# Lipperhey

**One-pager for www.cnn.com**

## Overall score: 77

**The website: www.cnn.com has been analyzed for the performance at ranking in search engines such as Google and Bing. The overall score is based on scores from technical quality, SEO and popularity. In the following paragraphs you read see how these subjects have been assessed. The last page shows 5 quickwins you can apply to optimize your website, with making just a few adjustments.**

### Technical: 5.7 / 10

The technical quality of a site is important when applying SEO. A website with a solid technical foundation that can be easily indexed has a better chance for getting higher search engine rankings. When the pages from a website are technically optimized, they will be indexed better by search engines and give you higher rankings.

### SEO: 73% / 100%

By applying search engine optimization (SEO), you will increase the findability of your website to search engines. To optimize a website for search engines you will have to put the keywords you want to be found for within HTML elements such as [strong] tags. This will give them a key position within the pages of a website, now search engine robots know what keywords you want to be found for.

The texts on your site should be short, clear and focused on one subject. It is important to pick the right keywords: use words that are relevant somehow to the content of your website. Try to imagine what keywords people would use when using a search engine. After that, build the website around these keywords. The smaller the amount of keywords you want to focus on, the better your site will be optimized for those keywords.

### Popularity: 10.0 / 10

Link popularity tells you something about the amount of links to your website. A lot of search engines use link popularity for determining position in the results. The more quality websites link to you, the higher your ranking will be.

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# Quickwins

**Based on the analysis we put together a complete advice for optimizing your website. To improve your overall score without making too many adjustments, use the quickwins listed below. These are the 5 most important subjects your website needs improvement for.**

## Internal link and navigation structure

The visitors to a website are usually in a hurry to find something. Our statistics show that in general a new visitor looks at a total of two to four pages of a site. This means that the navigation structure of a website should be optimized in order to lead visitors to all the target pages quickly. The internal link density is the percentage of pages linking to other internal pages. That is too low. Reduce the number of pages or increase the number of internal links.

## Correct application of friendly URLs

Static URLs without variables and capitals are known as search engine-friendly URLs. They are an important part of optimizing a site for search engines.

## Use files for search engine robots

Search engines use robots (spiders) to index websites. The webmaster can influence these robots by placing the files robots.txt and sitemap.xml in the root of the website. These files can allow access to pages and folders or prohibit access. We recommend the use of a robots.txt and a sitemap.xml file. Make sure both files are used on the website (which means URLS are found and the file is larger than 0 bytes).

## Pages contain existing META keywords

The keywords intended to be optimized on a page can be indicated in the META keywords. Although not all search engines use this META tag, it is still an important part of optimizing for search engines. It is important that the words that are indicated in the META keywords tag actually occur in the text of that page. If the words do not occur in the text, a search engine can see this as spam.

## Prevent use of inline style and style blocks

Cascading Style Sheets (CSS) is a technique to separate design and content. This results in a balance between code and text , which is important when optimizing for search engines. In the case of an inline style declaration, the style is directly linked to content. The code for design is incorporated in the content of the HTML. Inline style declarations can be recognized by the 'style=' attributes. Remove inline declaration by applying CSS.