



Website beoordeling kopp-online-marketing.com

Gegeneerd op Oktober 19 2024 10:10 AM

De score is 63/100



SEO Content

	<p>Title</p>	<p>Online Marketing Consulting: SEO,Content-Marketing&Digital Branding</p> <p>Lengte : 71</p> <p>Let op, uw title tag zou tussen de 10 en 70 karakters (spaties inbegrepen) moeten bevatten. Gebruik deze gratis tool om tekst lengte te berekenen.</p>														
	<p>Description</p>	<p>Recognised Expert for SEO, Content-Marketing,Online Marketing Strategy&Customer Journey Management Founder CBDO Co-organizer SEAcamp.</p> <p>Lengte : 143</p> <p>Perfect, uw meta description bevat tussen de 70 en 160 karakters.</p>														
	<p>Keywords</p>	<p>Erg slecht. We hebben geen meta keywords gevonden in uw website. Gebruik deze gratis online meta tags generator om keywords te genereren.</p>														
	<p>Og Meta Properties</p>	<p>Goed, uw page maakt gebruik van Og Properties.</p> <table border="1" data-bbox="539 1444 1481 2078"> <thead> <tr> <th>Property</th> <th>Content</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&Digital Branding</td> </tr> <tr> <td>description</td> <td>Recognised Expert for SEO, Content-Marketing,Online Marketing Strategy&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>	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
Property	Content															
locale	en_US															
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title	Online Marketing Consulting: SEO,Content-Marketing&Digital Branding															
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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
<ul style="list-style-type: none">• [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					

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






Afbeeldingen

We vonden 65 afbeeldingen in de pagina.

43 alt attributen ontbreken. Voeg alternatieve text toe zodat zoekmachines beter kunnen beoordelen wat het onderwerp van de

SEO Content

		afbeeldingen is.
	Text/HTML Ratio	Ratio : 23% Goed, De ratio van text tot HTML code hoger dan 15, maar lager dan 25 procent.
	Flash	Perfect, geen Flash content gevonden in uw website.
	Iframe	Jammer, u heeft Iframes in uw website, dit betekent dat deze content niet kan worden geïndexeerd.

SEO Links

	Herschreven URL	Perfect. Uw links zien er vriendelijk uit!
	Underscores in de URLs	Perfect! Geen underscores gevonden in uw URLs.
	In-page links	We vonden een totaal van 47 links inclusie 0 link(s) naar bestanden
	Statistics	Externe Links : noFollow 0% Externe Links : doFollow 51.06% Interne Links 48.94%

In-page links

Ankertekst	Type	samenstelling
About me	Intern	doFollow
About Olaf Kopp	Intern	doFollow
Über Olaf Kopp	Intern	doFollow
My Online-Marketing Blog	Intern	doFollow
SEO Research on steroids	Intern	doFollow
Pricing	Intern	doFollow

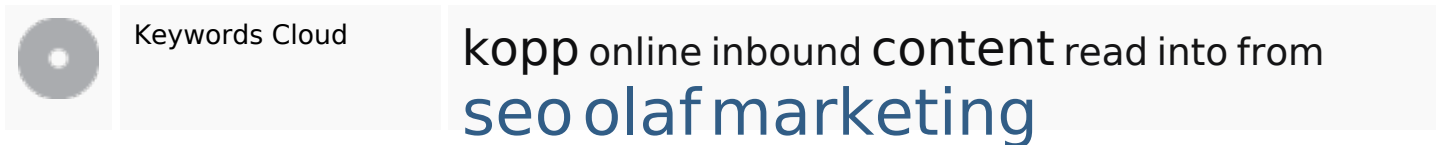
In-page links

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

In-page links

SEO Agentur Dortmund / Witten / Hamm	Extern	doFollow
SEO Agentur Bochum / Essen	Extern	doFollow
SEO Agentur Bielefeld / Gütersloh	Extern	doFollow
SEO Agentur Duisburg	Extern	doFollow
SEO Agentur Kassel	Extern	doFollow
SEO Agentur Magdeburg	Extern	doFollow
OM Cafe - The Online Marketing Podcast	Intern	doFollow
Datenschutzerklärung	Intern	doFollow
Impressum	Intern	doFollow
Online-Marketing	Extern	doFollow
Customer Journey	Extern	doFollow
Leadgenerierung	Extern	doFollow
Performance Marketing	Extern	doFollow

SEO Keywords














Keywords Consistentie

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


Bruikbaarheid

	Url	Domein : kopp-online-marketing.com Lengte : 25
	Favicon	Goed, uw website heeft een favicon.
	Printbaarheid	Jammer. We vonden geen Print-Vriendelijke CSS.
	Taal	Goed. Uw ingestelde taal is en.
	Dublin Core	Deze pagina maakt geen gebruik van Dublin Core.

Document

	Doctype	HTML 5
	Encoding	Perfect. Uw ingestelde Charset is UTF-8.
	W3C Validiteit	Fouten : 80 Waarschuwingen : 42
	E-mail Privacy	Geweldig er is geen e-mail adres gevonden als platte tekst!
	Niet ondersteunde HTML	Geweldig! We hebben geen niet meer ondersteunde HTML tags gevonden in uw HTML.
	Speed Tips	<ul style="list-style-type: none"> Geweldig, uw website heeft geen tabellen in een tabel. Jammer, uw website maakt gebruik van inline styles. Jammer, uw website heeft teveel CSS bestanden (meer dan 4). Jammer, uw website heeft teveel JS bestanden (meer dan 6). Perfect, uw website haalt voordeel uit gzip.

Mobile

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

	XML Sitemap	<p>Geweldig, uw website heeft een XML sitemap.</p> <p>https://www.kopp-online-marketing.com/sitemap_index.xml</p>
	Robots.txt	<p>http://kopp-online-marketing.com/robots.txt</p> <p>Geweldig uw website heeft een robots.txt bestand.</p>
	Analytics	<p>Ontbrekend</p> <p>We hadden niet op te sporen van een analytics tool op deze website geplaatst.</p> <p>Web Analytics laat u toe de bezoekersactiviteit op uw website te meten. U zou minstens 1 Analytics tool geïnstalleerd moeten hebben en een extra tool voor de bevestiging van de resultaten.</p>