	Dofollow
Картички и опаковки за подаръци	Internal Links	Dofollow
Подаръчни кутии и торбички	Internal Links	Dofollow
Магнитни	Internal Links	Dofollow
Луксозни	Internal Links	Dofollow
Промоции	Internal Links	Dofollow
0889 056 538	Internal Links	Nofollow
Вход и Регистрация	Internal Links	Nofollow
Картина - Кон 159.98 лв.	Internal Links	Dofollow
SALE 30%Кошница за пикник за четирима - Райе 199.99 лв. 139.99 лв.	Internal Links	Dofollow
Глобус бар с маса - Worlds 519.99 лв.	Internal Links	Dofollow
Декоративна статуетка кон изправен на задни крака 199.99 лв.	Internal Links	Dofollow
NEW Ветроустойчив пепелник Bronze 19.99 лв.	Internal Links	Dofollow
NEW Ветроустойчив пепелник Silver 19.99 лв.	Internal Links	Dofollow
NEW Пепелник Wood 24.99 лв.	Internal Links	Dofollow
NEW Пепелник за пури Carbon 79.99 лв.	Internal Links	Dofollow
NEW Хаванче меламина - White 9.99 лв.	Internal Links	Dofollow
NEW Пепелник с резачка за пури Wood 139.99 лв.	Internal Links	Dofollow
NEW Лъжица за сервиране 16.99 лв.	Internal Links	Dofollow
NEW Комбинирана мелничка - EASY LIFE 29.99 лв.	Internal Links	Dofollow
s-gifts.bg	Internal Links	Dofollow
статуетки	Internal Links	Dofollow
стенни часовници	Internal Links	Dofollow

сервизи за хранене	Internal Links	Dofollow
рожден ден	Internal Links	Dofollow
имен ден	Internal Links	Dofollow
кръщение	Internal Links	Dofollow
сватба	Internal Links	Dofollow
E: [email protected]	Internal Links	Nofollow
За нас	Internal Links	Dofollow
Карта на сайта	Internal Links	Dofollow
Контакти	Internal Links	Dofollow
Нашите магазини	Internal Links	Dofollow
Условия за ползване	Internal Links	Dofollow
Личните данни	Internal Links	Dofollow
Срокове и доставка	Internal Links	Dofollow
Промоции и отстъпки	Internal Links	Dofollow
Методи на плащане	Internal Links	Dofollow
Връщане и замяна	Internal Links	Dofollow
условията за ползване	Internal Links	Nofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
ОПC	External Links	Nofollow

While there's no exact limit to the number of links you should include on a page, best practice is to avoid exceeding 200 links.

Links pass value from one page to another, but the amount of value that can be passed is split between all of the links on a page. This means that adding unnecessary links will dilute the potential value attributed to your other links.

Using the Nofollow attribute prevents value from being passed to the linking page, but it's worth noting that these links are still taken into account when calculating the value that is passed through each link, so Nofollow links can also dilute pagerank.



## Broken Links



No broken links were found on this web page

Broken links send users to non-existing web pages. They are bad for your site's usability, reputation and SEO. If you find broken links in the future, take the time to replace or remove each one.