








# Website review pratidonaduzzi.com.br

Generated on September 22 2024 18:38 PM





The score is 48/100







## SEO Content

|    | Title   | <p>Início - Prati-Donaduzzi - Indústria Farmacêutica</p> <p><b>Length : 49</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>  |          |         |     |                                |       |   |      |         |             |                        |   |   |
|---|---|---|----------|---------|-----|--------------------------------|-------|---|------|---------|-------------|------------------------|---|---|
|    | Description                                       | <p>Indústria Farmacêutica</p> <p><b>Length : 22</b></p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>  |          |         |     |                                |       |   |      |         |             |                        |   |   |
|  | Keywords  | <p>genéricos, indústria, medicamentos, remédios, farmácias, drogarias, similares, paracetamol, toledo, paraná, canabidiol, scn, farmacêutica, inovação</p> <p>Good, your page contains meta keywords.</p>   |          |         |     |                                |       |   |      |         |             |                        |   |   |
|  | Og Meta Properties                                | <p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="544 1346 1481 1753"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>url</td> <td>https://pratidonaduzzi.com.br/</td> </tr> <tr> <td>title</td> <td>Início - Prati-Donaduzzi - Indústria Farmacêutica</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>description</td> <td>Indústria Farmacêutica</td> </tr> </tbody> </table> | Property | Content | url | https://pratidonaduzzi.com.br/ | title | Início - Prati-Donaduzzi - Indústria Farmacêutica | type | website | description | Indústria Farmacêutica |   |   |
| Property  | Content   |   |          |         |     |                                |       |   |      |         |             |                        |   |   |
| url   | https://pratidonaduzzi.com.br/                    |   |          |         |     |                                |       |   |      |         |             |                        |   |   |
| title   | Início - Prati-Donaduzzi - Indústria Farmacêutica |   |          |         |     |                                |       |   |      |         |             |                        |   |   |
| type  | website   |   |          |         |     |                                |       |   |      |         |             |                        |   |   |
| description   | Indústria Farmacêutica                            |   |          |         |     |                                |       |   |      |         |             |                        |   |   |
|  | Headings  | <table border="1" data-bbox="544 1783 1481 1854"> <thead> <tr> <th>H1</th> <th>H2</th> <th>H3</th> <th>H4</th> <th>H5</th> <th>H6</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>3</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="616 1883 1310 1984" style="list-style-type: none"> <li>• [H2] Notícias</li> <li>• [H2] Tempo Real</li> <li>• [H2] https://www.instagram.com/p/CV25_L9szV1/</li> </ul>                 | H1       | H2      | H3  | H4                             | H5    | H6  | 0    | 3       | 0           | 0                      | 0 | 0 |
| H1  | H2  | H3  | H4       | H5      | H6  |                                |       |   |      |         |             |                        |   |   |
| 0   | 3   | 0   | 0        | 0       | 0   |                                |       |   |      |         |             |                        |   |   |
|   | Images  | We found 44 images on this web page.  |          |         |     |                                |       |   |      |         |             |                        |   |   |

## SEO Content

|   |                 |   |
|---|-----------------|---|
|  |                 | 11 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 : <b>3%</b><br><br>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content. |
|  | Flash           | Perfect, no Flash content has been detected on this page.   |
|  | Iframe          | Great, there are no Iframes detected on this page.  |

## 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 58 links including 0 link(s) to files                                     |
|  | Statistics              | External Links : noFollow 0%<br>External Links : Passing Juice 8.62%<br>Internal Links 91.38% |

## In-page links

| Anchor   | Type     | Juice         |
|--|----------|---------------|
| <a href="#">Sobre Nós</a>                              | Internal | Passing Juice |
| <a href="#">Demonstrações Financeiras (2017)</a>       | Internal | Passing Juice |
| <a href="#">Demonstrações Financeiras Grupo (2017)</a> | Internal | Passing Juice |
| <a href="#">Demonstrações Financeiras Grupo (2018)</a> | Internal | Passing Juice |
| <a href="#">Demonstrações Financeiras (2018)</a>       | Internal | Passing Juice |
| <a href="#">Nossa Essência</a>                         | Internal | Passing Juice |

## In-page links

|  |          |               |
|--|----------|---------------|
| <a href="#">Código de Ética e Conduta</a>              | Internal | Passing Juice |
| <a href="#">Prêmios e destaques</a>                    | Internal | Passing Juice |
| <a href="#">Governança Corporativa e Compliance</a>    | Internal | Passing Juice |
| <a href="#">Programa de Compliance Prati-Donaduzzi</a> | Internal | Passing Juice |
| <a href="#">Relacionamento com o Cliente</a>           | Internal | Passing Juice |
| <a href="#">Ouvidoria</a>                              | Internal | Passing Juice |
| <a href="#">Relatórios</a>                             | Internal | Passing Juice |
| <a href="#">Inovação e P&amp;D</a>                     | Internal | Passing Juice |
| <a href="#">Uniprati</a>                               | Internal | Passing Juice |
| <a href="#">Demonstrações Financeiras</a>              | Internal | Passing Juice |
| <a href="#">Envie Seu Projeto</a>                      | Internal | Passing Juice |
| <a href="#">Balanco ESG</a>                            | Internal | Passing Juice |
| <a href="#">Produtos</a>                               | Internal | Passing Juice |
| <a href="#">Marcas</a>                                 | Internal | Passing Juice |
| <a href="#">Fitoterápicos</a>                          | Internal | Passing Juice |
| <a href="#">Fracionáveis</a>                           | Internal | Passing Juice |
| <a href="#">Nutracêuticos</a>                          | Internal | Passing Juice |
| <a href="#">Insumos Farmacêuticos Ativos</a>           | Internal | Passing Juice |
| <a href="#">Produtos de Canabidiol</a>                 | Internal | Passing Juice |
| <a href="#">Descontinuados</a>                         | Internal | Passing Juice |
| <a href="#">Notificação Simplificada</a>               | Internal | Passing Juice |
| <a href="#">Projetos</a>                               | Internal | Passing Juice |
| <a href="#">Responsabilidade Social</a>                | Internal | Passing Juice |
| <a href="#">Visitas à fábrica</a>                      | Internal | Passing Juice |
| <a href="#">Carreira</a>                               | Internal | Passing Juice |
| <a href="#">Benefícios</a>                             | Internal | Passing Juice |
| <a href="#">Faça parte do nosso Time</a>               | External | Passing Juice |
| <a href="#">Programa de Estagio</a>                    | External | Passing Juice |

## In-page links

|  |          |               |
|--|----------|---------------|
| <a href="#">Programa Jovem Aprendiz</a>  | External | Passing Juice |
| <a href="#">Imprensa</a>   | Internal | Passing Juice |
| <a href="#">Na Mídia</a>   | Internal | Passing Juice |
| <a href="#">Atendimento</a>  | Internal | Passing Juice |
| <a href="#">Contato</a>  | Internal | Passing Juice |
| <a href="#">Novos Negócios</a>   | Internal | Passing Juice |
| <a href="#">Vendas</a>   | Internal | Passing Juice |
| <a href="#">Contato Apoios e Patrocínios</a>   | Internal | Passing Juice |
| <a href="#">CAC</a>  | Internal | Passing Juice |
| <a href="#">Farmacovigilância</a>  | Internal | Passing Juice |
| <a href="#">Ouvidoria</a>  | Internal | Passing Juice |
| <a href="#">Laudos</a>   | Internal | Passing Juice |
| <a href="#">Termos e Condições</a>   | Internal | Passing Juice |
| <a href="#">Perguntas Frequentes</a>   | Internal | Passing Juice |
| <a href="#">Localização</a>  | Internal | Passing Juice |
| <a href="#">Canabidiol</a>   | Internal | Passing Juice |
| <a href="#">Uma pessoa desenvolve demência a cada três segundos no mundo</a>                     | Internal | Passing Juice |
| <a href="#">Prati-Donaduzzi amplia acesso à cultura com repasse ao Natal Encantado de Toledo</a> | Internal | Passing Juice |
| <a href="#">Amamentação e medicamentos: saiba quando essa combinação é segura</a>                | Internal | Passing Juice |
| <a href="#">JoomShaper</a>   | External | Passing Juice |
| <a href="#">www.pratidonaduzzi.com.br</a>  | Internal | Passing Juice |
| <a href="#">Aceitar</a>  | External | Passing Juice |
| <a href="#">Política de Privacidade</a>  | Internal | Passing Juice |
| <a href="https://www.instagram.com/p/CV25_L9szV1/">https://www.instagram.com/p/CV25_L9szV1/</a>  | Internal | Passing Juice |

## SEO Keywords



Keywords Cloud

mais prati-donaduzzi demonstrações  
financeiras compliance grupo nossa  
programa cultura saiba

## Keywords Consistency

| Keyword         | Content | Title | Keywords | Description | Headings |
|-----------------|---------|-------|----------|-------------|----------|
| mais            | 7       | ✘     | ✘        | ✘           | ✘        |
| saiba           | 6       | ✘     | ✘        | ✘           | ✘        |
| demonstrações   | 5       | ✘     | ✘        | ✘           | ✘        |
| financeiras     | 5       | ✘     | ✘        | ✘           | ✘        |
| prati-donaduzzi | 4       | ✔     | ✘        | ✘           | ✘        |











## Usability

|  |              |   |
|--|--------------|---|
|  | Url          | Domain : pratidonaduzzi.com.br<br>Length : 21     |
|  | Favicon      | Great, your website has a favicon.                |
|  | Printability | We could not find a Print-Friendly CSS.           |
|  | Language     | Good. Your declared language is pt.               |
|  | Dublin Core  | This page does not take advantage of Dublin Core. |





## Document

|  |         |        |
|--|---------|--------|
|  | Doctype | HTML 5 |
|--|---------|--------|



## Document

|  |                 |  |
|--|-----------------|--|
|  | Encoding        | Perfect. Your declared charset is UTF-8.   |
|  | W3C Validity    | Errors : 0<br>Warnings : 0   |
|  | Email Privacy   | Great no email address has been found in plain text!   |
|  | Deprecated HTML | Great! We haven't found deprecated HTML tags in your HTML.   |
|  | Speed Tips      | <ul style="list-style-type: none"><li> Excellent, your website doesn't use nested tables.</li><li> Too bad, your website is using inline styles.</li><li> Too bad, your website has too many CSS files (more than 4).</li><li> Too bad, your website has too many JS files (more than 6).</li><li> Perfect, your website takes advantage of gzip.</li></ul> |

## Mobile

|  |                     |  |
|--|---------------------|--|
|  | Mobile Optimization | <ul style="list-style-type: none"><li> Apple Icon</li><li> Meta Viewport Tag</li><li> Flash content</li></ul> |
|--|---------------------|--|

## Optimization

|  |             |  |
|--|-------------|--|
|  | XML Sitemap | Missing<br><p>Your website does not have an XML sitemap - this can be problematic.</p> <p>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.</p> |
|  | Robots.txt  | <a href="http://pratidonaduzzi.com.br/robots.txt">http://pratidonaduzzi.com.br/robots.txt</a><br>Great, your website has a robots.txt file.  |
|  | Analytics   | Great, your website has an analytics tool.   |

## Optimization



Google Analytics