

# Website review planzer.ch

Generated on November 01 2024 13:55 PM

The score is 47/100



## SEO Content

	Title	Willkommen bei Planzer – Gute Leistungen für beste Güter <b>Length : 56</b> Perfect, your title contains between 10 and 70 characters.																		
	Description	Gesamtlösungen aus den Bereichen Transport- und Lagerlogistik – für die Schweiz und weltweit. info@planzer.ch – Tel. +41 (0) 44 / 744 64 64 <b>Length : 139</b> Great, your meta description contains between 70 and 160 characters.																		
	Keywords	Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create 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>locale</td><td>de_DE</td></tr><tr><td>locale:alternate</td><td>en_US</td></tr><tr><td>type</td><td>website</td></tr><tr><td>title</td><td>Willkommen bei Planzer – Gute Leistungen für beste Güter</td></tr><tr><td>description</td><td>Gesamtlösungen aus den Bereichen Transport- und Lagerlogistik – für die Schweiz und weltweit. info@planzer.ch – Tel. +41 (0) 44 / 744 64 64</td></tr><tr><td>url</td><td>https://www.planzer.ch/de/</td></tr><tr><td>site_name</td><td>Planzer</td></tr><tr><td>image</td><td>https://www.planzer.ch/wp-content/uploads/2021/04/Geschichte-Planzer-Pratteln.jpg</td></tr></tbody></table>	Property	Content	locale	de_DE	locale:alternate	en_US	type	website	title	Willkommen bei Planzer – Gute Leistungen für beste Güter	description	Gesamtlösungen aus den Bereichen Transport- und Lagerlogistik – für die Schweiz und weltweit. info@planzer.ch – Tel. +41 (0) 44 / 744 64 64	url	https://www.planzer.ch/de/	site_name	Planzer	image	https://www.planzer.ch/wp-content/uploads/2021/04/Geschichte-Planzer-Pratteln.jpg
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# SEO Content





image:width	1600
image:height	899
image:type	image/jpeg

## Headings





H1	H2	H3	H4	H5	H6
0	4	29	9	0	0

- [H2] Unsere Unternehmensbereiche
- [H2] City-Logistik
- [H2] Überall hier sind wir für Sie da
- [H2] Aktuelles und Wissenswertes aus unserem Blog
- [H3] Für dich unterwegs
- [H3] «Planzer – Dynamic Micro-Hub w LOXO»
- [H3] Von hier bis dort neu denken
- [H3] Entdecken Sie unseren Planzer Event-Truck!
- [H3] In den Hochalpen tierisch effizient Bericht lesen
- [H3] Innovationsprogramm «Planzer Werkbank» mehr erfahren
- [H3] Unser Nachhaltigkeitsbericht 2023 ist onlineJetzt ansehen
- [H3] Offene Lehrstellen Jetzt bewerben
- [H3] Entdecken Sie in unserem Onlineshop Ihre Lieblings-FanartikelNeue Modelle
- [H3] Business-to-Business (B2B)
- [H3] Business-to-Consumer (B2C)
- [H3] Business-to-Business (B2B)
- [H3] Business-to-Consumer (B2C)
- [H3] Entdecken Sie die Welt von Planzer
- [H3] Interview mit Renault Trucks zu unseren zwölf neuen E-LKW
- [H3]
- [H3] Unser Nachhaltigkeitsbericht 2023 ist online!
- [H3] Energieeffizienz von Gebäuden: Power für die Umwelt
- [H3] Wie geschmiert: Valorentransporte mit Pflanzenöl
- [H3] Interview mit Umut Oezcan – Leiter Einkauf & Logistik bei der SIBIRGroup
- [H3] Ko-Pilotprojekt «Planzer – Dynamic Micro-Hub w LOXO»
- [H3] Planzer Härkingen: Ausbildungsbetrieb des Jahres 2024
- [H3] «Weisch no?» – mit Heiri Wisler
- [H3] Unser Nachhaltigkeitsbericht 2023 ist online!
- [H3] «Weisch no?» – mit Franz Lotti
- [H3] Newsletter
- [H3] Kundenportal
- [H3] Dieselfloater
- [H3] Staukarte & Energiezuschlag
- [H4] Nutzen Sie für Pakete bis 30 kg unseren Paketservice
- [H4] Home Sweet Home dank Planzer Homeservice
- [H4] Von A wie Anspruch bis Z wie Zufriedenheit
- [H4] Lagerung gut, alles paletti
- [H4] Für jeden Logistikwunsch die passende Lösung
- [H4] Kühle Köpfe für heiße Ware: Pharmatransporte
- [H4] Leistungen, die uns allen guttun
- [H4] Für Ihren beruflichen Aufstieg finden Sie bei uns mehr als nur eine Leiter.
- [H4] Von damals bis heute unterwegs: Ein Unternehmen mit

## SEO Content

Geschichte		
	Images	We found 41 images on this web page. 34 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.
	Text/HTML Ratio	Ratio : <b>3%</b> This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.
	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	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 102 links including 4 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 16.67% Internal Links 83.33%

## In-page links

Anchor	Type	Juice
<a href="#">Transport</a>	Internal	Passing Juice
<a href="#">Stückgut</a>	Internal	Passing Juice
<a href="#">Pharma</a>	Internal	Passing Juice

## In-page links

<a href="#">Pakete</a>	Internal	Passing Juice
<a href="#">Homeservice</a>	Internal	Passing Juice
<a href="#">Nachtexpress</a>	Internal	Passing Juice
<a href="#">Spezial</a>	Internal	Passing Juice
<a href="#">Container</a>	Internal	Passing Juice
<a href="#">Umzug</a>	Internal	Passing Juice
<a href="#">Transport</a>	Internal	Passing Juice
<a href="#">Verzollungen</a>	Internal	Passing Juice
<a href="#">Luftfrachtersatzverkehr</a>	Internal	Passing Juice
<a href="#">Lagerlogistik</a>	Internal	Passing Juice
<a href="#">Lagerung</a>	Internal	Passing Juice
<a href="#">Konfektionierung</a>	Internal	Passing Juice
<a href="#">Kommissionierung</a>	Internal	Passing Juice
<a href="#">Cross Docking</a>	Internal	Passing Juice
<a href="#">Gesamtlösungen</a>	Internal	Passing Juice
<a href="#">E-Commerce</a>	Internal	Passing Juice
<a href="#">Ersatzteillogistik</a>	Internal	Passing Juice
<a href="#">Eventlogistik</a>	Internal	Passing Juice
<a href="#">Fitness</a>	Internal	Passing Juice
<a href="#">Food</a>	Internal	Passing Juice
<a href="#">Gefahrgut</a>	Internal	Passing Juice
<a href="#">Haushalt-/Professional-Geräte</a>	Internal	Passing Juice
<a href="#">Haus + Garten</a>	Internal	Passing Juice
<a href="#">Heimelektronik</a>	Internal	Passing Juice
<a href="#">Highend-Logistik</a>	Internal	Passing Juice
<a href="#">Home/Personal Care</a>	Internal	Passing Juice
<a href="#">Medizinaltechnik</a>	Internal	Passing Juice
<a href="#">Möbel</a>	Internal	Passing Juice

## In-page links

<a href="#">Outsourcing</a>	Internal	Passing Juice
<a href="#">Pharma + Healthcare</a>	Internal	Passing Juice
<a href="#">Produktionsversorgung</a>	Internal	Passing Juice
<a href="#">Repairlogistik</a>	Internal	Passing Juice
<a href="#">Supply Chain Management</a>	Internal	Passing Juice
<a href="#">Über uns</a>	Internal	Passing Juice
<a href="#">Unternehmen</a>	Internal	Passing Juice
<a href="#">Jobs &amp;#038; Karriere</a>	Internal	Passing Juice
<a href="#">Standorte</a>	Internal	Passing Juice
<a href="#">Geschichte</a>	Internal	Passing Juice
<a href="#">Blog</a>	Internal	Passing Juice
<a href="#">Referenzen</a>	Internal	Passing Juice
<a href="#">Medien</a>	Internal	Passing Juice
<a href="#">Qualität</a>	Internal	Passing Juice
<a href="#">Nachhaltigkeit</a>	Internal	Passing Juice
<a href="#">Mobilität</a>	Internal	Passing Juice
<a href="#">City-Logistik</a>	Internal	Passing Juice
<a href="#">Sicherheit</a>	Internal	Passing Juice
<a href="#">Technik</a>	Internal	Passing Juice
<a href="#">IT</a>	Internal	Passing Juice
<a href="#">Kontakt</a>	Internal	Passing Juice
<a href="#">DE</a>	Internal	Passing Juice
<a href="#">CH</a>	Internal	Passing Juice
<a href="#">IT</a>	Internal	Passing Juice
<a href="#">FR</a>	Internal	Passing Juice
<a href="#">EN</a>	Internal	Passing Juice
<a href="#">=</a>	Internal	Passing Juice
<a href="#">=</a>	Internal	Passing Juice

## In-page links

<a href="#">Warenannahme</a>	Internal	Passing Juice
<a href="#">Transportlogistik</a>	Internal	Passing Juice
<a href="#">Lagerlogistik</a>	Internal	Passing Juice
<a href="#">Gesamtlösungen</a>	Internal	Passing Juice
<a href="#">Supply Chain Management</a>	Internal	Passing Juice
<a href="#">Planzer&amp;nbsp;Paket</a>	Internal	Passing Juice
<a href="#">Planzer Homeservice</a>	Internal	Passing Juice
<a href="#">Pharmatransporten</a>	Internal	Passing Juice
<a href="#">entdecken</a>	Internal	Passing Juice
<a href="#">auf plan-p.swiss weiterlesen</a>	External	Passing Juice
<a href="#">Beitrag lesen</a>	External	Passing Juice
<a href="#">Beitrag lesen</a>	External	Passing Juice
<a href="#">Beitrag lesen</a>	External	Passing Juice
<a href="#">Beitrag lesen</a>	Internal	Passing Juice
<a href="#">Beitrag lesen</a>	External	Passing Juice
<a href="#">Beitrag lesen</a>	Internal	Passing Juice
<a href="#">Beitrag lesen</a>	Internal	Passing Juice
<a href="#">Beitrag lesen</a>	Internal	Passing Juice
<a href="#">hier</a>	Internal	Passing Juice
<a href="#">Login Kundenportal</a>	External	Passing Juice
<a href="#">zur Demoversion</a>	External	Passing Juice
<a href="#">nationalen</a>	Internal	Passing Juice
<a href="#">internationalen</a>	Internal	Passing Juice
<a href="#">Stauzuschlagsfloater</a>	Internal	Passing Juice
<a href="#">Energiezuschlag</a>	Internal	Passing Juice
<a href="#">Jobs</a>	Internal	Passing Juice
<a href="#">Shop</a>	Internal	Passing Juice
<a href="#">Gastro</a>	Internal	Passing Juice

## In-page links

<a href="#">AGB</a>	Internal	Passing Juice
<a href="#">Impressum</a>	Internal	Passing Juice
<a href="#">Datenschutz</a>	Internal	Passing Juice
<a href="#">Phishing</a>	Internal	Passing Juice
<a href="#">DE</a>	Internal	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
<a href="#">synergistics.ch</a>	External	Passing Juice
<a href="#">planzer-homeservice.ch</a>	External	Passing Juice
<a href="#">planzer-paket.ch</a>	External	Passing Juice

## SEO Keywords



## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
transport	5	✘	✘	✔	✔
und	4	✘	✘	✔	✔
pharma	4	✘	✘	✘	✔
zum	4	✘	✘	✘	✘

# Keywords Consistency

international

3



## Usability

	Url	Domain : planzer.ch Length : 10
	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.

## Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 147 Warnings : 76
	Email Privacy	Warning! At least one email address has been found in the plain text. Use <a href="#">free antispam protector</a> to hide email from spammers.
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<ul style="list-style-type: none"><li> Excellent, your website doesn't use nested tables.</li><li> Too bad, your website is using inline styles.</li><li> Too bad, your website has too many CSS files (more than 4).</li><li> Too bad, your website has too many JS files (more than 6).</li></ul>



## Document

✖ Too bad, your website does not take 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.planzer.ch/sitemap\\_index.xml](https://www.planzer.ch/sitemap_index.xml)



### Robots.txt

<http://planzer.ch/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.