

# **Is your website fully optimised?**

## **What is the ESD Website Checker?**

The ESD Website Checker analyses your website to see how well equipped it is for online success, and gives you tips on how you can improve it.

## **What does the ESD Checker test?**

The ESD Website Checker reviews four aspects of your website that are important for your online success:

- Website presentation
- Accessibility via search engines
- Website security
- Website speed

## **How does the tool work?**

The ESD Website Checker visits the specified Internet address as if it was a visitor to your website or a search engine.

Then, the ESD Website Checker analyses the source code of your site.

**Customer data is not used for the analysis at any time.**

## **What aspects of my site are reviewed by the ESD Website Checker?**

### **Website presentation**

You may ask why the design of your website is important. The answer lies in how user-friendly your website is, as these days, more and more users are visiting via mobile. That's why having a mobile responsive designed website is now more vital than ever before.

### **Be present online**

Optimised for mobile devices  
Favicon usage  
Touch icon usage  
Page title presence  
Domain length

## **Search engine visibility**

As the use of search engines has risen steadily in recent years, it's vital that your website is visible on search engine result pages –

**a surefire way to considerably increase traffic to your website**

We check the SEO performance of your website and give tips and recommendations on how to improve your site's visibility.

### **Get found**

- Page title
- Page description
- Page content
- Social Media
- Sitemaps

## **Website security**

In addition, your website should also be safe, because a secure and technically sound website is a proven way of gaining the trust of potential customers for your business. Stay on the safe side and see if your website fulfills all of the security aspects our online checker reviews.

### **Be secure**

- Cookie protection
- SSL encryption
- Apache status
- Server version visibility

## **Website speed**

Slow website loading times can be a hindrance to your business as they can put potential customers off buying through your site, or stop readers from viewing articles and information. The checker provides details on your website's performance and shows you whether any action is required in order to improve speeds.

### **Be fast**

- CDN activation
- Size of your website
- GZ compression

# **Check the search engine optimisation of your website**

## **What does the online tool do?**

With The ESD SEO Checker, we test the SEO ranking of your website on search engines.

In just a few clicks, we perform a comprehensive SEO test online to assess whether your site meets the requirements of search engines such as Google and Bing. In doing so, you receive the vital data you need for the next steps of the optimisation process.

## **What does the 1&1 IONOS SEO Checker test?**

Our SEO Checker tool assesses all the crucial aspects of search engine optimisation. Among other things, you will receive a detailed analysis of the following areas:

- On-page SEO
- Off-page SEO
- Responsive web design
- Social media SEO