

Review of Kreativnidarky.cz

Generated on 2026-01-14

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

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Good



To Improve



Errors



Not Important



Hard to solve



Little tough to solve



Easy to solve



No action necessary



Title Tag



Kreativní dárky - web s kreativními dárky

Length: 41 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



Kreativní dárky - kompletní web s kreativními dárky. Najděte kreativní dárky, dárkové sady, originální dárky, kreativní dárkové sady a další produkty pro vaše projekty.

Length: 168 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



kreativní dárky, originální dárky, dárkové sady, kreativní dárky pro každého, dárky pro muže, dárky pro ženy, originální dárky

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.

[Kreativní dárky - web s kreativními dárky](#)
[kreativnidarky.cz/](#)

Kreativní dárky - kompletní web s kreativními dárky. Najděte kreativní dárky, dárkové sady, originální dárky, kreativní dárkové sady a další produkty pro vaše projekty.

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	3	57	4	0	0

- <H1> Váš trh s kreativními dárky </H1>
- <H2> Hlavní kategorie kreativních dárků </H2>
- <H2> Nejnakupovanější kreativní dárky </H2>
- <H2> Nejnovější články </H2>
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- <H3> Domácí mýdlo </H3>
- <H3> Kreativní obrazy </H3>
- <H3> Pro děti </H3>
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- <H3> Silikonové formy </H3>
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- <H3> Svíčky </H3>
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- <H3> Akvarelové barvy Rosa Gallery sada Classic (14ks) </H3>
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- <H3> Pintor EF akrylový popisovač hrot 0,7mm světle zelená </H3>
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- <H3> Raznice L na visačky 2 vzory </H3>
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- <H3> Obtisky na kamínky - Podzim </H3>
- <H3> Rico Design Tekutá barva do mýdla limetková 10ml - 1 ks </H3>
- <H3> Memento Dew Drop sada růžovo šedá (4ks) </H3>
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- <H3> Sada pro třídu malování na trička XL (10ks) </H3>
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<H3> Karton šedý 0,7mm, 400g/m2, 50x70cm (10ks) </H3>
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<H3> Razítkovací polštářek pigmentový - zlatý </H3>
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<H3> Raznice prostorová motýlci a hvězdy 4,7x4,7cm </H3>
<H3> Raznice na okraje srdíčka 1x4,5cm </H3>
<H3> TOHO Rokajlové korálky - TOHO Round 15/0 (TR-15-43) č. 59 - 5 g </H3>
<H3> Samolepky A5 - Skřítek Valentýnek </H3>
<H3> Nápěň do plnicího pera Parallel Pen černá (6ks) </H3>
<H3> Akrylová barva Abstract 120ml - Titanium White 116, bílá </H3>
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<H3> Jak poznat opravdu originální a kreativní dárek </H3>
<H3> Proč si lidé pamatují kreativní dárky déle než klasické </H3>
<H3> Kreativní dárky: kdy potěší víc než praktické věci </H3>
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<H3> Proč využít náš web s kreativními dárky? </H3>
<H3> Široký výběr kreativních dárků </H3>
<H3> O WEBU </H3>
<H3> OBCHODY </H3>
<H3> KATEGORIE </H3>
<H3> INFORMACE </H3>
<H4> Široký výběr </H4>
<H4> Kvalitní produkty </H4>
<H4> Rychlé doručení </H4>
<H4> Výhodná nabídka </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 Cloud

kreativní 23 dárky 16 kreativních 8 sada 8 barva 8
abstract 8 než 8 barvy 7 akrylový 6 kategorie 5
podle 5 dárek 5 články 4 ceny 4 dárků 4

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>
kreativní	23	✓	✓	✓
dárky	16	✓	✓	✓
kreativních	8	✗	✗	✓
sada	8	✗	✗	✓
barva	8	✗	✗	✓
abstract	8	✗	✗	✓
než	8	✗	✗	✓
barvy	7	✗	✗	✓
akrylový	6	✗	✗	✓
kategorie	5	✗	✗	✓
podle	5	✗	✗	✓
dárek	5	✗	✗	✓
články	4	✗	✗	✓
ceny	4	✗	✗	✓
dárků	4	✗	✗	✓

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 49 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: **8.63%**

Text content size 7771 bytes
Total HTML size 90094 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 88 KB to 14 KB (83.6 % 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 87.236.196.130 does not redirect to kreativnidarky.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** Warning! We have detected parameters in a massive number of URLs


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



Warning, no 301 redirects are in place to redirect traffic to your preferred domain. Pages that load successfully both with and without www. are treated as duplicate content!

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



XML Sitemap



Oh no, XML Sitemap file not found!
<http://kreativnidarky.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



Oh no, Robots.txt file not found!
<http://kreativnidarky.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: 56 Years, 13 Days

Created Date: 1st-Jan-1970

Updated Date: 12th-Nov-2024

Expiry Date: 1st-Jan-1970

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://kreativnidarky.cz

Length: 14 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



Bad, your website has no 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**
⚙️⚙️⚙️

88 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**
⚙️⚙️⚙️

0.03 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: Czech

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

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

Typo Availability

Domains (TLD)	Status
ureativnidarky.cz	Available
jreativnidarky.cz	Available
mreativnidarky.cz	Available
lreativnidarky.cz	Available
oreativnidarky.cz	Available

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



Email Privacy

Good, no 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
87.236.196.130	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:

- ✓ Perfect, your website has few 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

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 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: 

 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

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 76 links including both internal & external links of your site

Anchor	Type	Follow
KreativníDárky.cz	Internal Links	Dofollow
Všechny kategorie	Internal Links	Dofollow
Obchody	Internal Links	Dofollow
TOP kategorie	Internal Links	Dofollow
Barvy	Internal Links	Dofollow
Domácí mýdlo	Internal Links	Dofollow
Kreativní obrazy	Internal Links	Dofollow
Pro děti	Internal Links	Dofollow
Pryskyřice	Internal Links	Dofollow
Silikonové formy	Internal Links	Dofollow
Squishy	Internal Links	Dofollow
Svíčky	Internal Links	Dofollow
Články	Internal Links	Dofollow
Dárky podle ceny	Internal Links	Dofollow
Kreativní dárky do 200 Kč	Internal Links	Dofollow
Kreativní dárky do 300 Kč	Internal Links	Dofollow
Kreativní dárky do 400 Kč	Internal Links	Dofollow
Kreativní dárky do 500 Kč	Internal Links	Dofollow
Kreativní dárky do 800 Kč	Internal Links	Dofollow
Kreativní dárky do 1000 Kč	Internal Links	Dofollow
Kreativní dárky do 1500 Kč	Internal Links	Dofollow
Kreativní dárky do 2000 Kč	Internal Links	Dofollow
Kontakt	Internal Links	Dofollow
Nejprodávanější	Internal Links	Dofollow
Kreul Malířský kartón 30 x 40 cm 74 Kč	Internal Links	Dofollow
Diářová razítka, kalendárium - razítka na pěnovce (25ks) 241 Kč	Internal Links	Dofollow
Akvarelové barvy Rosa Gallery sada Classic (14ks) 549 Kč	Internal Links	Dofollow
Kartonový papír A4 (50ks) světlý kraft 220g/m2 480 Kč	Internal Links	Dofollow
Akrylový tmel Vitex Acrylic Putty (5kg) 539 Kč	Internal Links	Dofollow
Pintor EF akrylový popisovač hrot 0,7mm světle zelená 73 Kč	Internal Links	Dofollow
Akrylová barva Abstract 120ml - Naples Yellow 567, světle žlutá 130 Kč	Internal Links	Dofollow
Karton šedý 1,5mm, 800g/m2, 50x70cm (10ks) 569 Kč	Internal Links	Dofollow
Samolepky 11,5x17cm - Auta 16 Kč	Internal Links	Dofollow
Raznice L na visačky 2 vzory 285 Kč	Internal Links	Dofollow
Pintor EF akrylový popisovač hrot 0,7mm bílá 73 Kč	Internal Links	Dofollow
Obtisky na kamínky - Podzim 29 Kč	Internal Links	Dofollow
Rico Design Tekutá barva do mýdla limetková 10ml - 1 ks 119 Kč	Internal Links	Dofollow
Memento Dew Drop sada růžovo šedá (4ks) 215 Kč	Internal Links	Dofollow
Akrylové barvy Abstract 120ml 140 Kč	Internal Links	Dofollow
Sada pro třídu malování na trička XL (10ks) 999 Kč	Internal Links	Dofollow
Kreul Sada Fix na porcelán KREUL medium JUNIOR 5 ks 198 Kč	Internal Links	Dofollow
Samolepky Adventní kalendář červenošedé 23 Kč	Internal Links	Dofollow
Akrylový tmel Vitex Acrylic Putty (400g) 92 Kč	Internal Links	Dofollow
Karton šedý 0,7mm, 400g/m2, 50x70cm (10ks) 280 Kč	Internal Links	Dofollow
Skicák na akvarel Montval (300g/m2, 100 listů) A3 bílý 1 619 Kč	Internal Links	Dofollow
Razítkovací polštářek pigmentový - zlatý 76 Kč	Internal Links	Dofollow
Raznice prostorová ryby 3,5x3,5cm 365 Kč	Internal Links	Dofollow

Raznice prostorová motýlci a hvězdy 4,7×4,7cm 370 Kč	Internal Links	Dofollow
Raznice na okraje srdíčka 1×4,5cm 280 Kč	Internal Links	Dofollow
TOHO Rokajlové korálky - TOHO Round 15/0 (TR-15-43) č. 59 - 5 g 28 Kč	Internal Links	Dofollow
Samolepky A5 - Skříteček Valentýnek 48 Kč	Internal Links	Dofollow
Náplň do plnicího pera Parallel Pen černá (6ks) 60 Kč	Internal Links	Dofollow
Akrylová barva Abstract 120ml - Titanium White 116, bílá 130 Kč	Internal Links	Dofollow
Sada album dovolená 758 Kč	Internal Links	Dofollow
Akrylová barva Abstract 120ml - Titan buff 136, smetanová 130 Kč	Internal Links	Dofollow
Jarní louka - razítka na pěnovce (37ks) 313 Kč	Internal Links	Dofollow
30.12.2025 Co jsou kreativní dárky a proč mají větší hodnotu než běžné dárky Kreativní dárek není jen věc zabalená do papíru, kterou člověk po rozbalení odloží na policičku. Většinou jde o dárek, který má nápad,...	Internal Links	Dofollow
29.12.2025 Jak vybrat kreativní dárek, který nebude ležet ve skříni Vybrat kreativní dárek, který neskončí zapomenutý ve skříni, vyžaduje trochu jiný přístup než běžný nákup dárku na poslední chvíli....	Internal Links	Dofollow
27.12.2025 Kdy je kreativní dárek lepší volba než drahý dárek Volba mezi drahým a kreativním dárkem není jen otázkou rozpočtu, ale především smyslu a situace. Existuje mnoho momentů, kdy vysoká cena dárku...	Internal Links	Dofollow
26.12.2025 Jak poznat opravdu originální a kreativní dárek Originální a kreativní dárek se většinou pozná hned podle pocitu, který ve vás vyvolá. Nejde o šok nebo okázalou originalitu, ale o tiché...	Internal Links	Dofollow
24.12.2025 Proč si lidé pamatují kreativní dárky déle než klasické Kreativní dárky se lidem často vryjí do paměti mnohem silněji než klasické dárky, protože nejsou vnímány jen jako předměty, ale jako zážitky...	Internal Links	Dofollow
23.12.2025 Kreativní dárky: kdy potěší víc než praktické věci Praktické dárky mají své místo a v mnoha situacích dávají smysl, přesto ale existují chvíle, kdy samotná užitečnost nestačí. Kreativní...	Internal Links	Dofollow
22.12.2025 Jak přemýšlet nad dárkem kreativně a ne podle ceny Přemýšlet nad dárkem kreativně znamená změnit úhel pohledu. Místo otázky kolik to má stát je potřeba si položit otázku co tím chci říct...	Internal Links	Dofollow
20.12.2025 Nejčastější chyby při výběru kreativního dárku Při výběru kreativního dárku se lidé často dopouštějí chyb, které vedou k tomu, že dárek sice působí nápaditě, ale ve výsledku nefunguje....	Internal Links	Dofollow
Davona.cz	Internal Links	Dofollow
Kreativnísvět.cz	Internal Links	Dofollow
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EAN	Internal Links	Dofollow
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Vrácení zboží	Internal Links	Dofollow
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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.



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