



Thomas Bauer
Digital Handcraft 

SEO Audit Report

 www.thomas-bauer.digital

15 pages crawled

Last audit on 3 Nov 2023

Site health score: 100%



SEO todo list

These are the most important SEO tasks for www.thomas-bauer.digital



Improve internal linking

sitewide issue - medium impact

We've got some suggestion to to improve your internal linking. Let's review them..



Work on your SEO goals

medium impact

6 open actions for your SEO goals.

Site wide checks

The site has been checked for the following common SEO issues.

Single domain

- ✔ This website uses the www variant of the domain. The non-www variant is correctly redirected.

Robots.txt

- ✔ This site has a robots.txt file in the root.

Robots.txt is a text file to instruct robots (typically search engine robots) how to crawl and index pages on this website.

SSL

- ✔ This website uses an SSL certificate, and visitors are redirected to the secured connection.

SSL is a protocol for secure communication over the internet. It is used to secure the communication between your browser and the website you are visiting.

Favicon

- ✔ Favicon found

A favicon is a small image that represents a website or web page. It's shown in the browser address bar, bookmarks and the browser tabs. Having a recognizable favicon helps your visitors recognize your website.

Error headers

- ✔ If a page does not exist, the website returns a 404 error code in the headers. That is the way to tell a search engine that the page no longer exists, so it will stop indexing it.

Indexation

To be visible in Google, the site first needs to be indexed. This section helps find pages that are not indexable.

✔ Indexable

15 pages

All the pages are indexable.

Sitemap

An XML sitemap is an xml file that contains all the pages of your website. Sitemaps are an easy and efficient way of telling the search engines which pages they should index.

No sitemap issues found

Sitemap	Pages
/sitemaps.xml	0
/post-sitemap1.xml	6
/page-sitemap1.xml	5
/projekt-sitemap1.xml	3
/category-sitemap1.xml	3
/post_tag-sitemap1.xml	0

Canonical URLs

Canonical URLs help you control which URLs are indexed and avoid duplicate content. It's a way of telling search engines what is the preferred URL to index.

✔ Self-referencing canonical

15 pages

Page	Status
✔ /	Self-referencing canonical
✔ /blog/	Self-referencing canonical
✔ /blog/ai-chatgpt-midjourney-co-das-ende-der-kla...	Self-referencing canonical
✔ /blog/corporate-design-mein-eigener-styleguide/	Self-referencing canonical
✔ /blog/datenschutz-bei-websites-im-hinblick-auf-...	Self-referencing canonical
✔ /blog/kategorie/allgemein/	Self-referencing canonical
✔ /blog/kategorie/ki/	Self-referencing canonical
✔ /blog/kategorie/tools/	Self-referencing canonical
✔ /blog/server-monitoring-weshalb-ist-das-wichtig...	Self-referencing canonical
✔ /blog/web-analytics-immer-google-analytics/	Self-referencing canonical
✔ /datenschutzerklaerung/	Self-referencing canonical
✔ /impressum/	Self-referencing canonical
✔ /projekte/	Self-referencing canonical
✔ /projekte/glattwerk-ag/	Self-referencing canonical
✔ /projekte/rheumaliga-schweiz/	Self-referencing canonical

Meta descriptions

Meta descriptions are HTML attributes that provide concise summaries of webpages. They are between one sentence to a short paragraph and appear underneath the blue clickable links in a search engine results page (SERP).

✔ Good Meta descriptions

15 pages

Good meta descriptions

We found no issues for these meta descriptions.

Page	Meta description
✔ /	Digitale Strategie, Websites, ICT Services: Thomas Bauer - Ihr Experte für digitales Handwerk in Bubikon. Steigern Sie Ihren Online-Erfolg jetzt!
✔ /blog/web-analytics-immer-google-analytics/	Plausible Analytics ist eine Open Source Lösung für Web Analytics. Kontrollieren Sie Ihre Daten selbst. Einfache Installation und Konfiguration.
✔ /blog/kategorie/allgemein/	Mein Blog über KI, Technologie, Marketing & Trends. Erfahre Neues zu verschiedenen Themen. Bleibe up-to-date mit meinen Beiträgen.
✔ /blog/corporate-design-mein-eigener-styleguide/	Mein eigener Corporate Design Styleguide definiert Regeln für mein Erscheinungsbild. Stärken Sie Ihre Marke und schaffen Sie Vertrauen bei Kunden.
✔ /blog/	Bleiben Sie auf dem Laufenden zu den neuesten technologischen Trends. Erfahren Sie mehr über Tools und Best Practices für Ihr digitales Business.
✔ /impressum/	Kontaktieren Sie Thomas Bauer für professionelles Webdesign und SEO-Optimierung. Holen Sie sich eine kostenlose Beratung unter hello@thomas-bauer.digital.
✔ /datenschutzerklaerung/	Einfacher Überblick über Datenschutz, Datenerfassung und Ihre Rechte. Kontaktieren Sie uns für weitere Fragen zum Thema Datenschutz.
✔ /blog/datenschutz-bei-websites-im-hinblick-auf-...	Erfahre mehr über das neue Schweizer Datenschutzgesetz, das darauf abzielt, die Privatsphäre von Einzelpersonen zu schützen und Unternehmen Anforderungen auferlegt.
✔ /blog/server-monitoring-weshalb-ist-das-wichtig-...	Die Überwachung von Serversystemen und Serverdiensten ist entscheidend für Verfügbarkeit, Leistung und Sicherheit. Erfahren Sie, wie Sie das effektiv umsetzen.

Page	Meta description
✔ /blog/kategorie/tools/	Blogbeiträge über Tools zu KI, Marketing, Analytics, Monitoring und ICT. Erfahren Sie, wie Sie Ihre digitale Strategie optimieren können.
✔ /blog/ai-chatgpt-midjourney-co-das-ende-der-kl...	Erfahren Sie, wie KI Werbeagenturen bei Effizienz, Personalisierung und Präzision unterstützen kann und entdecken Sie ebenfalls die potenziellen Gefahren.
✔ /blog/kategorie/ki/	Entdecken Sie spannende Artikel über künstliche Intelligenz (KI) im Blog von Thomas Bauer. Erfahren Sie mehr über aktuelle Trends und Anwendungen.
✔ /projekte/	Innovative technische Lösungen, Optimierung durch KI und erfolgreiche Cases - entdecke, wie ich komplexe Herausforderungen meistere!
✔ /projekte/glattwerk-ag/	Glattwerk AG hat eine neue Website mit einem massgeschneiderten Produktkonfigurator und optimierten Prozessen erhalten. Erfahren Sie mehr!
✔ /projekte/rheumaliga-schweiz/	Erfahren Sie mehr über den umfassenden Website-Relaunch der Rheumaliga Schweiz und wie eine benutzerfreundliche Plattform die Lebensqualität von Betroffenen verbessert.

Page titles

Page titles are one of the most important on-page SEO elements. They should be unique and descriptive for each page. They should be no longer than 70 characters and should include the most important keywords for that page.

✔ Good Page titles

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Headings

Heading tags help structure your website from an SEO point of view and to help visitors and search engines read your content. Headings create a hierarchy that helps Google and the other search engines understand the structure of your text on the page. Headings are considered more relevant than normal text.

✔ One H1 on page

15 pages

Page	H1 tags	First H1 text
✔ /projekte/	1	Projekte
✔ /projekte/glattwerk-ag/	1	Glattwerk AG – Website Relaunch
✔ /projekte/rheumaliga-schweiz/	1	Rheumaliga Schweiz
✔ /	1	ThomasBauer
✔ /blog/web-analytics-immer-google-analytics/	1	Web Analytics – immer Google Analytics?
✔ /blog/kategorie/allgemein/	1	Allgemein
✔ /blog/corporate-design-mein-eigener-styleguide/	1	Corporate Design – mein eigener Styleguide
✔ /blog/	1	Blog
✔ /impressum/	1	Impressum
✔ /datenschutzerklaerung/	1	Datenschutz
✔ /blog/datenschutz-bei-websites-im-hinblick-auf-...	1	Datenschutz bei Websites: Neues Datenschutzgesetz der Schweiz
✔ /blog/server-monitoring-weshalb-ist-das-wichtig-...	1	Server-Monitoring: weshalb ist das wichtig und wie mach ich das?
✔ /blog/kategorie/tools/	1	Tools
✔ /blog/ai-chatgpt-midjourney-co-das-ende-der-kl-...	1	AI, ChatGPT & Co.: Das Ende der klassischen Werbeagentur?
✔ /blog/kategorie/ki/	1	KI

Images and Alt Texts

Images are a great way to make your website more appealing. However, search engines cannot see images the same way humans do. They need to be told what the image is about. This is done by using alt text. Alt text is a description of the image that is added to the HTML code of the page. It is used by screen readers for the visually impaired and search engines to understand what the image is about.

✔ All images have alt texts

15 pages

Page speed

Page speed is about how fast your pages load, and how smooth the experience for your visitors is. Pagespeed is a technical and sometimes complex topic, but ultimately it's about giving visitors a fast loading page and a good user experience.

Google values fast loading pages, and gives them a higher ranking than slow pages. Of course, having relevant content is more important. But delivering a great user experience definitely helps your rankings.

No pagespeed data available

Internal links

Internal links are links that go from one page on a domain to a different page on the same domain.

Internal links are important for SEO because they help search engines to understand the structure of a website and to establish the relative importance of pages.

All pages have internal links pointing to them

Broken links

A broken link is a link that no longer works. This could be because of a typo in the URL, or because the page that is linking to has been deleted or moved.

Broken links hurt your user experience and reduce the overall quality of your website. Broken internal links are especially bad, because good internal linking can help boost the importance of your pages.;

We found no broken links on this site.

Internal redirects

An internal redirect is a redirect from one page to another page on the same website. Internal redirects are usually caused by a redirect plugin or a redirect rule in the .htaccess file.

Internal redirects can cause problems with search engines, because they can cause duplicate content issues. They can also cause problems with your users, because they can slow down your website.

We found no internal redirects on this site.

OpenGraph tags

OpenGraph tags help turn a simple link into a more engaging preview with a description and an image.

OpenGraph tags won't help your SEO. However, with social media being an important channel, it's a good idea to add OpenGraph tags to every page - even if it doesn't directly affect your rankings.

✔ All OG tags found

15 pages

Lorem Ipsum content

Lorem Ipsum is simply dummy text that is often used for pages that are still work in progress. It helps to quickly find out what a page looks like with content.

This dummy text is normally not intended for the real website.

URL	Issue
■ /blog/corporate-design-mein-eigener-styleguide/	Lorem Ipsum on page