Options | Share ▾ | Download as PDF

Audit Results for casavo.com

B+
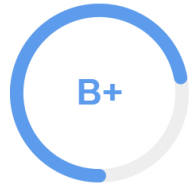
Your page is good

Recommendations: 11

A — On-Page SEO
C+ — Links
D — Usability
A+ — Performance
A+ — Social
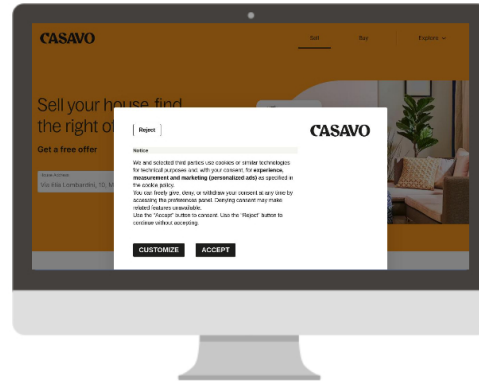
Links · Usability · Performance · Social · On-Page SEO

Report Generated: 18 July 4:59AM UTC   **Refresh Results Now**

Recommendations

Toggle: Usability | Social | Performance | On-Page SEO | Links | Other

Optimize for Core Web Vitals	Usability	Medium Priority
Reduce length of title tag (to between 50 and 60 characters)	On-Page SEO	Medium Priority
Remove Duplicate H1 Tags	On-Page SEO	Medium Priority
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Optimize your page for Desktop PageSpeed Insights	Usability	Low Priority
Update Link URLs to be more human and Search Engine readable	Links	Low Priority
Setup & Install a Facebook Pixel	Social	Low Priority
Remove inline styles	Performance	Low Priority

Add Schema Markup	On-Page SEO	Low Priority
Add business address and phone number	Other	Low Priority
Add Local Business Schema	Other	Low Priority

On-Page SEO Results

A

Your On-Page SEO is good

Your page is mostly optimized for On-Page SEO performance. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You can continue to improve your page by ensuring HTML Tag Content is completed correctly and text content is well aligned with chosen keywords.

Title Tag   ✖

You have a title tag, but ideally it should be shortened to between 50 and 60 characters (including spaces).

Online home value estimate: find out how much your home is worth!

Length : 65

Title tags are very important for search engines to correctly understand and categorize your content.

Meta Description Tag   ✔

Your page has a meta description of optimal length (between 120 and 160 characters).

Want to sell your house fast? Fill out the online form and receive a free home value estimate and real estate prices from Casavo!

Length : 129

SERP Snippet Preview   *i*

This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.

> https://casavo.com › en   ⋮
> **Online home value estimate: find out how much your home is worth!**
> Want to sell your house fast? Fill out the online form and receive a free home value estimate and real estate prices from Casavo!

Hreflang Usage   *i*

Your page is making use of Hreflang attributes.

Show details

Language   ✔

Your page is using the lang attribute.

Declared: English

H1 Header Tag Usage   ✖

Your page has more than one H1 Tag. It is generally recommended to only use one H1 Tag on a page.

The H1 Header Tag is an important way of signaling to search engines what your content is about, and subsequently the keywords it should rank for.

Show details

H2-H6 Header Tag Usage   ✔

Your page is making use multiple levels of Header Tags.

Header Tag	Frequency	
H2	6	████████
H3	0	
H4	0	
H5	4	█████
H6	0	

Show details

Keyword Consistency   ✔

Your page's main keywords are distributed well across the important HTML tags.

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
casavo	✗	✓	✓	13	
house	✗	✓	✓	6	
step	✗	✗	✗	5	
home	✓	✓	✗	5	
sell	✗	✓	✓	4	
buy	✗	✗	✗	4	
from	✗	✓	✗	4	
consent	✗	✗	✗	4	

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
b u	✗	✗	✗	6	
u d	✗	✗	✗	6	
d g	✗	✗	✗	6	
g e	✗	✗	✗	6	
e t	✗	✗	✓	6	
t l	✗	✗	✗	6	
k i	✗	✗	✗	6	
i n	✗	✗	✗	6	

Amount of Content ✓

Your page has a good level of textual content, which will assist in it's ranking potential.

Word Count: 772

Image Alt Attributes ✓

You do not have any images missing Alt attributes on your page.

Canonical Tag ✓

Your page is using the Canonical Tag.

https://casavo.com/en/

Noindex Tag Test ✓

Your page is not using the Noindex Tag which prevents indexing.

Noindex Header Test ✓

Your page is not using the Noindex Header which prevents indexing.

SSL Enabled ✓

Your website has SSL enabled.

HTTPS Redirect ✓

Your page successfully redirects to a HTTPS (SSL secure) version.

Robots.txt ✓

Your website appears to have a robots.txt file.

http://casavo.com/robots.txt

Blocked by Robots.txt ✓

Your page does not appear to be blocked by robots.txt.

XML Sitemaps ✓

Your website appears to have an XML sitemap.

https://casavo.com/sitemap_index.xml

Analytics ✓

Your page is using an analytics tool.

Google Analytics

Schema.org Structured Data ✓

Schema.org Structured Data

We have not detected any usage of Schema.org on your page.

Schema.org is a structured data markup for webpages which helps Search Engines understand your site better and provide rich snippets directly in their search results.
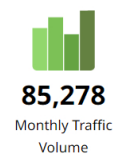
Rankings

Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country & Language	Position	Total Searches	Estimated Traffic	
casavo	IT	1	6,600	2,006	
cambiare domicilio	IT	1	2,400	730	
imposte di registro prima casa	IT	3	6,600	642	
case.in vendita	IT	13	90,500	534	
piante da interno con poca luce	IT	4	8,100	534	
casavo	FR	1	1,600	486	
pitturare una casa	IT	1	1,600	486	
imposta di registro prima casa	IT	4	6,600	435	
imposta registro prima casa	IT	4	6,600	435	
imposte registro prima casa	IT	4	6,600	435	

Track Keyword Rankings

Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings.

85,278
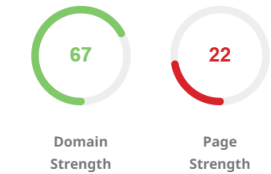Monthly Traffic
Volume

Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords	
Position 1	95	
Position 2-3	196	
Position 4-10	983	
Position 11-20	1,861	
Position 21-30	1,833	
Position 31-100	9,467	

Links

Backlink Summary

You have a strong level of backlink activity to this page.

67
Domain
Strength

22
Page
Strength

21.4k
Backlinks

1.4k
Referring Domains

💰 **2.1k**	🔗 **19.3k**	🎓 **1**	🏛 **0**	📑 **748**	🖥 **1k**
Nofollow Backlinks	Dofollow Backlinks	Edu Backlinks	Gov Backlinks	Subnets	IPs

Top Backlinks

i

These are the highest value external pages we have found linking to your site.

Domain strength	Referring Page URL	Referring Page Title	Anchor Text
100	https://github.com/AleeeKoi/awesome-italia-remote	GitHub - AleeeKoi/awesome-italia-remote: A list of remote-friendly or full-remote companies that targets Italian talents.	Casavo
100	https://apps.apple.com/it/app/casavo/id1488729198	Casavo su App Store	informativa sulla privacy dello sviluppatore
98	https://medium.com/casavo/casavo-design-fundamentals-streamlining-our-product-design-process-with-figma-fab05bc51021	Casavo Design Fundamentals: Streamlining our Product design process with Figma	by Maximiliano Maggioni	Casavo	Feb, 2021	Medium	check our open positions →
97	https://www.businessinsider.com/top-european-startups-where-people-want-to-work-in-2020-2020-9	Here Are the Top European Startups Where People Want to Work in 2020	A year ago it secured a $22 million Series B funding just seven months after its Series A.
96	https://www.bing.com/images/search?q=Anchorage+Alaska+Wine&qft=+filterui:photo-transparent&FORM=IRFLTR	Anchorage Alaska Wine - Suchen Bilder	casavo.com
96	https://techcrunch.com/2022/07/19/casavo-an-open-door-style-proptech-from-italy-raises-410m-to-expand-its-instant-buyer-platform-across-europe/	Casavo, an Opendoor-style proptech from Italy, raises $410M to expand its instant buyer platform across Europe	TechCrunch	Casavo (opens in a new window)
95	https://www.entrepreneur.com/es/noticias/emprendedores-exitosos-de-espana-hablan-sobre-los/436838	Emprendedores exitosos de España hablan sobre los desafíos de la recaudación de fondos de VC para 2023	Entrepreneur	Casavo
94	https://www.glassdoor.com/Overview/Working-at-Casavo-EI_IE3922051.11,17.htm	Working at Casavo	Glassdoor	casavo.com/
93	https://nuvola.corriere.it/2020/09/26/le-startup-resilienti-italiane-per-cui-lavorare-nel-2020/	Le startup resilienti italiane per cui lavorare nel 2020	La Nuvola del Lavoro	Casavo

Top Pages by Backlinks

i

These are the pages on your site with the most the backlinks from other sites.

URL	Backlinks	
https://casavo.com/it/?hsa_grp=67679213702&hsa_tgt=kwd-338322157393&hs...	11,348	████████████████
https://casavo.com/it/	1,410	█
https://casavo.com/fr/a-propos/	952	█
https://casavo.com/fr/blog/	949	█
https://casavo.com/fr/faqs/	949	█
https://casavo.com/fr/guides/comment-vendre-un-bien-immobilier/frais-a...	949	█
https://casavo.com/fr/presse/	942	█
https://casavo.com/fr/blog/casavo-arrive-en-france-pour-lancer-une-off...	726	█
https://casavo.com/	596	█
http://casavo.com/	386	▪

Top Anchors by Backlinks

i

These are the top pieces of Anchor Text we found used to link to your site.

Anchor	Backlinks	
CASAVO	11,371	████████████████
Casavo	2,216	██
Blog	952	█
Qui sommes-nous ?	949	█
FAQ	949	█
Guide de l'immobilier	949	█
Espace média	942	█
Découvrez Casavo ici	725	█
casavo.com	590	█

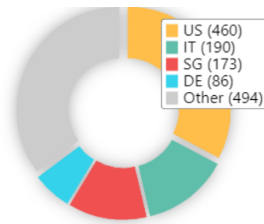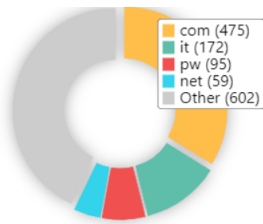## Top Referring Domain Geographies

i

These are the Top Geographies we have found linking to your site.

Top TLDs   Top Countries

com (475)
it (172)
pw (95)
net (59)
Other (602)

US (460)
IT (190)
SG (173)
DE (86)
Other (494)

On-Page Link Structure

We found 30 total links. 27% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to those destination pages.

Show details

Friendly Links

Some of your link URLs do not appear friendly to humans or search engines.

We would recommend making URLs as readable as possible by reducing length, file names, code strings and special characters.

Show details

Usability

Your usability could be better

D

Your page is OK but could be more usable across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

Device Rendering

This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.
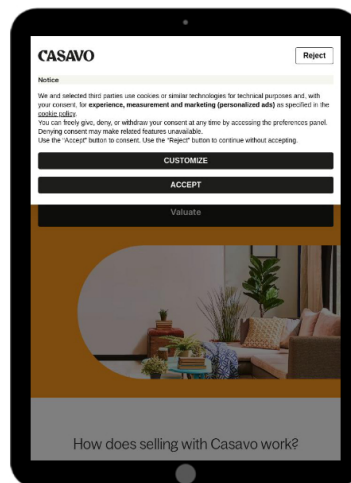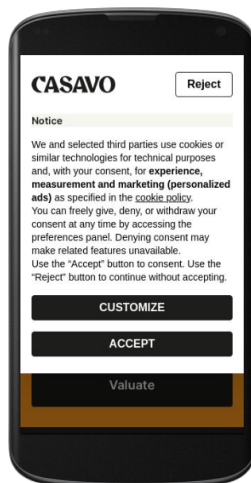
Google's Core Web Vitals

Your page has failed Google's Core Web Vitals assessment.

Core Web Vitals are UI metrics created by Google that measure page experience and are becoming increasingly important as a ranking factor.
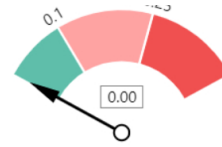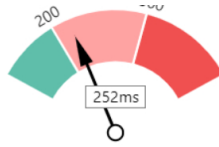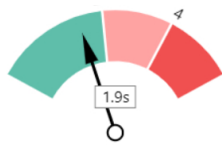
Largest Contentful Paint (LCP)	Interaction To Next Paint (INP)	Cumulative Layout Shift (CLS)
2.5	500	0.25

Use of Mobile Viewports ✓

Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.

Google's PageSpeed Insights - Mobile ✗

Google is indicating that your page is scoring poorly on their Mobile PageSpeed Insights evaluation.

Note that this evaluation is being performed from US servers and the results may differ slightly from an evaluation carried out from Google's PageSpeed Web Interface as that reporting localizes to the region in which you are running the report.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.

25

Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	3.3 s	Eliminate render-blocking resources	1.5 s
Speed Index	8.9 s	Avoid multiple page redirects	1.08 s
Largest Contentful Paint	5.7 s	Reduce unused JavaScript	0.76 s
Time to Interactive	18.3 s		
Total Blocking Time	5.67 s		
Cumulative Layout Shift	0		

Google's PageSpeed Insights - Desktop ✗

Google is indicating that your page is scoring poorly on their Desktop PageSpeed Insights evaluation.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.

70

Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	0.9 s	Eliminate render-blocking resources	0.36 s
Speed Index	2.6 s	Avoid multiple page redirects	0.31 s
Largest Contentful Paint	1.3 s		
Time to Interactive	3.5 s		
Total Blocking Time	0.38 s		
Cumulative Layout Shift	0.033		

Flash Used? ✓

No Flash content has been identified on your page.

iFrames Used? ✓

There are no iFrames detected on your page.

Favicon ✓

Your page has specified a favicon.

Email Privacy ✓

No email addresses have been found in plain text on your page.

Legible Font Sizes ✓

The text on your page appears to be legible across devices.

Tap Target Sizing ✓

The links and buttons on your page appear to be appropriately sized for a user to easily tap on a touchscreen.

Performance Results

A+

Your performance is very good!

Congratulations, your page has performed very well in our testing meaning it should be reasonably fast and responsive for users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). Continue to monitor your performance over time to ensure there are no periodic fluctuations.
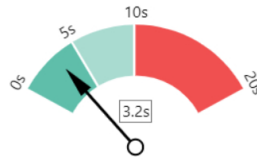
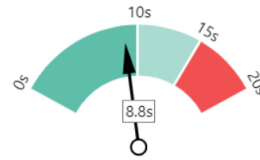**Page Speed Info** ✓

Your page loads in a reasonable amount of time.

Server Response

0s | 0.5s | 1s | 3s
0.0s
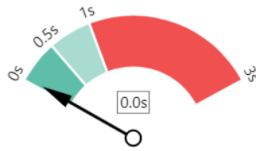
All Page Content Loaded

0s | 5s | 10s | 20s
3.2s

All Page Scripts Complete

0s | 10s | 15s | 20s
8.8s

Download Page Size ✓

Your page's file size is reasonably low which is good for Page Load Speed and user experience.
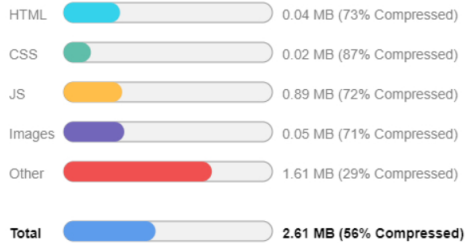
Download Page Size

0MB | 5MB | 20MB
2.6MB

Download Page Size Breakdown

- HTML (0.04MB)
- CSS (0.02MB)
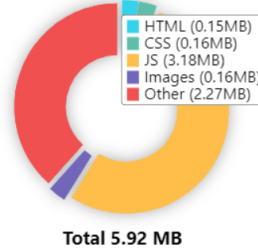- JS (0.89MB)
- Images (0.05MB)
- Other (1.61MB)

Total 2.61 MB
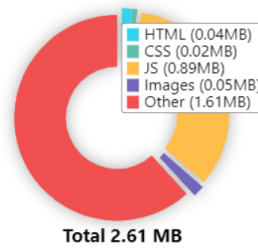
Website Compression (Gzip, Deflate, Brotli) ✓

Your website appears to be using a reasonable level of compression.

Compression Rates

HTML	0.04 MB (73% Compressed)
CSS	0.02 MB (87% Compressed)
JS	0.89 MB (72% Compressed)
Images	0.05 MB (71% Compressed)
Other	1.61 MB (29% Compressed)
Total	2.61 MB (56% Compressed)

Raw Page Size Breakdown

- HTML (0.15MB)
- CSS (0.16MB)
- JS (3.18MB)
- Images (0.16MB)
- Other (2.27MB)

Total 5.92 MB

Number of Resources *i*

This check displays the total number of files that need to be retrieved from web servers to load your page.

#	HTML	JS	CSS	Images	Other
88	**2**	**37**	**9**	**12**	**28**
Total Objects	Number of HTML Pages	Number of JS Resources	Number of CSS Resources	Number of Images	Other Resources

Google Accelerated Mobile Pages (AMP) *i*

This page does not appear to have AMP Enabled.

Show details

JavaScript Errors ✓

Your page is not reporting any JavaScript errors.

HTTP2 Usage ✓

Your website is using the recommended HTTP/2+ protocol.

Optimize Images ✓

All of the images on your page appear to be optimized.

Minification ✓

All your JavaScript and CSS files appear to be minified.

Deprecated HTML ✓

No deprecated HTML tags have been found within your page.

Inline Styles ✗

Your page appears to be using inline styles.

Inline styles are an older coding practice and discouraged in favor of using CSS style sheets, due to their ability to degrade page load performance and unnecessarily complicate HTML Code.

Show details

Social Results

A+

Your social is very good!

Congratulations, your social presence is strong and active. Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to your website. We recommend continued use of social campaigns to grow this further.

Facebook Page Linked ✓

Your page has a link to a Facebook Page.

 https://facebook.com/CasavoItalia

Facebook Open Graph Tags ✓

Your page is using Facebook Open Graph Tags.

Show details

Facebook Pixel ✗

We have not detected a Facebook Pixel on your page.

Facebook's Pixel is a useful piece of analytics code that allows you to retarget visitors if you decide to run Facebook Ads in future.

X (formerly Twitter) Account Linked ✓

Your page has a link to a X profile.

 https://twitter.com/Casavo_it

X Cards ✓

Your page is using X Cards.

Show details

Instagram Linked ✓

Your page has a link to an Instagram profile.

 https://instagram.com/casavo.it

LinkedIn Page Linked ✓

Your page has a link to a LinkedIn profile.

 https://linkedin.com/company/casavo-group

YouTube Channel Linked ✓

Your page has a link to a YouTube channel.

 https://youtube.com/channel/UC_Sb0XWFOlAKjp7reB8q8kQ

YouTube Channel Activity ✓

You have a good number of YouTube channel subscribers

▶ YouTube

454	**435**
Followers	View Count

Local SEO

Address & Phone Shown on Website

We can't identify one or both of these components on the page. Missing: Phone, Address

✗

Local Business Schema

No Local Business Schema identified on the page.

✗

Google Business Profile Identified

You can see information about your page's Google Business Profile within this report by signing up to one of our premium plans.

i

Signup - Free Trial

Technology Results

Technology List

These software or coding libraries have been identified on your page.

i

Technology	Version
AWIN	
Cloudflare	
Cloudflare Browser Insights	
Google Analytics	
Google Maps	
Google Tag Manager	
HSTS	
HTTP/3	
iubenda	

Server IP Address

104.26.1.67

i

DNS Servers

jocelyn.ns.cloudflare.com
kurt.ns.cloudflare.com

i

Web Server

cloudflare

i

Charset

text/html; charset=utf-8

i

Review Child Pages

Page
/blog/category/customer-stories/
/compliance/
/contact
/digital-signature/
/houses-for-sale/
/it/guide/come-vendere-casa/come-vendere-casa-velocemente-i-nostri-consigli/
/terms-and-conditions/