

Évaluation du site usps.com

Généré le 17 Janvier 2026 00:08 AM

Le score est de 62/100



Optimisation du contenu

	Titre	Welcome USPS Longueur : 14 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. Longueur : 222 Idéalement, votre balise META description devrait contenir entre 70 et 160 caractères (espaces compris). Utilisez cet outil gratuit pour calculer la longueur du texte.												
	Mots-clés	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 Bien, votre page contient une balise META keywords.												
	Propriétés Open Graph	Bien, votre page tire parti des propriétés OG. <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><tr><td>description</td><td>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.</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	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.
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Optimisation du contenu

Niveaux de titre





H1	H2	H3	H4	H5	H6
1	21	49	0	0	0

- [H1] USPS.com Home Page
- [H2] Online Shipping Made Easy
- [H2] Online Shipping Made Easy
- [H2] Search or Track Packages
- [H2] Featured USPS® Products & Services
- [H2] USPS Stamps
- [H2] Prepaid Supplies
- [H2] Free Supplies
- [H2] Prepaid Supplies
- [H2] Sustainable Supplies
- [H2] Priority Mail Supplies
- [H2] Free Supplies
- [H2] Scales & Accessories
- [H2] SpongeBob SquarePants
- [H2] Holiday Cards
- [H2] Military Shipping Supplies
- [H2] Baby Wild Animal Notecards
- [H2] Mr. ZIP™ Products
- [H2] Celebrate 250 Years of USPS
- [H2] Goodnight Moon Writing Kit
- [H2] Patriotic Stamp Flannel Fleece Throw Blanket
- [H2] USPS Updates
- [H3] Tools
- [H3] Learn About
- [H3]
- [H3] Tools
- [H3] Learn About
- [H3] Shop
- [H3] Learn About
- [H3] Tools
- [H3] Learn About
- [H3]
- [H3] Tools
- [H3] Learn About
- [H3]
- [H3] Click-N-Ship®
- [H3] Stamps & Supplies
- [H3] Buy Stamps
- [H3] Informed Delivery®
- [H3] PO Boxes™
- [H3] Calculate a Price
- [H3] Hold Mail
- [H3] ZIP Code™ Lookup
- [H3] Change My Address
- [H3] Schedule a Pickup
- [H3] Lunar New Year: Year of the Horse Forever® Stamps
- [H3] Mail Your Tax Return
- [H3] Need a New Passport?
- [H3] Informed Delivery® at Your Fingertips
- [H3] Small Business Solutions
- [H3] Moving Soon?
- [H3] Upcoming USPS Holidays

Optimisation du contenu

		<ul style="list-style-type: none"> • [H3] Alert: Text & Email Scams • [H3] New Requirements for Packages Sent Internationally • [H3] Jobs with USPS • [H3] Postmarks • [H3] Alert: Text & Email Scams • [H3] New Requirements for Packages Sent Internationally • [H3] Change of Address Security Enhancements • [H3] Change of Address Security Enhancements • [H3] New Requirements for European Union (EU) Countries • [H3] Upcoming USPS Holidays • [H3] Upcoming USPS Holidays • [H3] Upcoming Price Change • [H3] Service Standard Changes • [H3] Board of Governors • [H3] Mail Suspension: Canada • [H3] Reminder: Mercury Is Nonmailable • [H3] New Prices • [H3] Coming Soon: USPS Ground Advantage • [H3] New Requirements for European Union (EU) Countries
	Images	<p>Nous avons trouv é 66 image(s) sur cette page Web.</p> <p>Bien, la plupart ou la totalit é de vos images poss è dent un attribut alt.</p>
	Ratio texte/HTML	<p>Ratio : 6%</p> <p>Le ratio texte/HTML de cette page est inf é rieur à 15 pour cent, ce qui signifie que votre site a probablement besoin de plus de contenu textuel.</p>
	Flash	Parfait, aucun contenu Flash n'a é t é d é tect é sur cette page.
	Iframe	Domage, vous avez des Iframes sur vos pages web, ce qui signifie que le contenu d'un Iframe ne peut pas ê tre index é .

Liens SEO

	R é é criture d'URLs	Mauvais. Vos liens contiennent des cha î nes de requ ê te.
	Tirets bas dans les URLs	Parfait ! Aucun tiret bas d é tect é dans vos URLs.
	Liens dans la page	Nous avons trouv é un total de 141 lien(s) dont 2 lien(s) vers des fichiers
	Statistics	<p>Liens externes : noferrer noopener 0%</p> <p>Liens externes : Transmettant du Juice 4.26%</p>

Liens SEO

Liens internes 95.74%

Liens dans la page

Texte d'ancre	Type	Juice
Go to USPS.com Site Index.	Interne	Transmettant du Juice
Locations	Interne	Transmettant du Juice
Support	Interne	Transmettant du Juice
Informed Delivery	Interne	Transmettant du Juice
Register / Sign In	Interne	Transmettant du Juice
Sign In	Interne	Transmettant du Juice
Send	Interne	Transmettant du Juice
Click-N-Ship	Interne	Transmettant du Juice
Stamps & Supplies	Interne	Transmettant du Juice
Calculate a Price	Interne	Transmettant du Juice
Schedule a Pickup	Interne	Transmettant du Juice
Tracking	Interne	Transmettant du Juice
Transit Time Map	Interne	Transmettant du Juice
Sending Mail	Interne	Transmettant du Juice
Sending Packages	Interne	Transmettant du Juice
Insurance & Extra Services	Interne	Transmettant du Juice

Liens dans la page

Shipping Restrictions	Interne	Transmettant du Juice
Online Shipping	Interne	Transmettant du Juice
Ship to USPS Smart Locker	Externe	Transmettant du Juice
Label Broker	Interne	Transmettant du Juice
Custom Mail, Cards, & Envelopes	Interne	Transmettant du Juice
Postage Prices	Interne	Transmettant du Juice
Mail & Shipping Services	Interne	Transmettant du Juice
Priority Mail Express	Interne	Transmettant du Juice
Priority Mail	Interne	Transmettant du Juice
USPS Ground Advantage	Interne	Transmettant du Juice
First-Class Mail	Interne	Transmettant du Juice
Military & Diplomatic Mail	Interne	Transmettant du Juice
Redirecting a Package	Interne	Transmettant du Juice
Money Orders	Interne	Transmettant du Juice
Filing a Claim	Interne	Transmettant du Juice
Requesting a Refund	Interne	Transmettant du Juice
Receive	Interne	Transmettant du Juice
Intercept a Package	Interne	Transmettant du Juice
Schedule a Redelivery	Interne	Transmettant du Juice

Liens dans la page

Hold Mail	Interne	Transmettant du Juice
Change of Address	Interne	Transmettant du Juice
Rent or Renew PO Box	Interne	Transmettant du Juice
Informed Delivery	Interne	Transmettant du Juice
Forwarding Mail	Interne	Transmettant du Juice
USPS Smart Lockers	Externe	Transmettant du Juice
Mailbox Guidelines	Interne	Transmettant du Juice
Mail for the Deceased	Interne	Transmettant du Juice
Shop	Interne	Transmettant du Juice
Stamps	Interne	Transmettant du Juice
Shipping Supplies	Interne	Transmettant du Juice
Cards & Envelopes	Interne	Transmettant du Juice
Personalized Stamped Envelopes	Interne	Transmettant du Juice
Collectors	Interne	Transmettant du Juice
Gifts	Interne	Transmettant du Juice
Business Supplies	Interne	Transmettant du Juice
Returns & Exchanges	Interne	Transmettant du Juice
Business	Interne	Transmettant du Juice
Calculate a Business Price	Interne	Transmettant du Juice

Liens dans la page

Every Door Direct Mail	Interne	Transmettant du Juice
Business Shipping	Interne	Transmettant du Juice
Ground Advantage for Business	Interne	Transmettant du Juice
Ship to USPS Smart Locker	Externe	Transmettant du Juice
Advertising with Mail	Interne	Transmettant du Juice
Using EDDM	Interne	Transmettant du Juice
Mailing & Printing Services	Interne	Transmettant du Juice
Customized Direct Mail	Interne	Transmettant du Juice
Political Mail	Interne	Transmettant du Juice
Promotions & Incentives	Interne	Transmettant du Juice
Informed Delivery Marketing	Interne	Transmettant du Juice
USPS Connect	Interne	Transmettant du Juice
eCommerce	Interne	Transmettant du Juice
Local	Interne	Transmettant du Juice
Postage Options	Interne	Transmettant du Juice
Verifying Postage	Interne	Transmettant du Juice
Returns Services	Interne	Transmettant du Juice
Label Broker for Business	Interne	Transmettant du Juice
International Business Shipping	Interne	Transmettant du Juice

Liens dans la page

Managing Business Mail	Interne	Transmettant du Juice
USPS & Web Tools APIs	Interne	Transmettant du Juice
International	Interne	Transmettant du Juice
Calculate International Prices	Interne	Transmettant du Juice
Look Up HS Codes	Interne	Transmettant du Juice
Print Customs Forms	Interne	Transmettant du Juice
How to Send a Letter Internationally	Interne	Transmettant du Juice
How to Send a Package Internationally	Interne	Transmettant du Juice
International Shipping Restrictions	Interne	Transmettant du Juice
Shipping Internationally Online	Interne	Transmettant du Juice
International Insurance & Extra Services	Interne	Transmettant du Juice
Completing Customs Forms	Interne	Transmettant du Juice
Military & Diplomatic Mail	Interne	Transmettant du Juice
Sending Money Abroad	Interne	Transmettant du Juice
Passports	Interne	Transmettant du Juice
Comparing International Shipping Services	Interne	Transmettant du Juice
Priority Mail Express International	Interne	Transmettant du Juice
Priority Mail International	Interne	Transmettant du Juice
First-Class Package International Service	Interne	Transmettant du Juice

Liens dans la page

First-Class Mail International	Interne	Transmettant du Juice
Filing an International Claim	Interne	Transmettant du Juice
Requesting an International Refund	Interne	Transmettant du Juice
Help	Interne	Transmettant du Juice
Finding Missing Mail	Interne	Transmettant du Juice
PO BOXES	Interne	Transmettant du Juice
PASSPORTS	Interne	Transmettant du Juice
FREE BOXES	Interne	Transmettant du Juice
Stamps & Supplies	Interne	Transmettant du Juice
Change My Address	Interne	Transmettant du Juice
Learn more	Interne	Transmettant du Juice
Buy Now	Interne	Transmettant du Juice
Shop Now	Interne	Transmettant du Juice
Shop Now	Interne	Transmettant du Juice
Shop Now	Interne	Transmettant du Juice
Shop Now	Interne	Transmettant du Juice
Shop Now	Interne	Transmettant du Juice
Shop Now	Interne	Transmettant du Juice
See All Holidays	Interne	Transmettant du Juice

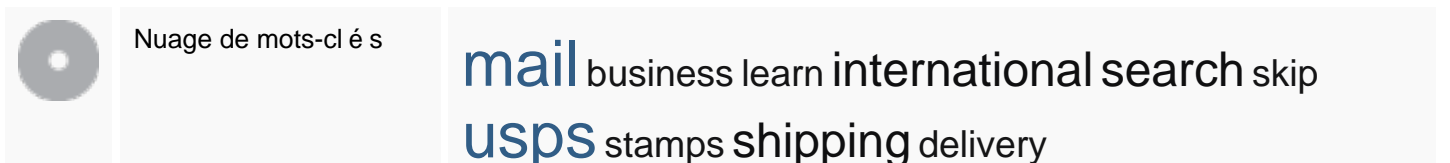
Liens dans la page

Learn What You Need To Do	Interne	Transmettant du Juice
Find Out More	Interne	Transmettant du Juice
Learn More	Interne	Transmettant du Juice
Learn What You Need to Do	Interne	Transmettant du Juice
Proposed Prices	Interne	Transmettant du Juice
Learn More	Interne	Transmettant du Juice
Learn More	Interne	Transmettant du Juice
Learn More	Interne	Transmettant du Juice
View Full Price List	Interne	Transmettant du Juice
Learn More: USPS Ground Advantage	Interne	Transmettant du Juice
Learn What You Need To Do	Interne	Transmettant du Juice
=	Interne	Transmettant du Juice
About USPS Home	Interne	Transmettant du Juice
Newsroom	Interne	Transmettant du Juice
USPS Service Updates	Interne	Transmettant du Juice
Forms & Publications	Interne	Transmettant du Juice
Government Services	Interne	Transmettant du Juice
Rights & Permissions	Interne	Transmettant du Juice
Business Customer Gateway	Interne	Transmettant du Juice

Liens dans la page

Postal Inspectors	Externe	Transmettant du Juice
Inspector General	Externe	Transmettant du Juice
Postal Explorer	Interne	Transmettant du Juice
National Postal Museum	Externe	Transmettant du Juice
PostalPro	Interne	Transmettant du Juice
Privacy Policy	Interne	Transmettant du Juice
Terms of Use	Interne	Transmettant du Juice
FOIA	Interne	Transmettant du Juice
No FEAR Act/EEO Contacts	Interne	Transmettant du Juice
Fair Chance Act	Interne	Transmettant du Juice
Accessibility Statement	Interne	Transmettant du Juice

Mots-clés SEO








Cohérence des mots-clés

Mot-clé	Contenu	Titre	Mots-clés	Description	Niveaux de titre
usps	35	✓	✓	✓	✓
mail	30	✗	✓	✓	✓
search	16	✗	✗	✗	✓










Coh é rence des mots-cl é s

international	15	✘	✘	✘	✔
shipping	14	✘	✔	✔	✔



Ergonomie

	URL	Domaine : usps.com Longueur : 8
	Favicon	G é nial, votre site web dispose d'un favicon.
	Imprimabilit é	Nous n'avons pas trouv é de CSS compatible avec l'impression.
	Langue	Bien. Votre langue d é clar é e est en.
	Dublin Core	Cette page ne tire pas parti de Dublin Core.

Document

	Doctype	HTML 5
	Encodage	Parfait. Votre charset d é clar é est WINDOWS-1252.
	Validit é W3C	Erreurs : 76 Avertissements : 56
	Confidentialit é des e-mails	G é nial, aucune adresse e-mail n'a é t é trouv é e en texte clair !
	HTML obsol è te	G é nial ! Nous n'avons pas trouv é de balises HTML obsol è tes dans votre HTML.
	Astuces vitesse	<ul style="list-style-type: none">  Excellent, votre site web n'utilise pas de tableaux imbriqu é s.  Mauvais, votre site web utilise des styles inline.  Mauvais, votre site web contient trop de fichiers CSS (plus de 4).




Document

-  Mauvais, votre site web contient trop de fichiers JS (plus de 6).
-  Parfait, votre site web tire parti de gzip.

Mobile



Optimisation mobile

-  Icône Apple
-  Balise Meta Viewport
-  Contenu Flash

Optimisation



Sitemap XML

G é nial, votre site web dispose d'un sitemap XML.

<https://www.usps.com/sitemap.xml>



Robots.txt

<http://usps.com/robots.txt>

G é nial, votre site web dispose d'un fichier robots.txt.



Mesures d'audience

G é nial, votre site web dispose d'un outil d'analytics.

Google Tag Manager