

SEO Content

| | Title | | our title sho | | ı between 1 alculate tex | | aracters (spaces |
|--------------|--------------------|----------------|----------------|----------------|-------------------------------|--|-----------------------------------|
| 8 | Description | | . We haven | | ta description to create d | | age. Use <u>this</u> |
| \bigotimes | Keywords | - | | | ta keywords reate keywo | | ge. Use <u>this free</u> |
| 8 | Og Meta Properties | social cra | | er structuriz | ze your page | roperties. Th e. Use <u>this fr</u> | nis tags allows r <u>ee og</u> |
| 0 | Headings | H1 0 | H2 0 | H3 0 | H4 0 | H5 0 | H6 0 |
| \bigotimes | Images | 10 alt att | | empty or m | nissing. Add | alternative content of yo | |
| \bigotimes | Text/HTML Ratio | | e's ratio of t | | L code is be ds more tex | • | ent, this means |
| \bigcirc | Flash | Perfect, r | no Flash cor | ntent has be | een detecte | d on this pa <u>c</u> | ge. |

SEO Content

| \bigcirc | lframe | Great, there are no Iframes detected on this page. |
|--------------|----------------------------|--|
| | | SEO Links |
| \bigotimes | 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. |
| \bigcirc | In-page links | We found a total of 15 links including 0 link(s) to files |

| 0 | Statistics | External Links : noFollow 0% |
|---|------------|---------------------------------------|
| | | External Links : Passing Juice 46.67% |
| | | Internal Links 53.33% |

In-page links

| Anchor | Туре | Juice |
|------------------|----------|---------------|
| About | External | Passing Juice |
| Store | External | Passing Juice |
| <u>Gmail</u> | External | Passing Juice |
| <u>lmages</u> | Internal | Passing Juice |
| <u>dansk</u> | Internal | Passing Juice |
| Advertising | Internal | Passing Juice |
| <u>Business</u> | Internal | Passing Juice |
| How Search works | External | Passing Juice |
| <u>Privacy</u> | External | Passing Juice |
| <u>Terms</u> | External | Passing Juice |
| Search settings | Internal | Passing Juice |
| | | |

In-page links

| Advanced search | Internal | Passing Juice |
|---------------------|----------|---------------|
| Your data in Search | Internal | Passing Juice |
| Search history | Internal | Passing Juice |
| Search help | External | Passing Juice |

SEO Keywords

| Keywords Cloud | Search send help settings dark delete google towards theme feedback |
|----------------|--|
|----------------|--|

Keywords Consistency

| Keyword | Content | Title | Keywords | Descripti on | Headings |
|----------|---------|-------|----------|-----------------|----------|
| search | 6 | × | × | × | × |
| google | 3 | × | × | × | × |
| delete | 2 | × | × | × | × |
| settings | 2 | × | × | × | × |
| theme | 1 | × | × | × | × |

Usability

| 0 | Url | Domain : google.dk Length : 9 |
|--------------|--------------|---|
| \bigcirc | Favicon | Great, your website has a favicon. |
| \bigcirc | Printability | Great. We have found a Print-Friendly CSS. |
| 0 | Language | Good. Your declared language is en. |
| \bigotimes | Dublin Core | This page does not take advantage of Dublin Core. |

Usability

Document

| 0 | Doctype | HTML 5 |
|--------------|-----------------|---|
| \bigcirc | Encoding | Perfect. Your declared charset is UTF-8. |
| \bigotimes | W3C Validity | Errors : 0 Warnings : 0 |
| \bigcirc | Email Privacy | Great no email address has been found in plain text! |
| \bigotimes | Deprecated HTML | Deprecated tags Occurrences |
| | | <center>2Deprecated HTML tags are HTML tags that are no longer used. It is recommended that you remove or replace these HTML tags because they are now obsolete.</center> |

Mobile

| 0 | Mobile Optimization | × | Apple Icon |
|---|---------------------|---|-------------------|
| | | × | Meta Viewport Tag |
| | | * | Flash content |

Optimization

| | XML Sitemap | Great, your website has an XML sitemap. |
|--|-------------|---|
|--|-------------|---|

| | | Simization |
|---|------------|--|
| | | https://www.google.com/sitemap.xml |
| 0 | Robots.txt | http://google.dk/robots.txt Great, your website has a robots.txt file. |
| 8 | 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. |