



# Website review carroshop.ch

Generated on June 07 2025 03:51 AM

The score is 50/100



## SEO Content

|  |                    |                                                                                                                                                                                                                                                                                                                                         |                |                |                |                |                |
|--|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|----------------|----------------|----------------|----------------|
|  | Title              | esa.ch – mehr als einkaufen                                                                                                                                                                                                                                                                                                             |                |                |                |                |                |
|  |                    | <b>Length : 27</b>                                                                                                                                                                                                                                                                                                                      |                |                |                |                |                |
|  |                    | Perfect, your title contains between 10 and 70 characters.                                                                                                                                                                                                                                                                              |                |                |                |                |                |
|  | Description        | <b>Length : 0</b>                                                                                                                                                                                                                                                                                                                       |                |                |                |                |                |
|  |                    | Very bad. We haven't found meta description on your page. Use <a href="#">this free online meta tags generator</a> to create description.                                                                                                                                                                                               |                |                |                |                |                |
|  | Keywords           |                                                                                                                                                                                                                                                                                                                                         |                |                |                |                |                |
|  |                    | Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> 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 <a href="#">this free og properties generator</a> to create them.                                                                                                                                               |                |                |                |                |                |
|  | Headings           | <b>H1</b><br>0                                                                                                                                                                                                                                                                                                                          | <b>H2</b><br>2 | <b>H3</b><br>0 | <b>H4</b><br>2 | <b>H5</b><br>5 | <b>H6</b><br>0 |
|  |                    | <ul style="list-style-type: none"><li>• [H2] 20 % Rabatt im Juni 2025</li><li>• [H2] BRUNOX-Produkte in Aktion</li><li>• [H4] Willkommen bei der ESA</li><li>• [H4] Anmeldung BoB Login</li><li>• [H5] Hotline eShop</li><li>• [H5] Über uns</li><li>• [H5] Schnellzugriff</li><li>• [H5] Kontakt</li><li>• [H5] Social Media</li></ul> |                |                |                |                |                |
|  | Images             | We found 12 images on this web page.                                                                                                                                                                                                                                                                                                    |                |                |                |                |                |
|  |                    | 1 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.                                                                                                                                                                                                    |                |                |                |                |                |
|  | Text/HTML Ratio    | <b>Ratio : 33%</b>                                                                                                                                                                                                                                                                                                                      |                |                |                |                |                |
|  |                    | Ideal! This page's ratio of text to HTML code is between 25 and 70                                                                                                                                                                                                                                                                      |                |                |                |                |                |

## SEO Content

|                                                                                  |        |                                                                                                    |
|----------------------------------------------------------------------------------|--------|----------------------------------------------------------------------------------------------------|
|                                                                                  |        | percent.                                                                                           |
|  | Flash  | Perfect, no Flash content has been detected on this page.                                          |
|  | Iframe | Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed. |

## 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 21 links including 0 link(s) to files                                      |
|  | Statistics              | External Links : noFollow 0%<br>External Links : Passing Juice 57.14%<br>Internal Links 42.86% |

## In-page links

| Anchor                                         | Type     | Juice         |
|------------------------------------------------|----------|---------------|
| <a href="#">Datenschutzerklärung</a>           | Internal | Passing Juice |
| <a href="#">de</a>                             | External | Passing Juice |
| <a href="#">fr</a>                             | External | Passing Juice |
| <a href="#">it</a>                             | External | Passing Juice |
| <a href="#">Weitere Aktionen</a>               | Internal | Passing Juice |
| <a href="#">Über die ESA</a>                   | External | Passing Juice |
| <a href="#">Jobs</a>                           | External | Passing Juice |
| <a href="#">Standorte &amp; Öffnungszeiten</a> | External | Passing Juice |

## In-page links

|                                                  |          |               |
|--------------------------------------------------|----------|---------------|
| <a href="#">Allgemeine Geschäftsbedingungen</a>  | Internal | Passing Juice |
| <a href="#">Retouren und Gewährleistungen</a>    | External | Passing Juice |
| <a href="#">Impressum</a>                        | Internal | Passing Juice |
| <a href="#">MechaniXclub</a>                     | External | Passing Juice |
| <a href="#">SafePneu &amp; Schadenmeldung</a>    | External | Passing Juice |
| <a href="#">Hilfsmittel ESA-PartCat</a>          | Internal | Passing Juice |
| <a href="#">Ausbildungsangebot</a>               | External | Passing Juice |
| <a href="#">Carrosserie- und Garagenkonzepte</a> | External | Passing Juice |
| <a href="#">Garagenmodule</a>                    | External | Passing Juice |
| <a href="#">Downloadbereich</a>                  | Internal | Passing Juice |
| <a href="#">oe-service</a>                       | Internal | Passing Juice |
| <a href="#">Sortimentsübersichten Ihrer ESA</a>  | Internal | Passing Juice |
| <a href="#">Zur Kontaktseite</a>                 | Internal | Passing Juice |

## SEO Keywords

|                                                                                    |                |                                                                                                               |
|------------------------------------------------------------------------------------|----------------|---------------------------------------------------------------------------------------------------------------|
|  | Keywords Cloud | top-angebote passwort einrichtungen rund esa<br>verbrauchsgüter <b>und</b> zubehör betriebsstoffe carrosserie |
|------------------------------------------------------------------------------------|----------------|---------------------------------------------------------------------------------------------------------------|

## Keywords Consistency

| Keyword         | Content | Title | Keywords | Description | Headings |
|-----------------|---------|-------|----------|-------------|----------|
| und             | 35      | ✗     | ✗        | ✗           | ✗        |
| top-angebote    | 6       | ✗     | ✗        | ✗           | ✗        |
| betriebsstoffe  | 6       | ✗     | ✗        | ✗           | ✗        |
| verbrauchsgüter | 6       | ✗     | ✗        | ✗           | ✗        |
| passwort        | 6       | ✗     | ✗        | ✗           | ✗        |

## Usability

|                                                                                  |              |                                                   |
|----------------------------------------------------------------------------------|--------------|---------------------------------------------------|
|  | Url          | Domain : carroshop.ch<br>Length : 12              |
|  | 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 : 14<br>Warnings : 7                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|  | Email Privacy   | Warning! At least one email address has been found in the plain text.<br>Use <a href="#">free antispam protector</a> to hide email from spammers.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|  | Deprecated HTML | Great! We haven't found deprecated HTML tags in your HTML.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|  | Speed Tips      | <div> Excellent, your website doesn't use nested tables.</div> <div> Too bad, your website is using inline styles.</div> <div> Great, your website has few CSS files.</div> <div> Too bad, your website has too many JS files (more than 6).</div> <div> Perfect, your website takes advantage of gzip.</div> |

## Mobile



### Mobile Optimization

- ✓ Apple Icon
- ✓ Meta Viewport Tag
- ✓ Flash content

## Optimization



### XML Sitemap

Great, your website has an XML sitemap.

<https://carroshop.ch/sitemap.xml>

<https://www.esa.ch/>



### Robots.txt

<http://carroshop.ch/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.