Website review amazon.de

The score is 45/100

SEO Content

⚠️	Title	Amazon.de **Length : 9** Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.
❌	Description	**Length : 0** Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description.
❌	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	This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them.

⚪	Headings	**H1** 0	**H2** 0	**H3** 0	**H4** 1	**H5** 0	**H6** 0

- [H4] Klicke auf die Schaltfläche unten, um mit dem Einkauf fortzufahren

❌	Images	We found 2 images on this web page. 2 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.
✅	Text/HTML Ratio	Ratio : **22%** Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.
✅	Flash	Perfect, no Flash content has been detected on this page.

SEO Content

✓	Iframe	Great, there are no Iframes detected on this page.

SEO Links

✗	URL Rewrite	Bad. Your links have query string.
✗	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 2 links including 0 link(s) to files
●	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100%

In-page links

Anchor	Type	Juice
Unsere AGB	Internal	Passing Juice
Datenschutzerklärung	Internal	Passing Juice

SEO Keywords

●	Keywords Cloud	weiter klicke fortzufahren mit die einkauf schaltfläche auf dem unten

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings

Keywords Consistency

klicke	1	✖	✖	✖	✔
auf	1	✖	✖	✖	✔
die	1	✖	✖	✖	✔
schaltfläche	1	✖	✖	✖	✔
unten	1	✖	✖	✖	✔

Usability

	Url	Domain : amazon.de Length : 9
✔	Favicon	Great, your website has a favicon.
✖	Printability	We could not find a Print-Friendly CSS.
✔	Language	Good. Your declared language is en.
✖	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 : 6 Warnings : 0
✖	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.

Document

	Speed Tips	
		✔ Excellent, your website doesn't use nested tables.
		✖ Too bad, your website is using inline styles.
		✔ 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://amazon.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.