



# Website SEO Bericht von medium.com

SEO Bericht erstellt am 15 November 2022 um 04:11

**Der SEO Wert ist 53/100**



## SEO Inhalte

|             | Seitentitel                                                                                                                                    | Medium – Where good ideas find you.<br><br><b>Länge : 35</b><br><br>Perfekt, denn dein Seitentitel enthält zwischen 10 und 70 Anzahl Zeichen.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |             |        |             |                                                                                                                                                |       |                                                                                                                         |           |        |       |                                     |      |         |
|-------------|------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------|-------------|------------------------------------------------------------------------------------------------------------------------------------------------|-------|-------------------------------------------------------------------------------------------------------------------------|-----------|--------|-------|-------------------------------------|------|---------|
|             | Seitenbeschreibung                                                                                                                             | Medium is an open platform where readers find dynamic thinking, and where expert and undiscovered voices can share their writing on any topic.<br><br><b>Länge : 142</b><br><br>Großartig, denn deine Seitenbeschreibung enthält zwischen 70 und 160 Anzahl Zeichen.                                                                                                                                                                                                                                                                                                                                                                                                  |             |        |             |                                                                                                                                                |       |                                                                                                                         |           |        |       |                                     |      |         |
|             | Suchbegriffe                                                                                                                                   | Nicht so gut. Wir konnten keine META-Suchbegriffe/Keywords auf deiner Webseite finden. Keywords sind nicht mehr kritisch oder von Google verwendet, aber immer noch von anderen Suchmaschinen verwendet. Benutze <a href="#">dieses kostenlose Tool</a> um META-Keywords zu erzeugen.                                                                                                                                                                                                                                                                                                                                                                                 |             |        |             |                                                                                                                                                |       |                                                                                                                         |           |        |       |                                     |      |         |
|             | Og META Eigenschaften                                                                                                                          | Sehr gut, denn diese Webseite nutzt die Vorteile aus den Og Eigenschaften.<br><table><thead><tr><th>Eigenschaft</th><th>Inhalt</th></tr></thead><tbody><tr><td>description</td><td>Medium is an open platform where readers find dynamic thinking, and where expert and undiscovered voices can share their writing on any topic.</td></tr><tr><td>image</td><td><a href="https://miro.medium.com/1*5ER2KRyL5S0S_xX8Pf0lgg.png">https://miro.medium.com/1*5ER2KRyL5S0S_xX8Pf0lgg.png</a></td></tr><tr><td>site_name</td><td>Medium</td></tr><tr><td>title</td><td>Medium – Where good ideas find you.</td></tr><tr><td>type</td><td>website</td></tr></tbody></table> | Eigenschaft | Inhalt | description | Medium is an open platform where readers find dynamic thinking, and where expert and undiscovered voices can share their writing on any topic. | image | <a href="https://miro.medium.com/1*5ER2KRyL5S0S_xX8Pf0lgg.png">https://miro.medium.com/1*5ER2KRyL5S0S_xX8Pf0lgg.png</a> | site_name | Medium | title | Medium – Where good ideas find you. | type | website |
| Eigenschaft | Inhalt                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |             |        |             |                                                                                                                                                |       |                                                                                                                         |           |        |       |                                     |      |         |
| description | Medium is an open platform where readers find dynamic thinking, and where expert and undiscovered voices can share their writing on any topic. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |             |        |             |                                                                                                                                                |       |                                                                                                                         |           |        |       |                                     |      |         |
| image       | <a href="https://miro.medium.com/1*5ER2KRyL5S0S_xX8Pf0lgg.png">https://miro.medium.com/1*5ER2KRyL5S0S_xX8Pf0lgg.png</a>                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |             |        |             |                                                                                                                                                |       |                                                                                                                         |           |        |       |                                     |      |         |
| site_name   | Medium                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |             |        |             |                                                                                                                                                |       |                                                                                                                         |           |        |       |                                     |      |         |
| title       | Medium – Where good ideas find you.                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |             |        |             |                                                                                                                                                |       |                                                                                                                         |           |        |       |                                     |      |         |
| type        | website                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |             |        |             |                                                                                                                                                |       |                                                                                                                         |           |        |       |                                     |      |         |

# SEO Inhalte

|                                                                                  |               | urlhttps://medium.com                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |    |    |    |    |    |
|----------------------------------------------------------------------------------|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|----|----|----|----|
|  | Überschriften | H1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | H2 | H3 | H4 | H5 | H6 |
|                                                                                  |               | 0                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 18 | 11 | 30 | 0  | 0  |
|                                                                                  |               | <ul style="list-style-type: none"><li>• [H2] Stay curious.</li><li>• [H2] Speechless</li><li>• [H2] Seeing through hardware counters: a journey to threefold performance increase</li><li>• [H2] Of and By</li><li>• [H2] Elon Musk just force-ranked Twitter engineers &amp; fired the bottom.</li><li>• [H2] No, Elon and Jack are not “competitors.” They’re collaborating.</li><li>• [H2] Machine Learning Algorithms Cheat Sheet</li><li>• [H2] Real talk from a UX researcher</li><li>• [H2] To the Left of Normal</li><li>• [H2] Middle Seat x John Fetterman: Flipping a U.S. Senate Seat from Red to Blue</li><li>• [H2] My kids designed a game and this is what I learned</li><li>• [H2] Twitter Was My Longest Toxic Relationship</li><li>• [H2] All the best engineering advice I stole from non-technical people</li><li>• [H2] The End of the Road to Serfdom</li><li>• [H2] Elephants in the Room</li><li>• [H2] Liberation and Power as a Black Writer</li><li>• [H2] Writing Tools I Use All The Time</li><li>• [H2] Get the Medium app</li><li>• [H3] Discover stories, thinking, and expertise from writers on any topic.</li><li>• [H3] Some parts of the job just suck. If you can survive these, you might make a good UX researcher.</li><li>• [H3] The biggest lie about OCD is that it’s funny</li><li>• [H3] How Early and Sustained Investments in Digital Propelled Fetterman to Victory</li><li>• [H3] How the instincts that drive product development start much earlier than we might think</li><li>• [H3] This website tried to kill me on more than one occasion. I’ll be sad when it’s gone.</li><li>• [H3] As I focus on becoming a better manager of engineers, I have been reflecting more and more on the advice that produced a 10X boost in my...</li><li>• [H3] Party’s Over, Pleb.</li><li>• [H3] Ads have become Big Tech’s Achilles’ heel</li><li>• [H3] The older I get the more I am convinced that my ancestors speak through me. This does not mean I am special. In fact it is the opposite. It...</li><li>• [H3] My go-tos for reporting, research, and writing</li><li>• [H4] Arthur Hayes</li><li>• [H4] in</li><li>• [H4] Entrepreneur's Handbook</li><li>• [H4] Netflix Technology Blog</li><li>• [H4] in</li><li>• [H4] Netflix TechBlog</li><li>• [H4] MacKenzie Scott</li></ul> |    |    |    |    |    |

## SEO Inhalte

|                                                                                    |                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|------------------------------------------------------------------------------------|----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                    |                      | <ul style="list-style-type: none"><li>• [H4] Bennett Garner</li><li>• [H4] in</li><li>• [H4] Developer Purpose</li><li>• [H4] Dave Troy</li><li>• [H4] Rebecca Vickery</li><li>• [H4] in</li><li>• [H4] Towards Data Science</li><li>• [H4] Ki Agüero</li><li>• [H4] The Big Roundtable</li><li>• [H4] in</li><li>• [H4] The Delacorte Review</li><li>• [H4] Middle Seat Consulting</li><li>• [H4] Ben Snyder</li><li>• [H4] in</li><li>• [H4] UX Collective</li><li>• [H4] Jude Ellison S. Doyle</li><li>• [H4] Marianne Bellotti</li><li>• [H4] Cory Doctorow</li><li>• [H4] Scott Galloway</li><li>• [H4] Carvell Wallace</li><li>• [H4] in</li><li>• [H4] Momentum</li><li>• [H4] Clive Thompson</li></ul> |
|  | Bilder               | Es konnten 28 Bild(er) auf dieser Webseite gefunden werden.<br>Gut, denn die meisten deiner Bilder verwenden das ALT-Attribut.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|  | Text/HTML Verhältnis | Anteil : <b>3%</b><br><br>Das Text zu HTML Code Verhältnis dieser Webseite ist niedriger als 15 Prozent, was bedeutet, dass du mehr Inhalte für deine Webseite schreiben solltest.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|  | Flash                | Perfekt, denn es wurde kein Flash auf deiner Webseite gefunden.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|  | IFrame               | Großartig, denn du verwendest keine IFrames auf deiner Webseite.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |

## SEO Links

|                                                                                    |                          |                                                                                                               |
|------------------------------------------------------------------------------------|--------------------------|---------------------------------------------------------------------------------------------------------------|
|  | URL Rewrite              | Schlecht. deine Links sind für Suchmaschinen nicht gut lesbar, denn sie enthalten Parameter.                  |
|  | Unterstriche in den URLs | Wir haben Unterstriche in deinen Links entdeckt. Benutze zur Optimierung besser Bindestriche in deinen Links. |
|                                                                                    | In-page links            | Wir haben insgesamt 8 Link(s) gefunden, darunter 0 Link(s) zu Dateien                                         |

## SEO Links

|                                                                                  |            |                                                                                          |
|----------------------------------------------------------------------------------|------------|------------------------------------------------------------------------------------------|
|  |            |                                                                                          |
|  | Statistics | Externe Links : noFollow 0%<br>Externe Links : natürlicher Link 0%<br>Interne Links 100% |

## In-page links

| Anker                      | Typ    | Natürlich        |
|----------------------------|--------|------------------|
| <a href="#">Our story</a>  | intern | natürlicher Link |
| <a href="#">Membership</a> | intern | natürlicher Link |
| <a href="#">Write</a>      | intern | natürlicher Link |
| <a href="#">Sign In</a>    | intern | natürlicher Link |
| <a href="#">About</a>      | intern | natürlicher Link |
| <a href="#">Help</a>       | intern | natürlicher Link |
| <a href="#">Terms</a>      | intern | natürlicher Link |
| <a href="#">Privacy</a>    | intern | natürlicher Link |

## SEO Suchbegriffe

|                                                                                    |                   |                                                                                |
|------------------------------------------------------------------------------------|-------------------|--------------------------------------------------------------------------------|
|  | Suchbegriffswolke | writing discover medium <b>nov read</b> more<br>technology get from <b>min</b> |
|------------------------------------------------------------------------------------|-------------------|--------------------------------------------------------------------------------|

## Konsistenz der Schlüsselwörter

| Suchbegriff | Inhalt | Seitentitel | Suchbegriffe | Seitenbeschreibung | Überschriften |
|-------------|--------|-------------|--------------|--------------------|---------------|
| min         | 16     | ✗           | ✗            | ✗                  | ✓             |
| read        | 16     | ✗           | ✗            | ✓                  | ✗             |
| nov         | 12     | ✗           | ✗            | ✗                  | ✗             |
| more        | 6      | ✗           | ✗            | ✗                  | ✓             |

## Konsistenz der Schlüsselwörter

from

4



## Benutzerfreundlichkeit

|  |                    |                                                                                    |
|--|--------------------|------------------------------------------------------------------------------------|
|  | URL                | Domain : medium.com<br>Länge : 10                                                  |
|  | Favicon            | Gut. Die Webseite hat ein Favicon.                                                 |
|  | Druckeigenschaften | Es konnten keine <a href="#">druckfreundlichen CSS-Angaben</a> gefunden werden.    |
|  | Sprache            | Gut, denn du habst in den META-Elementen eine Sprache deklariert: en.              |
|  | Dublin Core        | Diese Webseite nutzt nicht die Vorteile der <a href="#">Dublin Core Elemente</a> . |

## Dokument

|  |                                  |                                                                                                                                                                                                                                    |
|--|----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | Doctype                          | HTML 5                                                                                                                                                                                                                             |
|  | Verschlüsselung                  | Perfekt, denn deine Webseite deklariert einen Zeichensatz: UTF-8.                                                                                                                                                                  |
|  | W3C Validität                    | Fehler : 18<br>Warnungen : 13                                                                                                                                                                                                      |
|  | E-Mail Datenschutz               | Achtung! Es wurde mindestens eine E-Mail Adresse im Klartext auf deiner Webseite gefunden. Benutze <a href="#">dieses kostenlose Tool</a> um E-Mail Adressen vor SPAM zu schützen.                                                 |
|  | Veraltetes HTML                  | Sehr gut! Du verwendest aktuelle HTML Tags in deinem Webseitenquelltext.                                                                                                                                                           |
|  | Tipps zur Websitegeschwindigkeit | <div> Sehr gut, denn deine Webseite benutzt keine verschachtelten Tabellen.</div> <div> Perfekt. Es wurden keine CSS-Angaben in HTML-Elementen entdeckt!</div> <div> Gut, denn deine Webseite enthält nur wenig CSS-Dateien.</div> |

## Dokument



Nicht so gut, denn deine Webseite enthält viele Javascript-Dateien (mehr als 6).



Gut! Du nutzt die Vorteile von gzip.

## Mobile



### Mobile Optimierung



Apple Icon



META Viewport Tag



Flash Inhalt

## Optimierung



### XML-Sitemap

Perfekt! Deine Webseite hat eine XML-Sitemap.

<https://medium.com/sitemap/sitemap.xml>



### Robots.txt

<http://medium.com/robots.txt>

Sehr gut! Deine Webseite enthält eine robots.txt-Datei.



### Analytics

Sehr gut, deine Website hat ein Analyse-Tool.



Google Analytics