

# Seo Analyzer dikom.de

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The score is 58/100



## SEO Content

	Title	ECCO Düsseldorf: Wir machen Content <b>Length : 35</b> Perfect, your title contains between 10 and 70 characters.												
	Description	ECCO Düsseldorf EC Public Relations GmbH ist eine inhabergeführte PR-Agentur mit dem Schwerpunkt auf erkl&uuml;rungsbed&uuml;rftige Produkte <b>Length : 150</b> Great, your meta description contains between 70 and 160 characters.												
	Keywords	Public Relations;International Public Relations;Media Relations;Public Affairs;Agency Network;Pressearbeit;Social Media; Good, your page contains meta keywords.												
	Og Meta Properties	Good, your page take advantage of Og Properties. <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>type</td><td>website</td></tr><tr><td>site_name</td><td>ECCO Düsseldorf</td></tr><tr><td>title</td><td>ECCO Düsseldorf</td></tr><tr><td>url</td><td>https://ecco-duesseldorf.de/index.html</td></tr></tbody></table>	Property	Content	type	website	site_name	ECCO Düsseldorf	title	ECCO Düsseldorf	url	https://ecco-duesseldorf.de/index.html		
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	Headings	<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>5</td><td>11</td><td>7</td><td>10</td><td>0</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none"><li>[H1] ECCO Düsseldorf</li><li>[H1] Wir machen Content - seit mehr als 20 Jahren</li><li>[H1] Papier oder nicht Papier - ist das wirklich die Frage?</li><li>[H1] Herausforderung Multi-Device - überall, jederzeit, auf jedem Gerät</li><li>[H1] So erreichen Sie uns:</li><li>[H2] Wir machen Content - schon immer</li></ul>	H1	H2	H3	H4	H5	H6	5	11	7	10	0	0
H1	H2	H3	H4	H5	H6									
5	11	7	10	0	0									





## SEO Content

		<ul style="list-style-type: none"><li>• [H2] Sie haben ein tolles Produkt. Wir machen es für die Öffentlichkeit interessant.</li><li>• [H2] Zum Beispiel: Aon – kompliziertes Thema mit großer Bedeutung</li><li>• [H2] Auch Sie haben etwas zu sagen</li><li>• [H2] Alles online, oder was? So finden wir die Antwort:</li><li>• [H2] Zum Beispiel: ERGO magazin – das mehrfach ausgezeichnete Mitarbeitermedium</li><li>• [H2] Auch Ihre Publikationen können preiswürdig werden</li><li>• [H2] Es muss nicht immer gleich eine App sein</li><li>• [H2] ... und wenn doch, dann wohlüberlegt</li><li>• [H2] Zum Beispiel: Online-Unterstützung für die Karstadt Filialen</li><li>• [H2] Nutzen sie unsere Erfahrung</li><li>• [H3] Pressearbeit</li><li>• [H3] Publikationen</li><li>• [H3] Online</li><li>• [H3] Die Zielgruppe</li><li>• [H3] Die Inhalte</li><li>• [H3] Die Konkurrenz</li><li>• [H3]</li><li>• [H4] Aktuelles aus dem ECCO Agenturnetz</li><li>• [H4] Aon zum Thema Altersversorgung</li><li>• [H4] Dii Desert Energy</li><li>• [H4] 24 Stunden ERGO</li><li>• [H4] Veränderung</li><li>• [H4] Diversity</li><li>• [H4] Die Vorteile</li><li>• [H4] Zusammenarbeit mit erfahrenen Entwicklern</li><li>• [H4] Filialnews auf der Website...</li><li>• [H4] und in der App.</li></ul>
	Images	<p>We found 23 images on this web page.</p> <p>1 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>23%</b></p> <p>Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.</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	Good. Your links looks friendly!
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## SEO Links

		
	Underscores in the URLs	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 22 links including 4 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 45.45%</p> <p>Internal Links 54.55%</p>


## In-page links

Anchor	Type	Juice
<a href="#">ECCO D&amp;uuml;sseldorf</a>	External	Passing Juice
<a href="#">Wir machen Content</a>	Internal	Passing Juice
<a href="#">Pressedienst Aon</a>	Internal	Passing Juice
<a href="#">Bilder und Infografiken</a>	Internal	Passing Juice
<a href="#">Pressedienst Dii Desert Energy</a>	Internal	Passing Juice
<a href="#">English Version</a>	External	Passing Juice
<a href="#">Mehr dazu...</a>	Internal	Passing Juice
<a href="#">Mehr dazu...</a>	Internal	Passing Juice
<a href="#">Mehr dazu...</a>	Internal	Passing Juice
<a href="#">Aon</a>	External	Passing Juice
<a href="#">Zum Artikel...</a>	Internal	Passing Juice
<a href="#">Zum Artikel...</a>	Internal	Passing Juice
<a href="#">Zum Artikel...</a>	Internal	Passing Juice
<a href="#">Zum Artikel...</a>	Internal	Passing Juice
<a href="#">Telefon</a>	Internal	Passing Juice
<a href="#">INKOM Grand Prix 2013</a>	External	Passing Juice
<a href="#">INKOM Grand Prix 2014</a>	External	Passing Juice

## In-page links

<a href="#">FOX AWARDS</a>	External	Passing Juice
<a href="#">vor-ort-foto.de</a>	External	Passing Juice
<a href="#">Karstadt.de</a>	External	Passing Juice
<a href="#">App</a>	External	Passing Juice
<a href="#">Mehr dazu...</a>	External	Passing Juice

## SEO Keywords

	Keywords Cloud	<b>und</b> für pressedienst content aon mit <b>wir</b> auch machen nur
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## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
und	29	✘	✘	✘	✔
wir	21	✔	✘	✘	✔
für	14	✘	✘	✘	✔
machen	11	✔	✘	✘	✔
mit	10	✘	✘	✔	✔










## Usability

	Url	Domain : dikom.de Length : 8
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is de.

## Usability

	Dublin Core	This page does not take advantage of Dublin Core.
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## Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 11 Warnings : 4
	Email Privacy	Warning! At least one email address has been found in the plain text. Use <a href="#">free antispam protector</a> to hide email from spammers.
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<ul style="list-style-type: none"><li> Excellent, your website doesn't use nested tables.</li><li> Too bad, your website is using inline styles.</li><li> Too bad, your website has too many CSS files (more than 4).</li><li> Too bad, your website has too many JS files (more than 6).</li><li> Too bad, your website does not take advantage of gzip.</li></ul>

## Mobile

	Mobile Optimization	<ul style="list-style-type: none"><li> Apple Icon</li><li> Meta Viewport Tag</li><li> Flash content</li></ul>
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## Optimization

	XML Sitemap	Great, your website has an XML sitemap.
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## Optimization



<http://dikom.de/sitemap.xml>



Robots.txt

Missing

Your website doesn't have a robots.txt file - this can be problematic.

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.



Analytics

Missing

We didn't detect an analytics tool installed on this website.

Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.