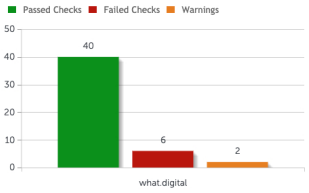
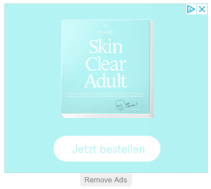
SEO Site Checkup score:

http://what.digital

Improve Your Score

Email PDF





Remove Ads

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ÖFFNEN

COMMON SEO ISSUES

Meta Title Test

✓ The meta title of your page has a length of 75 characters. Most search engines will truncate meta titles to 70 characters.

→ Growth Hacking & MVP Development Agency, Zurich, Switzerland | what.digital

Meta Description Test

✓ The meta description of your page has a length of 180 characters. Most search engines will truncate meta descriptions to 160 characters.

→ what.digital is a growth hacking, MVP development, web and app design agency based in Zurich, Switzerland. We help companies launch products online and grow their digital business.

Google Search Results Preview Test

Growth Hacking & MVP Development Agency, Zurich, Switzerland | what.digital
https://what.digital
what.digital is a growth hacking, MVP development, web and app design agency based in Zurich, Switzerland. We help companies launch products online and grow their digital business.

Most Common Keywords Test

There is likely no optimal keyword density (search engine algorithms have evolved beyond keyword density metrics as a significant ranking factor). It can be useful, however, to note which keywords appear most often on your page and if they reflect the intended topic of your page. More importantly, the keywords on your page should appear within natural sounding and grammatically correct copy.

→ digital - 12 times
→ services - 5 times
→ development - 4 times
→ contact - 3 times
→ marketing - 3 times

Keywords Usage Test

✓ Congratulations! You are using your keywords in your meta-tags, which help search engines to properly identify the topic of your page.

→ Keyword(s) included in Title tag
→ Keyword(s) included in Meta-Description tag

Keywords Cloud Test

analytics appointment approach arrange benefits brief business careers coders complexity contact content copyright cost credentials crowdfunding data design details deutsch develop development digital django djangocms drive dufourstrasse efficient effortless email engine english enter experience experienced geeky global growth guide hello help home interface international kickstart lean learn learning live luke mario marketing meet meeting migration mind network newsletter onboarding optimisation product project projects quality ready receive reduced relaunch reserved resourcing rights roof search services sign smoothly social start sticky stop strategy submit sure swiss switzerland team thanks touch training viable website welcome wordpress workshops years zurich zürich 简体中文

Related Keywords Test

Find the keywords where this URL is listed in the top 20 results of Google's organic listings.
Get useful insights and detailed metrics for your most important keywords: average position, search volume, CPC, and more.
Register for free and start using today the Keyword Position Tracker tool from SEO Site Checkup Toolbox.

GET IT NOW

Competitor Domains Test

Understand your competitors' SEO profile
Side-by-side SEO comparisons of up to 5 competitors. See how your SEO can improve against the competition.

GET IT NOW

Heading Tags Test

✓ Congratulations! Your webpage contains headings tags.

H1 headings

→ Develop your digital business with what.digital

H2 headings

→ Benefits
→ How can we help?
→ Newsletter Sign Up
→ Get in touch

Robots.txt Test

✓ Congratulations! Your site uses a "robots.txt" file: https://what.digital/robots.txt

Sitemap Test

✓ Congratulations! Your website has a sitemap file.

→ https://what.digital/sitemap.xml

→ https://what.digital/sitemap_index.xml

Looking for a Sitemap Generator Tool?
If you don't have a sitemap or the sitemap for your website is not up to date you can use our new Sitemap Generator tool. Register for free, and start using today the Sitemap Generator from SEO Site Checkup Toolbox.

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Broken Links Test

Check your webpage for broken links!
Finding and fixing broken links on your webpage will help both user experience and search engine rankings.
Register for free, and start using today the Broken Links tool from SEO Site Checkup Toolbox.

GET IT NOW

SEO Friendly URL Test

✓ Congratulations! All links from your webpage are SEO friendly.

Image Alt Test

✓ Your webpage doesn't use "img" tags.

Inline CSS Test

✗ Your webpage is using inline CSS styles!
See results list

HOW TO FIX

Deprecated HTML

✓ Congratulations! Your page does not use HTML deprecated tags.

Tags Test	
Google Analytics Test	✔ Congratulations! Your webpage is using Google Analytics.
Favicon Test	✔ Congratulations! Your website appears to have a favicon.
Backlinks Test	**Get a full and detailed list of your backlinks!** To view your total number of backlinks and referring domains, please sign-up for a free trial! GET IT NOW
JS Error Test	✔ Congratulations! There are no severe JavaScript errors on your webpage.
Social Media Test	✔ Congratulations! Your website is connected successfully with social media using: Twitter

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Get everything **SEO Site Checkup** already has, plus more powerful tools and faster execution. Try the new features of our supercharged SEO ToolBox using a 14 day free trial account.

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SPEED OPTIMIZATIONS

HTML Page Size Test	✖ The size of your webpage's HTML is **40.06 Kb**, and is greater than the average size of **33 Kb**. This can lead to slower loading times, lost visitors, and decreased revenue. Good steps to reduce HTML size include: using HTML compression, CSS layouts, external style sheets, and moving javascript to external files. HOW TO FIX
HTML Compression/GZIP Test	✔ Congratulations! Your webpage is successfully compressed using **gzip compression** on your code. Your HTML is compressed from **221.89 Kb** to **40.06 Kb** (**82% size savings**). This helps ensure a faster loading webpage and improved user experience.
Site Loading Speed Test	✔ Your website loading time is around **2.85 seconds** and this is under the average loading speed which is **5 seconds**. **Accurate loading speed and website loading speed monitor** Get detailed and accurate loading speed reports for your websites and see how your pages are being loaded over time. Register for free and use the Loading Speed Monitor from SEO Site Checkup Toolbox today and get valuable insights on how much time your customers need to wait until they see your page. GET IT NOW
Page Objects Test	✖ Your page uses more than **20 http requests**, which can slow down page loading and negatively impact user experience. 30 Total Objects · 1 HTML Pages · 2 CSS Files · 12 Scripts · 15 Images · 0 Flash Files HOW TO FIX
Page Cache Test (Server Side Caching)	✖ It does not appear that you are caching your pages. Cached pages serve up static html and avoid potentially time consuming queries to your database. It also helps lower server load by up to 80%. Caching most visibly benefits high traffic pages that access a database, but whose content does not change on every page view. Common caching methods include Alternative PHP Cache, Quickcache, and WP Super Cache (for Wordpress sites). Caching mechanisms also typically compress HTML, further reducing page size and load time. HOW TO FIX
Flash Test	✔ Congratulations! Your website does not include flash objects (an outdated technology that was sometimes used to deliver rich multimedia content). Flash content does not work well on mobile devices, and is difficult for crawlers to interpret.
CDN Usage Test	! Your webpage is not serving all resources (images, javascript and css) from CDNs. See results list HOW TO FIX
Image Caching Test	✔ Congratulations! Your website is using cache headers for your images and the browsers will display these images from the cache.
JavaScript Caching Test	✔ Congratulations! Your website is using cache headers for all JavaScript resources.
CSS Caching Test	✔ Your webpage is not using uncached CSS resources from your domain.
JavaScript Minification Test	✔ Congratulations! Your website's JavaScript files are minified! See full list of JavaScript files
CSS Minification Test	✔ Congratulations! Your webpage's CSS resources are minified. See full list of CSS files
Nested Tables Test	✔ Congratulations, your page does not use nested tables. This speeds up page loading time and optimizes the user experience.
Frameset Test	✔ Congratulations! Your webpage does not use frames.
Doctype Test	✔ Congratulations! Your website has a doctype declaration: → <!DOCTYPE html>
URL Redirects Test	! Your URL performed 1 redirects! While redirects are typically not advisable (as they can affect search engine indexing issues and adversely affect site loading time), one redirect may be acceptable, particularly if the URL is redirecting from a non-www version to its www version, or vice-versa. → from: http://what.digital/ to: https://what.digital/

Marketing bei den Besten
Marketing- & Verkaufsfachleute, EMK, MarKom, Verkaufsleiter und Marketingmanager HF

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SERVER AND SECURITY

URL Canonicalization Test	✔ https://what.digital and https://www.what.digital resolve to the same URL.
HTTPS Test	✔ Your website is successfully using HTTPS, a secure communication protocol over the Internet. → Security state: secure → Certificate issuer: Let's Encrypt Authority X3 → Valid until: Oct 24, 2019
Safe Browsing Test	✔ This site is not currently listed as suspicious (no malware or phishing activity found).
Server Signature Test	✔ Congratulations, your server signature is off.
Directory Browsing Test	✔ Congratulations! Your server has disabled directory browsing.
Plaintext Emails Test	✖ We've found 1 email addresses in your page code. We advise you to protect email links in a way that hides them from the spam harvesters. HOW TO FIX

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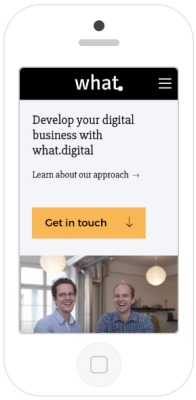
Get your free account!

MOBILE USABILITY

Media Query Responsive Test	✓ Congratulations, your website uses media query technique, which is the base for responsive design functionalities.
Mobile Snapshot Test	You can see below how your website looks on the portrait view of a mobile device.



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ADVANCED SEO

Structured Data Test	✗ Your webpage doesn't take the advantages of HTML Microdata specifications in order to markup structured data. View Google's guide for getting started with microdata. HOW TO FIX
Custom 404 Error Page Test	✓ Congratulations, your website is using a custom 404 error page. By creating a custom 404 error page, you can improve your website's user experience by letting users know that only a specific page is missing/broken (and not your entire site), providing them helpful links, the opportunity to report bugs, and potentially track the source of broken links in your site.
Noindex Tag Test	✓ Your webpage does not use the noindex meta tag. This means that your webpage will be read and indexed by search engines.
Canonical Tag Test	✓ Your webpage is using the canonical link tag. This tag specifies that the URL: https://what.digital is preferred to be used in search results. Please ensure that this specification is correct, as canonical tags are often hard-coded and may not always reflect the latest changes in a site's URL structure. → `<link href="https://what.digital/" rel="canonical"/>`
Nofollow Tag Test	✓ Your webpage does not use the nofollow meta tag. This means that search engines will crawl all links from your webpage.
Disallow Directive Test	ⓘ Your robots.txt file does not use the disallow directive. This means that the whole website can be crawled by search engines.
SPF Records Test	✓ Congratulations! Your DNS server is using an SPF record. → `v=spf1 include:_spf.sparkpostmail.com include:_spf.google.com include:spf.mandrillapp.com ~all`

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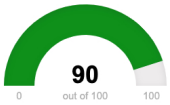

Improve Your Score

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Summary of priority fixes for: http://what.digital

HIGH PRIORITY FIXES

Your web page failed on 1 high priority checks:
HTML Page Size Test

MEDIUM PRIORITY FIXES

LOW PRIORITY FIXES

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