



# Website review de.linkedin.com

Generated on June 25 2021 11:28 AM






The score is 47/100







## SEO Content

	<b>Title</b>	<p>LinkedIn Deutschland: Einloggen oder anmelden</p> <p>Length : 45</p> <p>Perfect, your title contains between 10 and 70 characters.</p>														
	<b>Description</b>	<p>Über 750 Mio. Mitglieder   Verwalte deine berufliche Online-Identität. Bau dein berufliches Netzwerk auf und bleib auf dem Laufenden. Erhalte Zugang zu Know-how, Insider-Einblicken und Jobangeboten.</p> <p>Length : 198</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>														
	<b>Keywords</b>	<p>Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.</p>														
	<b>Og Meta Properties</b>	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1346 1481 2040"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>site_name</td> <td>LinkedIn</td> </tr> <tr> <td>title</td> <td>LinkedIn Deutschland: Einloggen oder anmelden</td> </tr> <tr> <td>description</td> <td>Über 750 Mio. Mitglieder   Verwalte deine berufliche Online-Identität. Bau dein berufliches Netzwerk auf und bleib auf dem Laufenden. Erhalte Zugang zu Know-how, Insider-Einblicken und Jobangeboten.</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>url</td> <td>https://de.linkedin.com/</td> </tr> <tr> <td>image</td> <td>https://static.licdn.com/scds/common/u/images/logos/favicons/v1/favicon.ico</td> </tr> </tbody> </table>	Property	Content	site_name	LinkedIn	title	LinkedIn Deutschland: Einloggen oder anmelden	description	Über 750 Mio. Mitglieder   Verwalte deine berufliche Online-Identität. Bau dein berufliches Netzwerk auf und bleib auf dem Laufenden. Erhalte Zugang zu Know-how, Insider-Einblicken und Jobangeboten.	type	website	url	https://de.linkedin.com/	image	https://static.licdn.com/scds/common/u/images/logos/favicons/v1/favicon.ico
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type	website															
url	https://de.linkedin.com/															
image	https://static.licdn.com/scds/common/u/images/logos/favicons/v1/favicon.ico															

## SEO Content

	Headings	H1 1	H2 2	H3 9	H4 0	H5 0	H6 0
		<ul style="list-style-type: none"> <li>• [H1] Willkommen in deiner beruflichen Community</li> <li>• [H2] LinkedIn - Netzwerken und mehr:</li> <li>• [H2] Vernetz dich mit Kolleg:innen, Kommiliton:innen und Bekannten auf LinkedIn.</li> <li>• [H3]</li> <li>• [H3] Kontakte knüpfen</li> <li>• [H3] Jobs finden</li> <li>• [H3] Immer topinformiert</li> <li>• [H3] Online weiterbilden</li> <li>• [H3] Allgemein</li> <li>• [H3] LinkedIn durchsuchen</li> <li>• [H3] Business-Lösungen</li> <li>• [H3] Verzeichnisse</li> </ul>					
	Images	<p>We found 7 images on this web page.</p> <p>4 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 : 9%</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>Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.</p>					

## 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 45 links including 0 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 71.11%</p> <p>Internal Links 28.89%</p>


## In-page links

Anchor	Type	Juice
<a href="#">Weiter zum Hauptinhalt</a>	Internal	Passing Juice
<a href="#">Cookie-Richtlinie</a>	External	Passing Juice
<a href="#">Einloggen</a>	External	Passing Juice
<a href="#">Nutzervereinbarung</a>	External	Passing Juice
<a href="#">Datenschutzrichtlinie</a>	External	Passing Juice
<a href="#">Cookie-Richtlinie</a>	External	Passing Juice
<a href="#">Jetzt starten</a>	External	Passing Juice
<a href="#">Anmeldung</a>	External	Passing Juice
<a href="#">Hilfereich</a>	External	Passing Juice
<a href="#">Über LinkedIn</a>	External	Passing Juice
<a href="#">Presse</a>	External	Passing Juice
<a href="#">Blog</a>	External	Passing Juice
<a href="#">Karriere</a>	External	Passing Juice
<a href="#">Entwickler</a>	External	Passing Juice
<a href="#">Weiterbildung</a>	Internal	Passing Juice
<a href="#">Jobs</a>	Internal	Passing Juice
<a href="#">Gehaltsvergleich</a>	Internal	Passing Juice
<a href="#">LinkedIn Apps</a>	External	Passing Juice
<a href="#">Services</a>	External	Passing Juice
<a href="#">Talent</a>	External	Passing Juice
<a href="#">Marketing</a>	External	Passing Juice
<a href="#">Vertrieb</a>	External	Passing Juice
<a href="#">Weiterbildung</a>	External	Passing Juice
<a href="#">Mitglieder</a>	Internal	Passing Juice
<a href="#">Jobs</a>	Internal	Passing Juice
<a href="#">Unternehmen</a>	Internal	Passing Juice

## In-page links

<a href="#">Gehälter</a>	External	Passing Juice
<a href="#">Im Fokus</a>	Internal	Passing Juice
<a href="#">Weiterbildung</a>	Internal	Passing Juice
<a href="#">Beiträge</a>	Internal	Passing Juice
<a href="#">Artikel</a>	Internal	Passing Juice
<a href="#">Hoch-/Berufsschulen</a>	Internal	Passing Juice
<a href="#">News</a>	Internal	Passing Juice
<a href="#">Newsletter</a>	External	Passing Juice
<a href="#">Services</a>	External	Passing Juice
<a href="#">Vorbereitung auf Vorstellungsgespräche</a>	External	Passing Juice
<a href="#">Info</a>	External	Passing Juice
<a href="#">Barrierefreiheit</a>	External	Passing Juice
<a href="#">Nutzervereinbarung</a>	External	Passing Juice
<a href="#">Datenschutzrichtlinie</a>	External	Passing Juice
<a href="#">Cookie-Richtlinie</a>	External	Passing Juice
<a href="#">Copyright-Richtlinie</a>	External	Passing Juice
<a href="#">Markenrichtlinie</a>	External	Passing Juice
<a href="#">Einstellungen für Nichtmitglieder</a>	External	Passing Juice
<a href="#">Community-Richtlinien</a>	External	Passing Juice

## SEO Keywords



Keywords Cloud

beruflichen einstellungen auf entdecke **und**  
**linkedin** mehr mit cookies verwerfen






## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
und	11	✘	✘	✔	✔
linkedin	5	✔	✘	✘	✔







## Keywords Consistency

auf	4	✘	✘	✔	✔
cookies	4	✘	✘	✘	✘
verwerfen	4	✘	✘	✘	✘

## Usability

	Url	Domain : de.linkedin.com Length : 15
	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	You have not specified the document's charset. Use <a href="#">this free meta tags generator</a> to declare document's charset.
	W3C Validity	Errors : 88 Warnings : 16
	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.
	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></ul>

## Document

- ✔ 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

Missing

Your website does not have an XML sitemap - this can be problematic.

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.



### Robots.txt

<http://de.linkedin.com/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.