



# Seo Analyzer cdprojekt.com

Generated on March 31 2022 12:00 PM

The score is 39/100



## SEO Content

|           | Title                         | Home - CD PROJEKT<br><br><b>Length : 17</b><br><br>Perfect, your title contains between 10 and 70 characters.                                                                                                                                                                                                                                       |                |                 |                |                |                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |         |        |       |      |         |       |                   |     |                               |           |            |
|-----------|-------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|-----------------|----------------|----------------|----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|--------|-------|------|---------|-------|-------------------|-----|-------------------------------|-----------|------------|
|           | Description                   | <b>Length : 0</b><br><br>Very bad. We haven't found meta description on your page. Use <a href="#">this free online meta tags generator</a> to create description.                                                                                                                                                                                  |                |                 |                |                |                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |         |        |       |      |         |       |                   |     |                               |           |            |
|           | Keywords                      | Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.                                                                                                                                                                                                                 |                |                 |                |                |                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |         |        |       |      |         |       |                   |     |                               |           |            |
|           | Og Meta Properties            | Good, your page take advantage of Og Properties.<br><table><tr><th>Property</th><th>Content</th></tr><tr><td>locale</td><td>pl_PL</td></tr><tr><td>type</td><td>website</td></tr><tr><td>title</td><td>Home - CD PROJEKT</td></tr><tr><td>url</td><td>https://www.cdprojekt.com/pl/</td></tr><tr><td>site_name</td><td>CD PROJEKT</td></tr></table> |                |                 |                |                |                | Property                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Content | locale | pl_PL | type | website | title | Home - CD PROJEKT | url | https://www.cdprojekt.com/pl/ | site_name | CD PROJEKT |
| Property  | Content                       |                                                                                                                                                                                                                                                                                                                                                     |                |                 |                |                |                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |         |        |       |      |         |       |                   |     |                               |           |            |
| locale    | pl_PL                         |                                                                                                                                                                                                                                                                                                                                                     |                |                 |                |                |                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |         |        |       |      |         |       |                   |     |                               |           |            |
| type      | website                       |                                                                                                                                                                                                                                                                                                                                                     |                |                 |                |                |                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |         |        |       |      |         |       |                   |     |                               |           |            |
| title     | Home - CD PROJEKT             |                                                                                                                                                                                                                                                                                                                                                     |                |                 |                |                |                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |         |        |       |      |         |       |                   |     |                               |           |            |
| url       | https://www.cdprojekt.com/pl/ |                                                                                                                                                                                                                                                                                                                                                     |                |                 |                |                |                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |         |        |       |      |         |       |                   |     |                               |           |            |
| site_name | CD PROJEKT                    |                                                                                                                                                                                                                                                                                                                                                     |                |                 |                |                |                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |         |        |       |      |         |       |                   |     |                               |           |            |
|           | Headings                      | <b>H1</b><br>0                                                                                                                                                                                                                                                                                                                                      | <b>H2</b><br>2 | <b>H3</b><br>16 | <b>H4</b><br>4 | <b>H5</b><br>0 | <b>H6</b><br>0 | <ul style="list-style-type: none"><li>• [H2] Grupa Kapitałowa CD PROJEKT</li><li>• [H2] Poznaj nasze gry</li><li>• [H3] Nowa wiedźmińska saga zapowiedziana. Studio CD PROJEKT RED będzie tworzyć gry na silniku Unreal Engine 5 w ramach strategicznej współpracy z Epic Games</li><li>• [H3] Aktualizacja Cyberpunka 2077 na konsole nowej generacji i bezpłatna wersja próbna już dostępne!</li><li>• [H3] Ostrzeżenie dotyczące fałszywych stron internetowych i</li></ul> |         |        |       |      |         |       |                   |     |                               |           |            |

## SEO Content

|                                                                                     |                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|-------------------------------------------------------------------------------------|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                     |                 | <p>wprowadzających w błąd informacji dotyczących CD PROJEKT S.A.</p> <ul style="list-style-type: none"> <li>• [H3] Wyniki za III kwartał 2021 r.</li> <li>• [H3] Raporty bieżące</li> <li>• [H3] Prezentacje i webcasty</li> <li>• [H3] Kalendarz inwestora</li> <li>• [H3] Strategia Grupy CD PROJEKT</li> <li>• [H3] @CDProjektRED_IR</li> <li>• [H3] "Najlepsze studio developerskie"</li> <li>• [H3] Sklep z grami oraz opcjonalny klient do instalacji,aktualizacji oraz rozgrywek sieciowych.</li> <li>• [H3] GWINT: Wiedźmińska Gra Karciana</li> <li>• [H3] Wiedźmin 3: Dziki Gon</li> <li>• [H3] Wiedźmin 2: Zabójcy KrólówEdycja Rozszerzona</li> <li>• [H3] Wiedźmin: Edycja Rozszerzona</li> <li>• [H3] Wszystkie gry CD PROJEKT REDoraz ponad 4100 innych starannie wyselekcjonowanych tytułów kupisz na</li> <li>• [H4] O CD PROJEKT</li> <li>• [H4] Produkty</li> <li>• [H4] Kontakt</li> <li>• [H4]</li> </ul> |
|   | Images          | <p>We found 6 images on this web page.</p> <p>3 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|  | Text/HTML Ratio | <p>Ratio : <b>14%</b></p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|  | Flash           | <p>Perfect, no Flash content has been detected on this page.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|  | Iframe          | <p>Great, there are no Iframes detected on this page.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

## SEO Links

|                                                                                     |                         |                                                                                                       |
|-------------------------------------------------------------------------------------|-------------------------|-------------------------------------------------------------------------------------------------------|
|  | URL Rewrite             | <p>Bad. Your links have query string.</p>                                                             |
|  | Underscores in the URLs | <p>We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.</p> |
|  | In-page links           | <p>We found a total of 42 links including 5 link(s) to files</p>                                      |

## SEO Links

|                                                                                  |            |                                       |
|----------------------------------------------------------------------------------|------------|---------------------------------------|
|  | Statistics | External Links : noFollow 2.38%       |
|                                                                                  |            | External Links : Passing Juice 40.48% |
|                                                                                  |            | Internal Links 57.14%                 |

## In-page links

| Anchor                                                                                | Type     | Juice         |
|---------------------------------------------------------------------------------------|----------|---------------|
| <a href="#">Grupa Kapitałowa</a>                                                      | Internal | Passing Juice |
| <a href="#">Kluczowe działalności</a>                                                 | Internal | Passing Juice |
| <a href="#">Inwestorzy</a>                                                            | Internal | Passing Juice |
| <a href="#">Media</a>                                                                 | Internal | Passing Juice |
| <a href="#">Kariera</a>                                                               | Internal | Passing Juice |
| <a href="#">Kontakt</a>                                                               | Internal | Passing Juice |
| <a href="#">Szukaj</a>                                                                | Internal | Passing Juice |
| <a href="#">CD PROJEKT</a>                                                            | Internal | Passing Juice |
| <a href="#">CD PROJEKT RED</a>                                                        | External | Passing Juice |
| <a href="#">GOG.com</a>                                                               | External | Passing Juice |
| <a href="#">English version</a>                                                       | Internal | Passing Juice |
| <a href="#">Unia Europejska</a>                                                       | Internal | Passing Juice |
| <a href="#">Więcej aktualności</a>                                                    | Internal | Passing Juice |
| <a href="#">Skonsolidowane sprawozdanie finansowe - Q3 2021</a>                       | Internal | Passing Juice |
| <a href="#">Podstawowe dane finansowe - Q3 2021</a>                                   | Internal | Passing Juice |
| <a href="#">Prezentacja - wyniki Q3 2021 [EN]</a>                                     | Internal | Passing Juice |
| <a href="#">Raport bieżący nr 8/2022</a>                                              | Internal | Passing Juice |
| <a href="#">Raport bieżący nr 7/2022</a>                                              | Internal | Passing Juice |
| <a href="#">Raport bieżący nr 6/2022</a>                                              | Internal | Passing Juice |
| <a href="#">Transkrypt audio webcastu Grupy CD PROJEKT - wyniki finansowe Q3 2021</a> | Internal | Passing Juice |
| <a href="#">Fact Sheet - październik 2021</a>                                         | Internal | Passing Juice |
|                                                                                       |          |               |

## In-page links

|                                                               |          |               |
|---------------------------------------------------------------|----------|---------------|
| <a href="#">CD PROJEKT IR</a>                                 | External | Passing Juice |
| <a href="https://t.co/d9LeAHRTRY">https://t.co/d9LeAHRTRY</a> | External | noFollow      |
| <a href="#">about 2 months ago</a>                            | External | Passing Juice |
| <a href="#">Regulamin CD PROJEKT S.A.</a>                     | Internal | Passing Juice |
| <a href="#">Polityce Prywatności cdprojekt.com</a>            | Internal | Passing Juice |
| <a href="#">LinkedIn</a>                                      | External | Passing Juice |
| <a href="#">Twitter</a>                                       | External | Passing Juice |
| <a href="#">Facebook</a>                                      | External | Passing Juice |
| <a href="#">YouTube</a>                                       | External | Passing Juice |
| <a href="#">Newsletter</a>                                    | External | Passing Juice |
| <a href="#">GWINT: Wiedźmińska Gra Karciana</a>               | External | Passing Juice |
| <a href="#">Wojna Krwi: Wiedźmińskie Opowieści</a>            | External | Passing Juice |
| <a href="#">Wiedźmin 3: Dziki Gon</a>                         | External | Passing Juice |
| <a href="#">Wiedźmin 2: Zabójcy Królów Edycja Rozszerzona</a> | External | Passing Juice |
| <a href="#">Wiedźmin: Edycja Rozszerzona</a>                  | External | Passing Juice |
| <a href="#">Cyberpunk 2077</a>                                | External | Passing Juice |
| <a href="#">GOG Galaxy</a>                                    | External | Passing Juice |
| <a href="#">CD PROJEKT S.A.</a>                               | Internal | Passing Juice |
| <a href="#">Polityka cookies</a>                              | Internal | Passing Juice |
| <a href="#">Kontakt IR</a>                                    | Internal | Passing Juice |
| =                                                             | External | Passing Juice |

## SEO Keywords

|                                                                                    |                |                                                                                                 |
|------------------------------------------------------------------------------------|----------------|-------------------------------------------------------------------------------------------------|
|  | Keywords Cloud | grupy <b>kontakt</b> media wiedźmin zobacz<br><b>więcej projekt</b> raport inwestorzy<br>wyniki |
|------------------------------------------------------------------------------------|----------------|-------------------------------------------------------------------------------------------------|

## Keywords Consistency

| Keyword | Content | Title | Keywords | Description | Headings |
|---------|---------|-------|----------|-------------|----------|
| projekt | 9       | ✓     | ✗        | ✗           | ✓        |
| więcej  | 7       | ✗     | ✗        | ✗           | ✗        |
| kontakt | 6       | ✗     | ✗        | ✗           | ✓        |
| zobacz  | 5       | ✗     | ✗        | ✗           | ✗        |
| raport  | 5       | ✗     | ✗        | ✗           | ✓        |

## Usability

|                                                                                    |              |                                                   |
|------------------------------------------------------------------------------------|--------------|---------------------------------------------------|
|    | Url          | Domain : cdprojekt.com<br>Length : 13             |
|    | Favicon      | Great, your website has a favicon.                |
|  | Printability | We could not find a Print-Friendly CSS.           |
|  | Language     | Good. Your declared language is pl.               |
|  | Dublin Core  | This page does not take advantage of Dublin Core. |

## Document

|                                                                                    |               |                                                                                                                                                   |
|------------------------------------------------------------------------------------|---------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
|  | Doctype       | HTML 5                                                                                                                                            |
|  | Encoding      | Perfect. Your declared charset is UTF-8.                                                                                                          |
|  | W3C Validity  | Errors : 4<br>Warnings : 25                                                                                                                       |
|  | Email Privacy | Warning! At least one email address has been found in the plain text.<br>Use <a href="#">free antispam protector</a> to hide email from spammers. |

## Document

|                                                                                  |                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|----------------------------------------------------------------------------------|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | Deprecated HTML | Great! We haven't found deprecated HTML tags in your HTML.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|  | Speed Tips      | <div><div> Excellent, your website doesn't use nested tables.</div><div> Too bad, your website is using inline styles.</div><div> Too bad, your website has too many CSS files (more than 4).</div><div> Too bad, your website has too many JS files (more than 6).</div><div> Perfect, your website takes advantage of gzip.</div></div> |

## Mobile

|                                                                                  |                     |                                                                                                                                                                                                                                                                                                                                             |
|----------------------------------------------------------------------------------|---------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | Mobile Optimization | <div><div> Apple Icon</div><div> Meta Viewport Tag</div><div> Flash content</div></div> |
|----------------------------------------------------------------------------------|---------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

## Optimization

|                                                                                    |             |                                                                                                                                                                                                                                                                                                                                                  |
|------------------------------------------------------------------------------------|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | XML Sitemap | <p>Missing</p> <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  | <p>Missing</p> <p>Your website doesn't have a robots.txt file - this can be problematic.</p> <p>A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.</p>       |
|  | Analytics   | <p>Great, your website has an analytics tool.</p> <div> Google Analytics</div>                                                                                                                                                                                |