



Seo Analyzer marcapo.com

Generated on February 18 2022 12:40 PM

The score is 66/100



SEO Content

	Title	marcapo: marcapo - Spezialisten für lokale Markenführung und Marketingportale Length : 77 Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.												
	Description	marcapo ist Ihr Spezialist für lokale Markenführung. Unsere Marketingportale werden von über 50 Marken und mehr als 50.000 Absatzpartnern aktiv genutzt Length : 152 Great, your meta description contains between 70 and 160 characters.												
	Keywords	Marketingportal; Lokale Markenführung; Marketing Asset Management; Web2Print; Web to print; MAM; Web to publish; Good, your page contains meta keywords.												
	Og Meta Properties	This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them.												
	Headings	<table><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr><tr><td>1</td><td>5</td><td>0</td><td>7</td><td>0</td><td>0</td></tr></table> • [H1] Marketingportale mit Erfolgsgarantie • [H2] Wir machen lokale Markenführung einfach • [H2] Unsere Leistungen im Überblick • [H2] Aktuelle Nachrichten und Themen • [H2] Großartige Kunden vertrauen uns • [H2] Sie möchten unser Marketingportal kostenlos testen? • [H4] Erfolgreiche Positionierung im Wettbewerb um Fachkräfte • [H4] Ihre Marke auf der großen Leinwand • [H4] marcapo erleben: Am 23.06.2022 Lokale Markenführung mit allen Sinnen erleben • [H4] Adresse • [H4] Angebot • [H4] Unternehmen	H1	H2	H3	H4	H5	H6	1	5	0	7	0	0
H1	H2	H3	H4	H5	H6									
1	5	0	7	0	0									

SEO Content

		• [H4] Newsletter
	Images	We found 34 images on this web page. 13 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.
	Text/HTML Ratio	Ratio : 19% Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.
	Flash	Perfect, no Flash content has been detected on this page.
	Iframe	Great, there are no Iframes detected on this page.

SEO Links

	URL Rewrite	Good. Your links looks friendly!
	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 1 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 4.55% Internal Links 95.45%

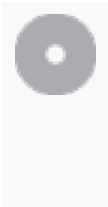
In-page links

Anchor	Type	Juice
Über uns	Internal	Passing Juice
Kontakt	Internal	Passing Juice
Neuigkeiten	Internal	Passing Juice

In-page links

Karriere	Internal	Passing Juice
Podcast	Internal	Passing Juice
Publikationen	Internal	Passing Juice
Presse	Internal	Passing Juice
Showroom	Internal	Passing Juice
DE	Internal	Passing Juice
EN	Internal	Passing Juice
Marketingportal	Internal	Passing Juice
EasyOnline	Internal	Passing Juice
EasyRecruit	Internal	Passing Juice
Leistungen	Internal	Passing Juice
Referenzen	Internal	Passing Juice
Kostenlos testen	Internal	Passing Juice
Kostenlos testen	Internal	Passing Juice
Broschüre anfordern	External	Passing Juice
Impressum	Internal	Passing Juice
Datenschutz	Internal	Passing Juice
Lexikon	Internal	Passing Juice
Berater-Meeting	Internal	Passing Juice

SEO Keywords



Keywords Cloud

leistungen marketingportal über mit
marken und wie marcapo
markenführung marketingportale

Keywords Consistency

Keyword	Content	Title	Keywords	Descripti on	Headings
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Keywords Consistency

über	15	✗	✗	✓	✓
und	14	✓	✗	✓	✓
marcapo	12	✓	✗	✓	✓
marketingportal	7	✓	✓	✓	✓
marketingportale	7	✓	✗	✓	✓

Usability

	Url	Domain : marcapo.com Length : 11
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is de.
	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 Warnings : 15
	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.

Document

	Speed Tips	✓ Excellent, your website doesn't use nested tables. ✗ Too bad, your website is using inline styles. ✓ Great, your website has few CSS files. ✗ Too bad, your website has too many JS files (more than 6). ✓ Perfect, your website takes advantage of gzip.
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Mobile

	Mobile Optimization	✓ Apple Icon ✓ Meta Viewport Tag ✓ Flash content
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Optimization

	XML Sitemap	Great, your website has an XML sitemap. http://marcapo.com/sitemap.xml https://www.marcapo.com/sitemap.xml
	Robots.txt	http://marcapo.com/robots.txt Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool.  Google Analytics