





# Analisi sito web kopp-online-marketing.com

Generato il Ottobre 19 2024 10:10 AM

Il punteggio e 63/100



## SEO Content

	Title	<p>Online Marketing Consulting: SEO,Content-Marketing&amp;Digital Branding</p> <p><b>Lunghezza : 71</b></p> <p>Idealmente, il tuo title dovrebbe contenere tra 10 e 70 caratteri (spazi inclusi). Usa <a href="#">questo strumento free</a> per calcolare la lunghezza del testo.</p>														
	Description	<p>Recognised Expert for SEO, Content-Marketing,Online Marketing Strategy&amp;Customer Journey Management   Founder   CBDO   Co-organizer SEAcamp.</p> <p><b>Lunghezza : 143</b></p> <p>Grande, la tua meta description contiene tra 70 e 160 caratteri.</p>														
	Keywords	<p>Molto male. Non abbiamo trovato meta keywords nella tua pagina. Usa <a href="#">questo generatore gratuito online di meta tags</a> per creare keywords.</p>														
	Og Meta Properties	<p>Buono, questa pagina sfrutta i vantaggi Og Properties.</p> <table><thead><tr><th>Proprieta</th><th>Contenuto</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>Online Marketing Consulting: SEO,Content-Marketing&amp;Digital Branding</td></tr><tr><td>description</td><td>Recognised Expert for SEO, Content-Marketing,Online Marketing Strategy&amp;Customer Journey Management   Founder   CBDO   Co-organizer SEAcamp.</td></tr><tr><td>url</td><td>https://www.kopp-online-marketing.com/</td></tr><tr><td>site_name</td><td>  Kopp Consulting</td></tr></tbody></table>	Proprieta	Contenuto	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
Proprieta	Contenuto															
locale	en_US															
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site_name	Kopp Consulting															

# SEO Content

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

## Headings

H1	H2	H3	H4	H5	H6
1	3	31	29	1	0
<ul style="list-style-type: none"><li>• [H1] Online Marketing Consulting for strategic SEO, Content Marketing &amp; digital visibility</li><li>• [H2] Testimonials about me:</li><li>• [H2] Content from my blog</li><li>• [H2] Satisfied SEO Thought Leader members about the SEO Research Suite</li><li>• [H3] Marco Janck</li><li>• [H3] Stephan Tiersch</li><li>• [H3] Albert Costill</li><li>• [H3] Dominik Schwarz</li><li>• [H3] Inken Kuhlmann</li><li>• [H3] Hendrik Flanagan-Wevers</li><li>• [H3] Felix Beilharz</li><li>• [H3] Markus Hövener</li><li>• [H3] Danny Goodwin</li><li>• [H3] Maike Petersen</li><li>• [H3] Benjamin O'Daniel</li><li>• [H3] Yusuf Sar</li><li>• [H3] What is the Google Shopping Graph and how does it work?</li><li>• [H3] Case Study: 1400% visibility increase in 6 months through E-E-A-T of the source entity</li><li>• [H3] The most important ranking methods for modern search engines</li><li>• [H3] Digital brand building: The interplay of (online) branding &amp; customer experience</li><li>• [H3] How to become a really good SEO</li><li>• [H3] Helpful content: What Google really evaluates?</li><li>• [H3] Marco Janck</li><li>• [H3] Stephan Tiersch</li><li>• [H3] Albert Costill</li><li>• [H3] Dominik Schwarz</li><li>• [H3] Inken Kuhlmann</li><li>• [H3] Hendrik Flanagan-Wevers</li><li>• [H3] Felix Beilharz</li><li>• [H3] Markus Hövener</li><li>• [H3] Danny Goodwin</li><li>• [H3] Maike Petersen</li><li>• [H3] Benjamin O'Daniel</li><li>• [H3] Yusuf Sar</li><li>• [H3] Hi! Keep in touch and don't miss blogposts and new SEO related patents and research papers!</li><li>• [H4] Olaf Kopp is someone who really gets stuck into the topic</li></ul>					

## SEO Content

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] Wissenswertes:
  - [H5] OM Cafe - The Online Marketing Podcast






Images





Abbiamo trovato 65 immagini in questa pagina web.

43 attributi alt sono vuoti o mancanti. Aggiungi testo alternativo in modo tale che i motori di ricerca possano comprendere meglio il

## SEO Content

		contenuto delle tue immagini.
	Text/HTML Ratio	Ratio : <b>23%</b> Buono, il rapporto testo/codice HTML di questa pagina e maggiore di 15, e minore di 25 percento.
	Flash	Perfetto, non e stato rilevato contenuto Flash in questa pagina.
	Iframe	Molto male, hai usato Iframes nelle tue pagine web, questo significa che in contenuto inserito negli Iframe non puo essere indicizzato.

## SEO Links

	URL Rewrite	Buono. I tuoi links appaiono friendly!
	Underscores in the URLs	Perfetto! Non sono stati rilevati underscores nei tuoi URLs.
	In-page links	Abbiamo trovato un totale di 47 links inclusi 0 link(s) a files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 51.06% Internal Links 48.94%

## In-page links

Anchor	Type	Juice
<a href="#">About me</a>	Interno	Passing Juice
<a href="#">About Olaf Kopp</a>	Interno	Passing Juice
<a href="#">Über Olaf Kopp</a>	Interno	Passing Juice
<a href="#">My Online-Marketing Blog</a>	Interno	Passing Juice
<a href="#">SEO Research on steroids</a>	Interno	Passing Juice
<a href="#">Pricing</a>	Interno	Passing Juice

## In-page links

<a href="#">Database for SEO related patents and papers</a>	Interno	Passing Juice
<a href="#">Patent &amp;#038; Paper Analyzer</a>	Interno	Passing Juice
<a href="#">Google Antitrust trial &amp;#038; API Leak Analyzer</a>	Interno	Passing Juice
<a href="#">SEO Thought Leader Research Assistant (for free)</a>	Interno	Passing Juice
<a href="#">Member Log In</a>	Interno	Passing Juice
<a href="#">Membership account overview</a>	Interno	Passing Juice
<a href="#">Stay in touch</a>	Interno	Passing Juice
<a href="#">My Book</a>	Externo	Passing Juice
<a href="#">SEO</a>	Externo	Passing Juice
<a href="#">content marketing</a>	Externo	Passing Juice
<a href="#">customer journey</a>	Externo	Passing Juice
<a href="#">Get in touch now!</a>	Interno	Passing Juice
<a href="#">online marketing agency</a>	Externo	Passing Juice
<a href="#">www.sem-deutschland.de</a>	Externo	Passing Juice
<a href="#">read more</a>	Interno	Passing Juice
<a href="#">read more</a>	Interno	Passing Juice
<a href="#">read more</a>	Interno	Passing Juice
<a href="#">read more</a>	Interno	Passing Juice
<a href="#">read more</a>	Interno	Passing Juice
<a href="#">read more</a>	Interno	Passing Juice
<a href="#">read more</a>	Interno	Passing Juice
<a href="#">SEO AGENCY</a>	Externo	Passing Juice
<a href="#">SEO-Agentur Braunschweig &amp; Wolfzburg</a>	Externo	Passing Juice
<a href="#">SEO Agentur Hannover</a>	Externo	Passing Juice
<a href="#">SEO Agentur Göttingen &amp; Hildesheim</a>	Externo	Passing Juice
<a href="#">SEO Agentur Hamburg</a>	Externo	Passing Juice
<a href="#">SEO Agentur Bremen</a>	Externo	Passing Juice
<a href="#">SEO Agentur Oldenburg</a>	Externo	Passing Juice
<a href="#">SEO Agentur Osnabrück</a>	Externo	Passing Juice

## In-page links

<a href="#">SEO Agentur Dortmund / Witten / Hamm</a>	Externo	Passing Juice
<a href="#">SEO Agentur Bochum / Essen</a>	Externo	Passing Juice
<a href="#">SEO Agentur Bielefeld / Gütersloh</a>	Externo	Passing Juice
<a href="#">SEO Agentur Duisburg</a>	Externo	Passing Juice
<a href="#">SEO Agentur Kassel</a>	Externo	Passing Juice
<a href="#">SEO Agentur Magdeburg</a>	Externo	Passing Juice
<a href="#">OM Cafe - The Online Marketing Podcast</a>	Interno	Passing Juice
<a href="#">Datenschutzerklärung</a>	Interno	Passing Juice
<a href="#">Impressum</a>	Interno	Passing Juice
<a href="#">Online-Marketing</a>	Externo	Passing Juice
<a href="#">Customer Journey</a>	Externo	Passing Juice
<a href="#">Leadgenerierung</a>	Externo	Passing Juice
<a href="#">Performance Marketing</a>	Externo	Passing Juice






## SEO Keywords





## Consistenza Keywords

Keyword	Contenuto	Title	Keywords	Description	Headings
marketing	57	✓	✗	✓	✓
seo	48	✓	✗	✓	✓
olaf	46	✗	✗	✗	✓
content	34	✓	✗	✓	✓
kopp	30	✗	✗	✗	✓


## Usabilita

	Url	Dominio : kopp-online-marketing.com Lunghezza : 25
	Favicon	Grande, il tuo sito usa una favicon.
	Stampabilita	Non abbiamo riscontrato codice CSS Print-Friendly.
	Lingua	Buono. La tua lingua dichiarata en.
	Dublin Core	Questa pagina non sfrutta i vantaggi di Dublin Core.




## Documento

	Doctype	HTML 5
	Encoding	Perfetto. Hai dichiarato che il tuo charset e UTF-8.
	Validita W3C	Errori : 80 Avvisi : 42
	Email Privacy	Grande. Nessun indirizzo mail e stato trovato in plain text!
	Deprecated HTML	Grande! Non abbiamo trovato tags HTML deprecati nel tuo codice.
	Suggerimenti per velocizzare	<ul style="list-style-type: none"><li> Eccellente, il tuo sito web non utilizza nested tables.</li><li> Molto male, il tuo sito web utilizza stili CSS inline.</li><li> Molto male, il tuo sito web ha troppi file CSS files (piu di 4).</li><li> Molto male, il tuo sito web ha troppi file JS (piu di 6).</li><li> Perfetto, il vostro sito si avvale di gzip.</li></ul>

## Mobile

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

	XML Sitemap	<p>Grande, il vostro sito ha una sitemap XML.</p> <p><a href="https://www.kopp-online-marketing.com/sitemap_index.xml">https://www.kopp-online-marketing.com/sitemap_index.xml</a></p>
	Robots.txt	<p><a href="http://kopp-online-marketing.com/robots.txt">http://kopp-online-marketing.com/robots.txt</a></p> <p>Grande, il vostro sito ha un file robots.txt.</p>
	Analytics	<p>Non trovato</p> <p>Non abbiamo rilevato uno strumento di analisi installato su questo sito web.</p> <p>Web analytics consentono di misurare l'attività dei visitatori sul tuo sito web. Si dovrebbe avere installato almeno un strumento di analisi, ma può anche essere buona per installare una seconda, al fine di un controllo incrociato dei dati.</p>