

# Evaluation du site luerzersarchive.com

Généré le 27 Mars 2025 16:33

Le score est de 50/100



## Optimisation du contenu

|    | Titre                                                                                                                                             | <p>Lürzer&amp;#039;s Archive   Leading Ad Industry Magazine &amp; Directory</p> <p><b>Longueur : 68</b></p> <p>Parfait, votre titre contient entre 10 et 70 caractères.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |           |         |        |       |      |         |       |                                                                  |             |                                                                                                                                                   |     |                                  |           |                 |              |                           |
|------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|---------|--------|-------|------|---------|-------|------------------------------------------------------------------|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------|-----|----------------------------------|-----------|-----------------|--------------|---------------------------|
|    | Description                                                                                                                                       | <p>The celebrated creative resource for advertising professionals worldwide   Over 30 years of hand-picked inspiration, features, news &amp; interviews.</p> <p><b>Longueur : 149</b></p> <p>Génial, votre balise META description contient entre 70 et 160 caractères.</p>                                                                                                                                                                                                                                                                                                                                                                                                             |           |         |        |       |      |         |       |                                                                  |             |                                                                                                                                                   |     |                                  |           |                 |              |                           |
|  | Mots-clefs                                                                                                                                        | <p>Très mauvais. Nous n'avons pas trouvé de balise META keywords sur votre page. Utilisez <a href="#">ce générateur gratuit de balises META en ligne</a> pour créer des mots-clés.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |           |         |        |       |      |         |       |                                                                  |             |                                                                                                                                                   |     |                                  |           |                 |              |                           |
|  | Propriétés Open Graph                                                                                                                             | <p>Bien, cette page profite des balises META Open Graph.</p> <table><tr><th>Propriété</th><th>Contenu</th></tr><tr><td>locale</td><td>en_GB</td></tr><tr><td>type</td><td>website</td></tr><tr><td>title</td><td>Lürzer&amp;#039;s Archive   Leading Ad Industry Magazine &amp; Directory</td></tr><tr><td>description</td><td>The celebrated creative resource for advertising professionals worldwide   Over 30 years of hand-picked inspiration, features, news &amp; interviews.</td></tr><tr><td>url</td><td>https://www.luerzersarchive.com/</td></tr><tr><td>site_name</td><td>Lurzers Archive</td></tr><tr><td>updated_time</td><td>2025-03-27T14:50:41+00:00</td></tr></table> | Propriété | Contenu | locale | en_GB | type | website | title | Lürzer&#039;s Archive   Leading Ad Industry Magazine & Directory | description | The celebrated creative resource for advertising professionals worldwide   Over 30 years of hand-picked inspiration, features, news & interviews. | url | https://www.luerzersarchive.com/ | site_name | Lurzers Archive | updated_time | 2025-03-27T14:50:41+00:00 |
| Propriété                                                                          | Contenu                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |           |         |        |       |      |         |       |                                                                  |             |                                                                                                                                                   |     |                                  |           |                 |              |                           |
| locale                                                                             | en_GB                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |           |         |        |       |      |         |       |                                                                  |             |                                                                                                                                                   |     |                                  |           |                 |              |                           |
| type                                                                               | website                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |           |         |        |       |      |         |       |                                                                  |             |                                                                                                                                                   |     |                                  |           |                 |              |                           |
| title                                                                              | Lürzer&#039;s Archive   Leading Ad Industry Magazine & Directory                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |           |         |        |       |      |         |       |                                                                  |             |                                                                                                                                                   |     |                                  |           |                 |              |                           |
| description                                                                        | The celebrated creative resource for advertising professionals worldwide   Over 30 years of hand-picked inspiration, features, news & interviews. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |           |         |        |       |      |         |       |                                                                  |             |                                                                                                                                                   |     |                                  |           |                 |              |                           |
| url                                                                                | https://www.luerzersarchive.com/                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |           |         |        |       |      |         |       |                                                                  |             |                                                                                                                                                   |     |                                  |           |                 |              |                           |
| site_name                                                                          | Lurzers Archive                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |           |         |        |       |      |         |       |                                                                  |             |                                                                                                                                                   |     |                                  |           |                 |              |                           |
| updated_time                                                                       | 2025-03-27T14:50:41+00:00                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |           |         |        |       |      |         |       |                                                                  |             |                                                                                                                                                   |     |                                  |           |                 |              |                           |

## Optimisation du contenu

|                  |                                                                                                                                                                                                                 |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| image            | <a href="https://www.luerzersarchive.com/wp-content/uploads/2023/01/Screenshot-2023-01-17-at-15.52.38.png">https://www.luerzersarchive.com/wp-content/uploads/2023/01/Screenshot-2023-01-17-at-15.52.38.png</a> |
| image:secure_url | <a href="https://www.luerzersarchive.com/wp-content/uploads/2023/01/Screenshot-2023-01-17-at-15.52.38.png">https://www.luerzersarchive.com/wp-content/uploads/2023/01/Screenshot-2023-01-17-at-15.52.38.png</a> |
| image:width      | 948                                                                                                                                                                                                             |
| image:height     | 944                                                                                                                                                                                                             |
| image:alt        | Lurzers Archive Logo                                                                                                                                                                                            |
| image:type       | image/png                                                                                                                                                                                                       |

### Niveaux de titre

| H1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | H2 | H3 | H4 | H5 | H6 |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|----|----|----|----|
| 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 8  | 6  | 5  | 29 | 27 |
| <ul style="list-style-type: none"><li>• [H1] All</li><li>• [H1] Search 40 years of the best print campaigns, TV commercials and digital designs from around the world. Browse the Archive Subscribe</li><li>• [H1]</li><li>• [H1] Search 40 years of the best print campaigns, TV commercials and digital designs from around the world. Browse the Archive Subscribe</li><li>• [H2] Archive</li><li>• [H2] Shop</li><li>• [H2] Listen up</li><li>• [H2] 200Best Photographers open call</li><li>• [H2] We love to party</li><li>• [H2] LATEST BOOK</li><li>• [H2]</li><li>• [H2] LATEST BOOK</li><li>• [H3]</li><li>• [H3] Best of the Week</li><li>• [H3] ISSUE HIGHLIGHTS</li><li>• [H3] Are you one of the world's top ad photographers? Enter now to be included in this biennial industry essential</li><li>• [H3] Our esteemed contributors suggest new reasons to celebrate</li><li>• [H3]</li><li>• [H4] Magazines</li><li>• [H4] Books</li><li>• [H4] Current Issue</li><li>• [H4] 40 Years Special</li><li>• [H4] CURRENT RANKINGS</li><li>• [H5] Good Drinks</li><li>• [H5] King Faisal Specialist Hospital and Research Centre</li><li>• [H5] Levi's</li><li>• [H5] Lürzer's Archive 228 is set to dazzle the eyes and blow the synapses. To celebrate our 40 years of seeking and setting standards for creative excellence, we worked with 40+ of the great, the good and the emerging stars to devise a modest proposal for you: the 40 most creatively significant ads of the</li></ul> |    |    |    |    |    |

## Optimisation du contenu

last 40 years. What's not to like? Come on in...

- [H5] COPD
- [H5] Warriors Asia
- [H5] Your Room. Your Rules.
- [H5] Winning Isn't Comfortable
- [H5] Climate change is faster
- [H5] Bellies
- [H5] Citroen Ami-It always finds a space.
- [H5] Jeep - Original Copies
- [H5] Marcos Behrens | Piu Piu Studio
- [H5] Scott Montgomery
- [H5] Tyllie Barbosa
- [H5] Caesar Lima
- [H5] Cameron Davidson | Washington DC
- [H5] Tadd Myers Photographer
- [H5] Nick Hall
- [H5] Ciprian Mihai
- [H5] Olff Appold
- [H5] Serviceplan, Hamburg
- [H5] Ogilvy & Mather, New York
- [H5] Cascadas
- [H5] Mihai Vladimir Anton
- [H5] Jonathan Knowles
- [H5] Tim Tadder
- [H5] Big Al Gruswitz
- [H5] Surrealism
- [H6] Good Drinks, in-house, Palmyra, Australia
- [H6] Publicis Middle East, Dubai
- [H6] TBWA\Chiat\Day, San Francisco
- [H6] Publicis Colombia, Bogotá
- [H6] Asia - The Experience Co.
- [H6] Ogilvy & Mather, Singapore
- [H6] Wieden + Kennedy, Portland
- [H6] Auge Headquarter, Milan
- [H6] FCB, Lisbon
- [H6] Havas Worldwide, Istanbul
- [H6] Publicis Middle East, Dubai
- [H6] United Kingdom
- [H6] United States of America
- [H6] United States of America
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- [H6] Romania
- [H6] Germany
- [H6] Germany
- [H6] United States of America
- [H6] Switzerland
- [H6] Romania
- [H6] United Kingdom
- [H6] United States of America
- [H6] United States of America

Images

Nous avons trouvé 112 image(s) sur cette page Web.

## Optimisation du contenu

|                                                                                   |                  |                                                                                                                                                        |
|-----------------------------------------------------------------------------------|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|
|  |                  | 102 attribut(s) alt sont vides ou manquants. Ajouter un texte alternatif permet aux moteurs de recherche de mieux comprendre le contenu de vos images. |
|  | Ratio texte/HTML | Ratio : <b>9%</b><br><br>le ratio de cette page texte/HTML est au-dessous de 15 pour cent, ce qui signifie que votre site manque de contenu textuel.   |
|  | Flash            | Parfait, aucun contenu FLASH n'a été détecté sur cette page.                                                                                           |
|  | Iframe           | Domage, vous avez des Iframes sur vos pages Web, cela signifie que son contenu ne peut pas être indexé par les moteurs de recherche.                   |

## Liens

|                                                                                     |                         |                                                                                                                                  |
|-------------------------------------------------------------------------------------|-------------------------|----------------------------------------------------------------------------------------------------------------------------------|
|   | Réécriture d'URLs       | Bien. Vos liens sont optimisés!                                                                                                  |
|  | Tiret bas dans les URLs | Nous avons détectés des soulignements dans vos URLs. Vous devriez plutôt utiliser des tirets pour optimiser votre référencement. |
|  | Liens dans la page      | Nous avons trouvé un total de 299 lien(s) dont 0 lien(s) vers des fichiers                                                       |
|  | Statistics              | Liens externes : noFollow 0%<br><br>Liens externes : Passing Juice 1%<br><br>Liens internes 99%                                  |

## Liens dans la page

| Texte d'ancre             | Type    | Juice         |
|---------------------------|---------|---------------|
| <a href="#">Search</a>    | Interne | Passing Juice |
| <a href="#">Subscribe</a> | Interne | Passing Juice |
| <a href="#">Submit</a>    | Interne | Passing Juice |
| <a href="#">Shop</a>      | Interne | Passing Juice |

## Liens dans la page

|                                  |         |               |
|----------------------------------|---------|---------------|
| <a href="#">Issue 228 [2024]</a> | Interne | Passing Juice |
| <a href="#">Issue 227 [2024]</a> | Interne | Passing Juice |
| <a href="#">Issue 226 [2024]</a> | Interne | Passing Juice |
| <a href="#">Issue 4 [2023]</a>   | Interne | Passing Juice |
| <a href="#">Issue 3 [2023]</a>   | Interne | Passing Juice |
| <a href="#">Issue 2 [2023]</a>   | Interne | Passing Juice |
| <a href="#">Issue 1 [2023]</a>   | Interne | Passing Juice |
| <a href="#">Issue 3 [2022]</a>   | Interne | Passing Juice |
| <a href="#">Issue 2 [2022]</a>   | Interne | Passing Juice |
| <a href="#">Issue 1 [2022]</a>   | Interne | Passing Juice |
| <a href="#">Issue 5/6 [2021]</a> | Interne | Passing Juice |
| <a href="#">Issue 3/4 [2021]</a> | Interne | Passing Juice |
| <a href="#">Issue 1/2 [2021]</a> | Interne | Passing Juice |
| <a href="#">Issue 5/6 [2020]</a> | Interne | Passing Juice |
| <a href="#">Issue 3/4 [2020]</a> | Interne | Passing Juice |
| <a href="#">Issue 2 [2020]</a>   | Interne | Passing Juice |
| <a href="#">Issue 1 [2020]</a>   | Interne | Passing Juice |
| <a href="#">Issue 6 [2019]</a>   | Interne | Passing Juice |
| <a href="#">Issue 5 [2019]</a>   | Interne | Passing Juice |
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| <a href="#">Issue 3 [2019]</a>   | Interne | Passing Juice |
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| <a href="#">Issue 6 [2018]</a>   | Interne | Passing Juice |
| <a href="#">Issue 5 [2018]</a>   | Interne | Passing Juice |
| <a href="#">Issue 4 [2018]</a>   | Interne | Passing Juice |
| <a href="#">Issue 3 [2018]</a>   | Interne | Passing Juice |
| <a href="#">Issue 2 [2018]</a>   | Interne | Passing Juice |

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| <a href="#">Issue 1 [2018]</a> | Interne | Passing Juice |
| <a href="#">Issue 6 [2017]</a> | Interne | Passing Juice |
| <a href="#">Issue 5 [2017]</a> | Interne | Passing Juice |
| <a href="#">Issue 4 [2017]</a> | Interne | Passing Juice |
| <a href="#">Issue 3 [2017]</a> | Interne | Passing Juice |
| <a href="#">Issue 2 [2017]</a> | Interne | Passing Juice |
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| <a href="#">Issue 3 [2013]</a> | Interne | Passing Juice |
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| <a href="#">Issue 5 [2008]</a> | Interne | Passing Juice |
| <a href="#">Issue 4 [2008]</a> | Interne | Passing Juice |
| <a href="#">Issue 3 [2008]</a> | Interne | Passing Juice |
| <a href="#">Issue 2 [2008]</a> | Interne | Passing Juice |
| <a href="#">Issue 1 [2008]</a> | Interne | Passing Juice |
| <a href="#">Issue 6 [2007]</a> | Interne | Passing Juice |
| <a href="#">Issue 5 [2007]</a> | Interne | Passing Juice |
| <a href="#">Issue 4 [2007]</a> | Interne | Passing Juice |
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| <a href="#">Issue 2 [2007]</a> | Interne | Passing Juice |
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| <a href="#">Issue 1 [2004]</a> | Interne | Passing Juice |
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| <a href="#">Issue 3 [1999]</a> | Interne | Passing Juice |
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| <a href="#">Issue 4 [1997]</a> | Interne | Passing Juice |
| <a href="#">Issue 3 [1997]</a> | Interne | Passing Juice |
| <a href="#">Issue 2 [1997]</a> | Interne | Passing Juice |
| <a href="#">Issue 1 [1997]</a> | Interne | Passing Juice |
| <a href="#">1996 / Vol 5</a>   | Interne | Passing Juice |
| <a href="#">Issue 6 [1996]</a> | Interne | Passing Juice |
| <a href="#">Issue 5 [1996]</a> | Interne | Passing Juice |
| <a href="#">Issue 4 [1996]</a> | Interne | Passing Juice |
| <a href="#">Issue 3 [1996]</a> | Interne | Passing Juice |
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| <a href="#">Issue 6 [1994]</a> | Interne | Passing Juice |
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| <a href="#">200 Best Digital Artists Edition 7</a>              | Interne | Passing Juice |
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| <a href="#">200 Best Packaging Design [2017-2018]</a>           | Interne | Passing Juice |
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| <a href="#">Design for Music 2</a>                 | Interne | Passing Juice |
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| <a href="#">Catalogs and Brochures 1</a>           | Interne | Passing Juice |
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| <a href="#">Commercial Illustration 1</a>          | Interne | Passing Juice |
| <a href="#">Advertising Photography 1</a>          | Interne | Passing Juice |
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| <a href="#">Read more</a>                          | Interne | Passing Juice |
| <a href="#">View All</a>                           | Interne | Passing Juice |
| <a href="#">Classic</a>                            | Interne | Passing Juice |
| <a href="#">Shop Now</a>                           | Interne | Passing Juice |
| <a href="#">Subscribe</a>                          | Interne | Passing Juice |
| <a href="#">Read Feature</a>                       | Interne | Passing Juice |
| <a href="#">Discover Profiles</a>                  | Interne | Passing Juice |
| <a href="#">View All</a>                           | Interne | Passing Juice |
| <a href="#">View All</a>                           | Interne | Passing Juice |
| <a href="#">Read Review</a>                        | Interne | Passing Juice |
| <a href="#">Read more</a>                          | Interne | Passing Juice |
| <a href="#">Buy Now</a>                            | Interne | Passing Juice |
| <a href="#">Terms &amp; Conditions.</a>            | Interne | Passing Juice |
| <a href="#">Interviews</a>                         | Interne | Passing Juice |
| <a href="#">Features</a>                           | Interne | Passing Juice |

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| <a href="#">Advertise</a>            | Interne | Passing Juice |
| <a href="#">Contact</a>              | Interne | Passing Juice |
| <a href="#">Terms and conditions</a> | Interne | Passing Juice |
| <a href="#">Instagram</a>            | Externe | Passing Juice |
| <a href="#">LinkedIn</a>             | Externe | Passing Juice |
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| <a href="#">Log In</a>               | Interne | Passing Juice |
| <a href="#">Past Issues</a>          | Interne | Passing Juice |
| <a href="#">Checkout</a>             | Interne | Passing Juice |
| <a href="#">Log In</a>               | Interne | Passing Juice |

## Mots-clefs

|                                                                                    |                     |                                                                                              |
|------------------------------------------------------------------------------------|---------------------|----------------------------------------------------------------------------------------------|
|  | Nuage de mots-clefs | photographer artist digital artists united photographers<br><b>issue</b> best states america |
|------------------------------------------------------------------------------------|---------------------|----------------------------------------------------------------------------------------------|

## Cohérence des mots-clefs

| Mot-clef      | Contenu | Titre | Mots-clefs | Description | Niveaux de titre |
|---------------|---------|-------|------------|-------------|------------------|
| issue         | 232     | ✖     | ✖          | ✖           | ✓                |
| best          | 32      | ✖     | ✖          | ✖           | ✓                |
| digital       | 18      | ✖     | ✖          | ✖           | ✓                |
| photographers | 13      | ✖     | ✖          | ✖           | ✓                |
| photographer  | 12      | ✖     | ✖          | ✖           | ✓                |

## Ergonomie

|                                                                                  |               |                                                                 |
|----------------------------------------------------------------------------------|---------------|-----------------------------------------------------------------|
|  | Url           | Domaine : luerzersarchive.com<br>Longueur : 19                  |
|  | Favicon       | Génial, votre site web dispose d'un favicon.                    |
|  | Imprimabilité | Aucun style CSS pour optimiser l'impression n'a pu être trouvé. |
|  | Langue        | Bien. Votre langue est : en.                                    |
|  | Dublin Core   | Cette page ne profite pas des métadonnées Dublin Core.          |

## Document

|                                                                                    |                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|------------------------------------------------------------------------------------|------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | Doctype                | HTML 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|  | Encodage               | Parfait. Votre charset est UTF-8.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|  | Validité W3C           | Erreurs : 0<br>Avertissements : 0                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|  | E-mail confidentialité | Génial, aucune adresse e-mail n'a été trouvé sous forme de texte!                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|  | HTML obsolètes         | Génial! Nous n'avons pas trouvé de balises HTML obsolètes dans votre code.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|  | Astuces vitesse        | <div> Excellent, votre site n'utilise pas de tableaux imbriqués.</div> <div> Mauvais, votre site web utilise des styles css inline.</div> <div> Mauvais, votre site web contient trop de fichiers CSS (plus de 4).</div> <div> Mauvais, votre site web contient trop de fichiers javascript (plus de 6).</div> <div> Parfait : votre site tire parti de gzip.</div> |



## Mobile

|                                                                                  |                     |                                                                                                                    |
|----------------------------------------------------------------------------------|---------------------|--------------------------------------------------------------------------------------------------------------------|
|  | Optimisation mobile | <ul style="list-style-type: none"><li>✓ Icône Apple</li><li>✓ Méta tags viewport</li><li>✓ Contenu FLASH</li></ul> |
|----------------------------------------------------------------------------------|---------------------|--------------------------------------------------------------------------------------------------------------------|

## Optimisation

|                                                                                   |                    |                                                                                                                                                                                                                                                                                                                                    |
|-----------------------------------------------------------------------------------|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|   | Sitemap XML        | <p>Votre site web dispose d'une sitemap XML, ce qui est optimal.</p> <p><a href="https://www.luerzersarchive.com/sitemap_index.xml">https://www.luerzersarchive.com/sitemap_index.xml</a></p>                                                                                                                                      |
|   | Robots.txt         | <p><a href="http://luerzersarchive.com/robots.txt">http://luerzersarchive.com/robots.txt</a></p> <p>Votre site dispose d'un fichier robots.txt, ce qui est optimal.</p>                                                                                                                                                            |
|  | Mesures d'audience | <p>Manquant</p> <p>Nous n'avons trouvé aucun outil d'analytics sur ce site.</p> <p>Un outil de mesure d'audience vous permet d'analyser l'activité des visiteurs sur votre site. Vous devriez installer au moins un outil Analytics. Il est souvent utile d'en rajouter un second, afin de confirmer les résultats du premier.</p> |