Website review kopp-online-marketing.com

The score is 63/100

SEO Content

⚠️	Title	Online Marketing Consulting: SEO,Content-Marketing&Digital Branding **Length : 71** Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.
✅	Description	Recognised Expert for SEO, Content-Marketing,Online Marketing Strategy&Customer Journey Management | Founder | CBDO | Co-organizer SEAcamp. **Length : 143** Great, your meta description contains between 70 and 160 characters.
❌	Keywords	Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.
✅	Og Meta Properties	Good, your page take advantage of Og Properties.

Property	Content
locale	en_US
type	website
title	Online Marketing Consulting: SEO,Content-Marketing&Digital Branding
description	Recognised Expert for SEO, Content-Marketing,Online Marketing Strategy&Customer Journey Management | Founder | CBDO | Co-organizer SEAcamp.
url	https://www.kopp-online-marketing.com/
site_name	| Kopp Consulting

SEO Content

image	https://www.kopp-online-marketing.com/wp-content/uploads/2020/08/kopp-online-marketing-beratung.jpg				
image:width	1287				
image:height	931				
image:type	image/jpeg				

Headings					
H1	**H2**	**H3**	**H4**	**H5**	**H6**
1	3	31	29	1	0

- [H1] Online Marketing Consulting for strategic SEO, Content Marketing & digital visibility
- [H2] Testimonials about me:
- [H2] Content from my blog
- [H2] Satisfied SEO Thought Leader members about the SEO Research Suite
- [H3] Marco Janck
- [H3] Stephan Tiersch
- [H3] Albert Costill
- [H3] Dominik Schwarz
- [H3] Inken Kuhlmann
- [H3] Hendrik Flanagan-Wevers
- [H3] Felix Beilharz
- [H3] Markus Hövener
- [H3] Danny Goodwin
- [H3] Maike Petersen
- [H3] Benjamin O'Daniel
- [H3] Yusuf Sar
- [H3] What is the Google Shopping Graph and how does it work?
- [H3] Case Study: 1400% visibility increase in 6 months through E-E-A-T of the source entity
- [H3] The most important ranking methods for modern search engines
- [H3] Digital brand building: The interplay of (online) branding & customer experience
- [H3] How to become a really good SEO
- [H3] Helpful content: What Google really evaluates?
- [H3] Marco Janck
- [H3] Stephan Tiersch
- [H3] Albert Costill
- [H3] Dominik Schwarz
- [H3] Inken Kuhlmann
- [H3] Hendrik Flanagan-Wevers
- [H3] Felix Beilharz
- [H3] Markus Hövener
- [H3] Danny Goodwin
- [H3] Maike Petersen
- [H3] Benjamin O'Daniel
- [H3] Yusuf Sar
- [H3] Hi! Keep in touch and don't miss blogposts and new SEO related patents and research papers!
- [H4] Olaf Kopp is someone who really gets stuck into the topic

- [H4] of SEO & Content Marketing.
- [H4] For me, Olaf Kopp is one of the most important German voices in the field of online marketing.
- [H4] Since 2012, the Aufgesang Blog has written hundreds of articles focusing on SEO, inbound marketing, AdWords, content marketing, and social media marketing.
- [H4] Olaf Kopp is one of the smartest thought leaders, structurers and presenters in the SEO industry.
- [H4] Olaf Kopp is not only a pure SEO expert, but also for inbound marketing. This combination makes him unique.
- [H4] I appreciate him as a partner, speaker and informer when it comes to marketing!
- [H4] Olaf Kopp is an institution in the German and international SEO and online marketing scene.
- [H4] A lot of knowledge and a lot of experience in online marketing, SEO and content marketing
- [H4] Top Contributor 2022
- [H4] The best learning base I know of....
- [H4] For all professionals interested in deep dives.
- [H4] The holistic view and approach to a unique problem is unique!
- [H4] For following Regions we are offering SEO AGENCY Support:
- [H4] Niedersachsen, Bremen und Hamburg
- [H4] Nordrhein-Westfalen
- [H4] Hessen / Sachsen-Anhalt
- [H4] Olaf Kopp is someone who really gets stuck into the topic of SEO & Content Marketing.
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- [H4] For all professionals interested in deep dives.
- [H4] The holistic view and approach to a unique problem is unique!
- [H4] Wissenswertes:
- [H5] OM Cafe - The Online Marketing Podcast

✗	Images	We found 65 images on this web page. 43 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.

SEO Content

✔	Text/HTML Ratio	Ratio : **23%** 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	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

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 47 links including 0 link(s) to files
●	Statistics	External Links : noFollow 0% External Links : Passing Juice 51.06% Internal Links 48.94%

In-page links

Anchor	Type	Juice
About me	Internal	Passing Juice
About Olaf Kopp	Internal	Passing Juice
Über Olaf Kopp	Internal	Passing Juice
My Online-Marketing Blog	Internal	Passing Juice
SEO Research on stereoids	Internal	Passing Juice
Pricing	Internal	Passing Juice
Database for SEO related patents and papers	Internal	Passing Juice

In-page links

Patent & Paper Analyzer	Internal	Passing Juice
Google Antitrust trial & API Leak Analyzer	Internal	Passing Juice
SEO Thought Leader Research Assistant (for free)	Internal	Passing Juice
Member Log In	Internal	Passing Juice
Membership account overview	Internal	Passing Juice
Stay in touch	Internal	Passing Juice
My Book	External	Passing Juice
SEO	External	Passing Juice
content marketing	External	Passing Juice
customer journey	External	Passing Juice
Get in touch now!	Internal	Passing Juice
online marketing agency	External	Passing Juice
www.sem-deutschland.de	External	Passing Juice
read more	Internal	Passing Juice
read more	Internal	Passing Juice
read more	Internal	Passing Juice
read more	Internal	Passing Juice
read more	Internal	Passing Juice
read more	Internal	Passing Juice
SEO AGENCY	External	Passing Juice
SEO-Agentur Braunschweig & Wolfsburg	External	Passing Juice
SEO Agentur Hannover	External	Passing Juice
SEO Agentur Göttingen & Hildesheim	External	Passing Juice
SEO Agentur Hamburg	External	Passing Juice
SEO Agentur Bremen	External	Passing Juice
SEO Agentur Oldenburg	External	Passing Juice
SEO Agentur Osnabrück	External	Passing Juice
SEO Agentur Dortmund / Witten / Hamm	External	Passing Juice

In-page links

SEO Agentur Bochum / Essen	External	Passing Juice
SEO Agentur Bielefeld / Gütersloh	External	Passing Juice
SEO Agentur Duisburg	External	Passing Juice
SEO Agentur Kassel	External	Passing Juice
SEO Agentur Magdeburg	External	Passing Juice
OM Cafe - The Online Marketing Podcast	Internal	Passing Juice
Datenschutzerklärung	Internal	Passing Juice
Impressum	Internal	Passing Juice
Online-Marketing	External	Passing Juice
Customer Journey	External	Passing Juice
Leadgenerierung	External	Passing Juice
Performance Marketing	External	Passing Juice

SEO Keywords

⊙ Keywords Cloud	kopp olaf from inbound into content read seo online marketing

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
marketing	57	✔	✖	✔	✔
seo	48	✔	✖	✔	✔
olaf	46	✖	✖	✖	✔
content	34	✔	✖	✔	✔
kopp	30	✖	✖	✖	✔

Usability

	Url	Domain : kopp-online-marketing.com Length : 25
	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.
	W3C Validity	Errors : 80 Warnings : 42
	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	✔ Excellent, your website doesn't use nested tables. ✖ Too bad, your website is using inline styles. ✖ Too bad, your website has too many CSS files (more than 4). ✖ Too bad, your website has too many JS files (more than 6). ✔ Perfect, your website takes advantage of gzip.

Mobile

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

Optimization

	XML Sitemap	Great, your website has an XML sitemap.
✔		https://www.kopp-online-marketing.com/sitemap_index.xml
✔	Robots.txt	http://kopp-online-marketing.com/robots.txt
		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.