

Review of Technologie-portal.de

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Introduction

This report provides a review of the key factors that influence the SEO and usability of your website.

The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.

Our reports provide actionable advice to improve a site's business objectives.

Please contact us for more information.

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 Good

 To Improve

 Errors




 Not Important

 Hard to solve

 Little tough to solve

 Easy to solve




 No action necessary

✔ **Title Tag** Technology-Portal für Didactum IT-Überwachungstechnik
  
Length: 54 character(s)

Ideally, your title tag should contain between 10 and 70 characters (spaces included).

Make sure your title is explicit and contains your most important keywords.

Be sure that each page has a unique title.

✔ **Meta Description** Im Technologie Portal finden Sie alles zur Installation, Einrichtung und Konfiguration der IP basierten Didactum Monitoring Systeme.
  
Length: 132 character(s)

Meta descriptions contains between 100 and 300 characters (spaces included).

It allow you to influence how your web pages are described and displayed in search results.

Ensure that all of your web pages have a unique meta description that is explicit and contains your most important keywords (these appear in bold when they match part or all of the user's search query).

A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize click-through rate.

○ **Meta Keywords** No Keywords
  

Meta Keywords are a specific type of meta tag that appear in the HTML code of a Web page and help tell search engines what the topic of the page is.

However, google can't use meta keywords.

Google Preview

[Technologie-Portal für Didactum IT-Überwachungstechnik](#)

[technologie-portal.de/](#)

Im Technologie Portal finden Sie alles zur Installation, Einrichtung und Konfiguration der IP basierten Didactum Monitoring Systeme.

This is an example of what your Title Tag and Meta Description will look like in Google search results.

While Title Tags & Meta Descriptions are used to build the search result listings, the search engines may create their own if they are missing, not well written, or not relevant to the content on the page.

Title Tags and Meta Descriptions are cut short if they are too long, so it's important to stay within the suggested character limits.

Headings

<H1>	<H2>	<H3>	<H4>	<H5>	<H6>
1	2	5	0	1	0

<H1> Technologie-Portal für IP-basierte Mess- und Überwachungstechnik </H1>

<H2> Merkmale der IT Überwachungssysteme </H2>

<H2> Didactum </H2>

<H3> Flexible Erweiterung der IT Infrastruktur Überwachung </H3>

<H3> Kompetente Beratung in Sachen IT Infrastruktur Überwachung </H3>

<H3> Links </H3>

<H3> Powered by </H3>

<H3> Folgen Sie uns! </H3>

<H5> Hinweis zu Cookies </H5>

Use your keywords in the headings and make sure the first level (H1) includes your most important keywords. Never duplicate your title tag content in your header tag.

While it is important to ensure every page has an H1 tag, never include more than one per page. Instead, use multiple H2 - H6 tags.

Keywords

html 17 google 11 wird 11 für 10 cookies 8
 werden 7 didactum 7 kann 6 daten 6 eine 6
 monitoring 6 diese 5 infrastruktur 5 einrichtung 5 über 5

This Keyword Cloud provides an insight into the frequency of keyword usage within the page.

It's important to carry out keyword research to get an understanding of the keywords that your audience is using. There are a number of keyword research tools available online to help you choose which keywords to target.

Keyword Consistency

Keywords	Freq	Title	Desc	<H>
html	17	✗	✗	✗
google	11	✗	✗	✗
wird	11	✗	✗	✗
für	10	✓	✗	✓
cookies	8	✗	✗	✓
werden	7	✗	✗	✗
didactum	7	✓	✓	✓
kann	6	✗	✗	✗
daten	6	✗	✗	✗
eine	6	✗	✗	✗
monitoring	6	✗	✓	✗
diese	5	✗	✗	✗
infrastruktur	5	✗	✗	✓
einrichtung	5	✗	✓	✗
über	5	✗	✗	✗

This table highlights the importance of being consistent with your use of keywords.

To improve the chance of ranking well in search results for a specific keyword, make sure you include it in some or all of the following: page URL, page content, title tag, meta description, header tags, image alt attributes, internal link anchor text and backlink anchor text.

✔ **Alt Attribute**
⚙️⚙️⚙️

We found 3 images on this web page
✔ No ALT attributes are empty or missing.

Alternative text is used to describe images to give the search engine crawlers (and the visually impaired).
Also, more information to help them understand images, which can help them to appear in Google Images search results.

✔ **Text/HTML Ratio**
⚙️⚙️⚙️

HTML to Text Ratio is: **15.41%**

Text content size 10893 bytes
Total HTML size 70707 bytes

Code to text ratio represents the percentage of actual text on a web page compared to the percentage of HTML code, and it is used by search engines to calculate the relevancy of a web page.



A higher code to text ratio will increase your chances of getting a better rank in search engine results.

✔ **GZIP compression**
⚙️⚙️⚙️

Wow! It's GZIP Enabled.
✔ Your webpage is compressed from 69 KB to 13 KB (81.7 % size savings)

Gzip is a method of compressing files (making them smaller) for faster network transfers.

It allows to reduce the size of web pages and any other typical web files to about 30% or less of its original size before it transfer.

 **IP Canonicalization** No your domain IP 178.16.58.196 does not redirect to technologie-portal.de


To check this for your website, enter your IP address in the browser and see if your site loads with the IP address. Ideally, the IP should redirect to your website's URL or to a page from your website hosting provider. If it does not redirect, you should do an htaccess 301 redirect to make sure the IP does not get indexed.

 **URL Rewrite** Warning! We have detected parameters in a massive number of URLs


Your site's URLs contain unnecessary elements that make them look complicated. A URL must be easy to read and remember for users. Search engines need URLs to be clean and include your page's most important keywords. Clean URLs are also useful when shared on social media as they explain the page's content.

 **Underscores in the URLs** Great, you are not using underscores (these_are_underscores) in your URLs


Great, you are not using ?underscores (these_are_underscores) in your URLs. While Google treats hyphens as word separators, it does not for underscores.

✔ **WWW Resolve** Great, a redirect is in place to redirect traffic from your non-preferred domain.
⚙️⚙️⚙️

Redirecting requests from a non-preferred domain is important because search engines consider URLs with and without "www" as two different websites.

✔ **XML Sitemap** Good, you have XML Sitemap file!
⚙️⚙️⚙️ <http://technologie-portal.de/sitemap.xml>

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.

We recommend that you generate an XML sitemap for your website and submit it to both Google Search Console and Bing Webmaster Tools. It is also good practice to specify your sitemap's location in your robots.txt file.

✔ **Robots.txt** Good, you have Robots.txt file!
⚙️⚙️⚙️ <http://technologie-portal.de/robots.txt>

A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.

You can check for errors in your robots.txt file using Google Search Console (formerly Webmaster Tools) by selecting 'Robots.txt Tester' under 'Crawl'. This also allows you to test individual pages to make sure that Googlebot has the appropriate access.

 **Embedded Objects** Perfect, no embedded objects has been detected on this page


Embedded Objects such as Flash. It should only be used for specific enhancements.
Although Flash content often looks nicer, it cannot be properly indexed by search engines.
Avoid full Flash websites to maximize SEO.

 **Iframe** Perfect, no Iframe content has been detected on this page


Frames can cause problems on your web page because search engines will not crawl or index the content within them.
Avoid frames whenever possible and use a NoFrames tag if you must use them.

 **Domain Registration** Exactly how many years and months


Domain Age: Not Available

Created Date: Not Available

Updated Date: 20th-May-2020

Expiry Date: Not Available

Domain age matters to a certain extent and newer domains generally struggle to get indexed and rank high in search results for their first few months (depending on other associated ranking factors). Consider buying a second-hand domain name.
Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.



Indexed Pages



Indexed pages in search engines

236 Page(s)

This is the number of pages that we have discovered on your website.

A low number can indicate that bots are unable to discover your webpages, which is a common cause of a bad site architecture & internal linking, or you're unknowingly preventing bots and search engines from crawling & indexing your pages.



Backlinks Counter



Number of backlinks to your website

26 Backlink(s)

Backlinks are links that point to your website from other websites. They are like letters of recommendation for your site.

Since this factor is crucial to SEO, you should have a strategy to improve the quantity and quality of backlinks.



URL

http://technologie-portal.de
Length: 18 characters

Keep your URLs short and avoid long domain names when possible.

A descriptive URL is better recognized by search engines.

A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g., http://www.mysite.com/en/products).



Favicon

 Great, your website has a favicon.

Favicons improve a brand's visibility.

As a favicon is especially important for users bookmarking your website, make sure it is consistent with your brand.



Custom 404 Page

Bad, your website has no custom 404 error page.

When a visitor encounters a 404 File Not Found error on your site, you're on the verge of losing the visitor that you've worked so hard to obtain through the search engines and third party links.

Creating your custom 404 error page allows you to minimize the number of visitors lost that way.



Page Size

67 KB (World Wide Web average is 320 Kb)

Two of the main reasons for an increase in page size are images and JavaScript files. Page size affects the speed of your website; try to keep your page size below 2 Mb. Tip: Use images with a small size and optimize their download with gzip.



Load Time

1.67 second(s)

Site speed is an important factor for ranking high in Google search results and enriching the user experience. Resources: Check out Google's developer tutorials for tips on how to make your website run faster.



Language

Good, you have declared your language
Declared Language: DE_DE

Make sure your declared language is the same as the language detected by Google. Also, define the language of the content in each page's HTML code.

● **Domain Availability**
⚙⚙⚙

Domains (TLD)	Status
technologie-portal.com	Available
technologie-portal.net	Available
technologie-portal.org	Available
technologie-portal.biz	Already Registered
technologie-portal.us	Available

Register the various extensions of your domain to protect your brand from cybersquatters.

● **Typo Availability**
⚙⚙⚙

Domains (TLD)	Status
rechnologie-portal.de	Available
fechnologie-portal.de	Available
gechnologie-portal.de	Available
hechnologie-portal.de	Available
yechnologie-portal.de	Available

Register the various typos of your domain to protect your brand from cybersquatters.



Email Privacy

Good, no email address has been found in plain text.



We don't recommend adding plain text/linked email addresses to your webpages.

As malicious bots scrape the web in search of email addresses to spam. Instead, consider using a contact form.



Safe Browsing

The website is not blacklisted and looks safe to use.



Safe Browsing to identify unsafe websites and notify users and webmasters so they can protect themselves from harm.



Mobile Friendliness



Awesome! This page is mobile-friendly!
Your mobile friendly score is 100/100

Mobile Friendliness refers to the usability aspects of your mobile website, which Google uses as a ranking signal in mobile search results.



Mobile Compatibility



Perfect, no embedded objects detected.

Embedded Objects such as Flash, Silverlight or Java. It should only be used for specific enhancements.

But avoid using Embedded Objects, so your content can be accessed on all devices.

Mobile View



The number of people using the Mobile Web is huge; over 75 percent of consumers have access to smartphones. ??

Your website should look nice on the most popular mobile devices.

Tip: Use an analytics tool to track mobile usage of your website.

Server IP

Server IP	Server Location	Service Provider
178.16.58.196	Germany	Mittwald CM Service GmbH & Co. KG

Your server's IP address has little impact on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors.

Search engines take the geolocation of a server into account as well as the server speed.

Speed Tips

Tips for authoring fast-loading HTML pages:

- ✓ Perfect, your website has few CSS files.
- ✓ Perfect, your website has few JavaScript files.
- ✓ Perfect, your website doesn't use nested tables.
- ✗ Too bad, your website is using inline styles.

Website speed has a huge impact on performance, affecting user experience, conversion rates and even rankings.

By reducing page load-times, users are less likely to get distracted and the search engines are more likely to reward you by ranking your pages higher in the SERPs.

Conversion rates are far higher for websites that load faster than their slower competitors.

Analytics

Perfect, We 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.

 **Doc Type**


Your Web Page doctype is HTML 5

The Doctype is used to instruct web browsers about the document type being used.
For example, what version of HTML the page is written in.
Declaring a doctype helps web browsers to render content correctly.

 **W3C Validity**


W3C not validated

W3C is a consortium that sets web standards.
Using valid markup that contains no errors is important because syntax errors can make your page difficult for search engines to index. Run the W3C validation service whenever changes are made to your website's code.







 **Encoding**


Great, language/character encoding is specified: UTF-8

Specifying language/character encoding can prevent problems with the rendering of special characters.

Social Data

Your social media status

-  Facebook: 
-  Twitter:  Didactum
-  Instagram:  Didactum

Social data refers to data individuals create that is knowingly and voluntarily shared by them.

Cost and overhead previously rendered this semi-public form of communication unfeasible.

But advances in social networking technology from 2004-2010 has made broader concepts of sharing possible.

 **Traffic Rank** No Global Rank


A low rank means that your website gets a lot of visitors.

Your Alexa Rank is a good estimate of the worldwide traffic to your website, although it is not 100 percent accurate.

 **Visitors Localization** Your website is popular on following countries:


No data available

We recommend that you book the domain names for the countries where your website is popular.

This will prevent potential competitors from registering these domains and taking advantage of your reputation in such countries.

 **Estimated Worth** \$60 USD


Just a estimated worth of your website based on Alexa Rank.

In-Page Links

We found a total of 154 links including both internal & external links of your site

Anchor	Type	Follow
No Anchor Text	Internal Links	Dofollow
Installation	Internal Links	Dofollow
Übersicht IT Überwachungssysteme	Internal Links	Dofollow
LED Statusanzeigen	Internal Links	Dofollow
Vorgängermodelle Monitoring Systeme	Internal Links	Dofollow
Anschluss analoge Sensoren	Internal Links	Dofollow
CAN Sensoren - Module	Internal Links	Dofollow
Dry Contact Modul	Internal Links	Dofollow
Einbau GSM-Modul	Internal Links	Dofollow
Einbau LTE-Modem	Internal Links	Dofollow
Anschluss Backup Batterie	Internal Links	Dofollow
Anschluss USB Kamera	Internal Links	Dofollow
Videos und Bilder als eMail versenden	Internal Links	Dofollow
Speicherort Videoaufzeichnung	Internal Links	Dofollow
Zutrittskontrolle	Internal Links	Dofollow
Wartung	Internal Links	Dofollow
Konfiguration der Sensoren	Internal Links	Dofollow
Relais ansteuern	Internal Links	Dofollow
Sirene und Blitzleuchte ansteuern	Internal Links	Dofollow
Hinzufügen einer IP Kamera	Internal Links	Dofollow
Konfiguration 1-Wire Leser	Internal Links	Dofollow
Anschluss der Lesegeräte	Internal Links	Dofollow
RFID Kartenleser	Internal Links	Dofollow
Einrichtung GSM-Modem	Internal Links	Dofollow
Einrichtung LTE Modem	Internal Links	Dofollow
Automatische Wählfunktion	Internal Links	Dofollow
Einrichtung OpenVPN	Internal Links	Dofollow
Installation Halterung DIN Hutschiene	Internal Links	Dofollow
Installation 19" Rackmount Kit	Internal Links	Dofollow
Schaltrelais	Internal Links	Dofollow
Installation SSL-Zertifikat	Internal Links	Dofollow
Jumpersetting	Internal Links	Dofollow
Power Distribution Units (PDU)	Internal Links	Dofollow
Alarmkarte	Internal Links	Dofollow
OpenVPN Server	Internal Links	Dofollow
Statusabfrage des Gesamtzustand	Internal Links	Dofollow
IP-Kamera	Internal Links	Dofollow
Monitoring System 300	Internal Links	Dofollow
Sensorverlängerung	Internal Links	Dofollow
Konfiguration	Internal Links	Dofollow
Übersicht Web Interface	Internal Links	Dofollow
Erste Schritte	Internal Links	Dofollow
Benachrichtigungsarten	Internal Links	Dofollow
Netzwerk Management Systeme	Internal Links	Dofollow
Logisches Schema	Internal Links	Dofollow
SNMP	Internal Links	Dofollow
Modbus	Internal Links	Dofollow

Dashboard	Internal Links	Dofollow
Netzwerkeinstellungen	Internal Links	Dofollow
Makro Funktionen	Internal Links	Dofollow
Ping Funktionen	Internal Links	Dofollow
Timer Funktionen	Internal Links	Dofollow
SMS-Kommandos	Internal Links	Dofollow
USB Datenspeicher	Internal Links	Dofollow
Erweiterte Funktion Zutrittskontrolle	Internal Links	Dofollow
Ereignisprotokoll	Internal Links	Dofollow
Tägliches FTP Backup der Konfiguration	Internal Links	Dofollow
Archivierung Sensor Log Dateien	Internal Links	Dofollow
Sicherung Log Dateien auf SD Karte	Internal Links	Dofollow
FTP Upload von Log Dateien	Internal Links	Dofollow
Trigger Funktion	Internal Links	Dofollow
Virtueller Modbus RTU Adapter	Internal Links	Dofollow
Virtuelle Sensoren	Internal Links	Dofollow
Virtueller Mathematik-Sensor	Internal Links	Dofollow
Dynamisches DNS	Internal Links	Dofollow
Störmeldekontakt überwachen	Internal Links	Dofollow
GPS Positionsbestimmung	Internal Links	Dofollow
Zeitsynschronisation	Internal Links	Dofollow
SNMPget Funktionen	Internal Links	Dofollow
Beispiele SNMPget Funktionen	Internal Links	Dofollow
Syslog Server	Internal Links	Dofollow
Anruf-Funktion	Internal Links	Dofollow
Potentialfreie Kontakte	Internal Links	Dofollow
Messdiagramm	Internal Links	Dofollow
Anleitungen	Internal Links	Dofollow
Schnellanleitung Einrichtung	Internal Links	Dofollow
Inbetriebnahme unter Windows 10	Internal Links	Dofollow
Webinterface	Internal Links	Dofollow
Firmware Update	Internal Links	Dofollow
Beispiele	Internal Links	Dofollow
Analoge Sensoren	Internal Links	Dofollow
CAN Sensoren	Internal Links	Dofollow
Erweiterungseinheiten	Internal Links	Dofollow
Nagios	Internal Links	Dofollow
Icinga2	Internal Links	Dofollow
Einrichtung GSM / LTE-Modem	Internal Links	Dofollow
Status- und Fehlermeldungen der GSM- und LTE-Modems	Internal Links	Dofollow
Mögliche Fehlermeldungen der Monitoring Systeme	Internal Links	Dofollow
IP-Anbindung Trockenkontakt	Internal Links	Dofollow
E-Mail Versand von Log Dateien	Internal Links	Dofollow
E-Mail Alarm einrichten	Internal Links	Dofollow
SMS Versand Zabbix	Internal Links	Dofollow
Zutrittskontrolle Serverraum	Internal Links	Dofollow
SNMP Sensor Integration	Internal Links	Dofollow
Keep Alive Benachrichtigung	Internal Links	Dofollow
Timer Funktion Bewegungsmelder	Internal Links	Dofollow
1-Wire Sensoren	Internal Links	Dofollow
HTTP-Anfrage	Internal Links	Dofollow
Anschluss Trockenkontakt	Internal Links	Dofollow
1-Wire Thermoelement Signal Wandler	Internal Links	Dofollow

Didactum Manager	Internal Links	Dofollow
Einrichtung RADIUS-Server in Windows Server	Internal Links	Dofollow
FAQ	Internal Links	Dofollow
Allgemeine Fragen	Internal Links	Dofollow
Vertrieb	Internal Links	Dofollow
Analoge Sensoren	Internal Links	Dofollow
CAN-Sensoren	Internal Links	Dofollow
SSL	Internal Links	Dofollow
SNMP	Internal Links	Dofollow
Zutrittskontrolle	Internal Links	Dofollow
Benutzerverwaltung	Internal Links	Dofollow
Logische Schemas	Internal Links	Dofollow
Potentialfreie Kontakte	Internal Links	Dofollow
Backup Batterie	Internal Links	Dofollow
Videokamera	Internal Links	Dofollow
GSM Modem	Internal Links	Dofollow
LTE Modem	Internal Links	Dofollow
Microsoft Exchange Server	Internal Links	Dofollow
SMTP und E-Mail	Internal Links	Dofollow
SD-Karte	Internal Links	Dofollow
Export / Import	Internal Links	Dofollow
Keep Alive	Internal Links	Dofollow
Firmware Update	Internal Links	Dofollow
Firmware 600 + 700 Systeme	Internal Links	Dofollow
48 Volt DC	Internal Links	Dofollow
Modbus-RTU-Geräte	Internal Links	Dofollow
Troubleshooting	Internal Links	Dofollow
Ältere Didactum Geräte	Internal Links	Dofollow
NMS Systeme	Internal Links	Dofollow
Messwerte und Protokollierung	Internal Links	Dofollow
Suche	Internal Links	Dofollow
Kontakt	Internal Links	Dofollow
Über uns	Internal Links	Dofollow
Glossar	Internal Links	Dofollow
Ausfallsicherheit / Recht	Internal Links	Dofollow
Über Didactum	Internal Links	Dofollow
Garantiebedingungen	Internal Links	Dofollow
Versandkosten	Internal Links	Dofollow
Datenschutz	Internal Links	Dofollow
Batterieverordnung	Internal Links	Dofollow
Überwachungssystem 100	External Links	Dofollow
Didactum Onlineshop	External Links	Dofollow
Didactum® Security GmbH	External Links	Dofollow
Twitter	External Links	Dofollow
Facebook	External Links	Dofollow
Pinterest	External Links	Dofollow
XING	External Links	Dofollow
LinkedIn	External Links	Dofollow
Youtube	External Links	Dofollow
Google+	External Links	Dofollow
Instagram	External Links	Dofollow
Flickr	External Links	Dofollow

While there's no exact limit to the number of links you should include on a page, best practice is to avoid exceeding 200 links.

Links pass value from one page to another, but the amount of value that can be passed is split between all of the links on a page. This means that adding unnecessary links will dilute the potential value attributed to your other links.

Using the Nofollow attribute prevents value from being passed to the linking page, but it's worth noting that these links are still taken into account when calculating the value that is passed through each link, so Nofollow links can also dilute pagerank.



Broken Links



Broken links were found on this web page

<https://www.didactum-security.com/didactum-monitoring-system/ueberwachungssysteme/monitoring-system-100.html>

Broken links send users to non-existing web pages. They are bad for your site's usability, reputation and SEO. If you find broken links in the future, take the time to replace or remove each one.