

# Seo Analyzer zhdk.ch

Generated on February 21 2022 05:18 AM

The score is 57/100







## SEO Content

	Title	Zürcher Hochschule der Künste   ZHdK.ch <b>Length : 39</b> Perfect, your title contains between 10 and 70 characters.														
	Description	Das vielfältige Angebot der ZHdK umfasst die Bereiche Design, Film, Kunst, Medien, Musik, Tanz, Theater, Art Education und Transdisziplinarität. <b>Length : 144</b> Great, your meta description contains between 70 and 160 characters.														
	Keywords	school 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>title</td><td>Zürcher Hochschule der Künste   ZHdK.ch</td></tr><tr><td>type</td><td>website</td></tr><tr><td>url</td><td>https://www.zhdk.ch/</td></tr><tr><td>image</td><td>https://www.zhdk.ch/static/dist/img/open_graph_preview.png</td></tr><tr><td>description</td><td>Das vielfältige Angebot der ZHdK umfasst die Bereiche Design, Film, Kunst, Medien, Musik, Tanz, Theater, Art Education und Transdisziplinarität.</td></tr><tr><td>site_name</td><td>ZHdK</td></tr></tbody></table>	Property	Content	title	Zürcher Hochschule der Künste   ZHdK.ch	type	website	url	https://www.zhdk.ch/	image	https://www.zhdk.ch/static/dist/img/open_graph_preview.png	description	Das vielfältige Angebot der ZHdK umfasst die Bereiche Design, Film, Kunst, Medien, Musik, Tanz, Theater, Art Education und Transdisziplinarität.	site_name	ZHdK
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## 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 25 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 4% Internal Links 96%


## In-page links

Anchor	Type	Juice
-	Internal	Passing Juice
<a href="#">Darstellende Künste und Film</a>	Internal	Passing Juice
<a href="#">Design</a>	Internal	Passing Juice
<a href="#">Fine Arts</a>	Internal	Passing Juice
<a href="#">Kulturanalysen und Vermittlung</a>	Internal	Passing Juice
<a href="#">Musik</a>	Internal	Passing Juice
<a href="#">Services</a>	Internal	Passing Juice
<a href="#">Fachhochschulrat</a>	Internal	Passing Juice
<a href="#">Fondation ZHdK</a>	Internal	Passing Juice
<a href="#">Netzhdk</a>	Internal	Passing Juice
<a href="#">Hochschulleitung</a>	Internal	Passing Juice
<a href="#">Rektorat</a>	Internal	Passing Juice
<a href="#">Hochschulversammlung</a>	Internal	Passing Juice
<a href="#">Beirat</a>	Internal	Passing Juice
<a href="#">Lehre</a>	Internal	Passing Juice
<a href="#">Forschung</a>	Internal	Passing Juice

## In-page links

<a href="#">Weiterbildung</a>	Internal	Passing Juice
<a href="#">Internationales</a>	Internal	Passing Juice
<a href="#">Veranstaltungen</a>	Internal	Passing Juice
<a href="#">Nachhaltigkeit</a>	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
<a href="#">SLSP</a>	External	Passing Juice






## SEO Keywords

	Keywords Cloud	
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## Keywords Consistency





Keyword	Content	Title	Keywords	Description	Headings
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## Usability







	Url	Domain : zhdk.ch Length : 7
	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.

# Usability





## Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 0 Warnings : 1
	Email Privacy	Great no email address has been found in plain text!

	Deprecated HTML	<b>Deprecated tags</b>	<b>Occurrences</b>
		<s>	2
<p>Deprecated HTML tags are HTML tags that are no longer used. It is recommended that you remove or replace these HTML tags because they are now obsolete.</p>			

	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.
		 Perfect, your website has few JavaScript files.
		 Too bad, your website does not take advantage of gzip.

## Mobile


	Mobile Optimization	 Apple Icon
		 Meta Viewport Tag
		 Flash content

## Optimization

	XML Sitemap	Missing
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## Optimization



		<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><a href="http://zhdk.ch/robots.txt">http://zhdk.ch/robots.txt</a></p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Great, your website has an analytics tool.</p> <p> PIWIK</p>