



rheinwunder
DIGITAL STRATEGIES

Suchmaschinenoptimierung und Grundlagen des responsiven Webdesigns

Ralph Grundmann

DAAD-Akademie / 23.11.2017

Ralph Grundmann

Jahrgang '77

Verheiratet, 2 Kinder

Geschäftsführer Rheinwunder GmbH

14 Jahre Online Marketing / Schwerpunkt SEO

Tätigkeit für Start-Ups & Agenturen in UK / DE

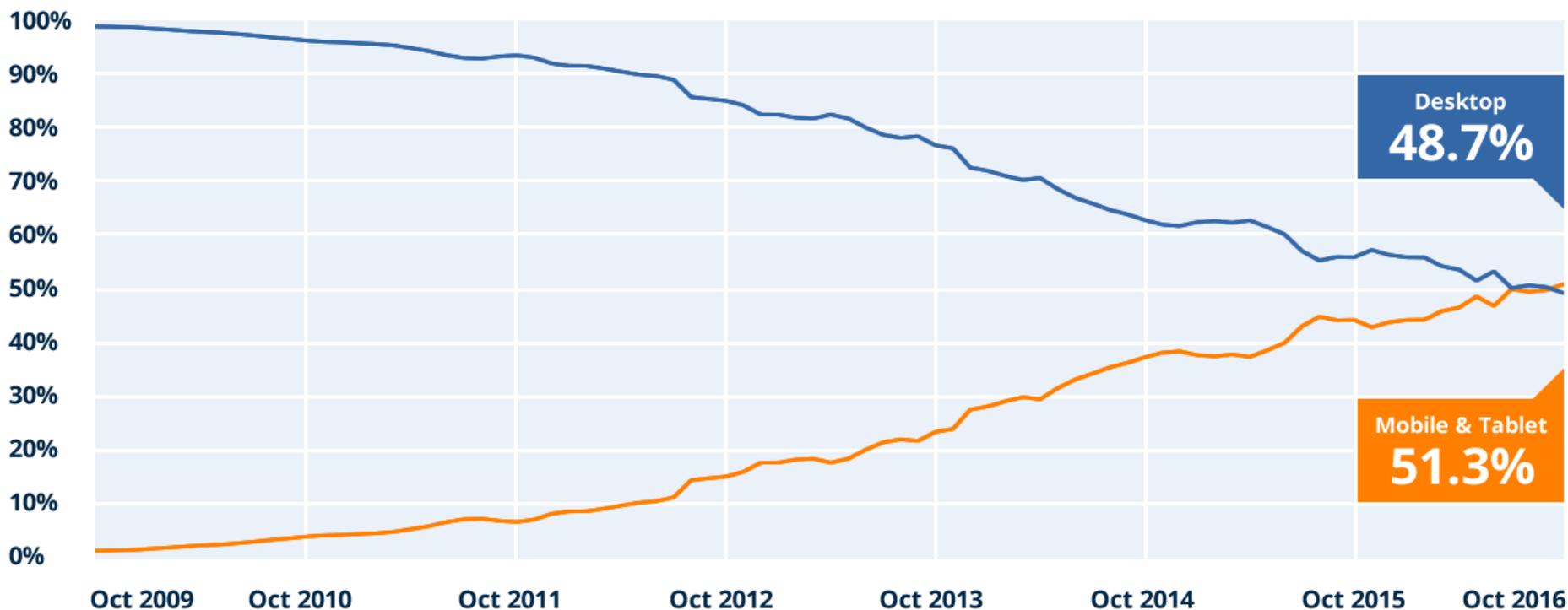




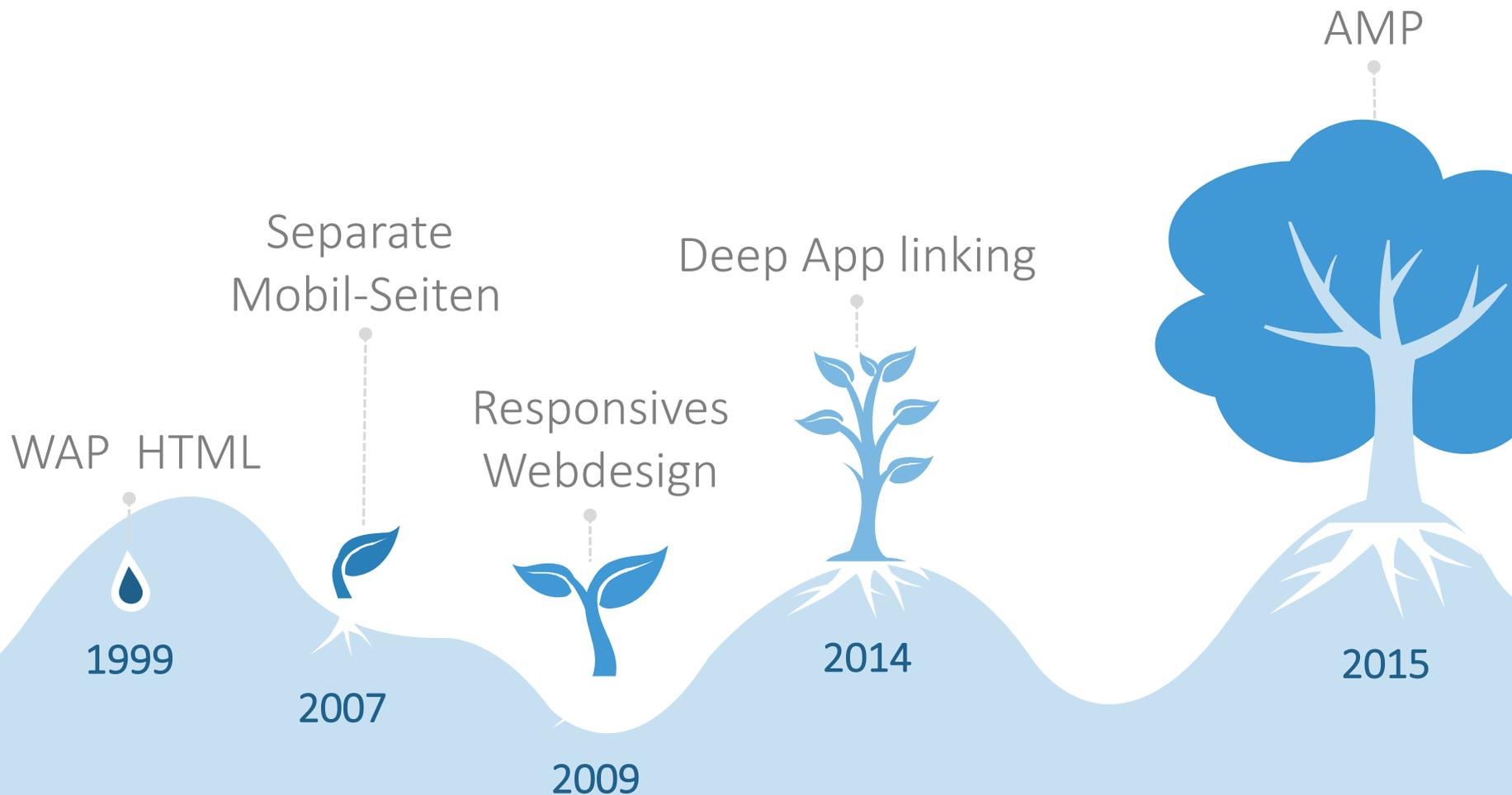
Internet Usage Worldwide

October 2009 – October 2016

■ Desktop ■ Mobile & Tablet



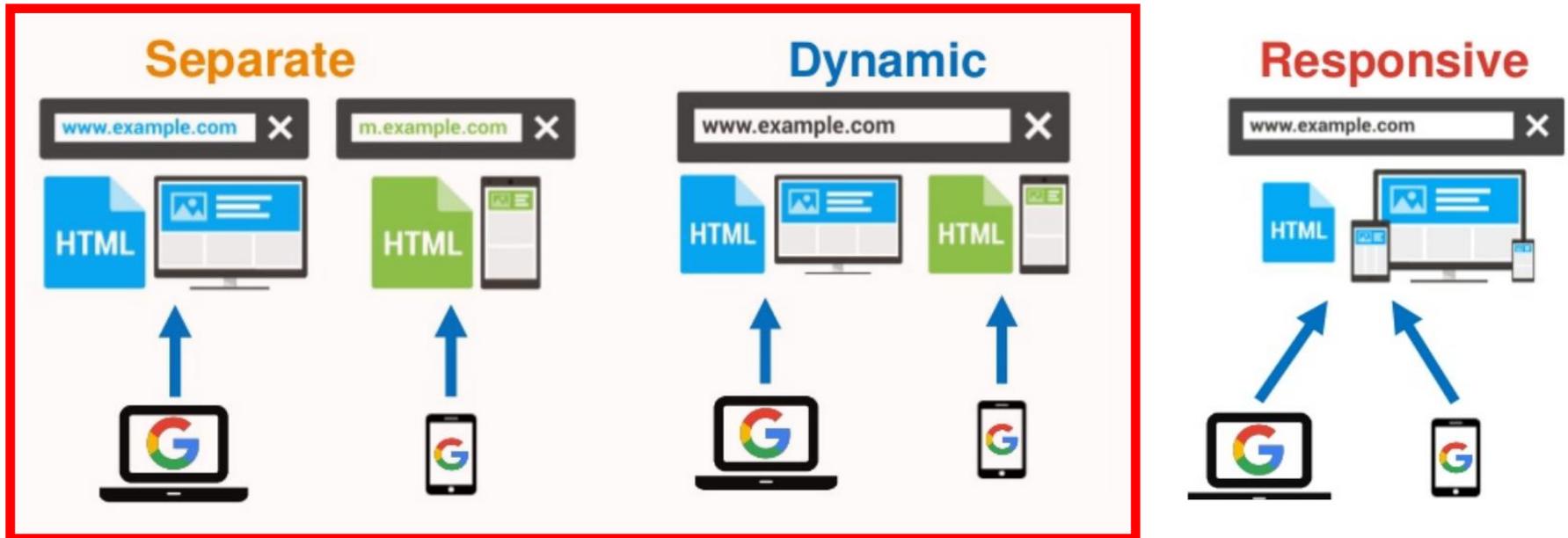
Geschichte des mobilen Internets

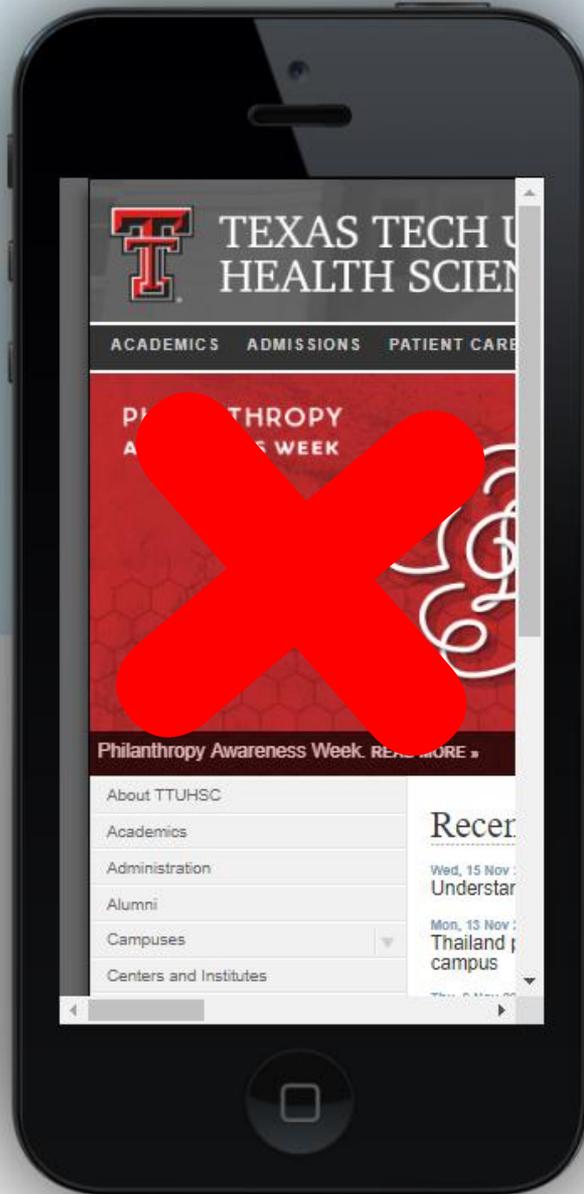




2017 „Mobile First Index“

Welche Konfigurationen sind betroffen?







Accelerated Bachelor's Degree Programs



Our accelerated learning programs allow you to earn your bachelor's degree in less than 3 years. Our accelerated programs consist of 18-week courses that meet one night a week. Classes are held in a lab that offers ongoing technical assistance during the semester.

Most courses are three credit hours, to total 120 credit hours, or 40 or 45 credits. It takes students 3 semesters to 4 years to complete a bachelor's degree in a lab or accelerated program.

Key components of these programs include **prior learning assessment** and **college credit by examination**. You may receive up to 25 credit hours for what you've learned from your life and work experience through prior learning assessment. In addition, you can also receive **tuition and material fees** for college credit, assessment or other credit.

Bachelor's degrees — at a glance

- Bachelor of General Studies degree
- Bachelor of Science degree in Organizational Leadership
- Bachelor of Science degree in Emergency and Disaster Management
- Bachelor of Science degree in Digital Media Management
- Bachelor of Science degree in Health Care Consumer Advocacy
- Bachelor of Science degree in Community Leadership and Development

Online Earned options

Some students combine an accelerated course with traditional, semester-long courses through our Earned Program. Because many programs offer hybrid courses, it is necessary for some degree offerings to complete both Earned classes. In addition, you can complete an accelerated segment of the program and complete the remainder through the Earned Program. Earned program courses meet one night per week for 15 weeks.

Indian



**Responsives Webdesign ist keine Innovation.
Es ist eine Standard Komponente einer
jeden SEO Strategie.**



30 SEO & CRO Tipps

(Basierend auf gängigen Fehlern von Hochschulwebseiten)



#1 Conversion

Take Action

- Apply Now
- Request Information
- Contact Us
- Attend an Information Session

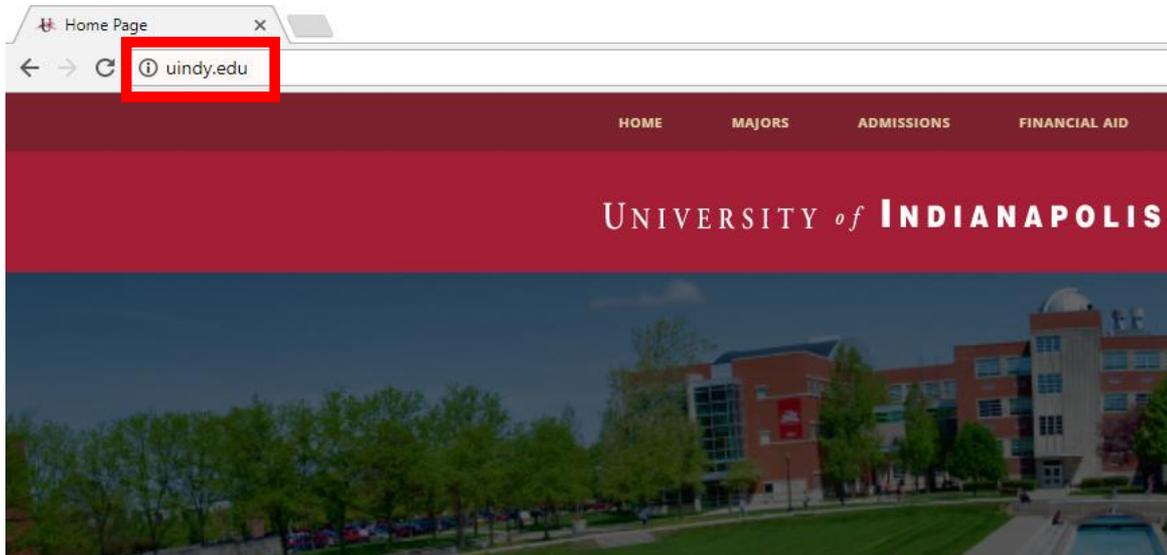
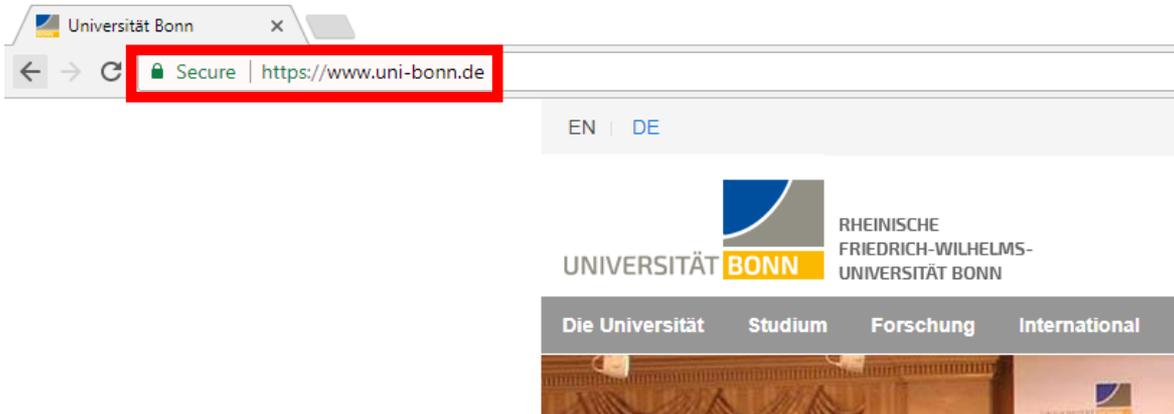


Meal plans

Uindy offers several meal plans depending on the type of student you are. In addition to traditional meal plans for the dining hall, students may add money to their ID cards to use in other locations on campus.

[View meal plans](#) ►

#2 Bildskalierung



#3 SSL

UNIVERSITY of INDIANAPOLIS

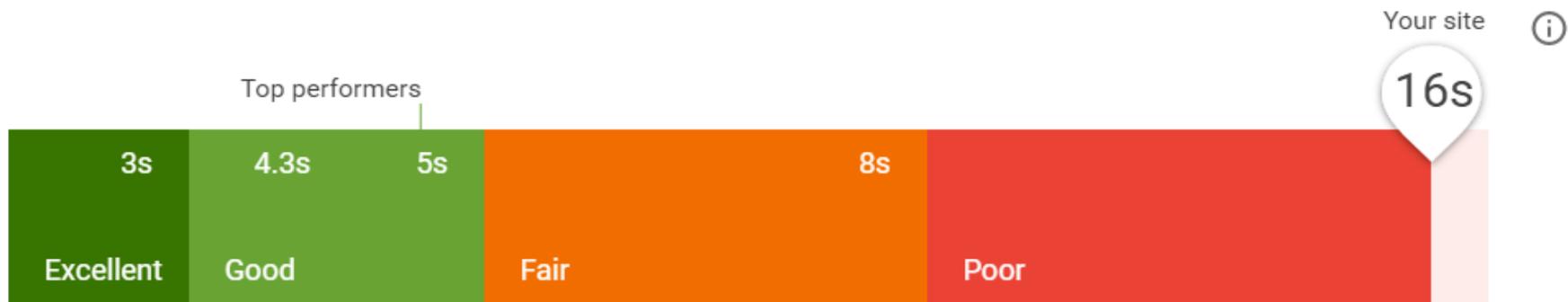
UNDEFEATED
2017 REGULAR SEASON

UNIVERSITY of INDIANAPOLIS

76 requests | 3.7 MB transferred | Finish: 22.73 s | DOMContentLoaded: 5.85 s | Load: 22.15 s

#4 Speed

Industry comparison



<http://uindy.edu/> is slower than the top-performing sites in the **Jobs & education** industry

<https://testmysite.withgoogle.com/intl/en-gb>

! Possible Optimizations

Optimize images

▶ [Show how to fix](#)

Eliminate render-blocking JavaScript and CSS in above-the-fold content

▶ [Show how to fix](#)

Leverage browser caching

▶ [Show how to fix](#)

Minify CSS

▶ [Show how to fix](#)

Minify JavaScript

▶ [Show how to fix](#)

Minify HTML

▶ [Show how to fix](#)



#5 Caching

#6 Minification

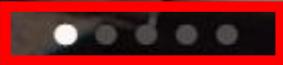
#7 Blocking JS

#8 HTTP2

Applications are open for UIndy's class of 2022

Be #UIndyBound

APPLY TODAY!



#9 Slider

Suche

Schnellzugriff

G Sprache auswählen | ▾

› Sprache auswählen	Englisch	Indonesisch	Litauisch	Schwedisch	Urdu
Afrikaans	Estnisch	Irish	Malaysisch	Serbisch	Vietnamesisch
Albanisch	Filipino	Isländisch	Maltesisch	Slowakisch	Walisisch
Arabisch	Finnisch	Italienisch	Mazedonisch	Slowenisch	Weißrussisch
Armenisch	Französisch	Japanisch	Niederländisch	Spanisch	
Aserbaidshanisch	Galizisch	Jiddisch	Norwegisch	Suaheli	
Baskisch	Georgisch	Katalanisch	Persisch	Thailändisch	
Bulgarisch	Griechisch	Koreanisch	Polnisch	Tschechisch	
Chinesisch (traditionell)	Haitianisch	Kroatisch	Portugiesisch	Türkisch	
Chinesisch (vereinfacht)	Hebräisch	Lateinisch	Rumänisch	Ukrainisch	
Dänisch	Hindi	Lettisch	Russisch	Ungarisch	

Masch



Offene Fachhochschule
Science Slam bringt Forschung auf die Bühne
Innovation

FHDO hilft
Studiennetzportal

#11 Google Übersetzungen

[Translator](#)[Linguee](#)[Press Information](#)**ENGLISH** (detected) ▾

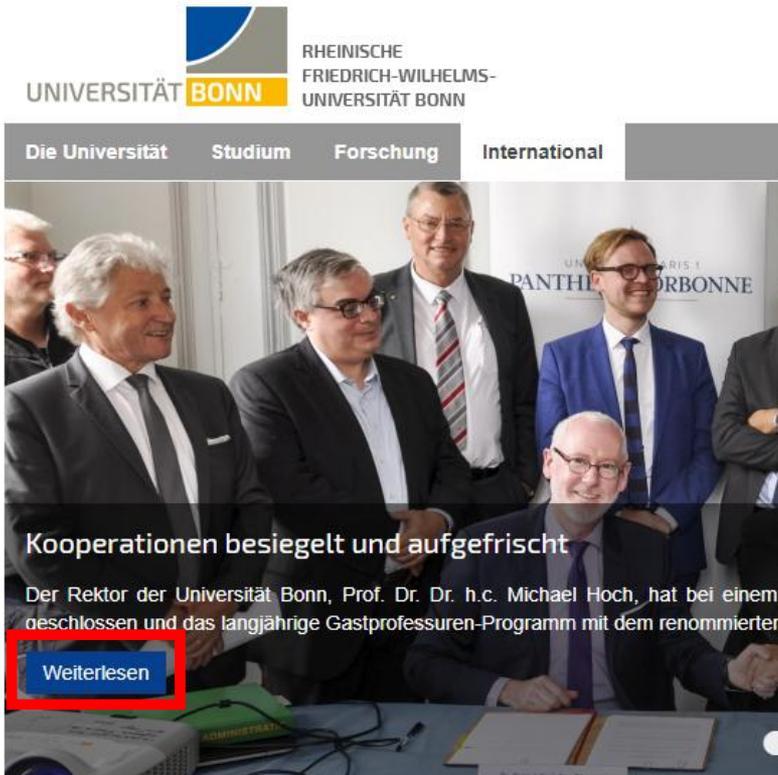
For more than 100 years, the University of Indianapolis has been providing a high-quality, personalized education to a diverse population of students. Our fully accredited, private university is ranked by U.S. News and World Report as among the top learning institutions of its type in the Midwest. You'll find a welcoming and comfortable study environment on our safe, moderate-sized campus in the suburbs of a major city.

Translate into **GERMAN** ▾

Seit mehr als 100 Jahren bietet die University of Indianapolis eine qualitativ hochwertige, personalisierte Ausbildung für eine breit gefächerte Studentenpopulation. Unsere vollständig akkreditierte, private Universität wird von U. S. News and World Report als eine der führenden Bildungseinrichtungen ihrer Art im Mittleren Westen eingestuft. Auf unserem sicheren, mittelgroßen Campus in den Vororten einer Großstadt finden Sie eine gemütliche und komfortable Lernumgebung.

- Orte, Geschäfte, Restaurants
- Gesundheit und Medizin
- Events und Veranstaltungen
- Kreativität: kreative Arbeit, Buch
- Organisation
- Testbericht, Rating/Bewertung
- Produkt, Angebot
- Breadcrumb Navigation
- Personen

#12 Structured Data



#13

Ungerichtete Verlinkungen

Fitness & Recreation

Trying to stay in shape? Looking for new ways to socialize or enjoy a friendly competition? UIndy dedicates multiple spaces to fitness and recreation for students at no extra cost. Whatever gets you moving, you'll find plenty of options to help keep you active, inspired and motivated. And no matter where you are on campus, you're never far from a good workout.



UIndy Fitness Center

The UIndy Fitness Center is located on the lower level of the Ruth Lilly Fitness Center and is free for all UIndy students, faculty and staff. The fitness center houses equipment for all fitness levels, including treadmills, elliptical machines, exercise and spinning bikes, weight machines, free-weight stations, medicine balls, and sport equipment rental to use in the gyms in RLFC and Nicoson Hall (basketballs, soccer balls, wiffle ball, volleyballs). Flat-screen TVs throughout the room help make burning those calories and increasing body strength more enjoyable.

University students, faculty and staff must present a University ID upon entry.

Regular hours

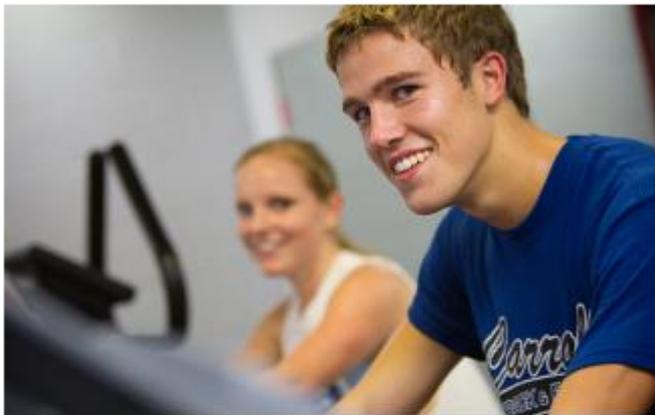
Monday-Thursday	6:30 a.m.-11 p.m.
Friday	6:30 a.m.-9 p.m.
Saturday & Sunday	12 p.m.-6 p.m.

#14

fehlende

Kontextlinks

Fitness & Recreation



```
Elements Console Sources >>
col-md-8 id="content-814"
  <section class="page-content">
    <h1>Fitness & Recreation</h1>
    <div class="figure-feature figure-
      feature__right col-xs-12 col-sm-6 col-
      lg-7">
      
      </imgcaption/></imgcaption/>
    </div>
  <p>...</p>
  <h2>UIndy Fitness Center</h2>
```

#15 fehlende Alt Tags



Matt Smith

@AllThingsSmitty

Follow



I snuck this little **#CSS** gem into a project stylesheet to help the team remember **#accessibility**. 😎 **#WebDev**

```
/* you forgot the `alt` attribute */  
img[alt=""],  
img:not([alt]) {  
  border: 5px dashed ■ #c00;  
}
```

6:02 PM - 14 Nov 2017

HOME MAJORS ADMISSIONS FINANCIAL AID CAMPUS LIFE ALUMNI ATHLETICS ARTS GIVING ABOUT UINDY

UNIVERSITY of INDIANAPOLIS [Request Info](#) Search for content and people... 

Home | Center for Aging & Community | Workshop: Expressive Arts in Long Term Care [Learn more about aging studies. Call 317-791-5930.](#)

Academic Programs

- M.S. in Gerontology
- Graduate Certificate in Gerontology
- Undergraduate Certificate

Consulting Services

- Consulting Services
- Projects

Explore

- Admission Requirements
- Guest Students
- Courses
- Assistantships & Scholarships
- About Aging Studies
- Careers in Aging
- Sigma Phi Omega
- Faculty & Staff
- Tuition

Expressive Arts in Long Term Care

The University of Indianapolis Center for Aging & Community (CAC) has received a \$600,000 contract from the Indiana State Department of Health to design, implement, and coordinate a project that will improve the quality of life of older adults living in long term care facilities through the use of the arts.

Why Expressive Arts?

“Results revealed positive intervention effects in relation to physical health, number of doctor visits, medication usage, depression, morale, and activity level. These results reflect a positive impact of participatory art programs for older adults in this study relevant to health promotion, disease prevention, and a reduction of risk factors driving the need for long-term care.”

Cohen, G. D., Perlstein, S., Chapline, J., Kelly, J., Firth, K. M., & Simmens, S. (2007). The Impact of Professionally Conducted Cultural Programs on the Physical Health, Mental Health, and Social Functioning of Older Adults—2-Year Results. *Journal of Aging, Humanities, and the Arts*, 1(1-2), 5-22.

#16 Informationsarchitektur

Keyword	Competition	Traffic	Traffic Trend
duales studium maschinenbau			
maschinenbau studium			
studium maschinenbau			
bewerbung duales studium maschinenbau			
duales studium maschinenbau nrw			
ba studium maschinenbau			
duales studium maschinenbau hamburg			
studium maschinenbau voraussetzungen			
duales studium berlin maschinenbau			
studium ingenieur maschinenbau			
duales studium nrw maschinenbau			
duales studium maschinenbau gehalt			
duales studium maschinenbau firmen			
maschinenbau berlin studium			
maschinenbau hamburg studium			

#17 Suchwörter

HOME MAJORS ADMISSIONS FINANCIAL AID CAMPUS LIFE ALUMNI ATHLETICS ARTS GIVING ABOUT UINDY

UNIVERSITY of INDIANAPOLIS

Request Info Search for content and people... Q

Home | School of Business

Map & Directions ▶
Click for *Interactive Map*.

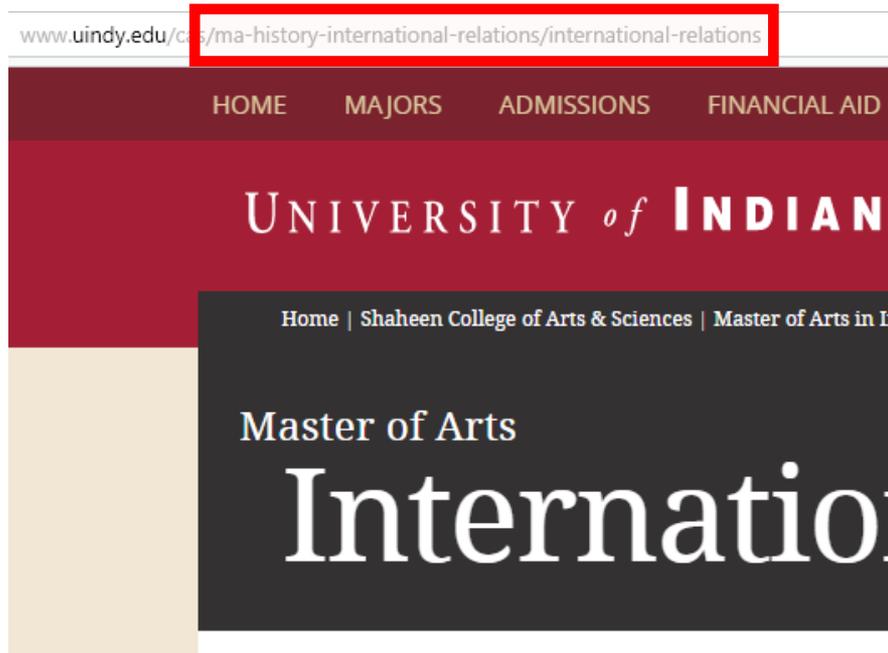
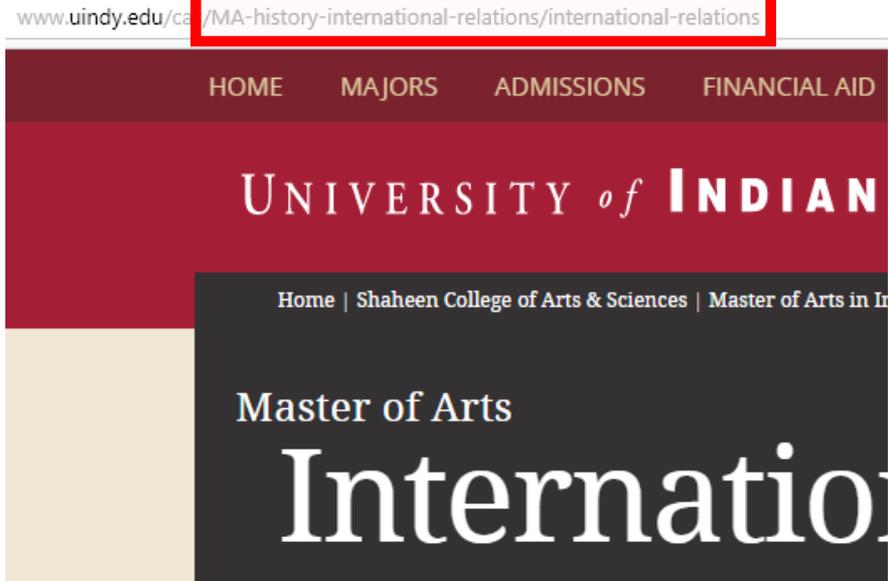
Contact the
Esch Hall 033
Monday - Friday
8 a.m. - 4:30 p.m.
317-788-3378
[Send us an email »](#)

UIndy 1400 East Hanna Avenue
Indianapolis, Indiana 46227
317-788-3368 • 800-232-8634

UIndy Contact Information
To contact an individual, search our [campus directory](#).

© 2017 University of Indianapolis

#18 dünne Inhalte



#19 doppelte Inhalte

✔ A deeper look @UIndyColleges In Indiana Archives - Page 15 of 21 ...

<https://www.proedge.uindy.edu/tag/colleges-indiana/page/15/> - Diese Seite übersetzen

On Saturday, May 1st, the School for Adult Learning(SAL) at the University of Indianapolis will have 79 students participate in the UIndy Graduation Ceremony.

✔ A deeper look @UIndyUniversity of Indianapolis Archives - Page 15 of ...

<https://www.proedge.uindy.edu/tag/university-of.../page/15/> - Diese Seite übersetzen

Sara Zehr, University of Indianapolis 2010 DPT graduate, developed and copyrighted a DVD entitled "Bridging the Gap: An Audio Visual Tool Bringing Physical ...

✔ A deeper look @UIndyNurse Practitioner Programs Archives - Page 3 ...

<https://www.mici-ahec.uindy.edu/tag/nurse-practitioner.../page/3/> - Diese Seite übersetzen

The School for Adult Learning at the University of Indianapolis is accepting applications for the fall semester in our accelerated degree program. You have time ...

✔ A deeper look @UIndyUniversity of Indianapolis Archives - Page 14 ...

www.proedge.uindy.edu/tag/university-of-indianapolis/page/14/ ▼ Diese Seite übersetzen

University of Indianapolis Communications - News from the University of Indianapolis campus and community.

✔ A deeper look @UIndyUniversity of Indianapolis Archives - Page 20 ...

www.proedge.uindy.edu/tag/university-of-indianapolis/page/20/ ▼ Diese Seite übersetzen

Indianapolis Mayor Greg Ballard will speak at the University of Indianapolis at noon Thursday in the Christel DeHaan Fine Arts Center's Ruth Lilly Performance ...

✔ A deeper look @UIndyUniversity of Indianapolis Archives - Page 13 of ...

www.proedge.uindy.edu/tag/university-of-indianapolis/page/13/ ▼ Diese Seite übersetzen

It's back to school in Indiana and no one is more excited about the start of the school year than the seniors of 2012. This is their year. Their year to shine and ...

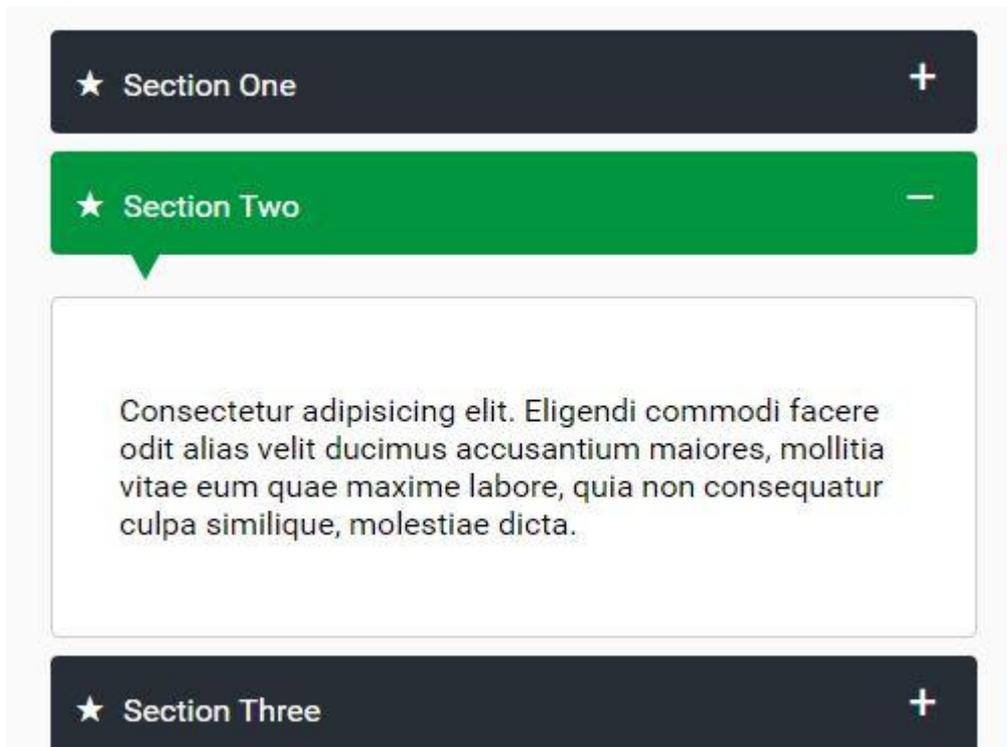
✔ A deeper look @UIndyUniversity of Indianapolis Archives - Page 17 of ...

www.proedge.uindy.edu/tag/university-of-indianapolis/page/17/ ▼ Diese Seite übersetzen

The University of Indianapolis/Body One Physical Therapy Orthopedic Residency Program is accepting applications. We have one resident who has ...

#20 Tags

#21 Paging



#22 Toggle Elemente



AMP

#23

👍 [University of Indianapolis: Inspiring Excellence - UIndy](#)

uindy.edu/calendar?month=05&year=2018 - [Diese Seite übersetzen](#)

Location: Christel DeHaan Fine Arts Center - Ruth Lilly Performance Hall Time: 1:00 PM to 2:00 PM

Details: Haruka Ostojic, director. Free and open to the public.

👍 [University of Indianapolis: Inspiring Excellence - UIndy](#)

www.uindy.edu/calendar?month=11&year=2017 ▾ [Diese Seite übersetzen](#)

Location: - Health Pavilion Lobby Time: 9:00 PM to 10:00 PM Details: We welcome all Uindy students to come out to the Health Pavilion on Wednesday nights at ...

👍 [University of Indianapolis: Inspiring Excellence - UIndy](#)

www.uindy.edu/calendar?month=06&year=2016 ▾ [Diese Seite übersetzen](#)

Master's & Doctoral. Overview · Master's Programs · Doctoral Programs · International Students. Adult Learners. Overview · Accelerated Programs · Professional ...

👍 [University of Indianapolis: Inspiring Excellence - UIndy](#)

uindy.edu/calendar?month=03&year=2018 ▾ [Diese Seite übersetzen](#)

Location: Christel DeHaan Fine Arts Center - Gallery All Day Details: This exhibit made possible through a partnership between the University of Indianapolis ...

👍 [University of Indianapolis: Inspiring Excellence - UIndy](#)

www.uindy.edu/calendar?month=9&year=2009 ▾ [Diese Seite übersetzen](#)

Master's & Doctoral. Overview · Master's Programs · Doctoral Programs · International Students. Adult Learners. Overview · Accelerated Programs · Professional ...

👍 [University of Indianapolis: Inspiring Excellence - UIndy](#)

<https://www.uindy.edu/calendar?month=7&year=2016> ▾ [Diese Seite übersetzen](#)

Home · Majors Majors. « Back. Majors photo. Majors Home. New Majors: Engineering. UIndy now offers majors in Mechanical Engineering, Software ...

👍 [University of Indianapolis: Inspiring Excellence - UIndy](#)

www.uindy.edu/calendar?month=12&year=2010 ▾ [Diese Seite übersetzen](#)

Master's & Doctoral. Overview · Master's Programs · Doctoral Programs · International Students. Adult Learners. Overview · Accelerated Programs · Professional ...

👍 [University of Indianapolis: Inspiring Excellence - UIndy](#)

www.uindy.edu/calendar?month=6&year=2010 ▾ [Diese Seite übersetzen](#)

Master's & Doctoral. Overview · Master's Programs · Doctoral Programs · International Students. Adult Learners. Overview · Accelerated Programs · Professional ...

#24 Außen- darstellung



NEW BOOK BY UNIVERSITY OF INDIANAPOLIS PROFESSOR OLIVER P. MORTON

#25 Sub-domains

URL	Status Codes	# Redirects	Final URL
http://www.uindy.edu/map-and-directions		2	http://map.uindy.edu/map/?id=605

Interne #26 301 und #27 404

Tool zur Überprüfung von Http Statuscodes

/ Tool zur Überprüfung von Http
Statuscodes

HTTP Status Code Checker

Überprüfen Sie die Status Codes, Response Headers, Umleitungsziele und verkettete Weiterleitungen von HTTP Verbindungen

LOS GEHTS!

REQUEST HEADERS BEARBEITEN

<https://www.rheinwunder.com/http-statuscode-checker/>

Fachhochschule Dortmund

<https://www.fh-dortmund.de/>

Fachhochschule Dortmund, FH Dortmund - University of Applied Sciences and Arts, Studieren in Dortmund.

Ergebnisse von fh-dortmund.de



Studieninteressierte

Design - Bewerbung Bachelor -
Informatik - Architektur - ...

Wirtschaft

Berichte über die
Forschungsaktivitäten am ...

Informatik

Studierende - Personen - Informatik
studieren? - ...

Fachbereich Maschinenbau

FB Aktuell - Studienangebot
Bachelor - Organisatorisches - ...

Studienangebot

Studienangebote - Design -
Maschinenbau - Informatik - ...

Design

Fachbereich Design der
Fachhochschule Dortmund.

www.fh-dortmund.de/de/index.php

**Fachhochschule
Dortmund**

University of Applied Sciences and Arts

we focus on students

Startseite

Architektur

Design

Elektrotechnik

Informatik

Maschinenbau

Studieninteressierte

Studierende

Promovierende

Presse

Forschung und Transfer

IDIAl

Hochschule

Jobs & Karriere



#28

Homepage

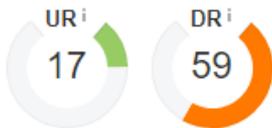
Redirects

Home Page

uindy.edu ▼

Ahrefs Rang ⁱ

69,349



Backlinks ⁱ

14.6M ⁺⁹⁷⁴

Recent 16.9M
Historical 28M

Verweisende Domains ⁱ

5.03K ⁻⁵⁷

Recent 6.02K
Historical 9.43K

Organische Keywords ⁱ

53.9K ⁺²⁵³

PPC 258

Organischer Traffic ⁱ

39.4K ^{+2K}

Traffic Wert ⁱ

\$182K

PPC \$4.6K

Nicht mehr funktionierende Backlinks ⁱ

Link-Typ ▼

In Ergebnissen suchen



242,581 backlinks

Verweisende Seiten ⁱ

DR ⁱ

UR ⁱ

Ext ⁱ

Sozial ⁱ

Anchor und Backlink ⁱ

Mexico (incl. Cozumel and Cancun) - Local Reports (Caribbean Hurricane Network)
stormcarib.com/reports/2005/mexico.shtml ▼

54

27

98

fb 0
in 0

sent their pics also. All my pics are located at:
http://pages.uindy.edu/~rpcollins/Wilma_pics/ these are pics taken at the shelter and after we
pages.uindy.edu/~rpcollins/Wilma_pics/ ▼
↳ uindy.edu/404 ▼
404 not found

Externe #29 Backlinks

	Lite	Standard	Advanced	Agency
Monthly price	\$99	\$179	\$399	\$999
	7-day trial for \$7	7-day trial for \$7	Subscribe	Subscribe
	1 user	1 user	3 users	5 users
Dashboard				
Campaigns ⁱ	5	10	25	100
Rank tracker				
Tracked keywords	300	1,000	4,000	10,000
Update frequency	Every week	Every 3 days	Every day	Every day
Mobile ranking	—	—	✓	✓
Locations per website	1	2	5	unlimited

<https://ahrefs.com/pricing>



Find Broken Links

Crawl a website instantly and find broken links (404s) and server errors. Bulk export the errors and source URLs to fix, or send to a developer.



Analyse Page Titles & Meta Data

Analyse page titles and meta descriptions during a crawl and identify those that are too long, short, missing, or duplicated across your site.



Extract Data with XPath

Collect any data from the HTML of a web page using CSS Path, XPath or regex. This might include social meta tags, additional headings, prices, SKUs or more!



Generate XML Sitemaps

Quickly create XML Sitemaps and Image XML Sitemaps, with advanced configuration over URLs to include, last modified, priority and change frequency.



Audit Redirects

Find temporary and permanent redirects, identify redirect chains and loops, or upload a list of URLs to audit in a site migration.



Discover Duplicate Content

Discover exact duplicate URLs with an md5 algorithmic check, partially duplicated elements such as page titles, descriptions or headings and find low content pages.



Review Robots & Directives

View URLs blocked by robots.txt, meta robots or X-Robots-Tag directives such as 'noindex' or 'nofollow', as well as canonicals and rel="next" and rel="prev".



Integrate with Google Analytics

Connect to the Google Analytics API and fetch user data, such as sessions or bounce rate and conversions, goals, transactions and revenue for landing pages against the crawl.

#30 „Screaming Frog“



Vielen Dank

Rheinwunder GmbH
Sebastianstraße 38
53115 Bonn

 info@rheinwunder.com

 0228 243 313 54