







# Webseiten-Bericht für searchenginejournal.com

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Der Wert ist 52/100



## SEO Inhalte

	<p>Seitentitel</p>	<p>Search Engine Journal - SEO, Search Marketing News and Tutorials</p> <p><b>Länge : 64</b></p> <p>Perfekt, denn Ihr Seitentitel enthält zwischen 10 und 70 Anzahl Zeichen.</p>														
	<p>Seitenbeschreibung</p>	<p>Search Engine Journal is dedicated to producing the latest search news, the best guides and how-tos for the SEO and marketer community.</p> <p><b>Länge : 135</b></p> <p>Großartig, denn Ihre Seitenbeschreibung enthält zwischen 70 und 160 Anzahl Zeichen.</p>														
	<p>Suchbegriffe</p>	<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>														
	<p>Og META Eigenschaften</p>	<p>Sehr gut, denn diese Webseite nutzt die Vorteile aus den Og Properties.</p> <table border="1" data-bbox="539 1444 1481 2078"> <thead> <tr> <th>Eigenschaft</th> <th>Inhalt</th> </tr> </thead> <tbody> <tr> <td>locale</td> <td>en_US</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>title</td> <td>Search Engine Journal - Marketing News, Interviews and How-to Guides</td> </tr> <tr> <td>description</td> <td>Helping marketers succeed by producing best-in-industry guides and information while cultivating a positive community.</td> </tr> <tr> <td>url</td> <td>https://www.searchenginejournal.com/</td> </tr> <tr> <td>site_name</td> <td>Search Engine Journal</td> </tr> </tbody> </table>	Eigenschaft	Inhalt	locale	en_US	type	website	title	Search Engine Journal - Marketing News, Interviews and How-to Guides	description	Helping marketers succeed by producing best-in-industry guides and information while cultivating a positive community.	url	https://www.searchenginejournal.com/	site_name	Search Engine Journal
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	Bilder	<p>Es konnten 104 Bilder auf dieser Webseite gefunden werden.</p> <p>Gut, denn die meisten Ihrer Bilder verwenden das ALT-Attribut.</p>
	Text/HTML Verhältnis	<p>Anteil : <b>0%</b></p> <p>Das Text zu HTML Code Verhältnis dieser Webseite ist niedriger als 15 Prozent, was bedeutet, dass Sie mehr Inhalte für Ihre Webseite schreiben sollten.</p>
	Flash	Perfekt, denn es wurde kein Flash auf Ihrer Webseite gefunden.
	IFrame	Großartig, denn Sie verwenden keine IFrames auf Ihrer Webseite.

## 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 199 links including 0 link(s) to files
	Statistics	<p>Externe Links : noFollow 0%</p> <p>Externe Links : natürliche Links 0%</p> <p>Interne Links 100%</p>

## In-page links

Anker	Typ	Natürlich
<a href="#">Skip to content</a>	intern	natürliche Links

## In-page links

<a href="#">All News</a>	intern	natürliche Links
<a href="#">SEO News</a>	intern	natürliche Links
<a href="#">PPC News</a>	intern	natürliche Links
<a href="#">Social Media News</a>	intern	natürliche Links
<a href="#">Webinars</a>	intern	natürliche Links
<a href="#">Podcast</a>	intern	natürliche Links
<a href="#">For Agencies</a>	intern	natürliche Links
<a href="#">Career</a>	intern	natürliche Links
<a href="#">Register For Free</a>	intern	natürliche Links
<a href="#">All SEO</a>	intern	natürliche Links
<a href="#">SEO Strategy</a>	intern	natürliche Links
<a href="#">Ask An SEO</a>	intern	natürliche Links
<a href="#">Enterprise SEO</a>	intern	natürliche Links
<a href="#">Enterprise SEO Column</a>	intern	natürliche Links
<a href="#">Google Algorithm Updates</a>	intern	natürliche Links
<a href="#">International SEO</a>	intern	natürliche Links
<a href="#">Link Building</a>	intern	natürliche Links
<a href="#">Local SEO</a>	intern	natürliche Links
<a href="#">Mobile SEO</a>	intern	natürliche Links
<a href="#">On-Page SEO</a>	intern	natürliche Links
<a href="#">Technical SEO</a>	intern	natürliche Links
<a href="#">Vertical SEO</a>	intern	natürliche Links
<a href="#">Wordpress for SEO</a>	intern	natürliche Links
<a href="#">Web Dev for SEO</a>	intern	natürliche Links
<a href="#">Get The Rundown</a>	intern	natürliche Links
<a href="#">All Paid Media</a>	intern	natürliche Links
<a href="#">Paid Strategy</a>	intern	natürliche Links
<a href="#">Ask a PPC Expert</a>	intern	natürliche Links

## In-page links

<a href="#">Display Ads</a>	intern	natürliche Links
<a href="#">PPC</a>	intern	natürliche Links
<a href="#">Programmatic</a>	intern	natürliche Links
<a href="#">Social Media Advertising</a>	intern	natürliche Links
<a href="#">Video Advertising</a>	intern	natürliche Links
<a href="#">Download Now</a>	intern	natürliche Links
<a href="#">All Content</a>	intern	natürliche Links
<a href="#">Content News</a>	intern	natürliche Links
<a href="#">Content Strategy</a>	intern	natürliche Links
<a href="#">Content Creation</a>	intern	natürliche Links
<a href="#">Content Marketing</a>	intern	natürliche Links
<a href="#">Content Trends</a>	intern	natürliche Links
<a href="#">Get The Rundown</a>	intern	natürliche Links
<a href="#">All Social Media</a>	intern	natürliche Links
<a href="#">Social Strategy</a>	intern	natürliche Links
<a href="#">Facebook</a>	intern	natürliche Links
<a href="#">Instagram</a>	intern	natürliche Links
<a href="#">LinkedIn</a>	intern	natürliche Links
<a href="#">TikTok</a>	intern	natürliche Links
<a href="#">Twitter</a>	intern	natürliche Links
<a href="#">YouTube</a>	intern	natürliche Links
<a href="#">Register For Free</a>	intern	natürliche Links
<a href="#">All Digital Marketing</a>	intern	natürliche Links
<a href="#">Digital Strategy</a>	intern	natürliche Links
<a href="#">Affiliate Marketing</a>	intern	natürliche Links
<a href="#">Analytics &amp; Data</a>	intern	natürliche Links
<a href="#">Digital Experience</a>	intern	natürliche Links
<a href="#">Generative AI</a>	intern	natürliche Links

## In-page links

<a href="#">Digital Trends</a>	intern	natürliche Links
<a href="#">Ecommerce</a>	intern	natürliche Links
<a href="#">Lead Generation</a>	intern	natürliche Links
<a href="#">WordPress</a>	intern	natürliche Links
<a href="#">All Ebooks</a>	intern	natürliche Links
<a href="#">Beginner's Guide to SEO</a>	intern	natürliche Links
<a href="#">Core Web Vitals Guide</a>	intern	natürliche Links
<a href="#">Google E-A-T Guide</a>	intern	natürliche Links
<a href="#">Link Building Guide</a>	intern	natürliche Links
<a href="#">Local SEO Guide</a>	intern	natürliche Links
<a href="#">On-Page SEO</a>	intern	natürliche Links
<a href="#">Ranking Factors</a>	intern	natürliche Links
<a href="#">Wordpress SEO</a>	intern	natürliche Links
<a href="#">Technical SEO</a>	intern	natürliche Links
<a href="#">SEO Audit</a>	intern	natürliche Links
<a href="#">Keyword Research Guide</a>	intern	natürliche Links
<a href="#">PPC Guide</a>	intern	natürliche Links
<a href="#">Facebook Ads Guide</a>	intern	natürliche Links
<a href="#">Content Marketing Guide</a>	intern	natürliche Links
<a href="#">Library</a>	intern	natürliche Links
<a href="#">Rundowns</a>	intern	natürliche Links
<a href="#">SEO Conferences</a>	intern	natürliche Links
<a href="#">Advertising on SEJ</a>	intern	natürliche Links
<a href="#">Case Study: B2B SaaS</a>	intern	natürliche Links
<a href="#">Banner Ads</a>	intern	natürliche Links
<a href="#">Subscribe</a>	intern	natürliche Links
<a href="#">About</a>	intern	natürliche Links
<a href="#">Contact</a>	intern	natürliche Links



## In-page links

<a href="#">Careers</a>	intern	natürliche Links
<a href="#">Privacy Policy</a>	intern	natürliche Links
<a href="#">Do Not Sell My Personal Info</a>	intern	natürliche Links
<a href="#">5 Tips To Drive Revenue With Google Ads Smart Bidding</a>	intern	natürliche Links
<a href="#">Invoca</a>	intern	natürliche Links
<a href="#">Technical SEO</a>	intern	natürliche Links
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<a href="#">All</a>	intern	natürliche Links
<a href="#">News</a>	intern	natürliche Links
<a href="#">SEO</a>	intern	natürliche Links
<a href="#">Paid Media</a>	intern	natürliche Links
<a href="#">Content Marketing</a>	intern	natürliche Links
<a href="#">Social Media</a>	intern	natürliche Links
<a href="#">News</a>	intern	natürliche Links
<a href="#">Generative AI</a>	intern	natürliche Links
<a href="#">SearchGPT Launches As ChatGPT's Real-Time Search Feature</a>	intern	natürliche Links

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<a href="#">By Matt G. Southern</a>	intern	natürliche Links
<a href="#">Sponsored Posts</a>	intern	natürliche Links
<a href="#">Turning Insights into Action: Benchmarking &amp;#038; Strategic SEO</a>	intern	natürliche Links
<a href="#">By Conductor</a>	intern	natürliche Links
<a href="#">Careers</a>	intern	natürliche Links
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<a href="#">Banner Ads</a>	intern	natürliche Links
<a href="#">Search Engine Journal.</a>	intern	natürliche Links

## SEO Suchbegriffe

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## Keywords Consistency

Suchbegriff	Inhalt	Seitentitel	Suchbegriffe	Seitenbeschreibung	Überschriften
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## Benutzerfreundlichkeit

URL	Domain : searchenginejournal.com Länge : 23
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## Benutzerfreundlichkeit


		
	Favoriten Icon	Gut. Die Webseite hat ein Favicon.
	Druckeigenschaften	Gut. Es konnten druckfreundliche CSS-Angaben gefunden werden.
	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 : 12 Warnungen : 31
	E-Mail Datenschutz	Achtung! Es wurde mindestens eine E-Mail Adresse im Klartext auf Ihrer Webseite gefunden. Benutzen Sie <a href="#">dieses kostenlose Werkzeug</a> um E-Mail Adressen vor SPAM zu schützen.
	Veraltetes HTML	Sehr gut! Sie verwenden aktuelle HTML Tags in Ihrem Webseitenquelltext.
	Tipps zur Webseitengeschwindigkeit	<ul style="list-style-type: none"><li> Sehr gut, denn Ihre Webseite benutzt keine verschachtelten Tabellen.</li><li> Schlecht, denn es wurden CSS-Angaben in HTML-Elementen entdeckt. Diese Angaben sollten in ein entsprechendes CSS-Stylesheet verlagert werden.</li><li> Nicht so gut, denn Ihre Webseite enthält sehr viele CSS-Dateien (mehr als 4).</li><li> Nicht so gut, denn Ihre Webseite enthält viele Javascript-Dateien (mehr als 6).</li><li> Gut! Sie nutzen die Vorteile von gzip.</li></ul>

# Dokument

## Mobile

	Mobile Optimierung	<ul style="list-style-type: none"><li>✓ Apple Icon</li><li>✓ META Viewport Tag</li><li>✓ Flash Inhalt</li></ul>
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## Optimierung

	XML-Sitemap	<p>Perfekt! Ihre Seite hat eine XML-Sitemap.</p> <p><a href="https://www.searchenginejournal.com/sitemap_index.xml">https://www.searchenginejournal.com/sitemap_index.xml</a></p>
	Robots.txt	<p><a href="http://searchenginejournal.com/robots.txt">http://searchenginejournal.com/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>