



Review of Baagl.cz

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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

Mobile

Visitors

Link Analysis

Usability

Technologies

Social

Iconography



Good



To Improve



Errors



Not Important



Hard to solve



Little tough to solve



Easy to solve



No action necessary



Title Tag



Školní aktovky a batohy | Vyrůstej s odvahou! | BAAGL.CZ

Length: 64 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



Hledáte pro své dítě kvalitní a originální aktovku nebo batoh? Pak určitě sáhněte po některém z nepřehlédnutelných kousků od BAAGL!

Length: 131 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.



[Školní aktovky a batohy | Vyrůstej s odvahou! | BAAGL.CZ](#)
[baagl.cz/](#)

Hledáte pro své dítě kvalitní a originální aktovku nebo batoh? Pak určitě sáhněte po některém z nepřehlédnutelných kousků od BAAGL!

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.

Headings



<H1>
1

<H2>
9

<H3>
1

<H4>
13

<H5>
2

<H6>
0

<H2> Váš košík je prázdný </H2>
<H2> Váš košík </H2>
<H2> pro koho vybíráte? </H2>
<H2> letošní novinky </H2>
<H2> nejprodávanější </H2>
<H2> naposledy prohlížené </H2>
<H2> Let customers speak for us </H2>
<H2> odvážný newsletter </H2>
<H2> blog odvahy </H2>
<H3> Mezisoučet: </H3>
<H4> Šetrnou péčí k zachování kvality </H4>
<H4> Správné nastavení školní tašky z pohledu fyzioterapeutky Ivy Bílkové </H4>
<H4> Jak správně vybrat dítěti školní tašku, abychom předešli problémům s páteří? </H4>
<H4> Čím větší, tím lepší... a taky lehčí! Seznamte se s batohy Coolmate </H4>
<H4> Česká značka </H4>
<H4> Originál </H4>
<H4> Od výrobce </H4>
<H4> Zdravá záda </H4>
<H4> newsletter na baaglu </H4>
<H4> sledujte nás </H4>
<H4> důležité odkazy </H4>
<H4> z blogu odvahy </H4>
<H4> oblíbené linky </H4>
<H5> NEJLEPŠÍ PRODUKTY TOHOTO TÝDNE </H5>
<H5> POZNÁMKY K OBJEDNÁVCE </H5>

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 Cloud

školní 36 batohy 26 aktovky 17 sety 15 per 14
penály 13 skate 12 airy 10 košíku 10 holky 8
kluky 8 zippy 8 desky 6 tašky 6 novinka 6

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>
školní	36	✗	✗	✓
batohy	26	✓	✗	✓
aktovky	17	✓	✗	✗
sety	15	✗	✗	✗
per	14	✗	✗	✗
penály	13	✗	✗	✗
skate	12	✗	✗	✗
airy	10	✗	✗	✗
košíku	10	✗	✗	✗
holky	8	✗	✗	✗
kluky	8	✗	✗	✗
zippy	8	✗	✗	✗
desky	6	✗	✗	✗
tašky	6	✗	✗	✓
novinka	6	✗	✗	✗

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 42 images on this web page
 9 ALT attributes are empty or missing.

```
//baagl.cz/cdn/shop/files/1500x650_HP_CZ.jpg?v=1727960074&width=1500
//baagl.cz/cdn/shop/files/HP_banner_Minecraft_1500x650_CZ2.png?v=1722608900&width=1500
//baagl.cz/cdn/shop/files/HP_banner_Wednesday_1500x650_CZ.png?v=1722247511&width=1500
//baagl.cz/cdn/shop/files/HP-banner-CORE_uprava.jpg?v=1712935865&width=1500
//baagl.cz/cdn/shop/files/prodejna-desktop2_dc426cb8-6550-4ca5-a870-68b632ae8a2a.png?v=1717765514&width=2880
//baagl.cz/cdn/shop/files/icongroup-1-ceskaznacka_13ba8bde-375a-40df-a5ee-c6ee11725428.svg?v=1677617030&width=120
//baagl.cz/cdn/shop/files/icongroup-1-original_efac4d39-5a3b-48de-aa45-d07eddec5114.svg?v=1677617081&width=120
//baagl.cz/cdn/shop/files/icongroup-1-odvyrobce_35389a60-1c7d-4c97-b142-b52e445e9f3c.svg?v=1680518460&width=120
//baagl.cz/cdn/shop/files/icongroup-1-zdravazada_ade6fbdd-52d5-4331-be95-19b2d00822c5.svg?v=1680518478&width=120
```

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: **2.4%**

Text content size 8766 bytes

Total HTML size 364654 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 355 KB to 71 KB (80 % 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 23.227.38.65 does not redirect to baagl.cz



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

Oh no, you are 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://baagl.cz/sitemap.xml>

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.

✓ **Robots.txt** Good, you have Robots.txt file!



<http://baagl.cz/robots.txt>

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.



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

Perfect, 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: 8 Years, 17 Days

Created Date: 5th-Feb-2017

Updated Date: 5th-Feb-2017

Expiry Date: 5th-Feb-2025

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

0 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://baagl.cz
Length: 5 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



355 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



0.14 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



Good, you have declared your language
Declared Language: CS-CZ

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
baagl.com	Already Registered
baagl.net	Already Registered
baagl.org	Already Registered
baagl.biz	Already Registered
baagl.us	Available

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

Typo Availability

Domains (TLD)	Status
bagl.cz	Already Registered
vaagl.cz	Available
faagl.cz	Available
gaagl.cz	Available
haagl.cz	Available

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



Oh No! This page is not mobile-friendly.
Your mobile friendly score is 0/100

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



Mobile Compatibility



Perfect, no 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
23.227.38.65	Not Available	Not Available

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:

-  Too bad, your website has too many CSS files.
-  Too bad, your website has too many 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



Perfect, We 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 HTML 5



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:  BAAGL

 Twitter: 

 Instagram:  Baagl.cz

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

No Global Rank

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:

Popularity at	None
Regional Rank	None

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

\$60 USD

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



In-Page Links



We found a total of 133 links including both internal & external links of your site

Anchor	Type	Follow
Přihlaste se k rychlejšímu	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Doprava	Internal Links	Dofollow
Novinky	Internal Links	Dofollow
Aktovky	Internal Links	Dofollow
Aktovky Shellyod 110 cm	Internal Links	Dofollow
Aktovky Ergood 110 cm	Internal Links	Dofollow
Aktovky Zippyod 110 cm	Internal Links	Dofollow
Aktovky pro holky	Internal Links	Dofollow
Aktovky pro kluky	Internal Links	Dofollow
Batohy	Internal Links	Dofollow
Předškolní batohy	Internal Links	Dofollow
Batohy Airyod 110 cm	Internal Links	Dofollow
Batohy Skateod 130 cm	Internal Links	Dofollow
Batohy Coreod 130 cm	Internal Links	Dofollow
Batohy Cubicod 130 cm	Internal Links	Dofollow
Batohy Coolmateod 145 cm	Internal Links	Dofollow
Batohy eARThod 130 cm	Internal Links	Dofollow
Batohy pro holky	Internal Links	Dofollow
Batohy pro kluky	Internal Links	Dofollow
Školní sety	Internal Links	Dofollow
Sety pro prvňáčky	Internal Links	Dofollow
Sety od 3. třídy	Internal Links	Dofollow
Sety pro studenty	Internal Links	Dofollow
Sety pro holky	Internal Links	Dofollow
Sety pro kluky	Internal Links	Dofollow
Penály	Internal Links	Dofollow
Jednopatrové penály	Internal Links	Dofollow
Dvoupatrové penály	Internal Links	Dofollow
Třípatrové penály	Internal Links	Dofollow
Etue školní	Internal Links	Dofollow
Etue studentské	Internal Links	Dofollow
Studentská pouzdra	Internal Links	Dofollow
Penály pro holky	Internal Links	Dofollow
Penály pro kluky	Internal Links	Dofollow
Doplňky	Internal Links	Dofollow
Láhve na pití	Internal Links	Dofollow
Boxy na svačinu	Internal Links	Dofollow
Sáčky na obuv	Internal Links	Dofollow
Kufříky	Internal Links	Dofollow
Zástěry	Internal Links	Dofollow
Desky na sešity	Internal Links	Dofollow
Sportovní tašky	Internal Links	Dofollow
Peněženky	Internal Links	Dofollow

Přezůvky	Internal Links	Dofollow
Školní diáře	Internal Links	Dofollow
Notesy	Internal Links	Dofollow
Výtvarné potřeby	Internal Links	Dofollow
Ostatní	Internal Links	Dofollow
TERIBEAR	Internal Links	Dofollow
Zábava	Internal Links	Dofollow
Leporela	Internal Links	Dofollow
První čtení	Internal Links	Dofollow
Dětské knížky	Internal Links	Dofollow
Beletrie	Internal Links	Dofollow
Aktivity knihy	Internal Links	Dofollow
Samolepkové knihy	Internal Links	Dofollow
Kalendáře	Internal Links	Dofollow
Diáře	Internal Links	Dofollow
American Tourister	Internal Links	Dofollow
Kufry	Internal Links	Dofollow
Kabinová zavazadla	Internal Links	Dofollow
Tašky & Batohy	Internal Links	Dofollow
OutletSLEVY	Internal Links	Dofollow
Aktovky	Internal Links	Dofollow
Batohy	Internal Links	Dofollow
Školní sety	Internal Links	Dofollow
Sáčky na obuv	Internal Links	Dofollow
Penály	Internal Links	Dofollow
Peněženky	Internal Links	Dofollow
Desky na sešity	Internal Links	Dofollow
Boxy na svačinu	Internal Links	Dofollow
Ostatní	Internal Links	Dofollow
Pod 100 Kč	Internal Links	Dofollow
O nás	Internal Links	Dofollow
Značková prodejna	Internal Links	Dofollow
+420 722 978 380	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Košík	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Pro nejmenší	Internal Links	Dofollow
Pro prvňáčky	Internal Links	Dofollow
Od třetí třídy	Internal Links	Dofollow
Pro studenty	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Tritanová láhev na pití Malý princ, 500 ml	Internal Links	Dofollow
Školní batoh Skate Galaxy	Internal Links	Dofollow
Školní set Coolmate Green	Internal Links	Dofollow
Školní penál jednopatrový Jungle Panda	Internal Links	Dofollow
Tritanová láhev na pití Jungle Panda, 700 ml	Internal Links	Dofollow
Studentské pouzdro Silver	Internal Links	Dofollow

Box na svačinu Sova	Internal Links	Dofollow
Školní aktovka Ergo Minecraft Blue Axe	Internal Links	Dofollow
Školní set Airy Hippie	Internal Links	Dofollow
Školní penál etue Skate Bluelight	Internal Links	Dofollow
Nástěnný kalendář Energie 2025, 48 × 56 cm	Internal Links	Dofollow
Tritanová láhev na pití Harry Potter Nebelvír, 500 ml	Internal Links	Dofollow
Velká knížka PRAHA pro malé vypravěče	Internal Links	Dofollow
Desky na školní sešity A4 Harry Potter Pobertův pláněk	Internal Links	Dofollow
Předškolní sáček Harry Potter Hedvika	Internal Links	Dofollow
ochrany osobních údajů	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
další články	Internal Links	Dofollow
ochrany osobních údajů	Internal Links	Dofollow
smluvními podmínkami	Internal Links	Dofollow
Zákaznický servis	Internal Links	Dofollow
Vrácení zboží	Internal Links	Dofollow
Reklamace	Internal Links	Dofollow
Partnerské prodejny	Internal Links	Dofollow
Kontakt	Internal Links	Dofollow
BAAGL je takové moje dítě	Internal Links	Dofollow
Představujeme nový produkt – dětské bačkůrky BAAGL & FARE!	Internal Links	Dofollow
HARRY POTTER KOUZLÍ S BAAGLEM!	Internal Links	Dofollow
JAK SPRÁVNĚ VYBRAT AKTOVKU? PORADILI JSME SE S FYZIOTERAPEUTKOU	Internal Links	Dofollow
BAAGL PRO VAŠE ZÁDA	Internal Links	Dofollow
JAK SPRÁVNĚ „SEŘÍDIT“ AKTOVKU?	Internal Links	Dofollow
facebook.com/BAAGL/	External Links	Dofollow
youtube.com/channel/UCUZmEfeByQpARStxwaF3_1w/featured	External Links	Dofollow
instagramcom/baaglcz/	External Links	Dofollow

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



Broken links were found on this web page

<http://baagl.cz/pages/informace-o-zpracovani-osobnich-udaju>

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.