Website review ard.de

Generated on June 25 2021 11:23 AM

The score is 55/100

SEO Content

⚠️	Title	ARD Length : 3 Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.
⚠️	Description	Alle Apps der ARD Length : 17 Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.
❌	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	de_DE
type	website
title	ARD.de
description	Alle Apps der ARD
image	/icons/sharing-icon-1280x720.png

⚪	Headings	H1 0	H2 0	H3 0	H4 0	H5 0	H6 0
✅	Images	We found 0 images on this web page. Good, most or all of your images have alt attributes					

SEO Content

❌	Text/HTML Ratio	Ratio : 4% 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	Great, there are no Iframes detected on this page.

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 0 links including 0 link(s) to files
⚪	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 0%

In-page links

Anchor	Type	Juice

SEO Keywords

⚪	Keywords Cloud	## den ard-mediathek aktiviere javascript bitte ard deaktiviert funktionsumfang vollen nutzen

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
ard	1	✔	✖	✔	✖
javascript	1	✖	✖	✖	✖
deaktiviert	1	✖	✖	✖	✖
bitte	1	✖	✖	✖	✖
aktiviere	1	✖	✖	✖	✖

Usability

	Url	Domain : ard.de Length : 6
✔	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 : 1 Warnings : 2
✔	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.

Document

✓		

●	Speed Tips	✓ Excellent, your website doesn't use nested tables.
		✓ Perfect. No inline css has been found in HTML tags!
		✓ Great, your website has few CSS files.
		✓ Perfect, your website has few JavaScript files.
		✓ 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.
		http://ard.de/sitemap.xml

✓	Robots.txt	http://ard.de/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.