

# Website beoordeling apple.com

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De score is 48/100



## SEO Content

|    | Title                                                                                                                                                                        | <p>Apple</p> <p><b>Lengte : 5</b></p> <p>Let op, uw title tag zou tussen de 10 en 70 karakters (spaties inbegrepen) moeten bevatten. Gebruik <a href="#">deze gratis tool</a> om tekst lengte te berekenen.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                      |          |         |       |       |             |                                                                                                                                                                              |     |                        |        |       |       |                                                                                  |      |         |
|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---------|-------|-------|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|------------------------|--------|-------|-------|----------------------------------------------------------------------------------|------|---------|
|    | Description                                                                                                                                                                  | <p>Discover the innovative world of Apple and shop everything iPhone, iPad, Apple Watch, Mac, and Apple TV, plus explore accessories, entertainment, and expert device support.</p> <p><b>Lengte : 172</b></p> <p>Let op, uw meta description zou tussen de 70 en 160 karakters (spaces included) moeten bevatten.</p>                                                                                                                                                                                                                                                                                                                               |          |         |       |       |             |                                                                                                                                                                              |     |                        |        |       |       |                                                                                  |      |         |
|  | Keywords                                                                                                                                                                     | <p>Erg slecht. We hebben geen meta keywords gevonden in uw website. Gebruik <a href="#">deze gratis online meta tags generator</a> om keywords te genereren.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |          |         |       |       |             |                                                                                                                                                                              |     |                        |        |       |       |                                                                                  |      |         |
|  | Og Meta Properties                                                                                                                                                           | <p>Goed, uw page maakt gebruik van Og Properties.</p> <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>title</td><td>Apple</td></tr><tr><td>description</td><td>Discover the innovative world of Apple and shop everything iPhone, iPad, Apple Watch, Mac, and Apple TV, plus explore accessories, entertainment, and expert device support.</td></tr><tr><td>url</td><td>https://www.apple.com/</td></tr><tr><td>locale</td><td>en_US</td></tr><tr><td>image</td><td>https://www.apple.com/ac/structured-data/images/open_graph_logo.png?202110180743</td></tr><tr><td>type</td><td>website</td></tr></tbody></table> | Property | Content | title | Apple | description | Discover the innovative world of Apple and shop everything iPhone, iPad, Apple Watch, Mac, and Apple TV, plus explore accessories, entertainment, and expert device support. | url | https://www.apple.com/ | locale | en_US | image | https://www.apple.com/ac/structured-data/images/open_graph_logo.png?202110180743 | type | website |
| Property                                                                           | Content                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |          |         |       |       |             |                                                                                                                                                                              |     |                        |        |       |       |                                                                                  |      |         |
| title                                                                              | Apple                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |          |         |       |       |             |                                                                                                                                                                              |     |                        |        |       |       |                                                                                  |      |         |
| description                                                                        | Discover the innovative world of Apple and shop everything iPhone, iPad, Apple Watch, Mac, and Apple TV, plus explore accessories, entertainment, and expert device support. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |          |         |       |       |             |                                                                                                                                                                              |     |                        |        |       |       |                                                                                  |      |         |
| url                                                                                | https://www.apple.com/                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |          |         |       |       |             |                                                                                                                                                                              |     |                        |        |       |       |                                                                                  |      |         |
| locale                                                                             | en_US                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |          |         |       |       |             |                                                                                                                                                                              |     |                        |        |       |       |                                                                                  |      |         |
| image                                                                              | https://www.apple.com/ac/structured-data/images/open_graph_logo.png?202110180743                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |          |         |       |       |             |                                                                                                                                                                              |     |                        |        |       |       |                                                                                  |      |         |
| type                                                                               | website                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |          |         |       |       |             |                                                                                                                                                                              |     |                        |        |       |       |                                                                                  |      |         |

# SEO Content

|                                                                                    |                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |           |           |           |           |
|------------------------------------------------------------------------------------|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|-----------|-----------|
|                                                                                    |                 | site_name                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Apple     |           |           |           |
|    | Headings        | <b>H1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>H2</b> | <b>H3</b> | <b>H4</b> | <b>H5</b> |
|                                                                                    |                 | 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 4         | 14        | 7         | 6         |
|                                                                                    |                 | <b>H6</b><br>0 <ul style="list-style-type: none"> <li>• [H1] Apple</li> <li>• [H2] Apple Vision Pro</li> <li>• [H2] iPhone 15 Pro</li> <li>• [H2] iPhone 15</li> <li>• [H2] Apple Footer</li> <li>• [H3] Welcome to the era of spatial computing.</li> <li>• [H3] Titanium. So strong. So light. So Pro.</li> <li>• [H3] New camera. New design. Newphoria.</li> <li>• [H3] Shop and Learn Shop and Learn</li> <li>• [H3] Apple Wallet Apple Wallet</li> <li>• [H3] Account Account</li> <li>• [H3] Entertainment Entertainment</li> <li>• [H3] Apple Store Apple Store</li> <li>• [H3] For Business For Business</li> <li>• [H3] For Education For Education</li> <li>• [H3] For Healthcare For Healthcare</li> <li>• [H3] For Government For Government</li> <li>• [H3] Apple Values Apple Values</li> <li>• [H3] About Apple About Apple</li> <li>• [H4] Apple Watch Series 9</li> <li>• [H4] Apple Watch Ultra 2</li> <li>• [H4] MacBook Pro</li> <li>• [H4] Apple Fitness+</li> <li>• [H4] Apple Card</li> <li>• [H4] Apple Trade In</li> <li>• [H4] Apple TV+</li> <li>• [H5] Smarter. Brighter. Mightier.</li> <li>• [H5] Next level adventure.</li> <li>• [H5] Mind-blowing. Head-turning.</li> <li>• [H5] From HIIT to Yoga. From 5 to 45 minutes.</li> <li>• [H5] There's something for everyone.</li> <li>• [H5] Get up to 3% Daily Cash back with every purchase.</li> <li>• [H5] Get \$180-\$620 in credit when you trade in iPhone 11 or higher.2</li> </ul> |           |           |           |           |
|  | Afbeeldingen    | We vonden 0 afbeeldingen in de pagina.<br><br>Goed, de meeste of alle afbeeldingen hebben een alt tekst                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |           |           |           |           |
|  | Text/HTML Ratio | Ratio : <b>3%</b><br><br>De ratio van text tot HTML code is below 15 procent, dit betekent dat uw pagina waarschijnlijk meer tekst nodig heeft.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |           |           |           |           |
|  | Flash           | Perfect, geen Flash content gevonden in uw website.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |           |           |           |           |

## SEO Content

|                                                                                   |        |                                                           |
|-----------------------------------------------------------------------------------|--------|-----------------------------------------------------------|
|  | Iframe | Perfect, er zijn geen Iframes in uw website aangetroffen. |
|-----------------------------------------------------------------------------------|--------|-----------------------------------------------------------|

## SEO Links

|                                                                                  |                        |                                                                                                      |
|----------------------------------------------------------------------------------|------------------------|------------------------------------------------------------------------------------------------------|
|  | Herschreven URL        | Perfect. Uw links zien er vriendelijk uit!                                                           |
|  | Underscores in de URLs | We hebben underscores gevonden in uw URLs. U zou het minteken moeten gebruiken ten behoeven van SEO. |
|  | In-page links          | We vonden een totaal van 86 links inclusie 0 link(s) naar bestanden                                  |
|  | Statistics             | Externe Links : noFollow 0%<br>Externe Links : doFollow 1.16%<br>Interne Links 98.84%                |

## In-page links

[illegible]

## In-page links

|                                               |        |          |
|-----------------------------------------------|--------|----------|
| <a href="#">&amp;nbsp;</a>                    | Intern | doFollow |
| <a href="#">Try it free</a>                   | Intern | doFollow |
| <a href="#">1</a>                             | Intern | doFollow |
| <a href="#">&amp;nbsp;</a>                    | Intern | doFollow |
| <a href="#">Apply now</a>                     | Intern | doFollow |
| <a href="#">Apply now</a>                     | Intern | doFollow |
| <a href="#">&amp;nbsp;</a>                    | Intern | doFollow |
| <a href="#">2</a>                             | Intern | doFollow |
| <a href="#">apple.com</a>                     | Intern | doFollow |
| <a href="#">support.apple.com/kb/HT209218</a> | Intern | doFollow |
| <a href="#">Store</a>                         | Intern | doFollow |
| <a href="#">Mac</a>                           | Intern | doFollow |
| <a href="#">iPad</a>                          | Intern | doFollow |
| <a href="#">iPhone</a>                        | Intern | doFollow |
| <a href="#">Watch</a>                         | Intern | doFollow |
| <a href="#">AirPods</a>                       | Intern | doFollow |
| <a href="#">TV &amp; Home</a>                 | Intern | doFollow |
| <a href="#">AirTag</a>                        | Intern | doFollow |
| <a href="#">Accessories</a>                   | Intern | doFollow |
| <a href="#">Gift Cards</a>                    | Intern | doFollow |
| <a href="#">Wallet</a>                        | Intern | doFollow |
| <a href="#">Apple Pay</a>                     | Intern | doFollow |
| <a href="#">Apple Cash</a>                    | Intern | doFollow |
| <a href="#">Manage Your Apple ID</a>          | Intern | doFollow |
| <a href="#">Apple Store Account</a>           | Intern | doFollow |
| <a href="#">iCloud.com</a>                    | Extern | doFollow |
| <a href="#">Apple One</a>                     | Intern | doFollow |
| <a href="#">Apple TV+</a>                     | Intern | doFollow |
|                                               |        |          |

## In-page links

|                                                |        |          |
|------------------------------------------------|--------|----------|
| <a href="#">Apple Music</a>                    | Intern | doFollow |
| <a href="#">Apple Arcade</a>                   | Intern | doFollow |
| <a href="#">Apple News+</a>                    | Intern | doFollow |
| <a href="#">Apple Podcasts</a>                 | Intern | doFollow |
| <a href="#">Apple Books</a>                    | Intern | doFollow |
| <a href="#">App Store</a>                      | Intern | doFollow |
| <a href="#">Find a Store</a>                   | Intern | doFollow |
| <a href="#">Genius Bar</a>                     | Intern | doFollow |
| <a href="#">Today at Apple</a>                 | Intern | doFollow |
| <a href="#">Apple Camp</a>                     | Intern | doFollow |
| <a href="#">Apple Store App</a>                | Intern | doFollow |
| <a href="#">Certified Refurbished</a>          | Intern | doFollow |
| <a href="#">Financing</a>                      | Intern | doFollow |
| <a href="#">Carrier Deals at Apple</a>         | Intern | doFollow |
| <a href="#">Order Status</a>                   | Intern | doFollow |
| <a href="#">Shopping Help</a>                  | Intern | doFollow |
| <a href="#">Apple and Business</a>             | Intern | doFollow |
| <a href="#">Shop for Business</a>              | Intern | doFollow |
| <a href="#">Apple and Education</a>            | Intern | doFollow |
| <a href="#">Shop for K-12</a>                  | Intern | doFollow |
| <a href="#">Shop for College</a>               | Intern | doFollow |
| <a href="#">Apple in Healthcare</a>            | Intern | doFollow |
| <a href="#">Health on Apple Watch</a>          | Intern | doFollow |
| <a href="#">Health Records on iPhone</a>       | Intern | doFollow |
| <a href="#">Shop for Government</a>            | Intern | doFollow |
| <a href="#">Shop for Veterans and Military</a> | Intern | doFollow |
| <a href="#">Accessibility</a>                  | Intern | doFollow |
| <a href="#">Education</a>                      | Intern | doFollow |
|                                                |        |          |

## In-page links

|                                           |        |          |
|-------------------------------------------|--------|----------|
| <a href="#">Environment</a>               | Intern | doFollow |
| <a href="#">Inclusion and Diversity</a>   | Intern | doFollow |
| <a href="#">Privacy</a>                   | Intern | doFollow |
| <a href="#">Racial Equity and Justice</a> | Intern | doFollow |
| <a href="#">Supplier Responsibility</a>   | Intern | doFollow |
| <a href="#">Newsroom</a>                  | Intern | doFollow |
| <a href="#">Apple Leadership</a>          | Intern | doFollow |
| <a href="#">Career Opportunities</a>      | Intern | doFollow |
| <a href="#">Investors</a>                 | Intern | doFollow |
| <a href="#">Ethics &amp; Compliance</a>   | Intern | doFollow |
| <a href="#">Events</a>                    | Intern | doFollow |
| <a href="#">Contact Apple</a>             | Intern | doFollow |
| <a href="#">other retailer</a>            | Intern | doFollow |
| <a href="#">United States</a>             | Intern | doFollow |
| <a href="#">Privacy Policy</a>            | Intern | doFollow |
| <a href="#">Terms of Use</a>              | Intern | doFollow |
| <a href="#">Sales and Refunds</a>         | Intern | doFollow |
| <a href="#">Legal</a>                     | Intern | doFollow |
| <a href="#">Site Map</a>                  | Intern | doFollow |

## SEO Keywords

|                                                                                    |                |                                                                                  |
|------------------------------------------------------------------------------------|----------------|----------------------------------------------------------------------------------|
|  | Keywords Cloud | learn <b>apple</b> trade- <b>more</b> all new device buy<br>apple card available |
|------------------------------------------------------------------------------------|----------------|----------------------------------------------------------------------------------|

## Keywords Consistentie

| Keyword | Content | Title | Keywords | Description | Headings |
|---------|---------|-------|----------|-------------|----------|
| apple   | 16      | ✓     | ✗        | ✓           | ✓        |

## Keywords Consistentie

|        |    |   |   |   |   |
|--------|----|---|---|---|---|
| more   | 11 | ✖ | ✖ | ✖ | ✖ |
| learn  | 9  | ✖ | ✖ | ✖ | ✔ |
| trade- | 9  | ✖ | ✖ | ✖ | ✖ |
| device | 6  | ✖ | ✖ | ✔ | ✖ |

## Bruikbaarheid

|                                                                                    |               |                                                 |
|------------------------------------------------------------------------------------|---------------|-------------------------------------------------|
|    | Url           | Domein : apple.com<br>Lengte : 9                |
|    | Favicon       | Goed, uw website heeft een favicon.             |
|    | Printbaarheid | Jammer. We vonden geen Print-Vriendelijke CSS.  |
|   | Taal          | Goed. Uw ingestelde taal is en.                 |
|  | Dublin Core   | Deze pagina maakt geen gebruik van Dublin Core. |

## Document

|                                                                                    |                        |                                                                                                                                                         |
|------------------------------------------------------------------------------------|------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | Doctype                | HTML 5                                                                                                                                                  |
|  | Encoding               | Perfect. Uw ingestelde Charset is UTF-8.                                                                                                                |
|  | W3C Validiteit         | Fouten : 6<br>Waarschuwingen : 100                                                                                                                      |
|  | E-mail Privacy         | Geweldig er is geen e-mail adres gevonden als platte tekst!                                                                                             |
|  | Niet ondersteunde HTML | Geweldig! We hebben geen niet meer ondersteunde HTML tags gevonden in uw HTML.                                                                          |
|  | Speed Tips             | <div>  Geweldig, uw website heeft geen tabellen in een tabel. </div> |

## Document

- ✖ Jammer, uw website maakt gebruik van inline styles.
- ✖ Jammer, uw website heeft teveel CSS bestanden (meer dan 4).
- ✖ Jammer, uw website heeft teveel JS bestanden (meer dan 6).
- ✔ Perfect, uw website haalt voordeel uit gzip.

## Mobile



### Mobile Optimization

- ✖ Apple Icon
- ✔ Meta Viewport Tag
- ✔ Flash content

## Optimalisatie



### XML Sitemap

Geweldig, uw website heeft een XML sitemap.

<https://www.apple.com/shop/sitemap.xml>  
<https://www.apple.com/autopush/sitemap/sitemap-index.xml>  
<https://www.apple.com/newsroom/sitemap.xml>  
<https://www.apple.com/retail/sitemap/sitemap.xml>  
<https://www.apple.com/today/sitemap.xml>



### Robots.txt

<http://apple.com/robots.txt>

Geweldig uw website heeft een robots.txt bestand.



### Analytics

Ontbrekend

We hadden niet op te sporen van een analytics tool op deze website geplaatst.

Web Analytics laat u toe de bezoekersactiviteit op uw website te meten. U zou minstens 1 Analytics tool geïnstalleerd moeten hebben en een extra tool voor de bevestiging van de resultaten.