Website review fiat.it

Generated on March 20 2025 22:01 PM

The score is 52/100

SEO Content

✓	Title	Sito ufficiale di Fiat Italia - Auto nuove, promozioni e mobilità **Length : 65** Perfect, your title contains between 10 and 70 characters.
✓	Description	Scopri la selezione di auto nuove di Fiat, le promozioni attive e tanti servizi offerti. Personalizza e ordina la tua Fiat con il nostro configuratore online. **Length : 158** Great, your meta description contains between 70 and 160 characters.
✗	Keywords	Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.
✗	Og Meta Properties	This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them.
○	Headings	**H1** 1 **H2** 5 **H3** 1 **H4** 0 **H5** 0 **H6** 0 [H1] Panda Hybrid da 9.950€* GRAZIE AL PIANO ITALIA FIAT [H2] La nostra gamma per i clienti business [H2] Acquistare la tua Fiat online non è mai stato così facile. [H2] Novità ed eventi Fiat [H2] 500e Giorgio Armani Collector's Edition [H2] Il modo più veloce per avere la tua Fiat [H3] Buon Compleanno 500!
✗	Images	We found 52 images on this web page. 50 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.
✗	Text/HTML Ratio	Ratio : **14%** This page's ratio of text to HTML code is below 15 percent, this means

SEO Content

		that your website probably needs more text content.
✅	Flash	Perfect, no Flash content has been detected on this page.
❌	Iframe	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

SEO Links

✅	URL Rewrite	Good. Your links looks friendly!
✅	Underscores in the URLs	Perfect! No underscores detected in your URLs.
✅	In-page links	We found a total of 3 links including 0 link(s) to files
⦾	Statistics	External Links : noFollow 0% External Links : Passing Juice 66.67% Internal Links 33.33%

In-page links

Anchor	Type	Juice
Privacy Policy	Internal	Passing Juice
Preference Center	External	Passing Juice
-	External	Passing Juice

SEO Keywords

⦾	Keywords Cloud	scopri grande 500e hybrid tua elettrica nuova fiat panda della

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
fiat	35	✔	✖	✔	✔
scopri	31	✖	✖	✔	✖
panda	20	✖	✖	✖	✔
hybrid	17	✖	✖	✖	✔
elettrica	17	✖	✖	✖	✖

Usability

	Url	Domain : fiat.it Length : 7
✔	Favicon	Great, your website has a favicon.
✖	Printability	We could not find a Print-Friendly CSS.
✔	Language	Good. Your declared language is it.
✖	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 : 137 Warnings : 70
✔	Email Privacy	Great no email address has been found in plain text!

Document

	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	✔ Excellent, your website doesn't use nested tables.
		✖ Too bad, your website is using inline styles.
		✖ Too bad, your website has too many CSS files (more than 4).
		✖ Too bad, your website has too many JS files (more than 6).
		✔ Perfect, your website takes advantage of gzip.

Mobile

	Mobile Optimization	✔ Apple Icon
		✔ Meta Viewport Tag
		✔ Flash content

Optimization

	XML Sitemap	Great, your website has an XML sitemap.
		https://www.fiat.it/sitemap.xml
		https://www.fiat.it/mopar/sitemap.xml
		https://www.fiat.it/compra-online/sitemap/FT/IT/sitemap.xml
	Robots.txt	http://fiat.it/robots.txt
		Great, your website has a robots.txt file.
	Analytics	Missing
		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.