

Website review nike.com

Generated on December 30 2022 04:48 AM

The score is 53/100



SEO Content

	Title	Nike Offizielle Website. Nike DE Length : 32 Perfect, your title contains between 10 and 70 characters.																
	Description	Inspiration und Support für alle Athlet:innen mit innovativen Produkten, Experiences und Services Length : 97 Great, your meta description contains between 70 and 160 characters.																
	Keywords	Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.																
	Og Meta Properties	Good, your page take advantage of Og Properties. <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>title</td><td>Nike Official Site</td></tr><tr><td>description</td><td>Inspiring the world's athletes, Nike delivers innovative products, experiences and services. Free delivery and returns.</td></tr><tr><td>type</td><td>website</td></tr><tr><td>image</td><td>https://c.static-nike.com/a/images/w_1920,c_limit/mdbgldn6yg1gg88jomci/image.jpg</td></tr><tr><td>url</td><td>https://www.nike.com/de/</td></tr><tr><td>locale</td><td>de-DE</td></tr><tr><td>site_name</td><td>Nike.com</td></tr></tbody></table>	Property	Content	title	Nike Official Site	description	Inspiring the world's athletes, Nike delivers innovative products, experiences and services. Free delivery and returns.	type	website	image	https://c.static-nike.com/a/images/w_1920,c_limit/mdbgldn6yg1gg88jomci/image.jpg	url	https://www.nike.com/de/	locale	de-DE	site_name	Nike.com
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locale	de-DE																	
site_name	Nike.com																	
	Headings	<table><thead><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr></thead><tbody><tr><td>1</td><td>7</td><td>2</td><td>37</td><td>0</td><td>0</td></tr></tbody></table>	H1	H2	H3	H4	H5	H6	1	7	2	37	0	0				
H1	H2	H3	H4	H5	H6													
1	7	2	37	0	0													

SEO Content

- [H1] Geschenkgutscheine für jeden Bedarf
- [H2] Entdecke mehr
- [H2] Entdecke mehr
- [H2] Nach Sportart
- [H2] Neues Jahr, neue Moves
- [H2] Neues Jahr, neue Moves
- [H2] Nike Membership
- [H2] Nike Membership
- [H3] Deine Cookie-Einstellungen
- [H3] Deine Cookie-Einstellungen
- [H4] GESCHENKGUTSCHEINE FÜR JEDEN BEDARF
- [H4] Fühl dich fit
- [H4] Fühl dich fit
- [H4] Premium Leggings
- [H4] Sport-BHs
- [H4] Trainings- und Fitnessschuhe
- [H4] Laufschuhe
- [H4] Yoga
- [H4] Accessoires
- [H4] Premium Leggings
- [H4] Sport-BHs
- [H4] Trainings- und Fitnessschuhe
- [H4] Laufschuhe
- [H4] Yoga
- [H4] Accessoires
- [H4] Fußball
- [H4] Tanzen
- [H4] Basketball
- [H4] Laufen
- [H4] Training
- [H4] Yoga
- [H4] Tennis
- [H4] Skateboarding
- [H4] Produkte für Member
- [H4] Member Rewards
- [H4] Sport und Wellness
- [H4] Member Experiences
- [H4] Mehr zur Membership
- [H4] Produkte für Member
- [H4] Member Rewards
- [H4] Sport und Wellness
- [H4] Member Experiences
- [H4] Mehr zur Membership
- [H4] Schuhe
- [H4] Bekleidung
- [H4] Kinder
- [H4] Highlights



Images

We found 47 images on this web page.



1 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.







Text/HTML Ratio

Ratio : **1%**

SEO Content

		This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.
	Flash	Perfect, no Flash content has been detected on this page.
	Iframe	Great, there are no Iframes detected on this page.

SEO Links

	URL Rewrite	Good. Your links looks friendly!
	Underscores in the URLs	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 255 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 2.35% Internal Links 97.65%

In-page links

Anchor	Type	Juice
Direkt zum Hauptinhalt	Internal	Passing Juice
Bestellstatus	Internal	Passing Juice
Versand und Lieferung	Internal	Passing Juice
Rücksendung	Internal	Passing Juice
Größentabelle	Internal	Passing Juice
Kontakt	Internal	Passing Juice
Datenschutzrichtlinie	Internal	Passing Juice
Verkaufsbedingungen	Internal	Passing Juice

In-page links

Nutzungsbedingungen	Internal	Passing Juice
Sende uns Feedback	Internal	Passing Juice
Konto	Internal	Passing Juice
Profil	Internal	Passing Juice
Bestellungen	Internal	Passing Juice
Favoriten	Internal	Passing Juice
Posteingang	Internal	Passing Juice
Experiences	Internal	Passing Juice
Kontoeinstellungen	Internal	Passing Juice
Neues und Highlights	Internal	Passing Juice
Neue Schuhe	Internal	Passing Juice
Neue Bekleidung	Internal	Passing Juice
Bestseller	Internal	Passing Juice
SNKRS Launch Kalender	Internal	Passing Juice
National Team-Trikots	Internal	Passing Juice
Fleece-Shop	Internal	Passing Juice
Legendäre Styles anzeigen	Internal	Passing Juice
Air Force 1	Internal	Passing Juice
Air Jordan 1	Internal	Passing Juice
Air Max	Internal	Passing Juice
Dunk	Internal	Passing Juice
Blazer	Internal	Passing Juice
Pegasus	Internal	Passing Juice
Mercurial	Internal	Passing Juice
Nike Storys	Internal	Passing Juice
Alle Storys	Internal	Passing Juice
Department of Nike Archives (DNA)	Internal	Passing Juice
Coaching	Internal	Passing Juice

In-page links

Athlet:innen*	Internal	Passing Juice
Community	Internal	Passing Juice
Kultur	Internal	Passing Juice
Innovation	Internal	Passing Juice
.Swoosh	External	Passing Juice
Jordan Kollektion	External	Passing Juice
Nike SB - The Vault	External	Passing Juice
Nachhaltigkeit	Internal	Passing Juice
Trained Podcast - Body Positivity	Internal	Passing Juice
Never Done: Geschichte schreiben - Tigerbelles	Internal	Passing Juice
Schluss mit mentalen Blockaden	Internal	Passing Juice
Herren	Internal	Passing Juice
Highlights	Internal	Passing Juice
Bestseller	Internal	Passing Juice
Geschenkgutscheine	Internal	Passing Juice
Schuhe	Internal	Passing Juice
Freizeit	Internal	Passing Juice
Jordan	Internal	Passing Juice
Laufen	Internal	Passing Juice
Fußball	Internal	Passing Juice
Basketball	Internal	Passing Juice
Training und Fitness	Internal	Passing Juice
Skateboarding	Internal	Passing Juice
Nike By You	Internal	Passing Juice
Bekleidung	Internal	Passing Juice
Hoodies und Sweatshirts	Internal	Passing Juice
Jacken	Internal	Passing Juice
Oberteile und T-Shirts	Internal	Passing Juice

In-page links

Shorts	Internal	Passing Juice
Trainingsanzüge	Internal	Passing Juice
Hosen und Tights	Internal	Passing Juice
Trikots und Trikot-Sets	Internal	Passing Juice
Nach Sportart	Internal	Passing Juice
Laufen	Internal	Passing Juice
Fußball	Internal	Passing Juice
Basketball	Internal	Passing Juice
Training und Fitness	Internal	Passing Juice
Tennis	Internal	Passing Juice
Golf	Internal	Passing Juice
Accessoires und Equipment	Internal	Passing Juice
Taschen und Rucksäcke	Internal	Passing Juice
Socken	Internal	Passing Juice
Damen	Internal	Passing Juice
Highlights	Internal	Passing Juice
Bestseller	Internal	Passing Juice
Schuhe	Internal	Passing Juice
Freizeit	Internal	Passing Juice
Jordan	Internal	Passing Juice
Laufen	Internal	Passing Juice
Training und Fitness	Internal	Passing Juice
Nike By You	Internal	Passing Juice
Bekleidung	Internal	Passing Juice
Hoodies und Sweatshirts	Internal	Passing Juice
Jacken	Internal	Passing Juice
Oberteile und T-Shirts	Internal	Passing Juice
Leggings	Internal	Passing Juice

In-page links

Hosen	Internal	Passing Juice
Shorts	Internal	Passing Juice
Sport-BHs	Internal	Passing Juice
Kombi-Sets	Internal	Passing Juice
Röcke und Kleider	Internal	Passing Juice
Nach Sportart	Internal	Passing Juice
Tennis	Internal	Passing Juice
Golf	Internal	Passing Juice
Fußball	Internal	Passing Juice
Yoga	Internal	Passing Juice
Tanzen	Internal	Passing Juice
Accessoires und Equipment	Internal	Passing Juice
Taschen und Rucksäcke	Internal	Passing Juice
Socken	Internal	Passing Juice
Kinder	Internal	Passing Juice
Highlights	Internal	Passing Juice
Bestseller	Internal	Passing Juice
Schuhe	Internal	Passing Juice
Freizeit	Internal	Passing Juice
Jordan	Internal	Passing Juice
Fußball	Internal	Passing Juice
Laufen	Internal	Passing Juice
Basketball	Internal	Passing Juice
Bekleidung	Internal	Passing Juice
Hoodies und Sweatshirts	Internal	Passing Juice
Jacken	Internal	Passing Juice
Oberteile und T-Shirts	Internal	Passing Juice
Shorts	Internal	Passing Juice

In-page links

Hosen und Leggings	Internal	Passing Juice
Trainingsanzüge	Internal	Passing Juice
Sportbekleidung	Internal	Passing Juice
Trikots und Trikot-Sets	Internal	Passing Juice
Sport-BHs	Internal	Passing Juice
Produkte für Kinder nach Alter	Internal	Passing Juice
Babys und Kleinkinder (0 bis 3 Jahre)	Internal	Passing Juice
Jüngere Kinder (3 bis 7 Jahre)	Internal	Passing Juice
Ältere Kinder (7 bis 15 Jahre)	Internal	Passing Juice
Accessoires und Equipment	Internal	Passing Juice
Taschen und Rucksäcke	Internal	Passing Juice
Caps	Internal	Passing Juice
Bis zu 50 % Rabatt	Internal	Passing Juice
Bestseller	Internal	Passing Juice
Sale-Produkte für Herren	Internal	Passing Juice
Schuhe	Internal	Passing Juice
Bekleidung	Internal	Passing Juice
Accessoires und Equipment	Internal	Passing Juice
Sale-Produkte für Damen	Internal	Passing Juice
Schuhe	Internal	Passing Juice
Bekleidung	Internal	Passing Juice
Accessoires und Equipment	Internal	Passing Juice
Sale-Produkte für Kinder	Internal	Passing Juice
Schuhe	Internal	Passing Juice
Bekleidung	Internal	Passing Juice
Accessoires und Equipment	Internal	Passing Juice
Laufen	Internal	Passing Juice
Fußball	Internal	Passing Juice

In-page links

Fitnessstudio und Training	Internal	Passing Juice
Basketball	Internal	Passing Juice
Tennis	Internal	Passing Juice
Golf	Internal	Passing Juice
Yoga	Internal	Passing Juice
Guides	Internal	Passing Juice
Nike Laufschuhfinder	Internal	Passing Juice
Die besten Nike Laufschuhe für den Winter	Internal	Passing Juice
Die besten Leggings für kaltes Wetter	Internal	Passing Juice
So reinigst du deine Air Force 1 Schuhe	Internal	Passing Juice
Styling für dein Lieblingsweatshirt und deinen Lieblingshoodie	Internal	Passing Juice
Einkaufs-Guides	Internal	Passing Juice
Einkaufs-Guides für Läufer:innen	Internal	Passing Juice
Einkaufs-Guides für Fitnessstudio und Training	Internal	Passing Juice
Einkaufs-Guides für Yoga	Internal	Passing Juice
Einkaufs-Guide für Sport-BHs	Internal	Passing Juice
Einkaufs-Guide für Leggings	Internal	Passing Juice
Einkaufs-Guide für Fußballschuhe	Internal	Passing Juice
Produktpflege - So pflegst du deine Ausrüstung	Internal	Passing Juice
Tipps von Expert:innen	Internal	Passing Juice
Besser trainieren mit Anleitungen von Athlet:innen und Expert:innen	Internal	Passing Juice
Gesunde Essgewohnheiten entwickeln	Internal	Passing Juice
So optimierst du deine Regeneration	Internal	Passing Juice
So optimierst du dein Mindset	Internal	Passing Juice
So optimierst du deinen Schlaf	Internal	Passing Juice
Air Force 1	Internal	noFollow
Jordan	Internal	noFollow

In-page links

Air Max	Internal	noFollow
Blazer	Internal	noFollow
Kaufen	External	Passing Juice
Kaufen	Internal	Passing Juice
=	Internal	Passing Juice
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=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
Entdecken	External	Passing Juice
Jetzt loslegen	External	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
Golfschuhe	Internal	Passing Juice
Winter-Sneaker	Internal	Passing Juice
GORE-TEX-Sneaker	Internal	Passing Juice
Walking-Sneaker	Internal	Passing Juice
Weiße Air Max 90s	Internal	Passing Juice

In-page links

Gewichtheberschuhe	Internal	Passing Juice
Gesamte Bekleidung	Internal	Passing Juice
Yoga-Hosen	Internal	Passing Juice
Tech Fleece Jogger	Internal	Passing Juice
Tech Fleece Hosen	Internal	Passing Juice
Tech Fleece Hoodies	Internal	Passing Juice
Fußballanzüge	Internal	Passing Juice
Slipper für Kinder	Internal	Passing Juice
Trainingsanzüge für Kinder im Sale	Internal	Passing Juice
Steppjacken für Kinder	Internal	Passing Juice
Fußballclubs	Internal	Passing Juice
Nike Run Club	Internal	Passing Juice
Nike Training Club	Internal	Passing Juice
Schwarze Sportschuhe	Internal	Passing Juice
Große Größen	Internal	Passing Juice
Factory Store	Internal	Passing Juice
Schuhe unter 50 €	Internal	Passing Juice
Sandalen & Slipper	Internal	Passing Juice
Schwarze Laufschuhe	Internal	Passing Juice
Weiße Laufschuhe	Internal	Passing Juice
Weiße Fußballschuhe	Internal	Passing Juice
Blaue Fußballschuhe	Internal	Passing Juice
Rote Fußballschuhe	Internal	Passing Juice
STORE SUCHEN	Internal	Passing Juice
STUDENTENRABATT	Internal	Passing Juice
AKTIONSCODES	Internal	Passing Juice
HILFE	Internal	Passing Juice
Zahlungsoptionen	Internal	Passing Juice

In-page links

Nike Aktionscodes - Hilfe	Internal	Passing Juice
ÜBER NIKE	Internal	Passing Juice
Neuigkeiten	Internal	Passing Juice
Karriere	Internal	Passing Juice
Investoren	Internal	Passing Juice
Nike App	Internal	Passing Juice
SNKRS	Internal	Passing Juice
Nike Adapt	Internal	Passing Juice
Nike Air	Internal	Passing Juice
Nike Air Max	Internal	Passing Juice
Nike FlyEase	Internal	Passing Juice
Nike Flyknit	Internal	Passing Juice
Nike Flyleather	Internal	Passing Juice
Nike Free	Internal	Passing Juice
Nike Pegasus	Internal	Passing Juice
Nike React	Internal	Passing Juice
Nike Vaporfly	Internal	Passing Juice
Nike Zoom Fly	Internal	Passing Juice
Nike ZoomX	Internal	Passing Juice
NBA-Fanausrüstung	Internal	Passing Juice
Factory Store	Internal	Passing Juice
Kids Airtopia	Internal	Passing Juice
Impressum	Internal	Passing Juice
Cookie-Einstellungen ändern.	Internal	Passing Juice

SEO Keywords








Keywords Cloud

bekleidung cookies nike für und deine auf schuhe
accessoires alle





Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
und	52	✘	✘	✔	✔
für	23	✘	✘	✔	✔
alle	14	✘	✘	✔	✘
nike	13	✔	✘	✘	✔
deine	13	✘	✘	✘	✔



Usability

	Url	Domain : nike.com Length : 8
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is de.
	Dublin Core	This page does not take advantage of Dublin Core.

Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 390 Warnings : 42
	Email Privacy	Great no email address has been found in plain text!




Document

	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<ul style="list-style-type: none">✓ Excellent, your website doesn't use nested tables.✗ Too bad, your website is using inline styles.✗ Too bad, your website has too many CSS files (more than 4).✗ Too bad, your website has too many JS files (more than 6).✗ Too bad, your website does not take advantage of gzip.

Mobile

	Mobile Optimization	<ul style="list-style-type: none">✓ Apple Icon✓ Meta Viewport Tag✓ Flash content
--	---------------------	--

Optimization

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <ul style="list-style-type: none">https://www.nike.com/sitemap-us-help.xmlhttps://www.nike.com/sitemap-v2-landingpage-index.xmlhttps://www.nike.com/sitemap-v2-pdp-index.xmlhttps://www.nike.com/sitemap-v2-snkrsweb-index.xmlhttps://www.nike.com/sitemap-wall-index.xmlhttps://www.nike.com/sitemap-v2-article-index.xmlhttps://www.nike.com/sitemap-locator-index.xml
	Robots.txt	<p>http://nike.com/robots.txt</p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Missing</p> <p>We didn't detect an analytics tool installed on this website.</p> <p>Web analytics let you measure visitor activity on your website. You</p>

Optimization

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.