

Website Report for www.zahn.co.at

This report grades your website on the strength of a range of important factors such as on-page SEO optimisation, off-page backlinks, social, performance, security and more. The overall grade is on a A+ to F- scale, with most major industry leading websites in the A range. Improving a website's grade is recommended to ensure a better website experience for your users and improved ranking and visibility by search engines.

Audit Results for www.zahn.co.at



Your page could be better

Recommendations: 27



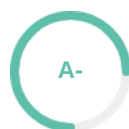
On-Page SEO



Links



Usability



Performance



Social



Recommendations

Execute a Link Building Strategy

Links

High Priority

Include a meta description tag

On-Page SEO

High Priority

Optimise for Core Web Vitals

Usability

Medium Priority

Implement a XML sitemaps file

On-Page SEO

Medium Priority

Reduce length of title tag (to between 50 and 60 characters)	On-Page SEO	Medium Priority
Make greater use of header tags	On-Page SEO	Medium Priority
Optimise your images to reduce their file size	Performance	Low Priority
Optimise your page for Mobile PageSpeed Insights	Usability	Low Priority
Optimise your page for Desktop PageSpeed Insights	Usability	Low Priority
Use your main keywords across the important HTML tags	On-Page SEO	Low Priority
Update Link URLs to be more human and Search Engine readable	Links	Low Priority
Add Alt attributes to all images	On-Page SEO	Low Priority
Create and link your Facebook Page	Social	Low Priority
Create and link your X profile	Social	Low Priority
Setup & Install a Facebook Pixel	Social	Low Priority
Remove inline styles	Performance	Low Priority
Remove iFrames	Usability	Low Priority
Remove clear text Email Addresses	Usability	Low Priority
Add a DMARC mail record	Other	Low Priority
Añadir un registro SPF	Other	Low Priority
Add Schema Markup	On-Page SEO	Low Priority

Add X Cards	Social	Low Priority
Create and link associated Instagram profile	Social	Low Priority
Create and link an associated YouTube channel	Social	Low Priority
Create and link an associated LinkedIn profile	Social	Low Priority
Add Local Business Schema	Other	Low Priority
Create Google Business Profile	Other	Low Priority

On-Page SEO Results



Your On-Page SEO could be better

Your page has some level of On-Page SEO optimisation but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

Title Tag

You have a title tag, but ideally it should be shortened to between 50 and 60 characters (including spaces).

Zahn- und Kieferzentrum, Zahnärzte, Kieferchirurgen, Parodontologen

Length : 67

Title tags are very important for search engines to correctly understand and categorise your content.



Meta Description Tag

Your page appears to be missing a meta description tag.

A meta description is important for search engines to understand the content of your page, and is often shown as the description text blurb in search results.



SERP Snippet Preview

This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.



<https://www.zahn.co.at> :

Zahn- und Kieferzentrum, Zahnärzte, Kieferchirurgen, Parodontologen

Zahn- und Kieferzentrum: Mund-, Kiefer-, Gesichtschirurgie, Implantologie und Parodontologie in Klagenfurt

Hreflang Usage

Your page is not making use of Hreflang attributes.



Language

Your page is using the lang attribute.



Declared: German

H1 Header Tag Usage

Your page has a H1 Tag.



Tag	Value
-----	-------

H1	Leistungen für Patienten
----	--------------------------

H2-H6 Header Tag Usage

Your page is not making use of multiple levels of Header Tags.



HTML header tags are an important way of signalling to search engines the important content topics of your page, and subsequently the keywords it should rank for.

Header Tag	Frequency
------------	-----------

H2	0
----	---

H3	28
----	----

H4	0
----	---

H5	0
----	---

H6	0
----	---

Tag	Value
-----	-------

H3	Prophylaxe
----	------------

H3	Parodontitis
----	--------------

H3	Implantate
----	------------

H3	Knochenaufbau
----	---------------

H3	Weisheitszahn-Entfernung
----	--------------------------

H3	Wurzelspitzen-Resektion
----	-------------------------

H3	Ästhetische Zahnbehandlungen
----	------------------------------

H3	Plastisch-ästhetische Chirurgie
----	---------------------------------

H3	Keramikimplantate
----	-------------------

H3	Tumorvorsorge
----	---------------

H3	Digitaler Zahnabdruck
----	-----------------------

H3	DDr. Sascha Virnik
----	--------------------

- H3 DDr. Sascha Virnik
- H3 Prim. DDr. Doris Christ, MSc
- H3 Dr. Manuel Gappitz
- H3 DDr. Gernot Ernst Steyer
- H3 Dr. Christian Kotratschek
- H3 DDr. Sascha Virnik
- H3 Prim. DDr. Doris Christ, MSc
- H3 Dr. Manuel Gappitz
- H3 DDr. Gernot Ernst Steyer
- H3 Dr. Christian Kotratschek
- H3 DDr. Sascha Virnik
- H3 Prim. DDr. Doris Christ, MSc
- H3 Dr. Manuel Gappitz
- H3 DDr. Gernot Ernst Steyer
- H3 Dr. Christian Kotratschek
- H3 Zahn- und Kieferzentrum

Keyword Consistency



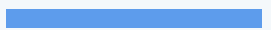
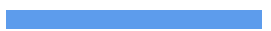
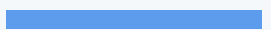

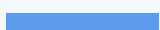

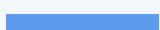

Your page's main keywords are not distributed well across the important HTML tags.

Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
für	×	×	✓	24	<div style="width: 100%; height: 10px; background-color: blue;"></div>
der	×	×	×	22	<div style="width: 90%; height: 10px; background-color: blue;"></div>
und	✓	×	✓	21	<div style="width: 95%; height: 10px; background-color: blue;"></div>
alle	×	×	×	15	<div style="width: 70%; height: 10px; background-color: blue;"></div>
infos	×	×	×	15	<div style="width: 75%; height: 10px; background-color: blue;"></div>
anzeigen	×	×	×	15	<div style="width: 75%; height: 10px; background-color: blue;"></div>
klagenfurt	×	×	×	11	<div style="width: 50%; height: 10px; background-color: blue;"></div>
ist	×	×	✓	11	<div style="width: 50%; height: 10px; background-color: blue;"></div>

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
alle infos	×	×	×	15	
infos anzeigen	×	×	×	15	
alle infos anzeigen	×	×	×	15	
der abteilung	×	×	×	9	
abteilung für	×	×	×	9	
für mund-	×	×	×	9	
mund- kiefer-	×	×	×	9	
kiefer- und	×	×	×	9	

Amount of Content

Your page has a good level of textual content, which will assist in it's ranking potential.



Word Count: 753

Image Alt Attributes

You have images on your page that are missing Alt attributes.



We found 23 images on your page and 1 of them are missing the attribute.

Alt attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results.

Image link

1 https://www.zahn.co.at/data/_dateimanager/images/video-startseite.jpg

Canonical Tag

Your page is using the Canonical Tag.



<https://www.zahn.co.at/de>

Noindex Tag Test

Your page is not using the Noindex Tag which prevents indexing.



Noindex Header Test

Your page is not using the Noindex Header which prevents indexing.



SSL Enabled

Your website has SSL enabled.



HTTPS Redirect

Your page successfully redirects to a HTTPS (SSL secure) version.



Robots.txt

Your website appears to have a robots.txt file.



http://www.zahn.co.at/robots.txt

Blocked by Robots.txt

Your page does not appear to be blocked by robots.txt.



XML Sitemaps

We have not detected or been able to retrieve a XML sitemaps file successfully.



Sitemaps are recommended to ensure that search engines can intelligently crawl all of your pages.

Analytics

Your page is using an analytics tool.



 Google Analytics

Schema.org Structured Data

We have not detected any usage of Schema.org on your page.



Schema.org is a structured data markup for webpages which helps Search Engines understand your site better and provide rich snippets directly in their search results.

Rankings

Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country	Position	Total Searches	Estimated Traffic	
zahn und kiefer		3	1,900	185	
zahnklinik klagenfurt		3	320	31	
zahnarzt klagenfurt		14	5,400	30	
zahn und kieferzentrum klagenfurt		1	90	27	
zahn und kieferzentrum		1	70	21	
zahn		12	1,900	14	
koschatstraße klagenfurt		4	140	9	
kieferorthopäde klagenfurt		9	590	9	
zahn kiefer		3	90	9	
kieferchirurgie klagenfurt		5	170	8	

Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings



395

Monthly Traffic
Volume

Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords	
Position 1	2	■
Position 2-3	3	■
Position 4-10	7	■
Position 11-20	11	■
Position 21-30	11	■
Position 31-100	28	■

Links

Backlink Summary



You have a reasonably weak level of backlink activity to this page.

Search Engines use backlinks as a strong indicator of a page's authority, relevance and ranking potential. There are various strategies available to gain links to a page to improve this factor



Domain Strength



Page Strength

183 Backlinks	34 Referring Domains
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141 Nofollow Backlinks	42 Dofollow Backlinks	0 Edu Backlinks	0 Gov Backlinks	35 Subnets	37 IPs
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Top Backlinks



These are the highest value external pages we have found linking to your site.

Domain strength	Referring Page URL
84	https://www.firmenabc.at/dr-sascha-virnik_MPcA
78	https://at.cylex.de/klagenfurt-am-worthersee/ddr--sascha-virnik-7787278
75	https://ktn.zahnaerztekammer.at/detailseite/6254/?cHash=de087cbaff1faad6f0efa017626aa1c7
73	https://www.websitescrawl.com/domain-list-23313
64	https://www.fastbase.com/countryindex/Austria/D/Dental-implants-periodontist
60	https://arztsuche24.at/zahn-mund-u-kieferheilkunde/9020-klagenfurt/ddr-steyer-gernot-ernst-MT I4NTUxNQ/
60	https://www.aekktn.at/arztsuche/alle?ordination=4429-144290&correct_us=1
60	http://www.tupalo.at/klagenfurt/christ-doris-ddr-koschatstra%C3%9Fe
56	https://greensiteinfo.com/search/zahn+deal+&+fierek/

Top Pages by Backlinks



These are the pages on your site with the most the backlinks from other sites.

URL	Backlinks
http://www.zahn.co.at/	143
https://www.zahn.co.at/	32
https://www.zahn.co.at/de/ddr-sascha-virnik	2
http://zahn.co.at/	2
https://zahn.co.at/	1
https://www.zahn.co.at/en/implants	1
https://www.zahn.co.at/de/ddr-gernot-ernst-steyer	1

Top Anchors by Backlinks



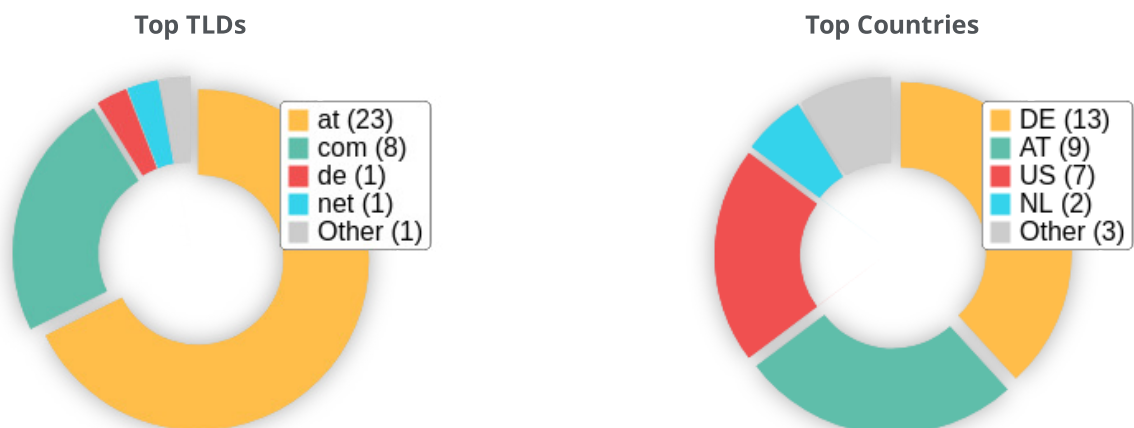
These are the top pieces of Anchor Text we found used to link to your site.

Anchor	Backlinks
Webseite	67
http://www.zahn.co.at	42
www.zahn.co.at	21
https://www.zahn.co.at	14
Open in new window	7
zur Website	6
Website	4
Homepage	3
http://www.zahn.co.at/	3

Top Referring Domain Geographies



These are the Top Geographies we have found linking to your site.



On-Page Link Structure



We found 79 total links. 8% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to those destination pages.

Anchor	Type	Follow/Nofollow
https://www.zahn.co.at/de	Internal	Follow
https://www.zahn.co.at/de/das-zentrum	Internal	Follow
https://www.zahn.co.at/de/ddr-sascha-virnik	Internal	Follow
https://www.zahn.co.at/de/ddr-doris-christ	Internal	Follow
https://www.zahn.co.at/de/dr-manuel-gappitz	Internal	Follow
https://www.zahn.co.at/de/ddr-gernot-ernst-steyer	Internal	Follow
https://www.zahn.co.at/de/dr-christian-kotratschek	Internal	Follow
https://www.zahn.co.at/de/fuer-patienten	Internal	Follow
https://www.zahn.co.at/de/kompetenz/fortbildung	Internal	Follow
https://www.zahn.co.at/de/prophylaxe	Internal	Follow
https://www.zahn.co.at/de/parodontitis	Internal	Follow
https://www.zahn.co.at/de/implantate	Internal	Follow
https://www.zahn.co.at/de/knochenaufbau	Internal	Follow
https://www.zahn.co.at/de/weisheitszahnentfernung	Internal	Follow
https://www.zahn.co.at/de/wurzelspitzenresektion	Internal	Follow
https://www.zahn.co.at/de/aesthetische-zahnbehandlungen	Internal	Follow
https://www.zahn.co.at/de/plastisch-aesthetische-chirurgie	Internal	Follow
https://www.zahn.co.at/de/keramikimplantate	Internal	Follow
https://www.zahn.co.at/de/tumurvorsorge	Internal	Follow
https://www.zahn.co.at/de/digitaler-zahnabdruck	Internal	Follow
https://www.zahn.co.at/de/fuer-aerzte	Internal	Follow
https://www.zahn.co.at/de/operative-entfernung-weisheitszaehnen	Internal	Follow
https://www.zahn.co.at/de/wurzelspitzenresektionen	Internal	Follow
https://www.zahn.co.at/de/implantationen-navigation-knochenaufbau	Internal	Follow
https://www.zahn.co.at/de/3d-roentgen	Internal	Follow
https://www.zahn.co.at/de/parodontitistherapie	Internal	Follow
https://www.zahn.co.at/de/parochirurgie	Internal	Follow
https://www.zahn.co.at/de/rezessionsdeckungen	Internal	Follow
https://www.zahn.co.at/de/periimplantitistherapie	Internal	Follow

https://www.zahn.co.at/de/plastisch-aesthetische-chirurgie-aerzte	Internal	Follow
https://www.zahn.co.at/de/jobs	Internal	Follow
https://www.zahn.co.at/en	Internal	Follow
http://www.straumann.at	External	Follow
http://www.iti-curriculum.org/	External	Follow
https://www.straumann.com/at/de.html	External	Follow
http://www.dentsplyimplants.at/	External	Follow
https://www.zahn.co.at/index.php?ID=50&LNG=de	Internal	Follow
https://www.youtube.com/watch?v=-v_ynPTk1Ys	External	Follow
https://www.zahn.co.at/de/impressum	Internal	Follow
http://silktide.com/cookieconsent	External	Follow

Friendly Links



Some of your link URLs do not appear friendly to humans or search engines.

We would recommend making URLs as readable as possible by reducing length, file names, code strings and special characters.

Line	Link	Underscores	Parameters	Symbols	File Names	Path Depth	Length
201	https://www.zahn.co.at/index.php?ID=50&LNG=de	✓	✗	✗	✗	✓	✓

Usability



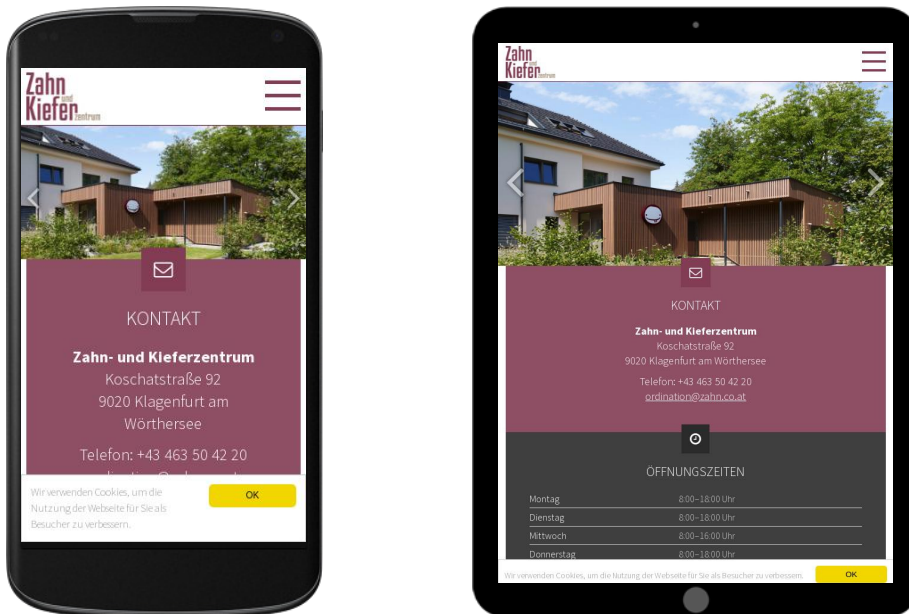
Your usability needs improvement

Your page has usability issues across devices. Usability is important to maximise your available audience and minimise user bounce rates (which can indirectly affect your search engine rankings).

Device Rendering



This check visually demonstrates how your page renders on different devices. It is important that your page is optimised for mobile and tablet experiences as today the majority of web traffic comes from these sources.



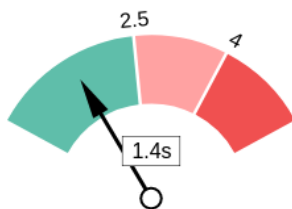
Google's Core Web Vitals



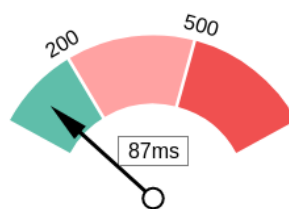
Your page has failed Google's Core Web Vitals assessment.

Core Web Vitals are UI metrics created by Google that measure page experience and are becoming increasingly important as a ranking factor.

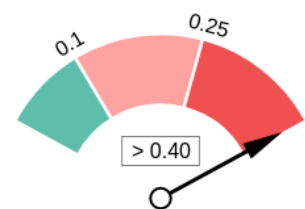
Largest Contentful Paint (LCP)



Interaction To Next Paint (INP)



Cumulative Layout Shift (CLS)



Use of Mobile Viewports



Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.

Google's PageSpeed Insights - Mobile



Google is indicating that your page is scoring poorly on their Mobile PageSpeed Insights evaluation.

Note that this evaluation is being performed from US servers and the results may differ slightly from an evaluation carried out from Google's PageSpeed Web Interface as that reporting localises to the region in which you are running the report.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



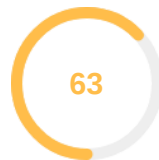
Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	2.5 s		
Speed Index	5.2 s	Reduce unused JavaScript	0.92 s
Largest Contentful Paint	7.4 s	Avoid multiple page redirects	0.63 s
Time to Interactive	8.4 s	Eliminate render-blocking resources	0.53 s
Total Blocking Time	0.52 s	Serve images in next-gen formats	0.36 s
Cumulative Layout Shift	1.152		

Google's PageSpeed Insights - Desktop



Google is indicating that your page is scoring poorly on their Desktop PageSpeed Insights evaluation.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	0.7 s		
Speed Index	2.1 s	Serve images in next-gen formats	0.66 s
Largest Contentful Paint	2.9 s	Reduce unused JavaScript	0.26 s
Time to Interactive	2.9 s	Avoid multiple page redirects	0.19 s
Total Blocking Time	0.05 s		
Cumulative Layout Shift	1.324		

Flash Used?

No Flash content has been identified on your page.



iFrames Used?

Your page appears to be using iFrames.



iFrames are discouraged as they can complicate navigation of content in mobile and have historically been harder to index for search engines.

Favicon

Your page has specified a favicon.



Email Privacy



Email addresses have been found in plain text.

We recommend removing any plain text email addresses and replacing them with images or contact forms. Plain text email addresses can be susceptible to scrapers and email spammers.

Line	Email
63	ordination@zahn.co.at
126	ordination@zahn.co.at
399	ordination@zahn.co.at

Legible Font Sizes



The text on your page appears to be legible across devices.

Tap Target Sizing



The links and buttons on your page appear to be appropriately sized for a user to easily tap on a touchscreen.

Performance Results



Your performance is good

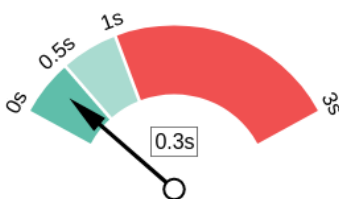
Your page has performed well in our testing meaning it should be reasonably responsive for your users, but there is still room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings).

Page Speed Info

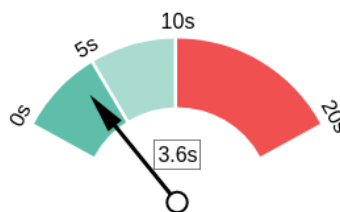


Your page loads in a reasonable amount of time.

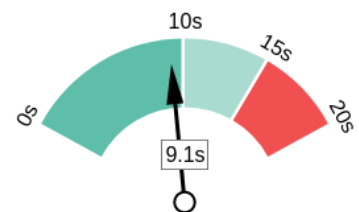
Server Response



All Page Content Loaded



All Page Scripts Complete



Download Page Size

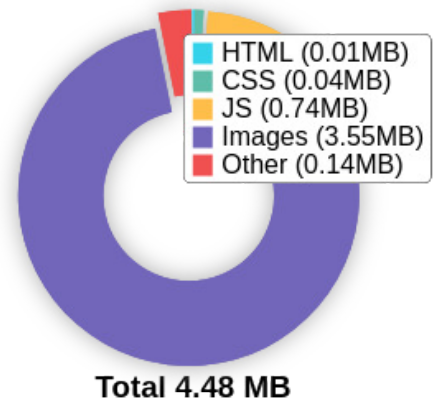


Your page's file size is reasonably low which is good for Page Load Speed and user experience.

Download Page Size



Download Page Size Breakdown

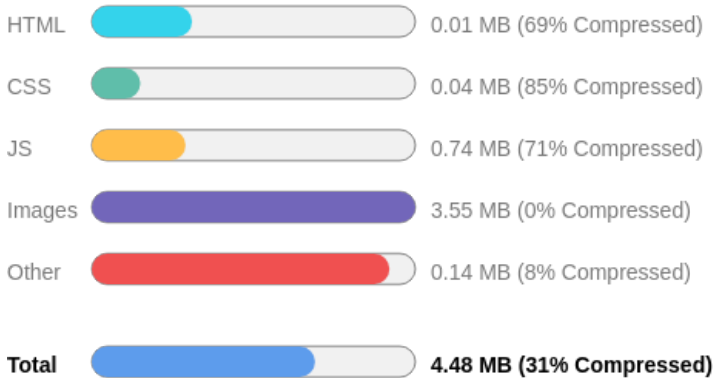


Website Compression (Gzip, Deflate, Brotli)

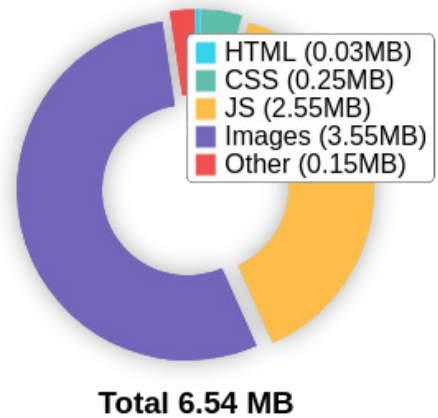
Your website appears to be using a reasonable level of compression.



Compression Rates

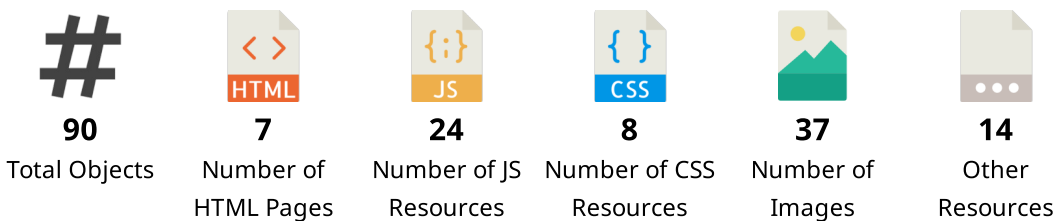


Raw Page Size Breakdown



Number of Resources

This check displays the total number of files that need to be retrieved from web servers to load your page.



Google Accelerated Mobile Pages (AMP)

This page does not appear to have AMP Enabled.



AMP Indicator

AMP Related Doctype Declaration	✗
AMP Runtime	✗
AMP CSS Boilerplate	✗
Embedded Inline Custom CSS	✗
AMP Images	✗
AMP HTML Canonical Link	✓

JavaScript Errors

Your page is not reporting any JavaScript errors.



HTTP2 Usage

Your website is using the recommended HTTP/2+ protocol.



Optimise Images

Your page appears to include images which are poorly optimised.



Properly formatting and compressing images can have a significant impact on page load performance.

Image	Save Size	Save Percentage
https://www.zahn.co.at/data/_dateimanager/images/video-startseite.jpg	177.28KiB	48%

Minification

All your JavaScript and CSS files appear to be minified.



Deprecated HTML

No deprecated HTML tags have been found within your page.



Inline Styles

Your page appears to be using inline styles.



Inline styles are an older coding practice and discouraged in favour of using CSS style sheets, due to their ability to degrade page load performance and unnecessarily complicate HTML Code.

Line	Style
93	background-image: url(/cache/fotoalbum/1600x1600-album1_id5-1470745509.jpg)
96	background-image: url(/cache/fotoalbum/1600x1600-album1_id14-1470670429.jpg)
99	background-image: url(/cache/fotoalbum/1600x1600-album1_id6-1470670412.jpg)
102	background-image: url(/cache/fotoalbum/1600x1600-album1_id8-1470670385.jpg)
105	background-image: url(/cache/fotoalbum/1600x1600-album1_id15-1470745510.jpg)
108	background-image: url(/cache/fotoalbum/1600x1600-album1_id16-1470670402.jpg)
125	text-align: center;
126	text-align: center;
159	border:0
201	background-image: url(
201	background-image: url(
201	background-image: url(

201	background-image: url(
201	background-image: url(
201	background-image: url(
201	background-image: url(
201	background-image: url(
201	background-image: url(
201	background-image: url(
201	background-image: url(
270	background-image: url(/cache/teaser/350x350-teaser-menu_id-30-1470670444.jpg);
291	background-image: url(/cache/teaser/350x350-teaser-menu_id-31-1470670441.jpg);
312	background-image: url(/cache/teaser/350x350-teaser-menu_id-55-1671697277.jpg);
333	background-image: url(/cache/teaser/350x350-teaser-menu_id-44-1504378067.jpg);
354	background-image: url(/cache/teaser/350x350-teaser-menu_id-32-1470670444.jpg);
384	background-image:url(/cache/picture/1600x1600-zahnkieferezentrum_0002-1470670428.jpg);

Social Results



Your social needs improvement

You appear to have a weak social presence or level of social activity (or we may just not be able to see your profiles!). Social activity is important for customer communication, brand awareness and as a marketing channel to bring visitors to your website. We recommend that you list all of your profiles on your page for visibility, and begin to build a following on those networks.

Facebook Page Linked

No associated Facebook Page found as a link on your page.



Facebook Open Graph Tags

Your page is using Facebook Open Graph Tags.



Tag	Content
og:site_name	Zahn- und Kieferzentrum
og:type	website
og:image	/layout/img/web/logo-social.png
og:description	Zahn- und Kieferzentrum: Mund-, Kiefer-, Gesichtschirurgie, Implantologie und Parodontologie in Klagenfurt
og:url	https://www.zahn.co.at/de

Facebook Pixel

We have not detected a Facebook Pixel on your page.

Facebook's Pixel is a useful piece of analytics code that allows you to retarget visitors if you decide to run Facebook Ads in future.



X (formerly Twitter) Account Linked

No associated X profile found as a link on your page.



X Cards

We have not detected X Cards on your page.

X Cards are a type of structured data that can be placed on your page to control what content is shown when a page is shared on X.



Instagram Linked

No associated Instagram profile found linked on your page



LinkedIn Page Linked

No associated LinkedIn profile found linked on your page.



YouTube Channel Linked

No associated YouTube channel found linked on your page.



YouTube Channel Activity

No associated YouTube channel found linked on your page.



Local SEO

Local Business Schema

No Local Business Schema identified on the page.



Google Business Profile Identified

No Google Business Profile was identified that links to this website.



Google Business Profile Completeness

No Google Business Profile was identified that links to this website.



Google Reviews




No Google Business Profile was identified that links to this website.



Technology Results

Technology List

These software or coding libraries have been identified on your page.

Technology	Version
 Apache HTTP Server	
 Google Analytics	
 Google Maps	

i

Server IP Address

82.96.70.113

i

DNS Servers

j.ns.at
r.ns.at
ns2.univie.ac.at
d.ns.at
u.ns.at
ns1.univie.ac.at
n.ns.at

i

Web Server

Apache

i

Charset

text/html; charset=utf-8

i

DMARC Record

This site does not appear to have a DMARC record in place.

DMARC records are important to improve email deliverability and combat spoofing.

✘

SPF Record

Este sitio no parece tener un registro SPF.

Los registros SPF son importantes para mejorar la entregabilidad del correo electrónico y combatir el spoofing.

✘