







# Seo Analyzer zeiss.com

Generated on March 06 2022 21:50 PM





**The score is 71/100**



## SEO Content

	Title	ZEISS International, optical and optoelectronic technology  <b>Length : 58</b>  Perfect, your title contains between 10 and 70 characters.												
	Description	ZEISS is an internationally leading technology enterprise that offers solutions for industry, research, medicine, eyeglass lenses, camera lenses, binoculars and planetariums  <b>Length : 173</b>  Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.												
	Keywords	Optics, Optical Technologies, Optoelectronic Technology  Good, your page contains meta keywords.												
	Og Meta Properties	Good, your page take advantage of Og Properties. <table><tr><th>Property</th><th>Content</th></tr><tr><td>url</td><td>https://www.zeiss.com/corporate/int/home.html</td></tr><tr><td>type</td><td>website</td></tr><tr><td>title</td><td>Seeing beyond for 175 years</td></tr><tr><td>description</td><td>Ever since ZEISS was founded 175 years ago, curiosity, passion and precision have been inspiring us, our customers and our partners. Together, we have succeeded time after time in opening up new perspectives, transforming major challenges into major opportunities and making the impossible possible.</td></tr><tr><td>image</td><td>https://www.zeiss.com/content/dam/corporate-new/about-zeiss/about-new/auge.jpg</td></tr></table>	Property	Content	url	https://www.zeiss.com/corporate/int/home.html	type	website	title	Seeing beyond for 175 years	description	Ever since ZEISS was founded 175 years ago, curiosity, passion and precision have been inspiring us, our customers and our partners. Together, we have succeeded time after time in opening up new perspectives, transforming major challenges into major opportunities and making the impossible possible.	image	https://www.zeiss.com/content/dam/corporate-new/about-zeiss/about-new/auge.jpg
Property	Content													
url	https://www.zeiss.com/corporate/int/home.html													
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title	Seeing beyond for 175 years													
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image	https://www.zeiss.com/content/dam/corporate-new/about-zeiss/about-new/auge.jpg													
	Headings	<table><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr></table>	H1	H2	H3	H4	H5	H6						
H1	H2	H3	H4	H5	H6									

## SEO Content

		1	21	4	5	0	0
		<ul style="list-style-type: none"> <li>• [H1] ZEISS Group</li> <li>• [H2] Challenge the Limits of Imagination</li> <li>• [H2] 175 years of ZEISS</li> <li>• [H2] Solutions that shape technological progress</li> <li>• [H2] Diagnose &amp; Treat</li> <li>• [H2] Researching into Micro- and Nanostructures</li> <li>• [H2] See better</li> <li>• [H2] Assure Industrial Quality Excellence</li> <li>• [H2] Enabling Chip Manufacturers</li> <li>• [H2] Photograph &amp; Film</li> <li>• [H2] Develop &amp; Produce</li> <li>• [H2] Create Virtual Worlds</li> <li>• [H2] Observe &amp; Experience</li> <li>• [H2] In response to the coronavirus pandemic, ZEISS has taken comprehensive measures to protect employees and maintain smart business continuity.</li> <li>• [H2] Discover the 175 Company Anniversary</li> <li>• [H2] Seeing beyond for 175 years</li> <li>• [H2] Capturing moments frozen in time</li> <li>• [H2] Interview with Sebastian Copeland, award-winning photographer.</li> <li>• [H2] Heart meets mind in neuroscience</li> <li>• [H2] Interview with Prof. Ling Feng, neurosurgeon and Deputy Director of China INI in Beijing.</li> <li>• [H2] News &amp; Events</li> <li>• [H2] News from the ZEISS Group</li> <li>• [H3] Challenge the Limits of Imagination</li> <li>• [H3] Carl Zeiss Meditec achieves further growth in first quarter of 2021/22</li> <li>• [H3] New Sustainability Report Published</li> <li>• [H3] Michael Bolle Appointed Designated Chairman of Carl Zeiss AG Supervisory Board</li> <li>• [H4] {{ country.fda_text }}</li> <li>• [H4] Latest on the COVID-19 Situation</li> <li>• [H4] Press Release</li> <li>• [H4] News</li> <li>• [H4] Press Release</li> </ul>					
	Images	<p>We found 54 images on this web page.</p> <p>41 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>20%</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 Content



## SEO Links



URL Rewrite

Good. Your links looks friendly!



Underscores in the URLs

Perfect! No underscores detected in your URLs.



In-page links

We found a total of 95 links including 2 link(s) to files



Statistics

External Links : noFollow 0%

External Links : Passing Juice 1.05%

Internal Links 98.95%

## In-page links

Anchor	Type	Juice
<a href="#">Medical Technology</a>	Internal	Passing Juice
<a href="#">Industrial Metrology</a>	Internal	Passing Juice
<a href="#">Spectroscopy</a>	Internal	Passing Juice
<a href="#">Microscopy</a>	Internal	Passing Juice
<a href="#">Semiconductor Manufacturing Technology</a>	Internal	Passing Juice
<a href="#">Vision Care</a>	Internal	Passing Juice
<a href="#">Photography</a>	Internal	Passing Juice
<a href="#">Cinematography</a>	Internal	Passing Juice
<a href="#">ZEISS at a glance</a>	Internal	Passing Juice
<a href="#">OEM Solutions</a>	Internal	Passing Juice
<a href="#">Digital Solutions and Software Development</a>	Internal	Passing Juice
<a href="#">Simulation Solutions</a>	Internal	Passing Juice

## In-page links

<a href="#">Planetariums</a>	Internal	Passing Juice
<a href="#">Hunting</a>	Internal	Passing Juice
<a href="#">Nature Observation</a>	Internal	Passing Juice
<a href="#">Trends &amp; Perspectives</a>	Internal	Passing Juice
<a href="#">Research at ZEISS</a>	Internal	Passing Juice
<a href="#">ZEISS Research Award</a>	Internal	Passing Juice
<a href="#">ZEISS Colloquium</a>	Internal	Passing Juice
<a href="#">ZEISS Symposium</a>	Internal	Passing Juice
<a href="#">Promoting Innovation</a>	Internal	Passing Juice
<a href="#">Deutscher Zukunftspreis</a>	Internal	Passing Juice
<a href="#">ZEISS Digital Partners</a>	Internal	Passing Juice
<a href="#">ZEISS Ventures</a>	Internal	Passing Juice
<a href="#">ZEISS Innovation Hub @ KIT</a>	Internal	Passing Juice
<a href="#">ZEISS at a Glance</a>	Internal	Passing Juice
<a href="#">ZEISS in Germany</a>	Internal	Passing Juice
<a href="#">Management and Committees</a>	Internal	Passing Juice
<a href="#">Carl Zeiss Foundation</a>	Internal	Passing Juice
<a href="#">Annual Report</a>	Internal	Passing Juice
<a href="#">175 Years ZEISS</a>	Internal	Passing Juice
<a href="#">At a Glance</a>	Internal	Passing Juice
<a href="#">Carl Zeiss</a>	Internal	Passing Juice
<a href="#">Ernst Abbe</a>	Internal	Passing Juice
<a href="#">Technological Milestones</a>	Internal	Passing Juice
<a href="#">ZEISS Archives</a>	Internal	Passing Juice
<a href="#">German Optical Museum</a>	External	Passing Juice
<a href="#">ZEISS Museum of Optics</a>	Internal	Passing Juice
<a href="#">50 Year Moon Landing Anniversary</a>	Internal	Passing Juice
<a href="#">Sustainability at ZEISS</a>	Internal	Passing Juice

## In-page links

<a href="#">Sustainability Strategy</a>	Internal	Passing Juice
<a href="#">Products and Value Chain</a>	Internal	Passing Juice
<a href="#">Integrity and Compliance</a>	Internal	Passing Juice
<a href="#">Employees</a>	Internal	Passing Juice
<a href="#">Social Engagement</a>	Internal	Passing Juice
<a href="#">Environment</a>	Internal	Passing Juice
<a href="#">System Certifications</a>	Internal	Passing Juice
<a href="#">Events Calendar</a>	Internal	Passing Juice
<a href="#">ZEISS Forum</a>	Internal	Passing Juice
<a href="#">Day of Light</a>	Internal	Passing Juice
<a href="#">Latest News</a>	Internal	Passing Juice
<a href="#">Press Releases</a>	Internal	Passing Juice
<a href="#">Press Photos</a>	Internal	Passing Juice
<a href="#">Press Kits</a>	Internal	Passing Juice
<a href="#">Press Contacts</a>	Internal	Passing Juice
<a href="#">Press Conferences</a>	Internal	Passing Juice
<a href="#">Discover the World of Optics</a>	Internal	Passing Juice
<a href="#">Get an overview</a>	Internal	Passing Juice
<a href="#">Why   What   Where</a>	Internal	Passing Juice
<a href="#">Research &amp; Development</a>	Internal	Passing Juice
<a href="#">Sales &amp; Service</a>	Internal	Passing Juice
<a href="#">Digital Innovations</a>	Internal	Passing Juice
<a href="#">Project Management</a>	Internal	Passing Juice
<a href="#">Production &amp; Manufacturing</a>	Internal	Passing Juice
<a href="#">Semiconductor Manufacturing Technology</a>	Internal	Passing Juice
<a href="#">Global Graduate Program</a>	Internal	Passing Juice
<a href="#">All job vacancies</a>	Internal	Passing Juice
<a href="#">Contact</a>	Internal	Passing Juice

## In-page links

<a href="#">=</a>	Internal	Passing Juice
<a href="#">{{ country.name }}</a>	Internal	Passing Juice
<a href="#">{{ country.fda_button_continue }}</a>	Internal	Passing Juice
<a href="#">More Information</a>	Internal	Passing Juice
<a href="#">Medical Technology</a>	Internal	Passing Juice
<a href="#">Microscopy</a>	Internal	Passing Juice
<a href="#">Vision Care</a>	Internal	Passing Juice
<a href="#">Industrial Metrology</a>	Internal	Passing Juice
<a href="#">Spectroscopy</a>	Internal	Passing Juice
<a href="#">Semiconductor Manufacturing Technology</a>	Internal	Passing Juice
<a href="#">OEM Solutions</a>	Internal	Passing Juice
<a href="#">Simulation Solutions</a>	Internal	Passing Juice
<a href="#">Planetariums</a>	Internal	Passing Juice
<a href="#">these numbers</a>	Internal	Passing Juice
<a href="#">Read more</a>	Internal	Passing Juice
<a href="#">learn more</a>	Internal	Passing Juice
<a href="#">=</a>	Internal	Passing Juice
<a href="#">learn more</a>	Internal	Passing Juice
<a href="#">Go to press release</a>	Internal	Passing Juice
<a href="#">Read the Sustainability Report 2020/21</a>	Internal	Passing Juice
<a href="#">Go to press release</a>	Internal	Passing Juice
<a href="#">All social media channels at ZEISS</a>	Internal	Passing Juice
<a href="#">Career</a>	Internal	Passing Juice
<a href="#">Press &amp; Media</a>	Internal	Passing Juice
<a href="#">Publisher</a>	Internal	Passing Juice
<a href="#">Legal Notice</a>	Internal	Passing Juice
<a href="#">Data Protection</a>	Internal	Passing Juice

## SEO Keywords



Keywords Cloud

international development technology **zeiss**  
solutions optics innovation sustainability glance  
manufacturing

## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
zeiss	43	✓	✗	✓	✓
technology	12	✓	✓	✓	✗
solutions	10	✗	✗	✓	✓
international	9	✓	✗	✓	✗
optics	7	✗	✓	✗	✗











## Usability

	Url	Domain : zeiss.com Length : 9
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is en.
	Dublin Core	This page does not take advantage of Dublin Core.





## Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.


## Document

		
	W3C Validity	Errors : 44 Warnings : 3
	Email Privacy	Great no email address has been found in plain text!
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<div><div></div> Excellent, your website doesn't use nested tables.</div> <div><div></div> Too bad, your website is using inline styles.</div> <div><div></div> Great, your website has few CSS files.</div> <div><div></div> Perfect, your website has few JavaScript files.</div> <div><div></div> Perfect, your website takes advantage of gzip.</div>

## Mobile

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

	XML Sitemap	<div>Great, your website has an XML sitemap.</div> <div><div>http://zeiss.com/sitemap.xml</div><div>https://www.zeiss.com/aem-documentation/home.sitemap.xml</div><div>https://www.zeiss.com/meditec/int/resource-center/peer-insights.sitemap.xml</div><div>https://www.zeiss.com/vision-care/int/eye-care-professionals/home.sitemap.xml</div><div>https://www.zeiss.com/vision-care/us/eye-care-professionals/home.sitemap.xml</div></div>
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## Optimization

		<a href="https://www.zeiss.com/meditec/int/sitemap.xml">https://www.zeiss.com/meditec/int/sitemap.xml</a> <a href="https://www.zeiss.com/meditec-patient/int/sitemap.xml">https://www.zeiss.com/meditec-patient/int/sitemap.xml</a> <a href="https://www.zeiss.com/meditec-patient/us/sitemap.xml">https://www.zeiss.com/meditec-patient/us/sitemap.xml</a> <a href="https://www.zeiss.com/microscopy/int/sitemap.xml">https://www.zeiss.com/microscopy/int/sitemap.xml</a> <a href="https://www.zeiss.com/microscopy/us/sitemap.xml">https://www.zeiss.com/microscopy/us/sitemap.xml</a> <a href="https://www.zeiss.com/consumer-products/int/sitemap.xml">https://www.zeiss.com/consumer-products/int/sitemap.xml</a> <a href="https://www.zeiss.com/consumer-products/us/sitemap.xml">https://www.zeiss.com/consumer-products/us/sitemap.xml</a> <a href="https://www.zeiss.com/meditec-ag/sitemap.xml">https://www.zeiss.com/meditec-ag/sitemap.xml</a> <a href="https://www.zeiss.com/corporate/int/sitemap.xml">https://www.zeiss.com/corporate/int/sitemap.xml</a> <a href="https://www.zeiss.com/corporate/us/sitemap.xml">https://www.zeiss.com/corporate/us/sitemap.xml</a> <a href="https://www.zeiss.com/semiconductor-manufacturing-technology/sitemap.xml">https://www.zeiss.com/semiconductor-manufacturing-technology/sitemap.xml</a> <a href="https://www.zeiss.com/meditec/us/sitemap.xml">https://www.zeiss.com/meditec/us/sitemap.xml</a> <a href="https://www.zeiss.com/vision-care/int/sitemap.xml">https://www.zeiss.com/vision-care/int/sitemap.xml</a> <a href="https://www.zeiss.com/vision-care/us/sitemap.xml">https://www.zeiss.com/vision-care/us/sitemap.xml</a> <a href="https://www.zeiss.com/simulation-projection-solutions/sitemap.xml">https://www.zeiss.com/simulation-projection-solutions/sitemap.xml</a> <a href="https://www.zeiss.com/cinemizer-oled/sitemap.xml">https://www.zeiss.com/cinemizer-oled/sitemap.xml</a> <a href="https://www.zeiss.com/planetariums/int/sitemap.xml">https://www.zeiss.com/planetariums/int/sitemap.xml</a> <a href="https://www.zeiss.com/planetariums/us/sitemap.xml">https://www.zeiss.com/planetariums/us/sitemap.xml</a> <a href="https://www.zeiss.com/spectroscopy/sitemap.xml">https://www.zeiss.com/spectroscopy/sitemap.xml</a> <a href="https://www.zeiss.com/oem-solutions/sitemap.xml">https://www.zeiss.com/oem-solutions/sitemap.xml</a> <a href="https://www.zeiss.com/metrology/sitemap.xml">https://www.zeiss.com/metrology/sitemap.xml</a>
	Robots.txt	<a href="http://zeiss.com/robots.txt">http://zeiss.com/robots.txt</a> Great, your website has a robots.txt file.
	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.