



# Webseiten-Bericht für doubleclick.net

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Der Wert ist 69/100



## SEO Inhalte

|    | Seitentitel                                                                                                                                | <p>Enterprise Advertising &amp; Analytics Solutions - Google Marketing Platform</p> <p><b>Länge : 76</b></p> <p>Ideal, aber Ihre Seitentitel sollte zwischen 10 und 70 Zeichen (Leerzeichen inbegriffen) enthalten. Benutzen Sie <a href="#">dieses kostenlose Werkzeug</a> um die Länge zu prüfen.</p>                                                                                                                                                                                                                                                                                                                                                     |             |        |      |         |     |                                                        |       |                                                                          |           |                           |             |                                                                                                                                            |
|------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------|------|---------|-----|--------------------------------------------------------|-------|--------------------------------------------------------------------------|-----------|---------------------------|-------------|--------------------------------------------------------------------------------------------------------------------------------------------|
|   | Seitenbeschreibung                                                                                                                         | <p>Google Marketing Platform offers an enterprise analytics solution to gain insights into your advertising, marketing, customers, and sales.</p> <p><b>Länge : 138</b></p> <p>Großartig, denn Ihre Seitenbeschreibung enthält zwischen 70 und 160 Anzahl Zeichen.</p>                                                                                                                                                                                                                                                                                                                                                                                      |             |        |      |         |     |                                                        |       |                                                                          |           |                           |             |                                                                                                                                            |
|  | Suchbegriffe                                                                                                                               | <p>Nicht so gut. Wir konnten keine META-Suchbegriffe auf Ihrer Webseite finden. Benutzen Sie <a href="#">dieses kostenlose Werkzeug</a> um META-Suchbegriffe zu erzeugen.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |             |        |      |         |     |                                                        |       |                                                                          |           |                           |             |                                                                                                                                            |
|  | Og META Eigenschaften                                                                                                                      | <p>Sehr gut, denn diese Webseite nutzt die Vorteile aus den Og Properties.</p> <table><thead><tr><th>Eigenschaft</th><th>Inhalt</th></tr></thead><tbody><tr><td>type</td><td>Website</td></tr><tr><td>url</td><td>https://marketingplatform.google.com/about/enterprise/</td></tr><tr><td>title</td><td>Enterprise Advertising &amp; Analytics Solutions - Google Marketing Platform</td></tr><tr><td>site_name</td><td>Google Marketing Platform</td></tr><tr><td>description</td><td>Google Marketing Platform offers an enterprise analytics solution to gain insights into your advertising, marketing, customers, and sales.</td></tr></tbody></table> | Eigenschaft | Inhalt | type | Website | url | https://marketingplatform.google.com/about/enterprise/ | title | Enterprise Advertising & Analytics Solutions - Google Marketing Platform | site_name | Google Marketing Platform | description | Google Marketing Platform offers an enterprise analytics solution to gain insights into your advertising, marketing, customers, and sales. |
| Eigenschaft                                                                        | Inhalt                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |             |        |      |         |     |                                                        |       |                                                                          |           |                           |             |                                                                                                                                            |
| type                                                                               | Website                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |             |        |      |         |     |                                                        |       |                                                                          |           |                           |             |                                                                                                                                            |
| url                                                                                | https://marketingplatform.google.com/about/enterprise/                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |             |        |      |         |     |                                                        |       |                                                                          |           |                           |             |                                                                                                                                            |
| title                                                                              | Enterprise Advertising & Analytics Solutions - Google Marketing Platform                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |             |        |      |         |     |                                                        |       |                                                                          |           |                           |             |                                                                                                                                            |
| site_name                                                                          | Google Marketing Platform                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |             |        |      |         |     |                                                        |       |                                                                          |           |                           |             |                                                                                                                                            |
| description                                                                        | Google Marketing Platform offers an enterprise analytics solution to gain insights into your advertising, marketing, customers, and sales. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |             |        |      |         |     |                                                        |       |                                                                          |           |                           |             |                                                                                                                                            |

# SEO Inhalte

|                                                                                  |               | image                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <a href="https://lh3.googleusercontent.com/XjulzUQfPsVZjAC6DJrIVtyGdUQKM8_6sl0SAcqoplqEn18pOQ0BzWWrXZ5W6FoAx27Izl0AoLXmik0KICEOr_27jhEfxbiNUp4k">https://lh3.googleusercontent.com/XjulzUQfPsVZjAC6DJrIVtyGdUQKM8_6sl0SAcqoplqEn18pOQ0BzWWrXZ5W6FoAx27Izl0AoLXmik0KICEOr_27jhEfxbiNUp4k</a> |    |    |    |    |    |   |   |    |    |   |   |  |  |  |
|----------------------------------------------------------------------------------|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|----|----|----|----|---|---|----|----|---|---|--|--|--|
|  | Überschriften | <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>1</td><td>11</td><td>25</td><td>0</td><td>0</td></tr></table> <ul style="list-style-type: none"><li>• [H1] Meaningful insights.Smarter marketing.Better results.</li><li>• [H2] Google Marketing Platform brings together your advertising and analytics to help you make quality customer connections, surface deeper insights, and drive better marketing results.</li><li>• [H3] A smarter platform for better results.</li><li>• [H3] The results are incredible, it actually helped us transform our whole vision. We want to be a global brand. Google Marketing Platform facilitates that growth.</li><li>• [H3] Powerful solutions, together in one platform.</li><li>• [H3] Designed to work together.</li><li>• [H3] The Future of Analytics.</li><li>• [H3] Stay in the know.</li><li>• [H3] The CTV playbook: how the latest technology can amplify your CTV performance</li><li>• [H3] The marketer's playbook for navigating today's privacy environment</li><li>• [H3] The Future of Analytics</li><li>• [H3] Looking for small-business solutions?</li><li>• [H3] News and insights delivered to your inbox.</li><li>• [H4] Deliver faster, smarter marketing.</li><li>• [H4] Gain more control over your investments.</li><li>• [H4] Understand your audience on a deeper level.</li><li>• [H4] Share insights across your team.</li><li>• [H4] Deliver faster, smarter marketing.</li><li>• [H4] Gain more control over your investments.</li><li>• [H4] Understand your audience on a deeper level.</li><li>• [H4] Share insights across your team.</li><li>• [H4] Display &amp; Video 360</li><li>• [H4] Analytics 360</li><li>• [H4] Display &amp; Video 360</li><li>• [H4] Search Ads 360</li><li>• [H4] Tag Manager 360</li><li>• [H4] Campaign Manager 360</li><li>• [H4] Reach the right customers.</li><li>• [H4] Tailor your measurement with Ads Data Hub.</li><li>• [H4] Do more with Google Cloud.</li><li>• [H4] Reach the right customers.</li><li>• [H4] Tailor your measurement with Ads Data Hub.</li><li>• [H4] Do more with Google Cloud.</li><li>• [H4] About Google Marketing Platform</li><li>• [H4] Learning &amp; support</li><li>• [H4] Developers &amp; partners</li><li>• [H4] Related products</li><li>• [H4] More from Google</li></ul> | H1                                                                                                                                                                                                                                                                                          | H2 | H3 | H4 | H5 | H6 | 1 | 1 | 11 | 25 | 0 | 0 |  |  |  |
| H1                                                                               | H2            | H3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | H4                                                                                                                                                                                                                                                                                          | H5 | H6 |    |    |    |   |   |    |    |   |   |  |  |  |
| 1                                                                                | 1             | 11                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 25                                                                                                                                                                                                                                                                                          | 0  | 0  |    |    |    |   |   |    |    |   |   |  |  |  |
|                                                                                  | Bilder        | Es konnten 12 Bilder auf dieser Webseite gefunden werden.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                             |    |    |    |    |    |   |   |    |    |   |   |  |  |  |

## SEO Inhalte

|                                                                                  |                      |                                                                                                                                        |
|----------------------------------------------------------------------------------|----------------------|----------------------------------------------------------------------------------------------------------------------------------------|
|  |                      | Gut, denn die meisten Ihrer Bilder verwenden das ALT-Attribut.                                                                         |
|  | Text/HTML Verhältnis | Anteil : <b>19%</b><br><br>Gut, denn das Text zu HTML Code Verhältnis dieser Webseite ist höher als 15, aber niedriger als 25 Prozent. |
|  | Flash                | Perfekt, denn es wurde kein Flash auf Ihrer Webseite gefunden.                                                                         |
|  | IFrame               | Schlecht, denn Sie verwenden IFrames auf Ihrer Webseite, die von Suchmaschinen nicht indexiert werden können.                          |

## SEO Links

|                                                                                    |                         |                                                                                                        |
|------------------------------------------------------------------------------------|-------------------------|--------------------------------------------------------------------------------------------------------|
|    | URL Rewrite             | Gut. Ihre Links sind für Suchmaschinen gut lesbar (sprechende Links)!                                  |
|  | Underscores in the URLs | Perfekt! Wir haben keine Unterstriche in Ihren Links entdeckt.                                         |
|  | In-page links           | We found a total of 41 links including 0 link(s) to files                                              |
|  | Statistics              | Externe Links : noFollow 0%<br><br>Externe Links : natürliche Links 53.66%<br><br>Interne Links 46.34% |

## In-page links

| Anker                                | Typ    | Natürlich        |
|--------------------------------------|--------|------------------|
| <a href="#">For Small Businesses</a> | intern | natürliche Links |
| <a href="#">For Enterprises</a>      | intern | natürliche Links |
| <a href="#">Resources</a>            | intern | natürliche Links |
| <a href="#">Blog</a>                 | extern | natürliche Links |
| <a href="#">Partners</a>             | intern | natürliche Links |
| <a href="#">Support</a>              | intern | natürliche Links |

## In-page links

|                                                     |        |                  |
|-----------------------------------------------------|--------|------------------|
| <a href="#">Analytics</a>                           | intern | natürliche Links |
| <a href="#">Tag Manager</a>                         | intern | natürliche Links |
| <a href="#">Campaign Manager 360</a>                | intern | natürliche Links |
| <a href="#">Display &amp; Video 360</a>             | intern | natürliche Links |
| <a href="#">Search Ads 360</a>                      | intern | natürliche Links |
| <a href="#">Analytics 360</a>                       | intern | natürliche Links |
| <a href="#">Tag Manager 360</a>                     | intern | natürliche Links |
| <a href="#">Success Stories</a>                     | intern | natürliche Links |
| <a href="#">Insights</a>                            | intern | natürliche Links |
| <a href="#">Community</a>                           | intern | natürliche Links |
| <a href="#">See how.</a>                            | extern | natürliche Links |
| <a href="#">Talk to Sales</a>                       | intern | natürliche Links |
| <a href="#">Learn More</a>                          | extern | natürliche Links |
| <a href="#">Learn more</a>                          | intern | natürliche Links |
| <a href="#">Read more</a>                           | intern | natürliche Links |
| <a href="#">Subscribe</a>                           | extern | natürliche Links |
| <a href="#">Overview</a>                            | intern | natürliche Links |
| <a href="#">Analytics Academy</a>                   | extern | natürliche Links |
| <a href="#">Skillshop</a>                           | extern | natürliche Links |
| <a href="#">Google Primer</a>                       | extern | natürliche Links |
| <a href="#">Analytics for developers</a>            | extern | natürliche Links |
| <a href="#">Tag Manager for developers</a>          | extern | natürliche Links |
| <a href="#">Campaign Manager 360 for developers</a> | extern | natürliche Links |
| <a href="#">Google Ads</a>                          | extern | natürliche Links |
| <a href="#">Google AdSense</a>                      | extern | natürliche Links |
| <a href="#">Google Ad Manager</a>                   | extern | natürliche Links |
| <a href="#">Google Cloud</a>                        | extern | natürliche Links |
| <a href="#">Firebase</a>                            | extern | natürliche Links |

## In-page links

|                                    |        |                  |
|------------------------------------|--------|------------------|
| <a href="#">Think with Google</a>  | extern | natürliche Links |
| <a href="#">Business Solutions</a> | extern | natürliche Links |
| <a href="#">Google Workspace</a>   | extern | natürliche Links |
| <a href="#">Privacy</a>            | extern | natürliche Links |
| <a href="#">Terms</a>              | extern | natürliche Links |
| <a href="#">About Google</a>       | extern | natürliche Links |
| <a href="#">Google Products</a>    | extern | natürliche Links |

## SEO Suchbegriffe

|                                                                                  |                   |                                                                            |
|----------------------------------------------------------------------------------|-------------------|----------------------------------------------------------------------------|
|  | Suchbegriffswolke | marketing analytics manager data<br>platform google more insights ads icon |
|----------------------------------------------------------------------------------|-------------------|----------------------------------------------------------------------------|

## Keywords Consistency

| Suchbegriff | Inhalt | Seitentite<br>l | Suchbegri<br>ffe | Seitenbes<br>chreibung | Überschri<br>ften |
|-------------|--------|-----------------|------------------|------------------------|-------------------|
| google      | 34     | ✓               | ✗                | ✓                      | ✓                 |
| marketing   | 30     | ✓               | ✗                | ✓                      | ✓                 |
| insights    | 18     | ✗               | ✗                | ✓                      | ✓                 |
| platform    | 17     | ✓               | ✗                | ✓                      | ✓                 |
| more        | 16     | ✗               | ✗                | ✗                      | ✓                 |

## Benutzerfreundlichkeit

|                                                                                    |                    |                                                                 |
|------------------------------------------------------------------------------------|--------------------|-----------------------------------------------------------------|
|  | URL                | Domain : doubleclick.net<br>Länge : 15                          |
|  | Favoriten Icon     | Gut. Die Webseite hat ein Favicon.                              |
|  | Druckeigenschaften | Es konnten keine druckfreundlichen CSS-Angaben gefunden werden. |

## Benutzerfreundlichkeit

|                                                                                  |             |                                                                        |
|----------------------------------------------------------------------------------|-------------|------------------------------------------------------------------------|
|  | Sprache     | Gut, denn Sie haben in den META-Elementen eine Sprache deklariert: en. |
|  | Dublin Core | Diese Webseite nutzt nicht die Vorteile der Dublin Core Elemente.      |

## Dokument

|                                                                                    |                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|------------------------------------------------------------------------------------|------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    | Doctype                            | HTML 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|    | Verschlüsselung                    | Perfekt, denn Ihre Webseite deklariert einen Zeichensatz: UTF-8.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|    | W3C Validität                      | Fehler : 73<br>Warnungen : 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|   | E-Mail Datenschutz                 | Sehr gut, denn es wurde keine E-Mail Adresse im Klartext auf Ihrer Webseite gefunden.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|  | Veraltetes HTML                    | Sehr gut! Sie verwenden aktuelle HTML Tags in Ihrem Webseitenquelltext.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|  | Tipps zur Webseitengeschwindigkeit | <div><div></div> Sehr gut, denn Ihre Webseite benutzt keine verschachtelten Tabellen.</div> <div><div></div> Perfekt. Es wurden keine CSS-Angaben in HTML-Elementen entdeckt!</div> <div><div></div> Gut, denn Ihre Webseite enthält nur wenig CSS-Dateien.</div> <div><div></div> Nicht so gut, denn Ihre Webseite enthält viele Javascript-Dateien (mehr als 6).</div> <div><div></div> Ihre Webseite nutzt die Vorteile von gzip nicht.</div> |

## Mobile

|                                                                                    |                    |                                                                                                                                                                                                                                                                                                                                                                         |
|------------------------------------------------------------------------------------|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | Mobile Optimierung | <div><div></div> Apple Icon</div> <div><div></div> META Viewport Tag</div> <div><div></div> Flash Inhalt</div> |
|------------------------------------------------------------------------------------|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

## Optimierung

|                                                                                  |             |                                                                                                                                                                                                                                                                                                                                                 |
|----------------------------------------------------------------------------------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | XML-Sitemap | <p>Perfekt! Ihre Seite hat eine XML-Sitemap.</p> <div><a href="https://www.google.com/sitemap.xml">https://www.google.com/sitemap.xml</a></div>                                                                                                                                                                                                 |
|  | Robots.txt  | <p><a href="http://doubleclick.net/robots.txt">http://doubleclick.net/robots.txt</a></p> <p>Sehr gut! Ihre Webseite enthält eine robots.txt-Datei.</p>                                                                                                                                                                                          |
|  | Analytics   | <p>Fehlt</p> <p>Wir haben nicht ein Analyse-Tool auf dieser Website installiert zu erkennen.</p> <p>Webanalyse erlaubt die Quantifizierung der Besucherinteraktionen mit Ihrer Seite. Insofern sollte zumindest ein Analysetool installiert werden. Um die Befunde abzusichern, empfiehlt sich das parallele Verwenden eines zweiten Tools.</p> |