





# Evaluation du site usps.com

Généré le 12 Mai 2024 13:29



Le score est de 52/100






## Optimisation du contenu

|    | Titre  | Welcome   USPS<br><b>Longueur : 14</b><br>Parfait, votre titre contient entre 10 et 70 caractères.   |           |         |     |                       |      |         |       |                |       |  |
|--|--|--|-----------|---------|-----|-----------------------|------|---------|-------|----------------|-------|--|
|    | Description  | Welcome to USPS.com. Track packages, pay and print postage with Click-N-Ship, schedule free package pickups, look up ZIP Codes, calculate postage prices, and find everything you need for sending mail and shipping packages.<br><b>Longueur : 222</b><br>Idéalement, votre balise META description devrait contenir entre 70 et 160 caractères (espaces compris). Utilisez <a href="#">cet outil gratuit</a> pour calculer la longueur du texte. |           |         |     |                       |      |         |       |                |       |  |
|  | Mots-clefs   | USPS, Postal Service, Postal Store, buy stamps, free shipping supplies, informed delivery, mail previews, Click-N-Ship, online postage, track packages, hold mail, forward mail, free package pickup, postage calculator, ZIP Code Lookup, Find a Post Office<br>Bien, votre page contient une balise META keywords.   |           |         |     |                       |      |         |       |                |       |  |
|  | Propriétés Open Graph  | Bien, cette page profite des balises META Open Graph.<br><table><thead><tr><th>Propriété</th><th>Contenu</th></tr></thead><tbody><tr><td>url</td><td>https://www.usps.com/</td></tr><tr><td>type</td><td>article</td></tr><tr><td>title</td><td>Welcome   USPS</td></tr><tr><td>image</td><td>https://www.usps.com/assets/images/welcome/usps-homepage.jpg</td></tr></tbody></table>   | Propriété | Contenu | url | https://www.usps.com/ | type | article | title | Welcome   USPS | image | https://www.usps.com/assets/images/welcome/usps-homepage.jpg |
| Propriété  | Contenu  |  |           |         |     |                       |      |         |       |                |       |  |
| url  | https://www.usps.com/  |  |           |         |     |                       |      |         |       |                |       |  |
| type   | article  |  |           |         |     |                       |      |         |       |                |       |  |
| title  | Welcome   USPS   |  |           |         |     |                       |      |         |       |                |       |  |
| image  | https://www.usps.com/assets/images/welcome/usps-homepage.jpg |  |           |         |     |                       |      |         |       |                |       |  |





# Optimisation du contenu

|  |                  | <p>description</p> <p>Welcome to USPS.com. Track packages, pay and print postage with Click-N-Ship, schedule free package pickups, look up ZIP Codes, calculate postage prices, and find everything you need for sending mail and shipping packages.</p>  |    |    |    |    |    |    |   |    |    |   |   |   |
|--|------------------|---|----|----|----|----|----|----|---|----|----|---|---|---|
|    | Niveaux de titre | <table><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>1</td><td>10</td><td>30</td><td>0</td><td>0</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none"><li>• [H1] USPS.com Home Page</li><li>• [H2] See Incoming Mail in Your Email</li><li>• [H2] See Incoming Mail in Your Email</li><li>• [H2] Search or Track Packages</li><li>• [H2] Featured USPS® Products &amp; Services</li><li>• [H2] USPS Stamps</li><li>• [H2] Prepaid Supplies</li><li>• [H2] Military Care Packages</li><li>• [H2] Cards for Every Occasion</li><li>• [H2] Novelty Gifts</li><li>• [H2] USPS Updates</li><li>• [H3] Tools</li><li>• [H3] Learn About</li><li>• [H3]</li><li>• [H3] Tools</li><li>• [H3] Learn About</li><li>• [H3] Shop</li><li>• [H3] Learn About</li><li>• [H3] Tools</li><li>• [H3] Learn About</li><li>• [H3]</li><li>• [H3] Tools</li><li>• [H3] Learn About</li><li>• [H3]</li><li>• [H3] Click-N-Ship®</li><li>• [H3] Stamps &amp; Supplies</li><li>• [H3] Buy Stamps</li><li>• [H3] Informed Delivery®</li><li>• [H3] PO Boxes™</li><li>• [H3] Calculate a Price</li><li>• [H3] Hold Mail</li><li>• [H3] ZIP Code™ Lookup</li><li>• [H3] Change My Address</li><li>• [H3] Schedule a Pickup</li><li>• [H3] Official USPS Change of Address® Tool</li><li>• [H3] Small Business Solutions</li><li>• [H3] Schedule a Free Package Pickup</li><li>• [H3] PO Box™ Online Services</li><li>• [H3] Alert: Text &amp; Email Scams</li><li>• [H3] Requirements for European Union (EU) Countries</li><li>• [H3] Jobs with USPS</li></ul> | H1 | H2 | H3 | H4 | H5 | H6 | 1 | 10 | 30 | 0 | 0 | 0 |
| H1   | H2               | H3  | H4 | H5 | H6 |    |    |    |   |    |    |   |   |   |
| 1  | 10               | 30  | 0  | 0  | 0  |    |    |    |   |    |    |   |   |   |
|  | Images           | <p>Nous avons trouvé 46 image(s) sur cette page Web.</p> <p>Bien, la plupart ou la totalité de vos images possèdent un attribut alt</p>   |    |    |    |    |    |    |   |    |    |   |   |   |

## Optimisation du contenu

|  |                  |   |
|--|------------------|---|
|  | Ratio texte/HTML | Ratio : <b>13%</b><br><br>le ratio de cette page texte/HTML est au-dessous de 15 pour cent, ce qui signifie que votre site manque de contenu textuel. |
|  | Flash            | Parfait, aucun contenu FLASH n'a été détecté sur cette page.  |
|  | Iframe           | Domage, vous avez des Iframes sur vos pages Web, cela signifie que son contenu ne peut pas être indexé par les moteurs de recherche.                  |

## Liens

|  |                         |   |
|--|-------------------------|---|
|    | Réécriture d'URLs       | Mauvais. Vos liens contiennent des chaînes de requête.  |
|   | Tiret bas dans les URLs | Parfait! Aucuns soulignements détectés dans vos URLs.   |
|  | Liens dans la page      | Nous avons trouvé un total de 135 lien(s) dont 2 lien(s) vers des fichiers                          |
|  | Statistics              | Liens externes : noFollow 0%<br><br>Liens externes : Passing Juice 3.7%<br><br>Liens internes 96.3% |

## Liens dans la page

| Texte d'ancre                               | Type    | Juice         |
|---|---------|---------------|
| <a href="#">Go to USPS.com Site Index.</a>  | Interne | Passing Juice |
| <a href="#">Skip to Main Content</a>        | Interne | Passing Juice |
| <a href="#">Skip All Utility Navigation</a> | Interne | Passing Juice |
| <a href="#">English</a>                     | Externe | Passing Juice |
| <a href="#">Español</a>                     | Externe | Passing Juice |
| <a href="#">Locations</a>                   | Interne | Passing Juice |
| <a href="#">Support</a>                     | Interne | Passing Juice |

## Liens dans la page

|   |         |               |
|---|---------|---------------|
| <a href="#">Informed Delivery</a>                   | Interne | Passing Juice |
| <a href="#">Register / Sign In</a>                  | Interne | Passing Juice |
| <a href="#">Sign In</a>                             | Interne | Passing Juice |
| <a href="#">Skip Quick Tools Links</a>              | Interne | Passing Juice |
| <a href="#">Quick Tools</a>                         | Interne | Passing Juice |
| <a href="#">Skip Send Links</a>                     | Interne | Passing Juice |
| <a href="#">Send</a>                                | Interne | Passing Juice |
| <a href="#">Click-N-Ship</a>                        | Interne | Passing Juice |
| <a href="#">Stamps &amp; Supplies</a>               | Interne | Passing Juice |
| <a href="#">Calculate a Price</a>                   | Interne | Passing Juice |
| <a href="#">Schedule a Pickup</a>                   | Interne | Passing Juice |
| <a href="#">Tracking</a>                            | Interne | Passing Juice |
| <a href="#">Sending Mail</a>                        | Interne | Passing Juice |
| <a href="#">Sending Packages</a>                    | Interne | Passing Juice |
| <a href="#">Insurance &amp; Extra Services</a>      | Interne | Passing Juice |
| <a href="#">Shipping Restrictions</a>               | Interne | Passing Juice |
| <a href="#">Online Shipping</a>                     | Interne | Passing Juice |
| <a href="#">Label Broker</a>                        | Interne | Passing Juice |
| <a href="#">Custom Mail, Cards, &amp; Envelopes</a> | Interne | Passing Juice |
| <a href="#">Postage Prices</a>                      | Interne | Passing Juice |
| <a href="#">Mail &amp; Shipping Services</a>        | Interne | Passing Juice |
| <a href="#">Priority Mail Express</a>               | Interne | Passing Juice |
| <a href="#">Priority Mail</a>                       | Interne | Passing Juice |
| <a href="#">USPS Ground Advantage</a>               | Interne | Passing Juice |
| <a href="#">First-Class Mail</a>                    | Interne | Passing Juice |
| <a href="#">Military &amp; Diplomatic Mail</a>      | Interne | Passing Juice |
| <a href="#">Redirecting a Package</a>               | Interne | Passing Juice |
| <a href="#">Money Orders</a>                        | Interne | Passing Juice |
|   |         |               |

## Liens dans la page

|  |         |               |
|--|---------|---------------|
| <a href="#">Filing a Claim</a>                 | Interne | Passing Juice |
| <a href="#">Requesting a Refund</a>            | Interne | Passing Juice |
| <a href="#">Skip Receive Links</a>             | Interne | Passing Juice |
| <a href="#">Receive</a>                        | Interne | Passing Juice |
| <a href="#">Intercept a Package</a>            | Interne | Passing Juice |
| <a href="#">Schedule a Redelivery</a>          | Interne | Passing Juice |
| <a href="#">Hold Mail</a>                      | Interne | Passing Juice |
| <a href="#">Change of Address</a>              | Interne | Passing Juice |
| <a href="#">Rent or Renew PO Box</a>           | Interne | Passing Juice |
| <a href="#">Informed Delivery</a>              | Interne | Passing Juice |
| <a href="#">Forwarding Mail</a>                | Interne | Passing Juice |
| <a href="#">Mailbox Guidelines</a>             | Interne | Passing Juice |
| <a href="#">Mail for the Deceased</a>          | Interne | Passing Juice |
| <a href="#">Skip Shop Links</a>                | Interne | Passing Juice |
| <a href="#">Shop</a>                           | Interne | Passing Juice |
| <a href="#">Stamps</a>                         | Interne | Passing Juice |
| <a href="#">Shipping Supplies</a>              | Interne | Passing Juice |
| <a href="#">Cards &amp; Envelopes</a>          | Interne | Passing Juice |
| <a href="#">Personalized Stamped Envelopes</a> | Interne | Passing Juice |
| <a href="#">Collectors</a>                     | Interne | Passing Juice |
| <a href="#">Gifts</a>                          | Interne | Passing Juice |
| <a href="#">Business Supplies</a>              | Interne | Passing Juice |
| <a href="#">Returns &amp; Exchanges</a>        | Interne | Passing Juice |
| <a href="#">Skip Business Links</a>            | Interne | Passing Juice |
| <a href="#">Business</a>                       | Interne | Passing Juice |
| <a href="#">Calculate a Business Price</a>     | Interne | Passing Juice |
| <a href="#">Every Door Direct Mail</a>         | Interne | Passing Juice |
| <a href="#">Business Shipping</a>              | Interne | Passing Juice |
|  |         |               |

## Liens dans la page

|  |         |               |
|--|---------|---------------|
| <a href="#">USPS Loyalty Program</a>                         | Interne | Passing Juice |
| <a href="#">Shipping Consolidators</a>                       | Interne | Passing Juice |
| <a href="#">Advertising with Mail</a>                        | Interne | Passing Juice |
| <a href="#">Using EDDM</a>                                   | Interne | Passing Juice |
| <a href="#">Mailing &amp; Printing Services</a>              | Interne | Passing Juice |
| <a href="#">Customized Direct Mail</a>                       | Interne | Passing Juice |
| <a href="#">Political Mail</a>                               | Interne | Passing Juice |
| <a href="#">Promotions &amp; Incentives</a>                  | Interne | Passing Juice |
| <a href="#">Informed Delivery Marketing</a>                  | Interne | Passing Juice |
| <a href="#">Product Samples</a>                              | Interne | Passing Juice |
| <a href="#">USPS Connect</a>                                 | Interne | Passing Juice |
| <a href="#">eCommerce</a>                                    | Interne | Passing Juice |
| <a href="#">Local</a>  | Interne | Passing Juice |
| <a href="#">Postage Options</a>                              | Interne | Passing Juice |
| <a href="#">Verifying Postage</a>                            | Interne | Passing Juice |
| <a href="#">Returns Services</a>                             | Interne | Passing Juice |
| <a href="#">International Business Shipping</a>              | Interne | Passing Juice |
| <a href="#">Managing Business Mail</a>                       | Interne | Passing Juice |
| <a href="#">Web Tools (APIs)</a>                             | Interne | Passing Juice |
| <a href="#">Skip International Links</a>                     | Interne | Passing Juice |
| <a href="#">International</a>                                | Interne | Passing Juice |
| <a href="#">Calculate International Prices</a>               | Interne | Passing Juice |
| <a href="#">Print Customs Forms</a>                          | Interne | Passing Juice |
| <a href="#">How to Send a Letter Internationally</a>         | Interne | Passing Juice |
| <a href="#">How to Send a Package Internationally</a>        | Interne | Passing Juice |
| <a href="#">International Shipping Restrictions</a>          | Interne | Passing Juice |
| <a href="#">Shipping Internationally Online</a>              | Interne | Passing Juice |
| <a href="#">International Insurance &amp; Extra Services</a> | Interne | Passing Juice |
|  |         |               |

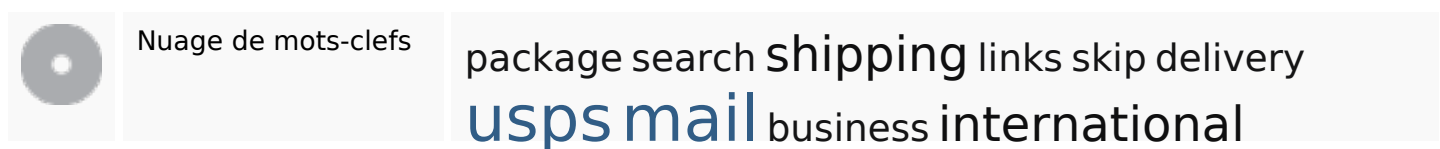
## Liens dans la page

|   |         |               |
|---|---------|---------------|
| <a href="#">Completing Customs Forms</a>                    | Interne | Passing Juice |
| <a href="#">Military &amp; Diplomatic Mail</a>              | Interne | Passing Juice |
| <a href="#">Sending Money Abroad</a>                        | Interne | Passing Juice |
| <a href="#">Passports</a>                                   | Interne | Passing Juice |
| <a href="#">Comparing International Shipping Services</a>   | Interne | Passing Juice |
| <a href="#">Global Express Guaranteed</a>                   | Interne | Passing Juice |
| <a href="#">Priority Mail Express International</a>         | Interne | Passing Juice |
| <a href="#">Priority Mail International</a>                 | Interne | Passing Juice |
| <a href="#">First-Class Package International Service</a>   | Interne | Passing Juice |
| <a href="#">First-Class Mail International</a>              | Interne | Passing Juice |
| <a href="#">Filing an International Claim</a>               | Interne | Passing Juice |
| <a href="#">Requesting an International Refund</a>          | Interne | Passing Juice |
| <a href="#">Skip Help Links</a>                             | Interne | Passing Juice |
| <a href="#">Help</a>  | Interne | Passing Juice |
| <a href="#">Finding Missing Mail</a>                        | Interne | Passing Juice |
| <a href="#">PO BOXES</a>                                    | Interne | Passing Juice |
| <a href="#">PASSPORTS</a>                                   | Interne | Passing Juice |
| <a href="#">FREE BOXES</a>                                  | Interne | Passing Juice |
| <a href="#">Read more&amp;nbsp;&amp;rsquo;</a>              | Interne | Passing Juice |
| <a href="#">see our Service Alerts&amp;nbsp;&amp;rsquo;</a> | Interne | Passing Juice |
| <a href="#">Stamps &amp; Supplies</a>                       | Interne | Passing Juice |
| <a href="#">Change My Address</a>                           | Interne | Passing Juice |
| <a href="#">Shop Now</a>                                    | Interne | Passing Juice |
| <a href="#">Shop Now</a>                                    | Interne | Passing Juice |
| <a href="#">Shop Now</a>                                    | Interne | Passing Juice |
| <a href="#">Learn What You Need To Do</a>                   | Interne | Passing Juice |
| <a href="#">Find Out More</a>                               | Interne | Passing Juice |
| =   | Interne | Passing Juice |
|   |         |               |

## Liens dans la page

|   |         |               |
|---|---------|---------------|
| <a href="#">About USPS Home</a>           | Interne | Passing Juice |
| <a href="#">Newsroom</a>                  | Interne | Passing Juice |
| <a href="#">Forms &amp; Publications</a>  | Interne | Passing Juice |
| <a href="#">Government Services</a>       | Interne | Passing Juice |
| <a href="#">Business Customer Gateway</a> | Interne | Passing Juice |
| <a href="#">Postal Inspectors</a>         | Externe | Passing Juice |
| <a href="#">Inspector General</a>         | Externe | Passing Juice |
| <a href="#">Postal Explorer</a>           | Interne | Passing Juice |
| <a href="#">National Postal Museum</a>    | Externe | Passing Juice |
| <a href="#">PostalPro</a>                 | Interne | Passing Juice |
| <a href="#">Privacy Policy</a>            | Interne | Passing Juice |
| <a href="#">Terms of Use</a>              | Interne | Passing Juice |
| <a href="#">FOIA</a>                      | Interne | Passing Juice |
| <a href="#">No FEAR Act/EEO Contacts</a>  | Interne | Passing Juice |
| <a href="#">Fair Chance Act</a>           | Interne | Passing Juice |
| <a href="#">Accessibility Statement</a>   | Interne | Passing Juice |

## Mots-clefs



## Cohérence des mots-clefs

| Mot-clef      | Contenu | Titre | Mots-clefs | Description | Niveaux de titre |
|---------------|---------|-------|------------|-------------|------------------|
| mail          | 29      | ✘     | ✔          | ✔           | ✔                |
| usps          | 25      | ✔     | ✔          | ✔           | ✔                |
| international | 15      | ✘     | ✘          | ✘           | ✘                |
| shipping      | 12      | ✘     | ✔          | ✔           | ✘                |



# Cohérence des mots-clefs

skip

11



## Ergonomie

|  |               |   |
|--|---------------|---|
|  | Url           | Domaine : usps.com<br>Longueur : 8                              |
|  | Favicon       | Génial, votre site web dispose d'un favicon.                    |
|  | Imprimabilité | Aucun style CSS pour optimiser l'impression n'a pu être trouvé. |
|  | Langue        | Bien. Votre langue est : en.                                    |
|  | Dublin Core   | Cette page ne profite pas des métadonnées Dublin Core.          |

## Document

|  |                        |   |
|--|------------------------|---|
|  | Doctype                | HTML 5  |
|  | Encodage               | Parfait. Votre charset est WINDOWS-1252.  |
|  | Validité W3C           | Erreurs : 70<br>Avertissements : 22   |
|  | E-mail confidentialité | Génial, aucune adresse e-mail n'a été trouvé sous forme de texte!   |
|  | HTML obsolètes         | Génial! Nous n'avons pas trouvé de balises HTML obsolètes dans votre code.  |
|  | Astuces vitesse        | <ul style="list-style-type: none"><li> Excellent, votre site n'utilise pas de tableaux imbriqués.</li><li> Mauvais, votre site web utilise des styles css inline.</li><li> Mauvais, votre site web contient trop de fichiers CSS (plus de 4).</li><li> Mauvais, votre site web contient trop de fichiers javascript</li></ul> |

## Document

(plus de 6).

✔ Parfait : votre site tire parti de gzip.

## Mobile




Optimisation mobile

✘ Icône Apple

✔ Méta tags viewport

✔ Contenu FLASH

## Optimisation

|  |                    |   |
|--|--------------------|---|
|    | Sitemap XML        | Votre site web dispose d'une sitemap XML, ce qui est optimal.<br><code>https://www.usps.com/sitemap.xml</code>  |
|  | Robots.txt         | <code>http://usps.com/robots.txt</code><br>Votre site dispose d'un fichier robots.txt, ce qui est optimal.  |
|  | Mesures d'audience | Manquant<br>Nous n'avons trouvé aucun outil d'analytics sur ce site.<br>Un outil de mesure d'audience vous permet d'analyser l'activité des visiteurs sur votre site. Vous devriez installer au moins un outil Analytics. Il est souvent utile d'en rajouter un second, afin de confirmer les résultats du premier. |