

Analisi sito web luerzersarchive.com

Generato il Marzo 27 2025 16:33 PM

Il punteggio e 50/100



SEO Content

	Title	Lürzer's Archive Leading Ad Industry Magazine & Directory Lunghezza : 68 Perfetto, il tuo title contiene tra 10 e 70 caratteri.																
	Description	The celebrated creative resource for advertising professionals worldwide Over 30 years of hand-picked inspiration, features, news & interviews. Lunghezza : 149 Grande, la tua meta description contiene tra 70 e 160 caratteri.																
	Keywords	Molto male. Non abbiamo trovato meta keywords nella tua pagina. Usa questo generatore gratuito online di meta tags per creare keywords.																
	Og Meta Properties	Buono, questa pagina sfrutta i vantaggi Og Properties. <table><thead><tr><th>Proprieta</th><th>Contenuto</th></tr></thead><tbody><tr><td>locale</td><td>en_GB</td></tr><tr><td>type</td><td>website</td></tr><tr><td>title</td><td>Lürzer&#039;s Archive Leading Ad Industry Magazine & 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 & 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></tbody></table>	Proprieta	Contenuto	locale	en_GB	type	website	title	Lürzer'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
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locale	en_GB																	
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title	Lürzer's Archive Leading Ad Industry Magazine & Directory																	
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site_name	Lurzers Archive																	
updated_time	2025-03-27T14:50:41+00:00																	

SEO Content

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

Headings

H1 4	H2 8	H3 6	H4 5	H5 29	H6 27
• [H1] All • [H1] Search 40 years of the best print campaigns, TV commercials and digital designs from around the world. Browse the Archive Subscribe • [H1] • [H1] Search 40 years of the best print campaigns, TV commercials and digital designs from around the world. Browse the Archive Subscribe • [H2] Archive • [H2] Shop • [H2] Listen up • [H2] 200Best Photographers open call • [H2] We love to party • [H2] LATEST BOOK • [H2] • [H2] LATEST BOOK • [H3] • [H3] Best of the Week • [H3] ISSUE HIGHLIGHTS • [H3] Are you one of the world's top ad photographers? Enter now to be included in this biennial industry essential • [H3] Our esteemed contributors suggest new reasons to celebrate • [H3] • [H4] Magazines • [H4] Books • [H4] Current Issue • [H4] 40 Years Special • [H4] CURRENT RANKINGS • [H5] Good Drinks • [H5] King Faisal Specialist Hospital and Research Centre • [H5] Levi's • [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					

SEO Content

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
- [H6] United States of America
- [H6] United States of America
- [H6] United States of America
- [H6] United States of America
- [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

Abbiamo trovato 112 immagini in questa pagina web.

SEO Content

		102 attributi alt sono vuoti o mancanti. Aggiungi testo alternativo in modo tale che i motori di ricerca possano comprendere meglio il contenuto delle tue immagini.
	Text/HTML Ratio	Ratio : 9% Il rapporto testo/codice HTML di questa pagina e inferiore a 15 percento, questo significa che il tuo sito web necessita probabilmente di molto piu contenuto.
	Flash	Perfetto, non e stato rilevato contenuto Flash in questa pagina.
	Iframe	Molto male, hai usato Iframes nelle tue pagine web, questo significa che in contenuto inserito negli Iframe non puo essere indicizzato.

SEO Links

	URL Rewrite	Buono. I tuoi links appaiono friendly!
	Underscores in the URLs	Abbiamo rilevato underscores nei tuoi URLs. Dovresti utilizzare trattini per ottimizzare le pagine per il tuo SEO.
	In-page links	Abbiamo trovato un totale di 299 links inclusi 0 link(s) a files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 1% Internal Links 99%

In-page links

Anchor	Type	Juice
Search	Interno	Passing Juice
Subscribe	Interno	Passing Juice
Submit	Interno	Passing Juice
Shop	Interno	Passing Juice

In-page links

Issue 228 [2024]	Interno	Passing Juice
Issue 227 [2024]	Interno	Passing Juice
Issue 226 [2024]	Interno	Passing Juice
Issue 4 [2023]	Interno	Passing Juice
Issue 3 [2023]	Interno	Passing Juice
Issue 2 [2023]	Interno	Passing Juice
Issue 1 [2023]	Interno	Passing Juice
Issue 3 [2022]	Interno	Passing Juice
Issue 2 [2022]	Interno	Passing Juice
Issue 1 [2022]	Interno	Passing Juice
Issue 5/6 [2021]	Interno	Passing Juice
Issue 3/4 [2021]	Interno	Passing Juice
Issue 1/2 [2021]	Interno	Passing Juice
Issue 5/6 [2020]	Interno	Passing Juice
Issue 3/4 [2020]	Interno	Passing Juice
Issue 2 [2020]	Interno	Passing Juice
Issue 1 [2020]	Interno	Passing Juice
Issue 6 [2019]	Interno	Passing Juice
Issue 5 [2019]	Interno	Passing Juice
Issue 4 [2019]	Interno	Passing Juice
Issue 3 [2019]	Interno	Passing Juice
Issue 2 [2019]	Interno	Passing Juice
Issue 1 [2019]	Interno	Passing Juice
Issue 6 [2018]	Interno	Passing Juice
Issue 5 [2018]	Interno	Passing Juice
Issue 4 [2018]	Interno	Passing Juice
Issue 3 [2018]	Interno	Passing Juice
Issue 2 [2018]	Interno	Passing Juice

In-page links

Issue 1 [2018]	Interno	Passing Juice
Issue 6 [2017]	Interno	Passing Juice
Issue 5 [2017]	Interno	Passing Juice
Issue 4 [2017]	Interno	Passing Juice
Issue 3 [2017]	Interno	Passing Juice
Issue 2 [2017]	Interno	Passing Juice
Issue 1 [2017]	Interno	Passing Juice
Issue 6 [2016]	Interno	Passing Juice
Issue 5 [2016]	Interno	Passing Juice
Issue 4 [2016]	Interno	Passing Juice
Issue 3 [2016]	Interno	Passing Juice
Issue 2 [2016]	Interno	Passing Juice
Issue 1 [2016]	Interno	Passing Juice
Issue 6 [2015]	Interno	Passing Juice
Issue 5 [2015]	Interno	Passing Juice
Issue 4 [2015]	Interno	Passing Juice
Issue 3 [2015]	Interno	Passing Juice
Issue 2 [2015]	Interno	Passing Juice
Issue 1 [2015]	Interno	Passing Juice
Issue 6 [2014]	Interno	Passing Juice
Issue 5 [2014]	Interno	Passing Juice
Issue 4 [2014]	Interno	Passing Juice
Issue 3 [2014]	Interno	Passing Juice
Issue 2 [2014]	Interno	Passing Juice
Issue 1 [2014]	Interno	Passing Juice
Issue 6 [2013]	Interno	Passing Juice
Issue 5 [2013]	Interno	Passing Juice
Issue 4 [2013]	Interno	Passing Juice

In-page links

Issue 3 [2013]	Interno	Passing Juice
Issue 2 [2013]	Interno	Passing Juice
Issue 1 [2013]	Interno	Passing Juice
Issue 6 [2012]	Interno	Passing Juice
Issue 5 [2012]	Interno	Passing Juice
Issue 4 [2012]	Interno	Passing Juice
Issue 3 [2012]	Interno	Passing Juice
Issue 2 [2012]	Interno	Passing Juice
Issue 1 [2012]	Interno	Passing Juice
Issue 6 [2011]	Interno	Passing Juice
Issue 5 [2011]	Interno	Passing Juice
Issue 4 [2011]	Interno	Passing Juice
Issue 3 [2011]	Interno	Passing Juice
Issue 2 [2011]	Interno	Passing Juice
Issue 1 [2011]	Interno	Passing Juice
Issue 6 [2010]	Interno	Passing Juice
Issue 5 [2010]	Interno	Passing Juice
Issue 4 [2010]	Interno	Passing Juice
Issue 3 [2010]	Interno	Passing Juice
Issue 2 [2010]	Interno	Passing Juice
Issue 1 [2010]	Interno	Passing Juice
Issue 6 [2009]	Interno	Passing Juice
Issue 5 [2009]	Interno	Passing Juice
Issue 4 [2009]	Interno	Passing Juice
Issue 3 [2009]	Interno	Passing Juice
Issue 2 [2009]	Interno	Passing Juice
Issue 1 [2009]	Interno	Passing Juice
Issue 6 [2008]	Interno	Passing Juice

In-page links

Issue 5 [2008]	Interno	Passing Juice
Issue 4 [2008]	Interno	Passing Juice
Issue 3 [2008]	Interno	Passing Juice
Issue 2 [2008]	Interno	Passing Juice
Issue 1 [2008]	Interno	Passing Juice
Issue 6 [2007]	Interno	Passing Juice
Issue 5 [2007]	Interno	Passing Juice
Issue 4 [2007]	Interno	Passing Juice
Issue 3 [2007]	Interno	Passing Juice
Issue 2 [2007]	Interno	Passing Juice
Issue 1 [2007]	Interno	Passing Juice
Issue 6 [2006]	Interno	Passing Juice
Issue 5 [2006]	Interno	Passing Juice
Issue 4 [2006]	Interno	Passing Juice
Issue 3 [2006]	Interno	Passing Juice
Issue 2 [2006]	Interno	Passing Juice
Issue 1 [2006]	Interno	Passing Juice
Issue 6 [2005]	Interno	Passing Juice
Issue 5 [2005]	Interno	Passing Juice
Issue 4 [2005]	Interno	Passing Juice
Issue 3 [2005]	Interno	Passing Juice
Issue 2 [2005]	Interno	Passing Juice
Issue 1 [2005]	Interno	Passing Juice
Issue 6 [2004]	Interno	Passing Juice
Issue 5 [2004]	Interno	Passing Juice
Issue 4 [2004]	Interno	Passing Juice
Issue 3 [2004]	Interno	Passing Juice
Issue 2 [2004]	Interno	Passing Juice

In-page links

Issue 1 [2004]	Interno	Passing Juice
Issue 6 [2003]	Interno	Passing Juice
Issue 5 [2003]	Interno	Passing Juice
Issue 4 [2003]	Interno	Passing Juice
Issue 3 [2003]	Interno	Passing Juice
Issue 2 [2003]	Interno	Passing Juice
Issue 1 [2003]	Interno	Passing Juice
Issue 6 [2002]	Interno	Passing Juice
Issue 5 [2002]	Interno	Passing Juice
Issue 4 [2002]	Interno	Passing Juice
Issue 3 [2002]	Interno	Passing Juice
Issue 2 [2002]	Interno	Passing Juice
Issue 1 [2002]	Interno	Passing Juice
Issue 6 [2001]	Interno	Passing Juice
Issue 5 [2001]	Interno	Passing Juice
Issue 4 [2001]	Interno	Passing Juice
Issue 3 [2001]	Interno	Passing Juice
Issue 2 [2001]	Interno	Passing Juice
Issue 1 [2001]	Interno	Passing Juice
Issue 6 [2000]	Interno	Passing Juice
Issue 5 [2000]	Interno	Passing Juice
Issue 4 [2000]	Interno	Passing Juice
Issue 3 [2000]	Interno	Passing Juice
Issue 2 [2000]	Interno	Passing Juice
Issue 1 [2000]	Interno	Passing Juice
Issue 6 [1999]	Interno	Passing Juice
Issue 5 [1999]	Interno	Passing Juice
Issue 4 [1999]	Interno	Passing Juice

In-page links

Issue 3 [1999]	Interno	Passing Juice
Issue 2 [1999]	Interno	Passing Juice
Issue 1 [1999]	Interno	Passing Juice
Issue 6 [1998]	Interno	Passing Juice
Issue 5 [1998]	Interno	Passing Juice
Issue 4 [1998]	Interno	Passing Juice
Issue 3 [1998]	Interno	Passing Juice
Issue 2 [1998]	Interno	Passing Juice
Issue 1 [1998]	Interno	Passing Juice
Issue 6 [1997]	Interno	Passing Juice
Issue 5 [1997]	Interno	Passing Juice
Issue 4 [1997]	Interno	Passing Juice
Issue 3 [1997]	Interno	Passing Juice
Issue 2 [1997]	Interno	Passing Juice
Issue 1 [1997]	Interno	Passing Juice
1996 / Vol 5	Interno	Passing Juice
Issue 6 [1996]	Interno	Passing Juice
Issue 5 [1996]	Interno	Passing Juice
Issue 4 [1996]	Interno	Passing Juice
Issue 3 [1996]	Interno	Passing Juice
Issue 2 [1996]	Interno	Passing Juice
Issue 1 [1996]	Interno	Passing Juice
Issue 6 [1995]	Interno	Passing Juice
Issue 5 [1995]	Interno	Passing Juice
Issue 4 [1995]	Interno	Passing Juice
Issue 3 [1995]	Interno	Passing Juice
Issue 2 [1995]	Interno	Passing Juice
Issue 1 [1995]	Interno	Passing Juice

In-page links

Issue 6 [1994]	Interno	Passing Juice
Issue 5 [1994]	Interno	Passing Juice
Issue 4 [1994]	Interno	Passing Juice
Issue 3 [1994]	Interno	Passing Juice
Issue 2 [1994]	Interno	Passing Juice
Issue 1 [1994]	Interno	Passing Juice
Issue 6 [1993]	Interno	Passing Juice
Issue 5 [1993]	Interno	Passing Juice
Issue 4 [1993]	Interno	Passing Juice
Issue 3 [1993]	Interno	Passing Juice
Issue 2 [1993]	Interno	Passing Juice
Issue 1 [1993]	Interno	Passing Juice
Issue 6 [1992]	Interno	Passing Juice
Issue 5 [1992]	Interno	Passing Juice
Issue 4 [1992]	Interno	Passing Juice
Issue 3 [1992]	Interno	Passing Juice
Issue 2 [1992]	Interno	Passing Juice
Issue 1 [1992]	Interno	Passing Juice
Issue 6 [1991]	Interno	Passing Juice
Issue 5 [1991]	Interno	Passing Juice
Issue 4 [1991]	Interno	Passing Juice
Issue 3 [1991]	Interno	Passing Juice
Issue 2 [1991]	Interno	Passing Juice
Issue 1 [1991]	Interno	Passing Juice
Issue 6 [1990]	Interno	Passing Juice
Issue 5 [1990]	Interno	Passing Juice
Issue 4 [1990]	Interno	Passing Juice
Issue 3 [1990]	Interno	Passing Juice

In-page links

Issue 2 [1990]	Interno	Passing Juice
Issue 1 [1990]	Interno	Passing Juice
Issue 6 [1989]	Interno	Passing Juice
Issue 5 [1989]	Interno	Passing Juice
Issue 4 [1989]	Interno	Passing Juice
Issue 3 [1989]	Interno	Passing Juice
Issue 2 [1989]	Interno	Passing Juice
Issue 1 [1989]	Interno	Passing Juice
Issue 6 [1988]	Interno	Passing Juice
Issue 5 [1988]	Interno	Passing Juice
Issue 4 [1988]	Interno	Passing Juice
Issue 3 [1988]	Interno	Passing Juice
Issue 2 [1988]	Interno	Passing Juice
Issue 1 [1988]	Interno	Passing Juice
Issue 6 [1987]	Interno	Passing Juice
Issue 5 [1987]	Interno	Passing Juice
Issue 4 [1987]	Interno	Passing Juice
Issue 3 [1987]	Interno	Passing Juice
Issue 2 [1987]	Interno	Passing Juice
Issue 1 [1987]	Interno	Passing Juice
Issue 6 [1986]	Interno	Passing Juice
Issue 5 [1986]	Interno	Passing Juice
Issue 4 [1986]	Interno	Passing Juice
Issue 3 [1986]	Interno	Passing Juice
Issue 2 [1986]	Interno	Passing Juice
Issue 1 [1986]	Interno	Passing Juice
Issue 5 [1985]	Interno	Passing Juice
Issue 4 [1985]	Interno	Passing Juice

In-page links

Issue 3 [1985]	Interno	Passing Juice
Issue 2 [1985]	Interno	Passing Juice
Issue 1 [1985]	Interno	Passing Juice
Issue 2 [1984]	Interno	Passing Juice
Issue 1 [1984]	Interno	Passing Juice
200 Best Digital Artists Edition 7	Interno	Passing Juice
200 Best Ad Photographers [2023-2024]	Interno	Passing Juice
200 Best Digital Artists [2022-2023]	Interno	Passing Juice
200 Best Ad Photographers [2021-2022]	Interno	Passing Juice
200 Best Digital Artists [2021]	Interno	Passing Juice
200 Best Ad Photographers [2020-2021]	Interno	Passing Juice
200 Best Digital Artists [2019-2020]	Interno	Passing Juice
200 Best Illustrators [2018-2019]	Interno	Passing Juice
200 Best Ad Photographers [2018-2019]	Interno	Passing Juice
200 Best Packaging Design [2017-2018]	Interno	Passing Juice
200 Best Digital Artists [2017-2018]	Interno	Passing Juice
200 Best Illustrators [2016-2017]	Interno	Passing Juice
200 Best Ad Photographers [2016-2017]	Interno	Passing Juice
200 Best Packaging Design [2015-2016]	Interno	Passing Juice
200 Best Digital Artists [2015-2016]	Interno	Passing Juice
200 Best Illustrators [2014-2015]	Interno	Passing Juice
200 Best Ad Photographers Worldwide [2014-2015]	Interno	Passing Juice
200 Best Digital Artists worldwide [2013-2014]	Interno	Passing Juice
200 Best Photographers [2012-2013]	Interno	Passing Juice
200 Best Illustrators [2011-2012]	Interno	Passing Juice
200 Best Photographers [2010-2011]	Interno	Passing Juice
200 Best Packaging Design [2010-2011]	Interno	Passing Juice
200 Best Illustrators [2009-2010]	Interno	Passing Juice

In-page links

200 Best Photographers [2008-2009]	Interno	Passing Juice
200 Best Illustrators [2007-2008]	Interno	Passing Juice
200 Best Photographers [2006-2007]	Interno	Passing Juice
200 Best Illustrators [2005-2006]	Interno	Passing Juice
200 Best Photographers [2004-2005]	Interno	Passing Juice
Design for Music 2	Interno	Passing Juice
Packaging Design 2	Interno	Passing Juice
Advertising Photography 2	Interno	Passing Juice
Catalogs and Brochures 1	Interno	Passing Juice
Design for Music 1	Interno	Passing Juice
Commercial Illustration 1	Interno	Passing Juice
Advertising Photography 1	Interno	Passing Juice
Packaging Design 1	Interno	Passing Juice
Read more	Interno	Passing Juice
View All	Interno	Passing Juice
Classic	Interno	Passing Juice
Shop Now	Interno	Passing Juice
Subscribe	Interno	Passing Juice
Read Feature	Interno	Passing Juice
Discover Profiles	Interno	Passing Juice
View All	Interno	Passing Juice
View All	Interno	Passing Juice
Read Review	Interno	Passing Juice
Read more	Interno	Passing Juice
Buy Now	Interno	Passing Juice
Terms & Conditions.	Interno	Passing Juice
Interviews	Interno	Passing Juice
Features	Interno	Passing Juice

In-page links

Reviews	Interno	Passing Juice
Shop	Interno	Passing Juice
Latest issue	Interno	Passing Juice
Where to buy	Interno	Passing Juice
About	Interno	Passing Juice
Advertise	Interno	Passing Juice
Contact	Interno	Passing Juice
Terms and conditions	Interno	Passing Juice
Instagram	Esterno	Passing Juice
LinkedIn	Esterno	Passing Juice
TikTok	Esterno	Passing Juice
Log In	Interno	Passing Juice
Past Issues	Interno	Passing Juice
Checkout	Interno	Passing Juice
Log In	Interno	Passing Juice

SEO Keywords



Consistenza Keywords

Keyword	Contenuto	Title	Keywords	Descrizione	Headings
issue	232	✗	✗	✗	✓
best	32	✗	✗	✗	✓
digital	18	✗	✗	✗	✓
photographers	13	✗	✗	✗	✓
photographer	12	✗	✗	✗	✓

Usabilita

	Url	Dominio : luerzersarchive.com Lunghezza : 19
	Favicon	Grande, il tuo sito usa una favicon.
	Stampabilita	Non abbiamo riscontrato codice CSS Print-Friendly.
	Lingua	Buono. La tua lingua dichiarata en.
	Dublin Core	Questa pagina non sfrutta i vantaggi di Dublin Core.

Documento

	Doctype	HTML 5
	Encoding	Perfetto. Hai dichiarato che il tuo charset e UTF-8.
	Validita W3C	Errori : 0 Avvisi : 0
	Email Privacy	Grande. Nessun indirizzo mail e stato trovato in plain text!
	Deprecated HTML	Grande! Non abbiamo trovato tags HTML deprecati nel tuo codice.
	Suggerimenti per velocizzare	 Eccellente, il tuo sito web non utilizza nested tables.  Molto male, il tuo sito web utilizza stili CSS inline.  Molto male, il tuo sito web ha troppi file CSS files (piu di 4).  Molto male, il tuo sito web ha troppi file JS (piu di 6).  Perfetto, il vostro sito si avvale di gzip.

Mobile

	Mobile Optimization	 Apple Icon  Meta Viewport Tag  Flash content
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Ottimizzazione

	XML Sitemap	Grande, il vostro sito ha una sitemap XML. https://www.luerzersarchive.com/sitemap_index.xml
	Robots.txt	http://luerzersarchive.com/robots.txt Grande, il vostro sito ha un file robots.txt.
	Analytics	Non trovato Non abbiamo rilevato uno strumento di analisi installato su questo sito web. Web analytics consentono di misurare l'attività dei visitatori sul tuo sito web. Si dovrebbe avere installato almeno uno strumento di analisi, ma può anche essere buona per installare una seconda, al fine di un controllo incrociato dei dati.