

Searching audit for the site www.privatejetcharter.ru



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1. General site settings

| | |
|-------------------|------------------|
| Citation index | 80 |
| PR | 3 |
| Indexed in Yandex | 387 pages |
| Indexed in Google | 570 pages |
| Yandex Directory | YES |
| DMOZ Directory | NO |
| Filter AGS | NO |
| Domain age | 8 years 8 months |

The site is well indexed by search engines. The site is old enough that will have a good impact on its promotion.

2. Target requests core and visibility in the search

The core was collected for all services on site ~ 1800 requests. The core has been completely cleaned by our technologies and manually by our analysts. As a result there were left 322 targeted requests, including transactional, which will be a base for the site promotion. Analysis of the positions realized by the pure kernel requests:

| Phrase | Yandex | Google |
|-------------------------------------|--------|--------|
| private flights price | >100 | 32 |
| business aviation prices | 17 | 92 |
| business aviation | 34 | >100 |
| private aviation aircrafts | 15 | >100 |
| business aviation services | >100 | >100 |
| business jet rent price | 8 | 16 |
| business aviation flight price | 17 | 23 |
| aircraft with crew rent | >100 | >100 |
| business aviation St Petersburg | 79 | 49 |
| development of business aviation | >100 | 86 |
| empty flights | 13 | >100 |
| vacant flights | 2 | 4 |
| charter | >100 | >100 |
| private charter flight | >100 | >100 |
| private airlines charter | >100 | >100 |
| Russian business aviation aircrafts | >100 | >100 |
| business jet | 32 | 37 |
| service air ambulance | >100 | >100 |

| | | |
|--|------|------|
| private aviation in Russia | >100 | >100 |
| business aviation flights | >100 | >100 |
| private business aviation | 24 | 19 |
| boeing business jet | 13 | 36 |
| boeing business jet | 16 | >100 |
| business jet price | 12 | 24 |
| business jet flight price | 23 | 13 |
| how much is private flight | >100 | 70 |
| business aviation aircrafts rent | 19 | 58 |
| business aviation Kazan | >100 | >100 |
| aircraft landing | >100 | >100 |
| business aviation St Petersburg | 12 | 46 |
| business jet order | 15 | 13 |
| classes of aircrafts | >100 | >100 |
| charter rent price | 29 | 18 |
| business aviation aircraft rent | 77 | 51 |
| business aviation in Moscow | 87 | 87 |
| business aviation Domodedovo | >100 | >100 |
| organization of air transport | >100 | >100 |
| aircraft | >100 | >100 |
| business aviation airline | >100 | 96 |
| private aviation prices | 23 | >100 |
| air equipment ambulance | >100 | >100 |
| sanitary aviation Moscow | >100 | 37 |
| how much is business jet | 7 | 23 |
| business jet aircraft | 6 | 14 |
| business aviation Domodedovo | >100 | >100 |
| business jet order | 12 | 22 |
| aircraft leasing | >100 | 78 |
| Russian business aviation | >100 | >100 |
| business jet Moscow | 1 | 15 |
| type of aircrafts | >100 | >100 |
| private flights | >100 | 97 |
| private aviation Moscow | 20 | >100 |
| business jet rent | 9 | 19 |
| cost business aviation | 14 | 33 |
| Russian sanitary aviation and medical evacuation | >100 | 57 |
| sanitary aviation Russia | >100 | >100 |
| business aviation | 28 | 83 |
| registration of business jets in Russia | >100 | >100 |
| business aviation aircraft | 31 | >100 |

| | | |
|--------------------------------------|------|------|
| the cost of a business jet | 6 | 30 |
| business jet top | 40 | 95 |
| aircrafts | >100 | >100 |
| sanitary aviation helicopters | >100 | >100 |
| business jet falcon | 16 | 21 |
| air transport costs | >100 | >100 |
| private aviation | 15 | >100 |
| airbus business jet | 1 | 19 |
| business aviation airlines in Moscow | >100 | 81 |
| sanitary aviation Krasnoyarsk | >100 | >100 |
| travel by air transport | >100 | >100 |
| small private aviation | >100 | >100 |
| business jets | >100 | >100 |
| vip charter | >100 | >100 |
| rent charter | 31 | 20 |
| supersonic business jet | >100 | >100 |
| business aviation companies | >100 | 71 |
| business aviation airport | 35 | >100 |
| haul business jets | 10 | 38 |
| maintenance of aircraft | >100 | >100 |
| best business jet | 20 | 29 |
| Bbusiness aviation Yekaterinburg | >100 | >100 |
| business jet aircraft | 36 | >100 |
| the cost of private flights | 29 | 31 |
| business aviation in Russia | >100 | >100 |
| leasing with crew | >100 | >100 |
| rent a business jet | 15 | 14 |
| civil aviation aircraft | >100 | >100 |
| vip aviation | 38 | 89 |
| business aviation Moscow | 21 | 74 |
| business charter | 7 | 31 |
| private flight | >100 | 46 |
| sanitary aviation | >100 | 91 |
| business jet | 14 | >100 |
| refueling aircraft | >100 | >100 |
| VIP charter | >100 | >100 |
| company business aviation | 53 | 72 |
| services of business aviation | >100 | >100 |
| maintenance of aircraft | >100 | >100 |
| provision of aircraft operations | >100 | >100 |

| | | |
|---|------|------|
| the fastest business jet | 27 | 9 |
| rental rates for business jets | 4 | 18 |
| business aviation company in Moscow | 54 | 58 |
| New business jets | 24 | >100 |
| Aircraft order | 22 | 68 |
| Russian long-haul aircraft | >100 | >100 |
| aircraft order St. Petersburg | >100 | 56 |
| business aircraft rent | 87 | 65 |
| aircraft on order | >100 | >100 |
| transportation of bedridden patients on an airplane | >100 | >100 |
| airfare private jet | 22 | 27 |
| private jet rent prices Bratsk | >100 | >100 |
| how much does it cost to rent a private jet | 28 | 55 |
| how much does it cost to rent an airplane with a crew | 30 | 50 |
| jet rent price | 33 | 49 |
| order plane | 23 | 71 |
| online plane order | >100 | >100 |
| how much is it to go in a private plane | >100 | 70 |
| private jets | 99 | >100 |
| light jets | >100 | >100 |
| long-haul jet | >100 | >100 |
| corporate jet | 94 | 95 |
| corporate aircrafts rentals | >100 | 86 |
| aircraft charter | 37 | 57 |
| private Jet | >100 | >100 |
| how much does it cost to rent an airplane | 28 | 45 |
| private jet rent | 29 | 54 |
| most expensive private jets in the world | >100 | >100 |
| charter plane order | 55 | >100 |
| plane order Moscow | 18 | 22 |
| rental of personal aircraft | >100 | >100 |
| aircraft order Yekaterinburg | >100 | >100 |
| a private plane in Crimea | >100 | >100 |
| aircraft rental price | 29 | 43 |
| private jet St. Petersburg | 3 | 9 |
| the cost of a private jet | >100 | 81 |
| lift aircraft rent | >100 | 29 |
| private jet cost | 23 | >100 |
| haul passenger aircraft | >100 | >100 |
| the largest private aircraft in the world | >100 | >100 |

| | | |
|--|------|------|
| private planes in Moscow | 15 | 46 |
| manufacturers of private jets | >100 | >100 |
| most long-haul aircraft in the world | 94 | >100 |
| rent a plane | >100 | >100 |
| how much does it cost to book a charter flight | >100 | 66 |
| remove private jet | >100 | >100 |
| private jets are the fastest in the world | >100 | 67 |
| aircraft rental truck | >100 | >100 |
| charter jet booring price | 67 | 95 |
| rental of an aircraft with the crew price | 59 | >100 |
| best private jets world | >100 | >100 |
| Russia's long-haul passenger aircraft | >100 | >100 |
| aircraft charter's order | 54 | 31 |
| order a private jet | >100 | 26 |
| small private jets | >100 | >100 |
| a new long-range Russian aircraft | >100 | >100 |
| order a private jet prices | 23 | 65 |
| the fastest private jets | >100 | 63 |
| aircraft rental cost | 39 | 47 |
| best private jets | >100 | >100 |
| aircraft rental St. Petersburg | 17 | 12 |
| a flight on a private jet price | 27 | 43 |
| the new long-haul aircraft Russia | >100 | >100 |
| aircraft order price | 18 | >100 |
| two private aircrafts | >100 | >100 |
| the most expensive private jet in the world | >100 | 59 |
| expensive private jets | >100 | >100 |
| rent an airplane | >100 | 39 |
| private passenger aircraft | >100 | >100 |
| aircraft order St.Petersburg | 4 | 11 |
| the rental price of the aircraft price | 42 | 72 |
| Vnukovo private jets | >100 | >100 |
| private flights by plane | >100 | >100 |
| rent a private jet prices | 29 | 70 |
| book a flight on a plane | >100 | >100 |
| charter a private jet | 23 | 22 |
| small private planes | >100 | >100 |
| order a private jet in St. Petersburg | 10 | 15 |
| order a private jet prices | 30 | 66 |
| patient transport aircraft | >100 | >100 |

| | | |
|---|------|------|
| plane order Moscow | >100 | 70 |
| a private jet within | >100 | >100 |
| rental of aircraft with crew | >100 | >100 |
| how to fly private planes | >100 | >100 |
| the cost of renting business jet | 46 | 37 |
| aircraft order price | 25 | 38 |
| private aircraft prices | 18 | >100 |
| what is the price for booking charter plane | 52 | >100 |
| book a charter flight | >100 | >100 |
| aircraft rental Moscow | 25 | 26 |
| rent charter plane | 58 | >100 |
| types of private jets | >100 | >100 |
| rent transport aircraft | >100 | >100 |
| rent charter aircraft | 28 | 28 |
| aircraft for private use | >100 | >100 |
| haul aircraft | 28 | 25 |
| book a private jet charter | 33 | 21 |
| private jets | >100 | >100 |
| how much does it cost to book a private jet | 21 | 41 |
| most expensive private jets | >100 | >100 |
| flying on a private jet price | 30 | 84 |
| custom aircraft flights | >100 | >100 |
| the most expensive private jet | >100 | 36 |
| order the plane to St. Petersburg | >100 | 67 |
| rental of cargo aircraft price | >100 | >100 |
| Russian long-haul aircraft | >100 | >100 |
| private aircraft with the crew rental price | 38 | 77 |
| aircraft online order | >100 | >100 |
| order value aircraft | 9 | 42 |
| hire a private jet | 11 | 73 |
| private business jets | 43 | 73 |
| the safest long-haul aircraft | >100 | >100 |
| order a private jet | 21 | 55 |
| vip Plane | 82 | >100 |
| aircraft rental St. Petersburg | 9 | 14 |
| aircraft rent Sochi | >100 | 13 |
| VIP plane | 82 | >100 |
| rental of aircraft | 20 | 97 |
| aircraft freight | 16 | >100 |
| private helicopters | >100 | >100 |

| | | |
|---|------|------|
| business jets rent | 43 | 54 |
| range of private jets | >100 | >100 |
| rent a private jet Moscow | 32 | 29 |
| private jet flight | 22 | 57 |
| private plane | 22 | >100 |
| book a private plane | >100 | 56 |
| most long-haul aircraft | >100 | >100 |
| rent a private jet | >100 | 48 |
| the cost of a private jet | 19 | >100 |
| aircraft book value | >100 | 72 |
| how much does it cost to rent an aircraft with the crew | 27 | 64 |
| private jets brands | >100 | >100 |
| medical aircraft | >100 | >100 |
| how much is the price for a private plane | 18 | >100 |
| private jet price | 41 | >100 |
| private jets in Russia | >100 | >100 |
| how much does it cost to rent an aircraft | 29 | 49 |
| ordered plane from St. Petersburg | >100 | 51 |
| long-haul aircraft of the world | 16 | 64 |
| flying in a private plane | >100 | >100 |
| how much does the flight in a private plane cost | >100 | 52 |
| aircraft rental | 41 | 79 |
| medical support on the plane | >100 | >100 |
| private jet rental cost | 31 | 49 |
| how much does it cost to order the plane | >100 | 52 |
| the interior of a private jet | 20 | 15 |
| airplane rent cost | 37 | 39 |
| how much is a private jet | >100 | >100 |
| how much does it cost to rent an airplane | 25 | 60 |
| aircraft rent Samara | >100 | >100 |
| order helicopter | >100 | >100 |
| cargo helicopter rental price | >100 | >100 |
| Irkutsk helicopter rental price | >100 | >100 |
| order helicopter in Novosibirsk | >100 | >100 |
| Khabarovsk helicopter rent | >100 | >100 |
| hour helicopter rent | >100 | >100 |
| helicopter rent in Novosibirsk | >100 | >100 |
| how much does it cost to rent a helicopter | >100 | >100 |
| helicopter rent Murmansk | >100 | >100 |
| helicopter rental price in Moscow | >100 | 44 |

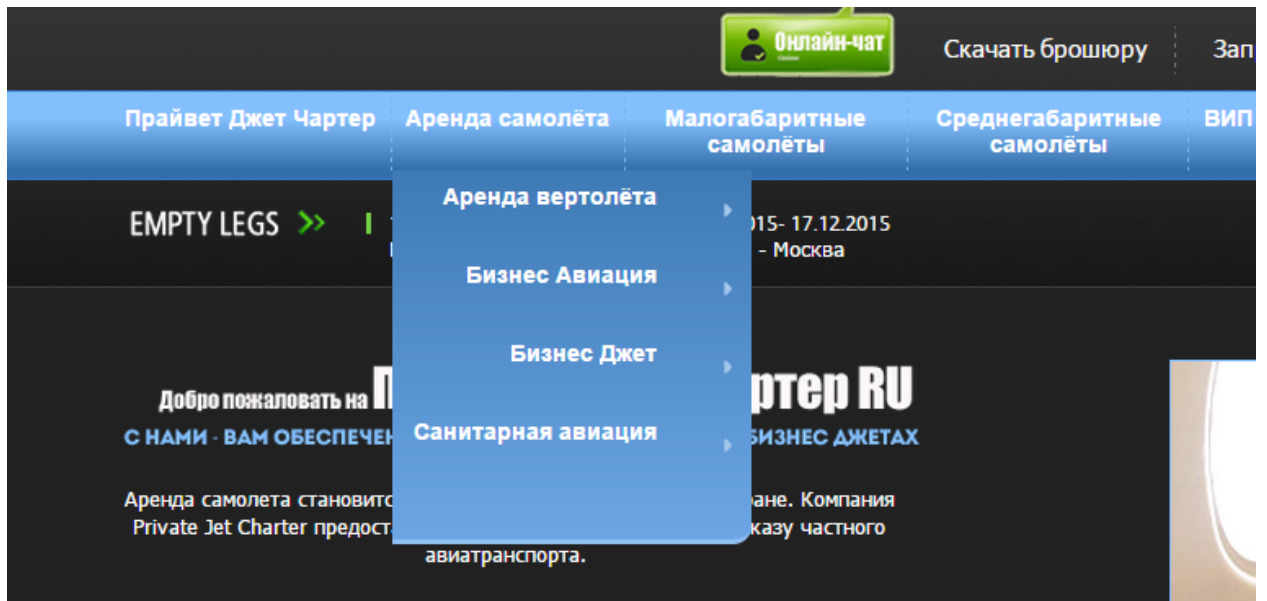
| | | |
|---|------|------|
| helicopter rent Barnaul | >100 | >100 |
| helicopter order price | >100 | >100 |
| helicopter as a taxi order | >100 | >100 |
| helicopter rental price in St. Petersburg | >100 | 34 |
| order helicopter in Moscow | >100 | >100 |
| Novosibirsk helicopter rental price | >100 | >100 |
| Saratov helicopter rental price | >100 | >100 |
| especially rent Helicopter | >100 | >100 |
| helicopter rent Ulyanovsk | >100 | >100 |
| helicopter rent Yekaterinburg | >100 | >100 |
| helicopter rent Yaroslavl | >100 | >100 |
| helicopter rent Volgograd | >100 | >100 |
| helicopter rent | 69 | 61 |
| helicopter rent in Saint-Petersburg | >100 | 40 |
| helicopter rent in Samara | >100 | >100 |
| how much is to rent a helicopter | >100 | >100 |
| helicopter rent Petersburg | 86 | 46 |
| helicopter rent Novorossiysk | >100 | >100 |
| helicopter rental price | 46 | 49 |
| helicopter rent Chita | >100 | >100 |
| helicopter rent Ufa | >100 | >100 |
| rent a helicopter pilot | >100 | >100 |
| helicopter rent Samara | >100 | >100 |
| helicopter rent Astrakhan | >100 | >100 |
| book a flight on a helicopter | >100 | >100 |
| rental of helicopters in Moscow | >100 | 49 |
| Permian helicopter rent | >100 | >100 |
| helicopter rent Nizhny Novgorod | >100 | >100 |
| helicopter rent Kamchatka | >100 | >100 |
| helicopter order Moscow | >100 | 59 |
| Bratsk helicopter rental rates | >100 | >100 |
| helicopter renta Voronezh | >100 | >100 |
| hire a helicopter in Barnaul | >100 | >100 |
| Helicopter's rental trucks | >100 | 51 |
| rent a helicopter | >100 | >100 |
| hiring a private helicopter | >100 | >100 |
| order helicopter in Krasnoyarsk | >100 | >100 |
| helicopter rent Moscow | >100 | 39 |
| helicopter rent Sochi | >100 | 28 |
| rent a helicopter in Moscow | >100 | 68 |

| | | |
|---|------|------|
| how much does it cost to rent a helicopter | >100 | >100 |
| helicopter renta Bratsk | >100 | >100 |
| helicopter rent | >100 | >100 |
| Helicopter rent Krasnoyarsk | >100 | >100 |
| helicopter rent Krasnodar | >100 | >100 |
| helicopter rent St. Petersburg | >100 | 36 |
| helicopter rent Irkutsk | >100 | >100 |
| helicopter rent in Petrozavodsk | >100 | >100 |
| helicopter rent Kazan | >100 | >100 |
| order helicopter | >100 | >100 |
| how much does it cost to order a helicopter | >100 | >100 |
| helicopter rental price | 56 | 77 |
| helicopter rental cost | 56 | 43 |
| helicopter rent Krasnodar | >100 | >100 |
| helicopter rental price in Irkutsk | >100 | >100 |
| order a helicopter Krasnodar | >100 | >100 |
| ordered a helicopter for a wedding | >100 | >100 |
| hire a helicopter | >100 | >100 |
| helicopter rent Chelyabinsk | >100 | >100 |
| helicopter rent in Sochi | >100 | 31 |
| helicopter rent in Moscow | >100 | 55 |
| helicopter order price | >100 | >100 |
| rent a helicopter | >100 | >100 |

3. Internal Optimization

3.1. Cataloging of existing services

The current services cataloger is not entirely clear for the user. For a user so he could find a «helicopter rental» category, he must tumble to an idea to click on «rent aircraft» category.



We have worked out right, in our opinion, service cataloger that responds to users' questions without losing the convenience of the site use, and covers all target requests.

3.2. Favicon

It is absent, that is not good, since it is one of the key factors in the formation of the brand of your website. Favicon should reflect the essence of the site and at the same time it should be memorable and personal.

3.3. Download speed

- Cash browser is not used.

In the server response caching headers are missing or there are short a time settings.

Due to caching process users, who revisiting site, spend much less time for loading of the pages. Caching process headlines should be applied to all cached static resources.

You need to enable caching for your server in the browser.

The duration of a static resources storage in the cache zone must be not less than a week. External resources (ads, widgets and others) should be kept at least 1 day.

- **GZIP Compression**

Initiate GZIP Compression to reduce the amount of transmitted data on 199.2 Kb (74 %).

Many web servers can compress files to GZIP format before sending, using its own procedures or third-party modules. This helps to speed up the loading of the resources necessary to display a Web site.

Resource compression by using gzip or deflate functions helps to reduce net transmitted data.

- **Images Compression**

Optimize images to reduce their size on 16.4 Kb (5%).

Try to reduce the size of images to a minimum: it will speed up loading of the resources. The correct format and image compression helps to reduce their volume. Because of this function, users will be able to save time and money.

There should be basic and advanced optimization of all images. As a part of the basic optimization unnecessary fields are being cut off, color depth is being reduced (up to the minimum acceptable value), comments are being deleted and all the images are to be stored in a suitable format. Base optimization can be realized with any image editing program.

- **Code optimization**

Cut the css-files to reduce their size by 5.7 Kb (8%).

Cut js-files to reduce their size by 47.6 Kb (35%).

Cut html-code to reduce its size by 3.1 Kb (5%).

Total size of the resource can be reduced by removing unnecessary bytes, for example, extra spaces, line breaks and indentation. By reducing the HTML code, CSS and JavaScript, you will speed up the download, parsing and display of the page.

- **JS, CSS at the top**

Blocking CSS: 4 found at the top of the page.

Blocking JS: 8 found at the top of the page.

Before displaying the page browser should perform its parsing. If the browser detects an external script, it should be downloaded. This is an excessive operation cycle, which slows down the display of the page. Also, browsers request the external CSS files before displaying the content on the screen. This leads to delay and slows down the processing of the page.

JavaScript code, required to display the top of the page, is to be embedded and code responsible for additional functions, is to be performed after loading the top elements.

If the external CSS resources have a small volume, they can be inserted directly into the HTML document. This type of integration allows the browser to continue loading of the page. If the CSS file is too large, you need to find the code for the CSS, which is responsible for the content at the top of the page, and embed it in HTML, while loading of other styles is postponed.

3.4. HTML Analysis

Bugs were found in meta-tags:

| Метаописание | Страницы |
|----------------------------|----------|
| Повторяющееся метаописание | 2 |
| Длинное метаописание | 0 |
| Короткие метаописания | 1 |

| Тег заголовка | Страницы |
|--------------------------------------|----------|
| Отсутствующие заголовки (теги title) | 1 |
| Повторяющиеся заголовки (теги title) | 29 |

Many pages are missing or meta-tags description is filled incorrectly. This may adversely affects the performance of the website in the search results.

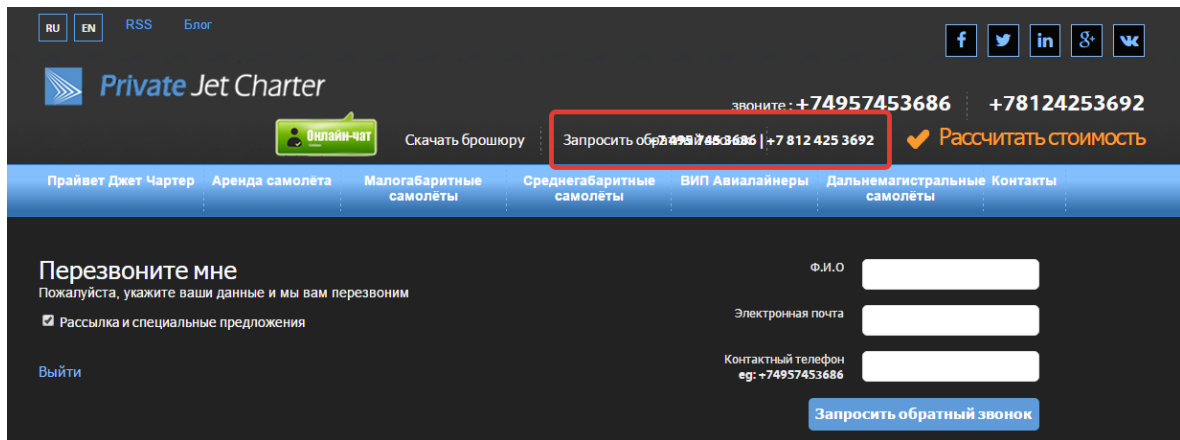
Примеры страниц, в которых отсутствует описание

<http://www.privatejetcharter.ru/Блог/Гран-при-Абу-Даби-2014>
<http://www.privatejetcharter.ru/Блог/ebace-2015>
<http://www.privatejetcharter.ru/Дальнемагистральные-самолёты/bombardier-global-5000>
<http://www.privatejetcharter.ru/Дальнемагистральные-самолёты/falcon-900-b-ex>
<http://www.privatejetcharter.ru/Дальнемагистральные-самолёты/gulfstream-550>
<http://www.privatejetcharter.ru/Джет-Новости/Бонусная-система-от-Прайвет-Джет-Чарт>
<http://www.privatejetcharter.ru/Джет-Новости/Компания-gulfstream-представила-новую-серию-p>
<http://www.privatejetcharter.ru/Джет-Новости/Мы-были-рады-быть-полезными-при-снятии>
<http://www.privatejetcharter.ru/Джет-Новости/Немного-о-роскошном-частном>
<http://www.privatejetcharter.ru/Джет-Новости/Полеты-в-Бразилию-на-чемпионат-мира-по>
<http://www.privatejetcharter.ru/Джет-Новости/Самый-дорогой-частный-лайнер>
<http://www.privatejetcharter.ru/Джет-Новости/Февраль-2014-Получи-в-подарок-450-usd>
<http://www.privatejetcharter.ru/Джет-Новости/acte-forum-для-корпоративных-управляющих-дело>
<http://www.privatejetcharter.ru/Джет-Новости/eurovision-song-contest>
<http://www.privatejetcharter.ru/Джет-Новости/kioge-2014>
<http://www.privatejetcharter.ru/Медиа-и-Пресса/Акция-от-частной-авиакомпании-private-jet-charter>
<http://www.privatejetcharter.ru/Функция-новости/Арендовать-bombardier-global-6000-стало-реально-с-private-jet-charter>
<http://www.privatejetcharter.ru/Широкофюзеляжные-самолёты/embraer-legacy>
<http://www.privatejetcharter.ru/category/Блог>
<http://www.privatejetcharter.ru/category/Дальнемагистральные-самолёты>

1 2 3 4 >

Tag {description} is often being used as a snippet in the search results, so to say, it is possible to make the issue of the site is more clickable.

Layout mistakes:



3.5. Portability

The pages are optimized to mobile gadgets

3.6. Texts

Written texts are good, but its formatting is absent. This enhances the perception of the text as a whole. For example:

Прайвет Джет Чартер | Аренда самолёта

Аренда самолёта с нашей компанией в любой точке России и по всему миру – для тех, кто ценит свое время! Аренда самолёта — это перелет, выполняемый по индивидуальному заказу. Он позволяет добраться до места назначения без очередей в аэропорту, задержек, пересадок и других неприятных особенностей стандартного авиасообщения. Кроме того, аренда самолета VIP класса обеспечивает очень высокий уровень комфорта в пути. Это очень важно, если заказ чартера Вам необходим для перелета на переговоры или другое важное мероприятие.

Аренда самолета от Прайвет Джет Чартер — это:

Быстрое оформление всех документов в VIP терминалах по всему миру — всего 20 минут, и Вы уже на борту.

Выгодные условия аренды самолёта — для постоянных клиентов действует бонусная система.

Быстрый подбор воздушного судна — от 2-местного самолета до крупного авиалайнера.

Высочайший уровень сервиса.

Арендовать самолёт можно из аэропортов Москвы, Санкт-Петербурга, Сочи и других городов.

Точное время прибытия.

Высокая надежность и безопасность арендованных самолетов.

Полная конфиденциальность заказа бизнес чартера.

Оказание сопутствующих услуг — бронирование гостиниц, аренда автомобилей в стране прибытия.

Прием заказов на аренду самолета — 24 часа в сутки, 7 дней в неделю.

It is a sort of text veil from which the rare person can really take full advantage of the company.

3.7. Site map

The site map file is correct.

A file has been added in Yandex webmaster xml.

A file has been added in Google webmaster xml.

3.8. Robots.txt

The file is made and added to the search engine webmaster. Directive Host is not specified in the robots.txt file.

For the correct determination of the main site mirror it is recommended to set an appropriate Host directive in robots.txt files of all site mirrors. In the case of its absence the main mirror can be selected automatically.

3.9. Page of the 404 mistake processing

Everything is fine, the code 404 is received. Links on the page 404 are found.

When you request a non-existing page, the server should return a 404 error, that is, «page not found». This response code tells servers and browsers that this page does not exist.

If the server is configured incorrectly, and an error 200 will return - page exists. In this regard, the search engines can index all pages of your site with errors.

Set up your website so that when requesting non-existing pages appeared response code 404, that is, page not found, or a response code 410, so you the page has been removed.

When you request a page that does not exist, the server displays a standard page error 404. For user convenience, it is recommended to make a unique 404 page and to add to the page link back to this site.

4. External optimization

Reference mass exists:

According to Yandex webmaster data, there are **765** references.

It is necessary to analyze reference profile site in more detailed manner, so not to get in the sanctions of search engines, such as "Minusinsk".

5. General conclusions

The site has good development prospects. It is necessary to fix all the mistakes and start to improve and optimize content and technical component of the site. Work out the external factors in the form of external reviews.

In its monthly report, there are two cut-off positions – **12.16.2015**.

As the correction of existing errors, the site position will continue to improve, which will allow it to attract a large volume of targeted traffic.