







Website review zeit.ch

Generated on October 31 2024 06:34 AM






The score is **46/100**





SEO Content

	<p>Title</p>	<p>zeit AG Online Marketing und Social Media Agentur in Zürich</p> <p>Length : 61</p> <p>Perfect, your title contains between 10 and 70 characters.</p>														
	<p>Description</p>	<p>Ob Online Marketing, Social Media oder Website: zeit isch zeit. Wir bringen Produkte & Marken ins Gespräch. Entdecken Sie unser Angebot!</p> <p>Length : 140</p> <p>Great, your meta description contains between 70 and 160 characters.</p>														
	<p>Keywords</p>	<p>Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.</p>														
	<p>Og Meta Properties</p>	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="544 1317 1481 1937"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>locale</td> <td>de_DE</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>title</td> <td>zeit AG Online Marketing und Social Media Agentur in Zürich</td> </tr> <tr> <td>description</td> <td>Ob Online Marketing, Social Media oder Website: zeit isch zeit. Wir bringen Produkte & Marken ins Gespräch. Entdecken Sie unser Angebot!</td> </tr> <tr> <td>url</td> <td>https://zeit.ch/</td> </tr> <tr> <td>site_name</td> <td>zeit</td> </tr> </tbody> </table>	Property	Content	locale	de_DE	type	website	title	zeit AG Online Marketing und Social Media Agentur in Zürich	description	Ob Online Marketing, Social Media oder Website: zeit isch zeit. Wir bringen Produkte & Marken ins Gespräch. Entdecken Sie unser Angebot!	url	https://zeit.ch/	site_name	zeit
Property	Content															
locale	de_DE															
type	website															
title	zeit AG Online Marketing und Social Media Agentur in Zürich															
description	Ob Online Marketing, Social Media oder Website: zeit isch zeit. Wir bringen Produkte & Marken ins Gespräch. Entdecken Sie unser Angebot!															
url	https://zeit.ch/															
site_name	zeit															



SEO Content

	Headings	<table><thead><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr></thead><tbody><tr><td>1</td><td>9</td><td>7</td><td>0</td><td>0</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none">• [H1] Ihre Online-Marketing- und Social-Media-Agentur aus Zürich• [H2] Märkte sind Gespräche – Insbesondere im Internet• [H2] Wissen: Social-Media-Studie – Zahlen für den Schweizer Markt 2024• [H2] News• [H2] Blog• [H2]• [H2] Ausgewählte Referenzen• [H2] Lehre: Unser Engagement an Schulen und Universitäten• [H2] Komm in unser Team• [H2] Wir arbeiten mit• [H3] Erfolgreiche Employer Branding- und Recruiting-Kampagne für das Kantonsspital St.Gallen• [H3] Social SEO – So erhöhst du deine Sichtbarkeit auf Social Media• [H3] Online Marketing-Angebot• [H3] Social-Media-Marketing-Angebot• [H3] Websites & Apps• [H3] Beratung & Second Opinion• [H3] Employer Branding & Recruiting	H1	H2	H3	H4	H5	H6	1	9	7	0	0	0
H1	H2	H3	H4	H5	H6									
1	9	7	0	0	0									
	Images	<p>We found 5 images on this web page.</p> <p>5 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>												
	Text/HTML Ratio	<p>Ratio : 0%</p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>												
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>												
	Iframe	<p>Great, there are no Iframes detected on this page.</p>												

SEO Links

	URL Rewrite	<p>Good. Your links looks friendly!</p>
	Underscores in the URLs	<p>We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.</p>

SEO Links

	In-page links	We found a total of 196 links including 4 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 14.29% Internal Links 85.71%

In-page links

Anchor	Type	Juice
Newsroom	Internal	Passing Juice
Blog	Internal	Passing Juice
Glossar	Internal	Passing Juice
Home	Internal	Passing Juice
Online Marketing-Angebot	Internal	Passing Juice
Suchmaschinenmarketing (SEA)	Internal	Passing Juice
SEA Audit	Internal	Passing Juice
Google Ads Agentur Zürich	Internal	Passing Juice
Google My Business	Internal	Passing Juice
Microsoft Advertising (Bing Ads)	Internal	Passing Juice
Ecosia Ads	Internal	Passing Juice
Google Shopping Ads	Internal	Passing Juice
YouTube Ads	Internal	Passing Juice
Social Ads	Internal	Passing Juice
Story Ads	Internal	Passing Juice
Lead Ads	Internal	Passing Juice
Event Ads	Internal	Passing Juice
Video Ads	Internal	Passing Juice
Native Ads	Internal	Passing Juice
Online-Werbung	Internal	Passing Juice

In-page links

Instagram Ads	Internal	Passing Juice
Twitter Ads	Internal	Passing Juice
TikTok Ads	Internal	Passing Juice
TikTok Search Ads	Internal	Passing Juice
Pinterest Ads	Internal	Passing Juice
Tinder Ads	Internal	Passing Juice
Facebook Ads	Internal	Passing Juice
Snapchat Ads	Internal	Passing Juice
Reddit Ads	Internal	Passing Juice
Twitch Ads	Internal	Passing Juice
Apple Search Ads	Internal	Passing Juice
Amazon Ads	Internal	Passing Juice
Stack Overflow Ads	Internal	Passing Juice
Audio Ads	Internal	Passing Juice
Local Ads	Internal	Passing Juice
Online Mediaplanung	Internal	Passing Juice
Display Ads &#038; Bannerwerbung	Internal	Passing Juice
Viral-Marketing	Internal	Passing Juice
Werbung bei Streamingdiensten	Internal	Passing Juice
Bewertungsmarketing und Bewertungsmanagement	Internal	Passing Juice
Mit uns als Marketing Automation Agentur zu besseren Leads	Internal	Passing Juice
E-Mail- &#038; Newsletter-Marketing	Internal	Passing Juice
Growth Hacking	Internal	Passing Juice
Personalisierung	Internal	Passing Juice
Lead Marketing	Internal	Passing Juice
Performance Marketing	Internal	Passing Juice
Account Based Marketing (ABM) im B2B	Internal	Passing Juice
Conversion Optimierung (CRO)	Internal	Passing Juice

In-page links

Social-Media-Marketing-Angebot	Internal	Passing Juice
Social-Media-Beratung	Internal	Passing Juice
Social Media Analyse / Audit	Internal	Passing Juice
Social-Media-Strategie-Workshop	Internal	Passing Juice
Social Media Krisentraining &#038; Simulation	Internal	Passing Juice
Content Marketing &#038; Production	Internal	Passing Juice
Professionelle Videoproduktionen in Zürich	Internal	Passing Juice
Community Management 24/7	Internal	Passing Juice
Corporate Blog Marketing	Internal	Passing Juice
Online-PR	Internal	Passing Juice
Inbound Marketing	Internal	Passing Juice
Storytelling	Internal	Passing Juice
Themenportal	Internal	Passing Juice
Audio (Podcast Marketing)	Internal	Passing Juice
Social-Media-Adventskalender	Internal	Passing Juice
Social Network-Marketing	Internal	Passing Juice
Influencer Marketing	Internal	Passing Juice
Websites &#038; Apps	Internal	Passing Juice
Websites	Internal	Passing Juice
WordPress Websites	Internal	Passing Juice
Website Relaunch und Redesign	Internal	Passing Juice
Maintenance, Wartung &#038; Betrieb	Internal	Passing Juice
Online-Shops	Internal	Passing Juice
Landingpages	Internal	Passing Juice
Microsites	Internal	Passing Juice
User Experience (UX) Design	Internal	Passing Juice
Barrierefreiheit	Internal	Passing Juice
Web Analyse mit Google Analytics	Internal	Passing Juice

In-page links

Usability Testing	Internal	Passing Juice
Eye Tracking	Internal	Passing Juice
Conversion Tracking	Internal	Passing Juice
KPI Dashboard	Internal	Passing Juice
Website Monitoring	Internal	Passing Juice
Apps	Internal	Passing Juice
Chatbots und Social Bots	Internal	Passing Juice
Native Apps	Internal	Passing Juice
Online Games	Internal	Passing Juice
Suchmaschinenoptimierung (SEO)	Internal	Passing Juice
Linkbuilding	Internal	Passing Juice
Internes Linkbuilding für SEO als regelmässiger Service	Internal	Passing Juice
SEO-Schulung	Internal	Passing Juice
Online Reputation Management	Internal	Passing Juice
YouTube SEO	Internal	Passing Juice
SEO für Onlineshops	Internal	Passing Juice
Beratung &#038; Second Opinion	Internal	Passing Juice
Diversity Marketing	Internal	Passing Juice
Nachhaltigkeitsmarketing und Umweltkommunikation	Internal	Passing Juice
Digital Marketing Health Check	Internal	Passing Juice
Marketing Schulungen und Workshops	Internal	Passing Juice
Positionierungs-Workshop	Internal	Passing Juice
Innovations-Workshop	Internal	Passing Juice
Kommunikations-Workshop	Internal	Passing Juice
Marken-Workshop	Internal	Passing Juice
Workshop Kreativtechnik	Internal	Passing Juice
Content Ideen für Social Media	Internal	Passing Juice
Ideen für Online-Werbekampagnen	Internal	Passing Juice

In-page links

Content-Werkstatt	Internal	Passing Juice
LinkedIn-Training	Internal	Passing Juice
Influencer Marketing Workshop	Internal	Passing Juice
Prompt Writing	Internal	Passing Juice
ChatGPT-Schulung	Internal	Passing Juice
Evaluation von Tools und Softwares	Internal	Passing Juice
Interim Management	Internal	Passing Juice
Employer Branding &#038; Recruiting	Internal	Passing Juice
Employer Branding	Internal	Passing Juice
Corporate Influencer, Corporate Ambassador und Employee Advocacy	Internal	Passing Juice
Online Stellen-Inserate	Internal	Passing Juice
Wissen	Internal	Passing Juice
Social-Media-Studien	Internal	Passing Juice
Online Marketing Monitor	Internal	Passing Juice
GenZ-Reports	Internal	Passing Juice
Webinare	Internal	Passing Juice
Whitepaper	Internal	Passing Juice
Artikel	Internal	Passing Juice
Referate	Internal	Passing Juice
Social Media Check	Internal	Passing Juice
Tipps für ...	Internal	Passing Juice
Cheat Sheets &#038; Checklisten	Internal	Passing Juice
Agentur	Internal	Passing Juice
Kontakt	Internal	Passing Juice
Facts and Figures	Internal	Passing Juice
Referenzen	Internal	Passing Juice
Case Studies	Internal	Passing Juice
Team	Internal	Passing Juice


In-page links

Jobs	Internal	Passing Juice
zeit Academy - interne Wissensvermittlung und Weiterbildung	Internal	Passing Juice
Start-up-Programm	Internal	Passing Juice
Mediencorner	Internal	Passing Juice
Nachhaltigkeit	Internal	Passing Juice
Bäume pflanzen	Internal	Passing Juice
Kontakt	Internal	Passing Juice
Kontakt	Internal	Passing Juice
Über uns	Internal	Passing Juice
deren Auswertung Sie auf unserer Website bestellen können	Internal	Passing Juice
Mehr Wissen	Internal	Passing Juice
Zum Newsroom	Internal	Passing Juice
Zum Blog	Internal	Passing Juice
Bleiben Sie auf dem Laufenden	Internal	Passing Juice
Alle Referenzen	Internal	Passing Juice
praxisnahe Seminartage und Workshops	Internal	Passing Juice
Workshop Angebot	Internal	Passing Juice
Ich habe die Datenschutzrichtlinien gelesen und akzeptiere diese. Die Abmeldung vom Newsletter ist jederzeit möglich.	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
Offene Stellen	Internal	Passing Juice
=	Internal	Passing Juice

In-page links

zum Newsletter	Internal	Passing Juice
zum Newsroom	Internal	Passing Juice
zum Mediacorner	Internal	Passing Juice
zum Glossar	Internal	Passing Juice
Bewertungen bei Google	External	Passing Juice
Sitemap	Internal	Passing Juice
Impressum &#038; Rechtliches	Internal	Passing Juice
Optionen verwalten	Internal	Passing Juice
Lesen Sie mehr über diese Zwecke	External	Passing Juice






SEO Keywords

	Keywords Cloud	
-----------------------------------------------------------------------------------	----------------	--

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
---------	---------	-------	----------	-------------	----------

Usability





	Url	Domain : zeit.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 : 35 Warnings : 6
	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector 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"> Excellent, your website doesn't use nested tables. Too bad, your website is using inline styles. Great, your website has few CSS files. Too bad, your website has too many JS files (more than 6). Perfect, your website takes advantage of gzip.



Mobile

	Mobile Optimization	<ul style="list-style-type: none"> Apple Icon Meta Viewport Tag Flash content
------------------------------------------------------------------------------------	---------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Optimization

	XML Sitemap	Great, your website has an XML sitemap. <pre>https://xeit.ch/sitemap_index.xml</pre> <pre>https://xeit.ch/sitemap.xml</pre>
------------------------------------------------------------------------------------	-------------	--------------------------------------------------------------------------------------------------------------------------------

Optimization

	Robots.txt	<p>http://xeit.ch/robots.txt</p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Missing</p> <p>We didn't detect an analytics tool installed on this website.</p> <p>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.</p>