

Review of Textilwirtschaft.de

Generated on 2023-06-19

Introduction

This report provides a review of the key factors that influence the SEO and usability of your website.

The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.

Our reports provide actionable advice to improve a site's business objectives.

Please contact us for more information.

Table of Contents

Search Engine Optimization

Mobile

Visitors

Link Analysis

Usability

Technologies

Social

Iconography



Good



To Improve



Errors



Not Important



Hard to solve



Little tough to solve



Easy to solve



No action necessary



Title Tag



TextilWirtschaft | Nachrichten aus der Mode- und Textilbranche

Length: 62 character(s)

Ideally, your title tag should contain between 10 and 70 characters (spaces included).

Make sure your title is explicit and contains your most important keywords.

Be sure that each page has a unique title.



Meta Description



Die TextilWirtschaft bietet Branchenprofis exklusive News, Berichte und Marktstudien aus den Segmenten Womenswear, Menswear, Urbanwear und Sport.

Length: 145 character(s)

Meta descriptions contains between 100 and 300 characters (spaces included).

It allow you to influence how your web pages are described and displayed in search results.

Ensure that all of your web pages have a unique meta description that is explicit and contains your most important keywords (these appear in bold when they match part or all of the user's search query).

A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize click-through rate.



Meta Keywords



No Keywords

Meta Keywords are a specific type of meta tag that appear in the HTML code of a Web page and help tell search engines what the topic of the page is.

However, google can't use meta keywords.



Google Preview



[TextilWirtschaft | Nachrichten aus der Mode- und Textilbranche](#)
[textilwirtschaft.de/](#)

Die TextilWirtschaft bietet Branchenprofis exklusive News, Berichte und Marktstudien aus den Segmenten Womenswear, Menswear, Urbanwear und Sport.

This is an example of what your Title Tag and Meta Description will look like in Google search results.

While Title Tags & Meta Descriptions are used to build the search result listings, the search engines may create their own if they are missing, not well written, or not relevant to the content on the page.

Title Tags and Meta Descriptions are cut short if they are too long, so it's important to stay within the suggested character limits.

- <H2> Wie kommt P&C zurück? </H2>
- <H2> Aktuelle Ausgabe als E-Paper lesen </H2>
- <H2> Puma: Neue General Managerin für China </H2>
- <H2> Das ist der neue Ludwig Beck </H2>
- <H2> "Die Preise werden weiter steigen" </H2>
- <H2> Nachrichten </H2>
- <H2> Wie kommt P&C zurück? </H2>
- <H2> Casamoda: Quadriga folgt auf Klaus Katt </H2>
- <H2> Neue Geschäftsführerin für Peter Hahn </H2>
- <H2> "Zu viel New Work ist nicht gut" </H2>
- <H2> Diese Modeunternehmen haben 2023 Insolvenz angemeldet </H2>
- <H2> Liebling Lloyd </H2>
- <H2> "Nur so schaffen wir in Europa ein Level-Playing-Field" </H2>
- <H2> Neue Geschäftsführerin für Peter Hahn </H2>
- <H2> In diesen Online-Shops geben die Österreicher am meisten aus </H2>
- <H2> CCC Group: Discount läuft </H2>
- <H2> TW Podcast </H2>
- <H2> arena bringt Lifestyle an den Strand </H2>
- <H2> News </H2>
- <H2> Luis Trenker landet am Gardasee </H2>
- <H2> "Es droht eine De-Globalisierung" </H2>
- <H2> MCM mit neuer Markenidentität – und neuem Kreativteam </H2>
- <H2> Diese Modeunternehmen haben 2023 Insolvenz angemeldet </H2>
- <H2> Istanbul Modehändler kauft Frankfurter Concept-Store </H2>
- <H2> Alibaba expandiert mit Erfolgsmodell Tmall nach Europa </H2>
- <H2> Showroom-Galerien </H2>
- <H2> Menswear Frühjahr 2024 </H2>
- <H2> Zehn Style-Signale aus Florenz </H2>
- <H2> Pitti-Impressionen: Madonna, das weiße Wildschwein und Blubberbad </H2>
- <H2> 104. Ausgabe der Menswear-Messe: Pitti People: Top-Looks aus Florenz </H2>
- <H2> Menswear zum Frühjahr 2024: Das sagen die Händler </H2>
- <H2> EU-Gesetze für die Mode </H2>
- <H2> "Wir haben klare Eskalationsschritte vereinbart" </H2>
- <H2> Leserbrief zu den Gesetzesvorhaben der EU: "Mittelständische Unternehmen können das nicht stemmen" </H2>
- <H2> Das plant Brüssel für die Modebranche: Revolution per Gesetz </H2>
- <H2> Kommentar zu den geplanten EU-Gesetzen: Rückenwind aus Afrika </H2>
- <H2> Secondhand in der Mode </H2>
- <H2> About You holt sich Momox an Bord </H2>
- <H2> Trotz des allgemeinen Secondhand-Booms: Mädchenflohmarkt ist zahlungsunfähig </H2>
- <H2> Wegen zahlreicher Verkäuferbeschwerden: About You schmeißt Mädchenflohmarkt aus der Secondhand-Kategorie </H2>
- <H2> Secondhand to watch : Asket eröffnet in Stockholm den ersten Restore </H2>
- <H2> Was läuft? </H2>
- <H2> "Kleider, Kurzarm-Hemden – und portugiesischer Likör" </H2>
- <H2> Was läuft bei Bonprix, Kai Heck?: "Sommerkleider in Magenta und Badeanzüge in knalligem Blau" </H2>
- <H2> Was läuft bei Schuh und Sport Mücke, Felix Schmuck?: "Geschlossene Modelle in Farbe und Sneaker" </H2>
- <H2> Was läuft bei Bous in Bad Homburg, Frau Bous?: "Geklümmte Dessous und Bademode in Rosé und Pink" </H2>
- <H2> Virtuelle Anprobe </H2>

<H2> Amazon bietet Händlern 3D-Tools an </H2>

<H2> Virtual Dressing in der Mode: Zalando öffnet virtuelle Umkleidekabine für alle Kunden </H2>

<H2> Erste Tests bei Nike: Snapchat setzt auf Geschäft mit digitaler Anprobe im Einzelhandel </H2>

<H2> Virtual Dressing in der Mode: Spread Group investiert in digitale Größenberatung </H2>

<H2> Fokus Galeria </H2>

<H2> Galerias Arbeitsdirektor schießt scharf: "Wen vertritt Verdi eigentlich noch?" </H2>

<H2> Neue Allianz: Stadt Cottbus wird zum Warenhaus-Vermieter: Bürgerservice neben Brax: Wenn Galeria geht, kommen die Ämter </H2>

<H2> Warenhauskonzern: Galeria-Chef weicht Sanierungspläne auf </H2>

<H2> Galeria-Eigentümerin freut sich über ein "sehr gutes Invest" - mit Immobilien: Signa verkauft Möbelhändler Kika/Leiner wieder – für 500 Millionen Euro </H2>

<H2> Sagen Sie mal! </H2>

<H2> Sagen Sie mal, Monique Endrich! </H2>

<H2> TW-Fragebogen: Sagen Sie mal, Moritz Schwack! </H2>

<H2> TW-Fragebogen: Sagen Sie mal, Dirk Ankenbrand! </H2>

<H2> TW-Fragebogen: Sagen Sie mal, Tina Jokisch! </H2>

<H2> Umsätze </H2>

<H2> Absatzfördernde Kombination aus Sonne und Feiertag </H2>

<H2> Gerade noch ein Plus </H2>

<H2> Positiver Sommerauftakt </H2>

<H2> Vaude und UPM entwickeln Outdoorjacke aus biobasiertem Polyester </H2>

<H2> Arion sammelt Millionen ein </H2>

<H2> Darum holt Puma das globale Marketing zurück in die Zentrale </H2>

<H2> Stores des Tages Frühjahr 2023 </H2>

<H2> Top-Personalien </H2>

<H2> Casamoda: Quadriga folgt auf Klaus Katt </H2>

<H2> Stitch Fix holt neuen Chef von Macy's </H2>

<H2> ANWR Group beruft Martina Novotny in den Vorstand </H2>

<H2> Retail Media </H2>

<H2> Wie Amazon im Boom-Markt Retail Media weiter wachsen will </H2>

<H2> TW-Analyse zum Thema Retail Media: Amazon: Wachstumsdelle im deutschen Werbegeschäft </H2>

<H2> Interview mit Elton Ollerhead, Director der Asos Media Group: "Wir treten bei Retail Media in eine neue Phase ein" </H2>

<H2> Online-Werbung: Asos startet Retail Media-Offensive </H2>

<H2> Was macht den Handel zukunftsfähig? </H2>

<H2> TW-Forum 2023 </H2>

<H2> Recycling, und dann de luxe </H2>

<H2> TW Forum: Vortrag von Neurowissenschaftler Dr. Henning Beck : Gehirn versus KI </H2>

<H2> TW Forum-Preisträger 2023: Vestiaire Collective: Secondhand, Eins-a-Erlebnis </H2>

<H2> TW Forum 2023: Christoph Bründl, Inhaber Bründl Sports: "Magic Moments sind unsere DNA" </H2>

<H2> TW-Analyse </H2>

<H2> Otto Group: Umsatz sinkt leicht, Ergebnis kräftig </H2>

<H2> TW-Analyse zum Thema Retail Media: Amazon: Wachstumsdelle im deutschen Werbegeschäft </H2>

<H2> TW-Analyse über den Online-Modehandel: Zu hoch gestapelt? </H2>

<H2> TW-Analyse: Van den Bossche folgt auf Müllenbach: Galeria: neuer Chef, alte Probleme </H2>

<H2> Tagesaktuell </H2>

<H2> New Work </H2>

<H2> "Wir gehen nicht davon aus, dass alle Mitarbeitenden zurückkehren" </H2>

<H2> New Work: Interview mit der Personalchefin von Dodenhof: "Die Vier-Tage-Woche ist in Vorstellungsgesprächen ein großer Pluspunkt" </H2>

<H2> TW-Spezial New Work: Interview mit Silke Walz, Personalchefin von Marc O'Polo: "Eine großartige Abwechslung mit neuen Erfahrungen" </H2>

<H2> TW-Digital Talk: Zwischen New Work und Fachkräftemangel: So binden und begeistern Unternehmen ihre Mitarbeitenden </H2>

<H2> Interaktiv </H2>

<H2> Zahlen und Daten für die Branche </H2>

<H2> Wilhelm-Lorch-Stiftung 2023 </H2>

<H2> Die Preisträger der Wilhelm-Lorch-Stiftung 2023 </H2>

<H2> Fashion-News </H2>
 <H2> TW Presentation Center </H2>
 <H2> TW Presentation Center </H2>
 <H2> Reality Checks im E-Commerce </H2>
 <H2> Zu hoch gestapelt? </H2>
 <H2> Profitabilität im Visier: Fashionette: Solides Geschäftsjahr, jetzt Fokus auf Plattform </H2>
 <H2> Die Digitalexpertin von Douglas über Vernetzung und Verstrickung: "Omnichannel macht uns widerstandsfähiger" </H2>

<H2> Community </H2>
 <H2> Katag in Bielefeld </H2>
 <H2> Fashion-Show der besten Absolventen der AMD Akademie Mode & Design </H2>
 <H2> Launch-Party in Köln </H2>
 <H2> Brunello Cucinelli, Michael Meyer und Gäste feiern am Tegernsee </H2>
 <H2> News </H2>
 <H2> El Corte Inglés: Kräftiger Zuwachs im Mode-Segment </H2>
 <H2> Neues Nachhaltigkeits-Label landet in München </H2>
 <H2> Tedi startet in Belgien </H2>
 <H2> "Der Markt ist soft" </H2>
 <H2> "Zu viel New Work ist nicht gut" </H2>
 <H2> Asos: Rückkehr zur Profitabilität bei rückläufigem Umsatz </H2>
 <H2> Fashion-Shows </H2>
 <H2> Federico Cina F/S 2024 </H2>
 <H2> Neil Barrett F/S 2024 </H2>
 <H2> Dolce & Gabbana F/S 2024 </H2>
 <H2> New Luxury </H2>
 <H2> "In Basicsühl' ich mich verkleidet" </H2>
 <H2> New Luxury: Michael Meyer im Gespräch: "Wir wollen direkt nach vorne in die Herzen der Kunden" </H2>
 <H2> New Luxury: Susanne Sagmeister trifft Susanne Kaufmann: "Aufmerksamkeit steht ganz oben" </H2>
 <H2> Sport? Mode? Contemporary? Pas Normal Studios ist alles.: Normal ist das nicht </H2>
 <H2> Store-Galerien </H2>
 <H2> Store to watch </H2>
 <H2> Mytheresas Münchner Menswear-Mekka </H2>
 <H2> Nachrichten </H2>
 <H2> Mytheresa: Neuer Menswear-Auftritt in München </H2>
 <H2> Die Umsätze von H&M stagnieren </H2>
 <H2> Welcher Arbeitgeber hat das beste Image? </H2>
 <H2> News </H2>
 <H2> C&A verkauft das Geschäft in Mexiko </H2>
 <H2> "Knapp spricht aus, was viele denken" </H2>
 <H2> Boss Orange für Frauen, Hugo Blue, Franchise-Offensive – der 5 Mrd.-Plan </H2>
 <H2> Calida Group gibt Erlich Textil auf </H2>
 <H2> Inside Schuhmarkt: Aus dem Tritt </H2>
 <H2> So geht es mit Stylefile nach der Übernahme weiter </H2>
 <H2> Fokus Supply Chain </H2>
 <H2> Deutsche sind Weltmeister im Zurückschicken </H2>
 <H2> Assyst-Geschäftsführer Hans Peter Hiemer zur Supply Chain von Morgen: "Digital Fashion ist der Game Changer" </H2>

<H2> TW-Interview mit Hubert Borghoff, Logistik-Leiter bei Group 7: "Wir versuchen, den Waren-Tourismus einzudämmen" </H2>

<H2> Sonderpublikationen </H2>
 <H2> TextilWirtschaft today </H2>
 <H3> Luis Trenker am Gardasee </H3>
 <H3> Valentino in Paris </H3>
 <H3> Gant in Stockholm </H3>
 <H3> Palm Angels in Seoul </H3>
 <H3> Die Themen von heute direkt ins Mail-Postfach? </H3>
 <H4> Meist gelesen </H4>
 <H6> Sanierungsstrategie </H6>

<H6> Ab Juli </H6>

<H6> Nach Umbau </H6>

<H6> Ökonom Marcel Fratzscher </H6>

Use your keywords in the headings and make sure the first level (H1) includes your most important keywords. Never duplicate your title tag content in your header tag.

While it is important to ensure every page has an H1 tag, never include more than one per page. Instead, use multiple H2 - H6 tags.

Keywords Cloud

für 24 sich 20 thema 18 alle 18 nach 17
 fashion 15 über 11 nicht 10 neue 10 interview 9
 frühjahr 8 mehr 8 store 8 group 8 retail 7

This Keyword Cloud provides an insight into the frequency of keyword usage within the page.

It's important to carry out keyword research to get an understanding of the keywords that your audience is using. There are a number of keyword research tools available online to help you choose which keywords to target.

Keyword Consistency

Keywords	Freq	Title	Desc	<H>
für	24	✗	✗	✓
sich	20	✗	✗	✓
thema	18	✗	✗	✓
alle	18	✗	✗	✓
nach	17	✓	✗	✓
fashion	15	✗	✗	✓
über	11	✗	✗	✓
nicht	10	✗	✗	✓
neue	10	✗	✗	✓
interview	9	✗	✗	✓
frühjahr	8	✗	✗	✓
mehr	8	✗	✗	✗
store	8	✗	✗	✓
group	8	✗	✗	✓
retail	7	✗	✗	✓

This table highlights the importance of being consistent with your use of keywords.

To improve the chance of ranking well in search results for a specific keyword, make sure you include it in some or all of the following: page URL, page content, title tag, meta description, header tags, image alt attributes, internal link anchor text and backlink anchor text.

Alt Attribute



We found 76 images on this web page
 16 ALT attributes are empty or missing.

/news/media/25/PC-Haus-in-Düsseldorf-245712-detailp.jpeg

/teaser/media/25/TW24-245540-detailoffer.jpeg

/news/media/25/Ludwig-Beck--245825-detailp.jpeg

/teaser/media/25/--245487-detailspez.jpeg

/news/media/25/bugatti-245345-detailp.jpeg

/news/media/25/--245026-detailp.jpeg

/news/media/25/Pitti-People-im-Sommer-2023-245705-detailpp.jpeg

/news/media/25/TW_Fragebogen-Monique-Endrich-245526-detailpp.jpeg

/arena/svg/599_64_logo_tw_sports_corners.svg

/news/media/25/Calida-in-Zürich-244988-detailp.jpeg

/teaser/media/25/Google-Omnichannel-243150-detailspez.jpeg

https://ad13.adfarm1.adition.com/banner?sid=4495237&gdpr=\${GDPR}&gdpr_consent=\${GDPR_CONSENT_39}&kid=5886057&bid=17818

/teaser/media/25/Die-Preisträger-der-Wilhelm-Lorch-Stiftung-2023-243194-detailspez.jpeg

/news/media/25/Exhibition-to-visit-244786-detailp.jpeg

/news/media/25/Valle--Valle-244674-detailp.jpeg

/teaser/media/24/Presentation-Center-236094-detailspez.png

Alternative text is used to describe images to give the search engine crawlers (and the visually impaired).

Also, more information to help them understand images, which can help them to appear in Google Images search results.

Text/HTML Ratio



HTML to Text Ratio is: **9.73%**

Text content size 21598 bytes

Total HTML size 222086 bytes

Code to text ratio represents the percentage of actual text on a web page compared to the percentage of HTML code, and it is used by search engines to calculate the relevancy of a web page.

A higher code to text ratio will increase your chances of getting a better rank in search engine results.



GZIP compression



Wow! It's GZIP Enabled.

✓ Your webpage is compressed from 217 KB to 36 KB (83.5 % size savings)

Gzip is a method of compressing files (making them smaller) for faster network transfers.

It allows to reduce the size of web pages and any other typical web files to about 30% or less of its original size before it transfer.

 IP Canonicalization No your domain IP 91.198.2.31 does not redirect to textilwirtschaft.de



To check this for your website, enter your IP address in the browser and see if your site loads with the IP address. Ideally, the IP should redirect to your website's URL or to a page from your website hosting provider. If it does not redirect, you should do an htaccess 301 redirect to make sure the IP does not get indexed.

 URL Rewrite Warning! We have detected parameters in a massive number of URLs



Your site's URLs contain unnecessary elements that make them look complicated. A URL must be easy to read and remember for users. Search engines need URLs to be clean and include your page's most important keywords. Clean URLs are also useful when shared on social media as they explain the page's content.

 Underscores in the URLs Oh no, you are using underscores (these_are_underscores) in your URLs



Great, you are not using ?underscores (these_are_underscores) in your URLs. While Google treats hyphens as word separators, it does not for underscores.



WWW Resolve



Warning, no 301 redirects are in place to redirect traffic to your preferred domain. Pages that load successfully both with and without www. are treated as duplicate content!

Redirecting requests from a non-preferred domain is important because search engines consider URLs with and without "www" as two different websites.



XML Sitemap



Good, you have XML Sitemap file!
<http://textilwirtschaft.de/sitemap.xml>

A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.

You can check for errors in your robots.txt file using Google Search Console (formerly Webmaster Tools) by selecting 'Robots.txt Tester' under 'Crawl'. This also allows you to test individual pages to make sure that Googlebot has the appropriate access.



Robots.txt



Good, you have Robots.txt file!
<http://textilwirtschaft.de/robots.txt>

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.

We recommend that you generate an XML sitemap for your website and submit it to both Google Search Console and Bing Webmaster Tools. It is also good practice to specify your sitemap's location in your robots.txt file.



Embedded Objects

Perfect, no embedded objects has been detected on this page



Embedded Objects such as Flash. It should only be used for specific enhancements.

Although Flash content often looks nicer, it cannot be properly indexed by search engines.

Avoid full Flash websites to maximize SEO.



Iframe

Oh no, iframe content has been detected on this page



Frames can cause problems on your web page because search engines will not crawl or index the content within them.

Avoid frames whenever possible and use a NoFrames tag if you must use them.



Domain Registration

Exactly how many years and months



Domain Age: Not Available

Created Date: Not Available

Updated Date: 3rd-Apr-2012

Expiry Date: Not Available

Domain age matters to a certain extent and newer domains generally struggle to get indexed and rank high in search results for their first few months (depending on other associated ranking factors). Consider buying a second-hand domain name.

Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.



Indexed Pages



Indexed pages in search engines

97,100 Page(s)

This is the number of pages that we have discovered on your website.

A low number can indicate that bots are unable to discover your webpages, which is a common cause of a bad site architecture & internal linking, or you're unknowingly preventing bots and search engines from crawling & indexing your pages.



Backlinks Counter



Number of backlinks to your website

Backlink(s)

Backlinks are links that point to your website from other websites. They are like letters of recommendation for your site.

Since this factor is crucial to SEO, you should have a strategy to improve the quantity and quality of backlinks.



URL



http://textilwirtschaft.de

Length: 16 characters

Keep your URLs short and avoid long domain names when possible.

A descriptive URL is better recognized by search engines.

A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g., http://www.mysite.com/en/products).



Favicon



Great, your website has a favicon.

Favicons improve a brand's visibility.

As a favicon is especially important for users bookmarking your website, make sure it is consistent with your brand.



Custom 404 Page



Great, your website has a custom 404 error page.

When a visitor encounters a 404 File Not Found error on your site, you're on the verge of losing the visitor that you've worked so hard to obtain through the search engines and third party links.

Creating your custom 404 error page allows you to minimize the number of visitors lost that way.



Page Size

217 KB (World Wide Web average is 320 Kb)



Two of the main reasons for an increase in page size are images and JavaScript files.

Page size affects the speed of your website; try to keep your page size below 2 Mb.

Tip: Use images with a small size and optimize their download with gzip.



Load Time

0.5 second(s)



Site speed is an important factor for ranking high in Google search results and enriching the user experience.

Resources: Check out Google's developer tutorials for tips on how to make your website run faster.



Language

Good, you have declared your language

Declared Language: German



Make sure your declared language is the same as the language detected by Google

Also, define the language of the content in each page's HTML code.

Domain Availability

Domains (TLD)	Status
textilwirtschaft.com	Already Registered
textilwirtschaft.net	Already Registered
textilwirtschaft.org	Already Registered
textilwirtschaft.biz	Already Registered
textilwirtschaft.us	Available

Register the various extensions of your domain to protect your brand from cybersquatters.

Typo Availability

Domains (TLD)	Status
rextilwirtschaft.de	Available
fextilwirtschaft.de	Available
gextilwirtschaft.de	Available
hextilwirtschaft.de	Available
yextilwirtschaft.de	Available

Register the various typos of your domain to protect your brand from cybersquatters.



Email Privacy



Email address has been found in plain text!

We don't recommend adding plain text/linked email addresses to your webpages.

As malicious bots scrape the web in search of email addresses to spam. Instead, consider using a contact form.



Safe Browsing



The website is not blacklisted and looks safe to use.

Safe Browsing to identify unsafe websites and notify users and webmasters so they can protect themselves from harm.



Mobile Friendliness



Awesome! This page is mobile-friendly!
Your mobile friendly score is 80/100

Mobile Friendliness refers to the usability aspects of your mobile website, which Google uses as a ranking signal in mobile search results.



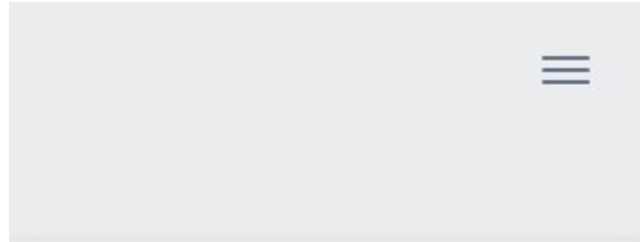
Mobile Compatibility



Bad, embedded objects detected.

Embedded Objects such as Flash, Silverlight or Java. It should only be used for specific enhancements.

But avoid using Embedded Objects, so your content can be accessed on all devices.



TextilWirtschaft



TW+ SANIERUNGSSTRATEGIE

Wie kommt P&C zurück?

Bei Peek & Cloppenburg in Düsseldorf
hat die Sanierung begonnen. Setzt die
neue Führung die richtigen Akzente?

The number of people using the Mobile Web is huge; over 75 percent of consumers have access to smartphones. ??

Your website should look nice on the most popular mobile devices.

Tip: Use an analytics tool to track mobile usage of your website.

Server IP

Server IP	Server Location	Service Provider
91.198.2.31	Not Available	Not Available

Your server's IP address has little impact on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors.

Search engines take the geolocation of a server into account as well as the server speed.

Speed Tips

Tips for authoring fast-loading HTML pages:

- ✓ Perfect, your website has few CSS files.
- ✗ Too bad, your website has too many JavaScript files.
- ✓ Perfect, your website doesn't use nested tables.
- ✗ Too bad, your website is using inline styles.

Website speed has a huge impact on performance, affecting user experience, conversion rates and even rankings.

By reducing page load-times, users are less likely to get distracted and the search engines are more likely to reward you by ranking your pages higher in the SERPs.

Conversion rates are far higher for websites that load faster than their slower competitors.

Analytics

We didn't detect an analytics tool installed on this website.

Web analytics let you measure visitor activity on your website.

You 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.



Doc Type

Your Web Page doctype is HTML 5



The Doctype is used to instruct web browsers about the document type being used.

For example, what version of HTML the page is written in.

Declaring a doctype helps web browsers to render content correctly.



W3C Validity

W3C not validated



W3C is a consortium that sets web standards.

Using valid markup that contains no errors is important because syntax errors can make your page difficult for search engines to index. Run the W3C validation service whenever changes are made to your website's code.



Encoding

Great, language/character encoding is specified: UTF-8



Specifying language/character encoding can prevent problems with the rendering of special characters.

Social Data

Your social media status

 Facebook:  TextilWirtschaft

 Twitter:  TW

 Instagram:  Textilwirtschaft

Social data refers to data individuals create that is knowingly and voluntarily shared by them.

Cost and overhead previously rendered this semi-public form of communication unfeasible.

But advances in social networking technology from 2004-2010 has made broader concepts of sharing possible.

Traffic Rank

No Global Rank



A low rank means that your website gets a lot of visitors.

Your Alexa Rank is a good estimate of the worldwide traffic to your website, although it is not 100 percent accurate.

Visitors Localization

Your website is popular on following countries:



Popularity at	None
Regional Rank	None

We recommend that you book the domain names for the countries where your website is popular.

This will prevent potential competitors from registering these domains and taking advantage of your reputation in such countries.

Estimated Worth

\$60 USD



Just a estimated worth of your website based on Alexa Rank.



In-Page Links



We found a total of 185 links including both internal & external links of your site

Anchor	Type	Follow
No Anchor Text	Internal Links	Dofollow
Events	Internal Links	Dofollow
Research	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
E-Paper	Internal Links	Dofollow
Newsletter	Internal Links	Dofollow
Login	Internal Links	Dofollow
Passwort vergessen	Internal Links	Dofollow
Registrieren	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Business	Internal Links	Dofollow
Fashion	Internal Links	Dofollow
TW Forum 2023	Internal Links	Dofollow
Preisträger Wilhelm-Lorch-Stiftung	Internal Links	Dofollow
TW Podcast	Internal Links	Dofollow
Store des Tages	Internal Links	Dofollow
E-Paper	Internal Links	Dofollow
P&C / Markus Kaiser	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Puma	Internal Links	Dofollow
Ludwig Beck	Internal Links	Dofollow
DIW Berlin / B.Dietl	Internal Links	Dofollow
Nachrichten	Internal Links	Dofollow
Nachfolgeregelung Casamoda: Quadriga folgt auf Klaus Katt	Internal Links	Dofollow
Top-Personalie bei Tristyle-Tochter Neue Geschäftsführerin für Peter Hahn	Internal Links	Dofollow
TW Digital Talk: 10 Fragen zum Thema Personalmanagement "Zu viel New Work ist nicht gut"	Internal Links	Dofollow
Chronologie Diese Modeunternehmen haben 2023 Insolvenz angemeldet	Internal Links	Dofollow
Lloyd	Internal Links	Dofollow
EU-Gesetze: Interview mit Astrid Schödel, Head of CR bei Brax "Nur so schaffen wir in Europa ein Level-Playing-Field"	Internal Links	Dofollow
Erstmals rückläufige Zahlen, Top 3 verlieren Marktanteile In diesen Online-Shops geben die Österreicher am meisten aus	Internal Links	Dofollow
CCC Group/Halfprice	Internal Links	Dofollow
arena	Internal Links	Dofollow
Store to watch Luis Trenker landet am Gardasee	Internal Links	Dofollow
Interview mit Kik-Chef Patrick Zahn "Es droht eine De-Globalisierung"	Internal Links	Dofollow
Nach Abgang von Dirk Schönberger MCM mit neuer Markenidentität – und neuem Kreativteam	Internal Links	Dofollow
The Listener hat einen neuen Eigner Istanbul Modehändler kauft Frankfurter Concept-Store	Internal Links	Dofollow
Neue Lokal-Strategie Alibaba expandiert mit Erfolgsmodell Tmall nach Europa	Internal Links	Dofollow
bugatti	Internal Links	Dofollow
AlphaTauri	Internal Links	Dofollow
Menswear Frühjahr 2024	Internal Links	Dofollow
Enrico Labriola / Chillaxing Road / Collage: TW	Internal Links	Dofollow
Pitti-Impressionen: Madonna, das weiße Wildschwein und Blubberbad	Internal Links	Dofollow

104. Ausgabe der Menswear-Messe: Pitti People: Top-Looks aus Florenz	Internal Links	Dofollow
Menswear zum Frühjahr 2024: Das sagen die Händler	Internal Links	Dofollow
EU-Gesetze für die Mode	Internal Links	Dofollow
Seidensticker	Internal Links	Dofollow
Leserbrief zu den Gesetzesvorhaben der EU: "Mittelständische Unternehmen können das nicht stemmen"	Internal Links	Dofollow
Das plant Brüssel für die Modebranche: Revolution per Gesetz	Internal Links	Dofollow
Kommentar zu den geplanten EU-Gesetzen: Rückenwind aus Afrika	Internal Links	Dofollow
Secondhand in der Mode	Internal Links	Dofollow
Foto: About You/Klaus Bodig/Funke Foto Services	Internal Links	Dofollow
Trotz des allgemeinen Secondhand-Booms: Mädchenflohmärkte sind zahlungsunfähig	Internal Links	Dofollow
Wegen zahlreicher Verkäuferbeschwerden: About You schmeißt Mädchenflohmärkte aus der Secondhand-Kategorie	Internal Links	Dofollow
Secondhand to watch : Asket eröffnet in Stockholm den ersten Restore Imi Mode	Internal Links	Dofollow
Was läuft bei Bonprix, Kai Heck?: "Sommerkleider in Magenta und Badeanzüge in knalligem Blau"	Internal Links	Dofollow
Was läuft bei Schuh und Sport Mücke, Felix Schmuck?: "Geschlossene Modelle in Farbe und Sneaker"	Internal Links	Dofollow
Was läuft bei Bous in Bad Homburg, Frau Bous?: "Geklümmte Dessous und Bademode in Rosé und Pink"	Internal Links	Dofollow
Virtuelle Anprobe	Internal Links	Dofollow
Zalando	Internal Links	Dofollow
Virtual Dressing in der Mode: Zalando öffnet virtuelle Umkleidekabine für alle Kunden	Internal Links	Dofollow
Erste Tests bei Nike: Snapchat setzt auf Geschäft mit digitaler Anprobe im Einzelhandel	Internal Links	Dofollow
Virtual Dressing in der Mode: Spread Group investiert in digitale Größenberatung	Internal Links	Dofollow
Fokus Galeria	Internal Links	Dofollow
Imago / PEMAX	Internal Links	Dofollow
Neue Allianz: Stadt Cottbus wird zum Warenhaus-Vermieter: Bürgerservice neben Brax: Wenn Galeria geht, kommen die Ämter	Internal Links	Dofollow
Warenhauskonzern: Galeria-Chef weicht Sanierungspläne auf	Internal Links	Dofollow
Galeria-Eigentümerin freut sich über ein "sehr gutes Invest" - mit Immobilien: Signa verkauft Möbelhändler Kika/Leiner wieder – für 500 Millionen Euro	Internal Links	Dofollow
Maison Common	Internal Links	Dofollow
TW-Fragebogen: Sagen Sie mal, Moritz Schwack!	Internal Links	Dofollow
TW-Fragebogen: Sagen Sie mal, Dirk Ankenbrand!	Internal Links	Dofollow
TW-Fragebogen: Sagen Sie mal, Tina Jokisch!	Internal Links	Dofollow
Umsätze	Internal Links	Dofollow
Imago / epd	Internal Links	Dofollow
Imago / imagebroker	Internal Links	Dofollow
Imago / Wolfgang Maria Weber	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Vaude	Internal Links	Dofollow
Lasse Rotthoff	Internal Links	Dofollow
Puma	Internal Links	Dofollow
thomas.meyer@pz-news.de	Internal Links	Dofollow
Calida	Internal Links	Dofollow
Bernd Seydel	Internal Links	Dofollow
Getty Images for Lascana	Internal Links	Dofollow
Thomas Griesmann	Internal Links	Dofollow
Top-Personalien	Internal Links	Dofollow
Stitch Fix	Internal Links	Dofollow

Andrea Steinbauer	Internal Links	Dofollow
Retail Media	Internal Links	Dofollow
Amazon Advertising	Internal Links	Dofollow
TW-Analyse zum Thema Retail Media: Amazon: Wachstumsdelle im deutschen Werbebusiness	Internal Links	Dofollow
Interview mit Elton Ollerhead, Director der Asos Media Group: "Wir treten bei Retail Media in eine neue Phase ein"	Internal Links	Dofollow
Online-Werbung: Asos startet Retail Media-Offensive	Internal Links	Dofollow
TW-Forum 2023	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
TW Forum: Vortrag von Neurowissenschaftler Dr. Henning Beck : Gehirn versus KI	Internal Links	Dofollow
TW Forum-Preisträger 2023: Vestiaire Collective: Secondhand, Eins-a-Erlebnis	Internal Links	Dofollow
TW Forum 2023: Christoph Bründl, Inhaber Bründl Sports: "Magic Moments sind unsere DNA"	Internal Links	Dofollow
TW-Analyse	Internal Links	Dofollow
Otto Group	Internal Links	Dofollow
TW-Analyse über den Online-Modehandel: Zu hoch gestapelt?	Internal Links	Dofollow
TW-Analyse: Van den Bossche folgt auf Müllenbach: Galeria: neuer Chef, alte Probleme	Internal Links	Dofollow
Tagesaktuell	Internal Links	Dofollow
New Work	Internal Links	Dofollow
Armedangels	Internal Links	Dofollow
New Work: Interview mit der Personalchefin von Dodenhof: "Die Vier-Tage-Woche ist in Vorstellungsgesprächen ein großer Pluspunkt"	Internal Links	Dofollow
TW-Spezial New Work: Interview mit Silke Walz, Personalchefin von Marc O'Polo: "Eine großartige Abwechslung mit neuen Erfahrungen"	Internal Links	Dofollow
TW-Digital Talk: Zwischen New Work und Fachkräftemangel: So binden und begeistern Unternehmen ihre Mitarbeitenden	Internal Links	Dofollow
Energie, Logistik, Unternehmen, Verbraucher Zahlen und Daten für die Branche	Internal Links	Dofollow
& Other Stories	Internal Links	Dofollow
Andy Sagg	Internal Links	Dofollow
Valle o Valle	Internal Links	Dofollow
The Plug	Internal Links	Dofollow
Loro Piana	Internal Links	Dofollow
unsplash	Internal Links	Dofollow
Reality Checks im E-Commerce	Internal Links	Dofollow
Profitabilität im Visier: Fashionette: Solides Geschäftsjahr, jetzt Fokus auf Plattform	Internal Links	Dofollow
Die Digitalexpertin von Douglas über Vernetzung und Verstrickung: "Omnichannel macht uns widerstandsfähiger"	Internal Links	Dofollow
Community	Internal Links	Dofollow
Katag / Sabine Brauer Photos	Internal Links	Dofollow
© Hochschule Fresenius/Kai-Uwe Knoth	Internal Links	Dofollow
Getty Images for Lascana	Internal Links	Dofollow
Brunello Cucinelli	Internal Links	Dofollow
News	Internal Links	Dofollow
Zweistellige Steigerungsraten El Corte Inglés: Kräftiger Zuwachs im Mode-Segment	Internal Links	Dofollow
Store-Premiere Neues Nachhaltigkeits-Label landet in München	Internal Links	Dofollow
Nonfood-Discounter Tedi startet in Belgien	Internal Links	Dofollow
TW-Interview mit McKinsey-Partner Achim Berg "Der Markt ist soft"	Internal Links	Dofollow
Frasers Group sichert sich weitere Anteile Asos: Rückkehr zur Profitabilität bei rückläufigem Umsatz	Internal Links	Dofollow
Fashion-Shows	Internal Links	Dofollow

Martin Veit	Internal Links	Dofollow
Martin Veit	Internal Links	Dofollow
Martin Veit	Internal Links	Dofollow
New Luxury	Internal Links	Dofollow
Maks Richter	Internal Links	Dofollow
New Luxury: Michael Meyer im Gespräch: "Wir wollen direkt nach vorne in die Herzen der Kunden"	Internal Links	Dofollow
New Luxury: Susanne Sagmeister trifft Susanne Kaufmann: "Aufmerksamkeit steht ganz oben"	Internal Links	Dofollow
Sport? Mode? Contemporary? Pas Normal Studios ist alles.: Normal ist das nicht	Internal Links	Dofollow
Store-Galerien	Internal Links	Dofollow
Mytheresa	Internal Links	Dofollow
Luis Trenker	Internal Links	Dofollow
Valentino	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Palm Angels	Internal Links	Dofollow
Mytheresa	Internal Links	Dofollow
Imago / Michael Gstettenbauer	Internal Links	Dofollow
Imago / Westend61	Internal Links	Dofollow
Nächster Ausstieg der Brenninkmeijer-Kette C&A verkauft das Geschäft in Mexiko	Internal Links	Dofollow
Leserbrief zum Interview ("Ein unkontrollierbares Bürokratie-Monster") mit New Yorker-Chef Friedrich Knapp "Knapp spricht aus, was viele denken"	Internal Links	Dofollow
TW-Analyse Boss Orange für Frauen, Hugo Blue, Franchise-Offensive – der 5 Mrd.-Plan	Internal Links	Dofollow
Gründerin will weitermachen Calida Group gibt Erlich Textil auf	Internal Links	Dofollow
TW Podcast Inside Schuhmarkt: Aus dem Tritt	Internal Links	Dofollow
Neuer Käufer bekannt So geht es mit Stylefile nach der Übernahme weiter	Internal Links	Dofollow
Fokus Supply Chain	Internal Links	Dofollow
bestSolutions/Picture People	Internal Links	Dofollow
Assyst-Geschäftsführer Hans Peter Hiemer zur Supply Chain von Morgen: "Digital Fashion ist der Game Changer"	Internal Links	Dofollow
TW-Interview mit Hubert Borghoff, Logistik-Leiter bei Group 7: "Wir versuchen, den Waren-Tourismus einzudämmen"	Internal Links	Dofollow
Sonderpublikationen	Internal Links	Dofollow
Ausgabe 01/2023 The New Luxury Issue (english)	Internal Links	Dofollow
Ausgabe 01/2023 The New Work Issue	Internal Links	Dofollow
Ausgabe 01/2023 The New Luxury Issue	Internal Links	Dofollow
Ausgabe 01/2023 The Sustainability Issue (english)	Internal Links	Dofollow
E-Paper	Internal Links	Dofollow
TW Testclub	Internal Links	Dofollow
Fachbücher	Internal Links	Dofollow
AGB	Internal Links	Dofollow
Datenschutz	Internal Links	Dofollow
Impressum	Internal Links	Dofollow
Sitemap	Internal Links	Dofollow
Kontakt	Internal Links	Dofollow
iTunes	Internal Links	Dofollow
Aktuelle Ausgabe als E-Paper	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow

Jobbörse	External Links	Dofollow
Mediadaten	External Links	Dofollow
Abo	External Links	Dofollow
Abo	External Links	Dofollow
No Anchor Text	External Links	Dofollow
iTunes	External Links	Dofollow
Google Play	External Links	Dofollow
Google Play	External Links	Dofollow
No Anchor Text	External Links	Dofollow

While there's no exact limit to the number of links you should include on a page, best practice is to avoid exceeding 200 links.

Links pass value from one page to another, but the amount of value that can be passed is split between all of the links on a page. This means that adding unnecessary links will dilute the potential value attributed to your other links.

Using the Nofollow attribute prevents value from being passed to the linking page, but it's worth noting that these links are still taken into account when calculating the value that is passed through each link, so Nofollow links can also dilute pagerank.



Broken Links



Broken links were found on this web page

<http://textilwirtschaft.de/Nachrichten>

Broken links send users to non-existing web pages. They are bad for your site's usability, reputation and SEO. If you find broken links in the future, take the time to replace or remove each one.