

Evaluation du site shopify.com

Généré le 19 Avril 2024 23:02

Le score est de 52/100



Optimisation du contenu

	Titre	Start and grow your e-commerce business - 3-Day Free Trial - Shopify USA Longueur : 72 Idéalement, votre titre devrait contenir entre 10 et 70 caractères (espaces compris). Utilisez cet outil gratuit pour calculer la longueur du texte.										
	Description	Try Shopify free and start a business or grow an existing one. Get more than ecommerce software with tools to manage every part of your business. Longueur : 145 Génial, votre balise META description contient entre 70 et 160 caractères.										
	Mots-clefs	Très mauvais. Nous n'avons pas trouvé de balise META keywords sur votre page. Utilisez ce générateur gratuit de balises META en ligne pour créer des mots-clés.										
	Propriétés Open Graph	Bien, cette page profite des balises META Open Graph. <table><thead><tr><th>Propriété</th><th>Contenu</th></tr></thead><tbody><tr><td>type</td><td>website</td></tr><tr><td>site_name</td><td>Shopify</td></tr><tr><td>title</td><td>Start and grow your e-commerce business - 3-Day Free Trial</td></tr><tr><td>description</td><td>Try Shopify free and start a business or grow an existing one. Get more than ecommerce software with tools to manage every part of your business.</td></tr></tbody></table>	Propriété	Contenu	type	website	site_name	Shopify	title	Start and grow your e-commerce business - 3-Day Free Trial	description	Try Shopify free and start a business or grow an existing one. Get more than ecommerce software with tools to manage every part of your business.
Propriété	Contenu											
type	website											
site_name	Shopify											
title	Start and grow your e-commerce business - 3-Day Free Trial											
description	Try Shopify free and start a business or grow an existing one. Get more than ecommerce software with tools to manage every part of your business.											

Optimisation du contenu

		image https://cdn.shopify.com/shopifycloud/brochure/assets/shared/social-image-default-large-57a90e6a8ae96f7277e9664ebfede1f143995ce7663119c832f9a7d4dd51f7e1.png url https://www.shopify.com/												
	Niveaux de titre	<table><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr><tr><td>1</td><td>12</td><td>25</td><td>0</td><td>0</td><td>0</td></tr></table> • [H1] Making Commerce Better for Everyone • [H2] Discover why millions of entrepreneurs chose Shopify to build their business — from hello world to IPO. • [H2] Discover why millions of entrepreneurs chose Shopify to build their business — from hello world to IPO. • [H2] Explore the world's largest commerce community • [H2] Your store, your way • [H2] Sell to every buyer, everywhere • [H2] The best-converting checkout on the planet • [H2] Flexible point of sale to power your retail store • [H2] BUILT-IN MARKETING TOOLS • [H2] CENTRALIZED BUSINESS OPERATIONS • [H2] MERCHANT OBSESSED • [H2] The help you need, when you need it • [H2] Grow your business here • [H3] Enterprise • [H3] Plus • [H3] Partners • [H3] Developers • [H3] Retail stores • [H3] Build an online storefront • [H3] Craft the brand you want • [H3] Level up with apps • [H3] Reach new leads • [H3] Engage with customers • [H3] Data you can build on • [H3] Oversee your operations • [H3] Fulfill every order • [H3] Manage your money where you make it • [H3] Blog • [H3] Online Courses • [H3] Community • [H3] Help Center • [H3] Shopify • [H3] Support • [H3] Developers • [H3] Products • [H3] Global impact • [H3] Solutions • [H3] Country/region	H1	H2	H3	H4	H5	H6	1	12	25	0	0	0
H1	H2	H3	H4	H5	H6									
1	12	25	0	0	0									
	Images	Nous avons trouvé 69 image(s) sur cette page Web. 61 attribut(s) alt sont vides ou manquants. Ajouter un texte alternatif permet aux moteurs de recherche de mieux comprendre le contenu de												

Optimisation du contenu

		vos images.
	Ratio texte/HTML	Ratio : 0% le ratio de cette page texte/HTML est au-dessous de 15 pour cent, ce qui signifie que votre site manque de contenu textuel.
	Flash	Parfait, aucun contenu FLASH n'a été détecté sur cette page.
	Iframe	Génial, il n'y a pas d'Iframes détectés sur cette page.

Liens

	Réécriture d'URLs	Bien. Vos liens sont optimisés!
	Tiret bas dans les URLs	Parfait! Aucuns soulignements détectés dans vos URLs.
	Liens dans la page	Nous avons trouvé un total de 71 lien(s) dont 0 lien(s) vers des fichiers
	Statistics	Liens externes : noFollow 0% Liens externes : Passing Juice 11.27% Liens internes 88.73%

Liens dans la page

Texte d'ancre	Type	Juice
Pricing	Interne	Passing Juice
Log in	Interne	Passing Juice
Start free trial	Interne	Passing Juice
About	Interne	Passing Juice
Careers	Interne	Passing Juice
Investors	Interne	Passing Juice

Liens dans la page

Press and Media	Interne	Passing Juice
Partners	Interne	Passing Juice
Affiliates	Interne	Passing Juice
Legal	Interne	Passing Juice
Service status	Externe	Passing Juice
Merchant support	Interne	Passing Juice
Help center	Interne	Passing Juice
Hire a Partner	Interne	Passing Juice
Shopify Community	Interne	Passing Juice
Shopify Events	Interne	Passing Juice
Shopify.dev	Externe	Passing Juice
API documentation	Externe	Passing Juice
Dev Degree	Externe	Passing Juice
Shop	Externe	Passing Juice
Shop Pay	Interne	Passing Juice
Shopify Plus	Interne	Passing Juice
Shopify Fulfillment Network	Interne	Passing Juice
Linkpop	Externe	Passing Juice
Shopify for enterprise	Interne	Passing Juice
Sustainability	Interne	Passing Juice
Social impact	Interne	Passing Juice
Build Black	Interne	Passing Juice
Build Native	Externe	Passing Juice
Research	Interne	Passing Juice
Online store builder	Interne	Passing Juice
Website builder	Interne	Passing Juice
Ecommerce website	Interne	Passing Juice
Australia	Interne	Passing Juice

Liens dans la page

Belgium	Interne	Passing Juice
Brasil	Interne	Passing Juice
Canada (English)	Interne	Passing Juice
Canada (Français)	Interne	Passing Juice
Colombia	Interne	Passing Juice
Danmark	Interne	Passing Juice
Deutschland	Interne	Passing Juice
España	Interne	Passing Juice
Español (Intl.)	Interne	Passing Juice
France	Interne	Passing Juice
Hong Kong SAR	Interne	Passing Juice
India	Interne	Passing Juice
Indonesia	Interne	Passing Juice
Ireland	Interne	Passing Juice
Italia	Interne	Passing Juice
Malaysia	Interne	Passing Juice
México	Interne	Passing Juice
Nederland	Interne	Passing Juice
New Zealand	Interne	Passing Juice
Nigeria	Interne	Passing Juice
Norway (English)	Interne	Passing Juice
Philippines	Interne	Passing Juice
Singapore	Interne	Passing Juice
South Africa	Interne	Passing Juice
Sverige	Interne	Passing Juice
United Kingdom	Interne	Passing Juice
Việt Nam	Interne	Passing Juice
🇵🇰	Interne	Passing Juice

Liens dans la page

🏠	Externe	Passing Juice
📄	Interne	Passing Juice
📄	Interne	Passing Juice
📄	Interne	Passing Juice
📄	Interne	Passing Juice
Terms of Service	Interne	Passing Juice
Privacy Policy	Interne	Passing Juice
Sitemap	Interne	Passing Juice
Privacy Choices	Interne	Passing Juice

Mots-clefs

	Nuage de mots-clefs	
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Cohérence des mots-clefs

Mot-clef	Contenu	Titre	Mots-clefs	Description	Niveaux de titre
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Ergonomie

	Url	Domaine : shopify.com Longueur : 11
	Favicon	Génial, votre site web dispose d'un favicon.
	Imprimabilité	Aucun style CSS pour optimiser l'impression n'a pu être trouvé.
	Langue	Bien. Votre langue est : en.
	Dublin Core	Cette page ne profite pas des métadonnées Dublin Core.

Ergonomie

Document

	Doctype	HTML 5
	Encodage	Parfait. Votre charset est UTF-8.
	Validité W3C	Erreurs : 119 Avertissements : 7
	E-mail confidentialité	Attention! Au moins une adresse e-mail a été trouvée en texte clair. Utilisez une protection anti-spam gratuite pour cacher vos e-mails aux spammeurs.
	HTML obsolètes	Génial! Nous n'avons pas trouvé de balises HTML obsolètes dans votre code.
	Astuces vitesse	 Excellent, votre site n'utilise pas de tableaux imbriqués.  Mauvais, votre site web utilise des styles css inline.  Génial, votre site web contient peu de fichiers CSS.  Parfait, votre site web contient peu de fichiers javascript.  Parfait : votre site tire parti de gzip.

Mobile

	Optimisation mobile	 Icône Apple  Méta tags viewport  Contenu FLASH
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Optimisation

	Sitemap XML	Votre site web dispose d'une sitemap XML, ce qui est optimal. <code>https://www.shopify.com/sitemap.xml</code> <code>https://www.shopify.com/sitemap_blog.xml</code>
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Optimisation

<https://www.shopify.com/enterprise/sitemap.xml>

https://www.shopify.com/sitemap_blog_retail.xml

<https://www.shopify.com/tools/sitemap.xml>

<https://www.shopify.com/pos/store/sitemap.xml>

https://www.shopify.com/stock-photos/sitemap/main_pages.xml

<https://www.shopify.com/stock-photos/sitemap/photos.xml>

https://www.shopify.com/stock-photos/sitemap/business_ideas.xml

<https://www.shopify.com/stock-photos/sitemap/categories.xml>

<https://www.shopify.com/stock-photos/sitemap/pages.xml>

<https://www.shopify.com/stock-photos/sitemap/authors.xml>

<https://www.shopify.com/ca/sitemap.xml>

https://www.shopify.com/ca/sitemap_blog.xml

<https://www.shopify.com/ca/enterprise/sitemap.xml>

https://www.shopify.com/ca/sitemap_blog_retail.xml

<https://www.shopify.com/ca/tools/sitemap.xml>

<https://www.shopify.com/ca/pos/store/sitemap.xml>

<https://www.shopify.com/uk/sitemap.xml>

https://www.shopify.com/uk/sitemap_blog.xml

<https://www.shopify.com/uk/enterprise/sitemap.xml>

https://www.shopify.com/uk/sitemap_blog_retail.xml

<https://www.shopify.com/uk/tools/sitemap.xml>

<https://www.shopify.com/uk/pos/store/sitemap.xml>

<https://www.shopify.com/in/sitemap.xml>

https://www.shopify.com/in/sitemap_blog.xml

<https://www.shopify.com/in/enterprise/sitemap.xml>

https://www.shopify.com/in/sitemap_blog_retail.xml

<https://www.shopify.com/in/tools/sitemap.xml>

<https://www.shopify.com/au/sitemap.xml>

https://www.shopify.com/au/sitemap_blog.xml

<https://www.shopify.com/au/enterprise/sitemap.xml>

https://www.shopify.com/au/sitemap_blog_retail.xml

Optimisation

	https://www.shopify.com/au/tools/sitemap.xml
	https://www.shopify.com/au/pos/store/sitemap.xml
	https://www.shopify.com/id/sitemap.xml
	https://www.shopify.com/id/sitemap_blog.xml
	https://www.shopify.com/id/enterprise/sitemap.xml
	https://www.shopify.com/id/sitemap_blog_retail.xml
	https://www.shopify.com/id/tools/sitemap.xml
	https://www.shopify.com/br/sitemap.xml
	https://www.shopify.com/br/sitemap_blog.xml
	https://www.shopify.com/br/ferramentas/sitemap.xml
	https://www.shopify.com/br/stock-photos/sitemap/main_pages.xml
	https://www.shopify.com/br/stock-photos/sitemap/photos.xml
	https://www.shopify.com/br/stock-photos/sitemap/categories.xml
	https://www.shopify.com/br/stock-photos/sitemap/authors.xml
	https://www.shopify.com/nz/sitemap.xml
	https://www.shopify.com/nz/sitemap_blog.xml
	https://www.shopify.com/nz/enterprise/sitemap.xml
	https://www.shopify.com/nz/sitemap_blog_retail.xml
	https://www.shopify.com/nz/tools/sitemap.xml
	https://www.shopify.com/nz/pos/store/sitemap.xml
	https://www.shopify.com/za/sitemap.xml
	https://www.shopify.com/za/sitemap_blog.xml
	https://www.shopify.com/za/enterprise/sitemap.xml
	https://www.shopify.com/za/sitemap_blog_retail.xml
	https://www.shopify.com/za/tools/sitemap.xml
	https://www.shopify.com/ng/sitemap.xml
	https://www.shopify.com/ng/sitemap_blog.xml
	https://www.shopify.com/ng/enterprise/sitemap.xml
	https://www.shopify.com/ng/sitemap_blog_retail.xml
	https://www.shopify.com/ng/tools/sitemap.xml

Optimisation

	https://www.shopify.com/ph/sitemap.xml
	https://www.shopify.com/ph/sitemap_blog.xml
	https://www.shopify.com/ph/enterprise/sitemap.xml
	https://www.shopify.com/ph/sitemap_blog_retail.xml
	https://www.shopify.com/ph/tools/sitemap.xml
	https://www.shopify.com/sg/sitemap.xml
	https://www.shopify.com/sg/sitemap_blog.xml
	https://www.shopify.com/sg/enterprise/sitemap.xml
	https://www.shopify.com/sg/sitemap_blog_retail.xml
	https://www.shopify.com/sg/tools/sitemap.xml
	https://www.shopify.com/sg/pos/store/sitemap.xml
	https://www.shopify.com/hk/sitemap.xml
	https://www.shopify.com/hk-en/sitemap.xml
	https://www.shopify.com/hk-en/sitemap_blog.xml
	https://www.shopify.com/hk-en/enterprise/sitemap.xml
	https://www.shopify.com/hk-en/sitemap_blog_retail.xml
	https://www.shopify.com/hk-en/tools/sitemap.xml
	https://www.shopify.com/ie/sitemap.xml
	https://www.shopify.com/ie/sitemap_blog.xml
	https://www.shopify.com/ie/enterprise/sitemap.xml
	https://www.shopify.com/ie/sitemap_blog_retail.xml
	https://www.shopify.com/ie/tools/sitemap.xml
	https://www.shopify.com/ie/pos/store/sitemap.xml
	https://www.shopify.com/be-en/sitemap.xml
	https://www.shopify.com/be-en/tools/sitemap.xml
	https://www.shopify.com/my/sitemap.xml
	https://www.shopify.com/my/sitemap_blog.xml
	https://www.shopify.com/my/enterprise/sitemap.xml
	https://www.shopify.com/my/sitemap_blog_retail.xml
	https://www.shopify.com/my/tools/sitemap.xml
	https://www.shopify.com/dk-en/sitemap.xml

Optimisation

<https://www.shopify.com/dk-en/tools/sitemap.xml>

<https://www.shopify.com/no-en/sitemap.xml>

<https://www.shopify.com/no-en/tools/sitemap.xml>

<https://www.shopify.com/es/sitemap.xml>

https://www.shopify.com/es/sitemap_blog.xml

<https://www.shopify.com/es/herramientas/sitemap.xml>

<https://www.shopify.com/es-es/sitemap.xml>

https://www.shopify.com/es-es/sitemap_blog.xml

<https://www.shopify.com/es-es/herramientas/sitemap.xml>

<https://www.shopify.com/co/sitemap.xml>

https://www.shopify.com/co/sitemap_blog.xml

<https://www.shopify.com/co/herramientas/sitemap.xml>

<https://www.shopify.com/mx/sitemap.xml>

https://www.shopify.com/mx/sitemap_blog.xml

<https://www.shopify.com/mx/herramientas/sitemap.xml>

<https://www.shopify.com/fr/sitemap.xml>

https://www.shopify.com/fr/sitemap_blog.xml

<https://www.shopify.com/fr/outils/sitemap.xml>

<https://www.shopify.com/ca-fr/sitemap.xml>

https://www.shopify.com/ca-fr/sitemap_blog.xml

<https://www.shopify.com/ca-fr/outils/sitemap.xml>

<https://www.shopify.com/ca-fr/pdv/store/sitemap.xml>

<https://www.shopify.com/be-fr/sitemap.xml>

<https://www.shopify.com/be-fr/outils/sitemap.xml>

<https://www.shopify.com/nl/sitemap.xml>

https://www.shopify.com/nl/sitemap_blog.xml

<https://www.shopify.com/nl/hulpmiddelen/sitemap.xml>

<https://www.shopify.com/nl/pos/store/sitemap.xml>

<https://www.shopify.com/be/sitemap.xml>

<https://www.shopify.com/be/hulpmiddelen/sitemap.xml>

Optimisation

		https://www.shopify.com/be/pos/store/sitemap.xml https://www.shopify.com/jp/sitemap.xml https://www.shopify.com/jp/sitemap_blog.xml https://www.shopify.com/jp/tools/sitemap.xml https://www.shopify.com/tw/sitemap.xml https://www.shopify.com/de/sitemap.xml https://www.shopify.com/de/sitemap_blog.xml https://www.shopify.com/de/tools/sitemap.xml https://www.shopify.com/de/pos/store/sitemap.xml https://www.shopify.com/be-de/sitemap.xml https://www.shopify.com/be-de/tools/sitemap.xml https://www.shopify.com/it/sitemap.xml https://www.shopify.com/it/sitemap_blog.xml https://www.shopify.com/it/strumenti/sitemap.xml https://www.shopify.com/it/pos/store/sitemap.xml https://www.shopify.com/dk/sitemap.xml https://www.shopify.com/dk/pos/store/sitemap.xml https://www.shopify.com/kr/sitemap.xml https://www.shopify.com/se/sitemap.xml https://www.shopify.com/zh/sitemap.xml https://www.shopify.com/zh/sitemap_blog.xml https://www.shopify.com/zh/tools/sitemap.xml https://www.shopify.com/vn/sitemap.xml
	Robots.txt	http://shopify.com/robots.txt Votre site dispose d'un fichier robots.txt, ce qui est optimal.
	Mesures d'audience	Manquant Nous n'avons trouvé aucun outil d'analytics sur ce site. Un outil de mesure d'audience vous permet d'analyser l'activité des visiteurs sur votre site. Vous devriez installer au moins un outil Analytics. Il est souvent utile d'en rajouter un second, afin de confirmer les résultats du premier.